

# On the Talent Training Mode of Digital Media Art Majors in Colleges and Universities under the Background of "Double Innovation"

Lei Xiao

Communication University of China, Naniing, Jiangsu Nanjing 210000

---

**Abstract:** With the rise of digital media art in recent years, more and more education practitioners have focused on the cultivation of digital media art professionals. Under the background of "double innovation", digital media art majors in colleges and universities have ushered in new challenges and opportunities. Colleges and universities should start from the perspective of optimizing the concept of talent training, combine the current development trend in the field of digital media, further clarify the training goals of digital media art talents, enrich the forms of talent training, and actively encourage students to form entrepreneurial teams, so as to implement the optimization and innovation of the training mode of digital media art professionals in colleges and universities, and contribute to the

**Keywords:** "Double innovation"; Digital media arts; Talent training model

---

## 1. Introduction

Under the background of "double innovation", colleges and universities should also carry out effective innovation in talent training, keep up with the development trend of the times, and implement the innovative development route. In the process of implementing the training plan for digital media art professionals, colleges and universities should combine the current development trend of society and the digital media field, and under the leadership policy of the state and the Party, implement the quality education strategy, further optimize and enhance students' professional quality and ability, and cultivate students' comprehensive quality. With the help of innovation education and entrepreneurship education, colleges and universities should actively encourage students to innovate bravely, further optimize students' innovation literacy, realize economic transformation and upgrading on the basis of promoting students' all-round development, and give full play to the value of the dual entrepreneurship education background.

## 2. Optimize the Concept of Talent Training

In the context of "double innovation", the digital media art professional talent training program should not only stop at the cultivation of students' professional skills and the improvement of nourishing literacy, but also further enhance the degree of attention to double innovation. It is necessary to combine the development status of China's digital media art field, continuously optimize innovation education and entrepreneurship education, so as to enhance students' innovative spirit and lay a solid foundation for students' successful entrepreneurship in the future. Innovation education and entrepreneurship education can provide more choices for students' future development, broaden students' future employment direction, and promote the development of China's digital media art profession. Based on this, colleges and universities should pay more attention to optimizing the concept of training digital media art professionals, investigate and clarify the negative factors on the basis of the original concept of education, enrich the training content of digital media art majors, and ensure that the professional training plan is more comprehensive and effective, only in this way can we promote the comprehensive development of students in the current context and realize the current society's training needs for professional talents.

## 3. Clarify the Training Goals of Talents

When colleges and universities cultivate digital media art professionals and formulate corresponding training goals, they should pay more attention to the development of China's digital media art field, and formulate scientific training plans and goals according to their development trends. In order to ensure the scientific and reasonable training goals of digital media art professionals, colleges and universities should conduct in-depth analysis of the development trend of digital media art, fully explore the development trend and prospect of the industry, and use this as reference information for talent training plans to promote students to grow into more professional talents. In order to achieve this goal, teachers need to enlarge the pattern in the training of professional talents, change the previous emphasis on professional theoretical knowledge and software practical ability, to this basis, infiltrate innovative ideas and entrepreneurial

skills, promote students in the process of steady improvement, optimize their own comprehensive literacy and ability, develop unique entrepreneurial ideas and vision, and then start from their own future development, implement effective self-improvement and strengthening, and further protect students' learning effectiveness. At the same time, teachers should also guide students to give full play to their learning ability according to the training goals of digital media art professionals, and formulate phased goals that are consistent with their own abilities and development plans. With the realization of the phased goals, efforts and divisions are made to the final goal, and then realize the training plan for digital media art professionals in colleges and universities, meet the basic requirements of society and the state for digital media art talents under the background of "double innovation", and promote the long-term development of China's digital media art field<sup>[1]</sup>.

#### **4. Enrich the Forms of Personnel Training**

Teachers need to be aware that when carrying out talent training programs for students, they can not be limited to the transfer of knowledge in teaching activities, but also to ensure that students have strong practical ability, especially for the teaching activities of art majors, teachers should continue to enrich the mode of talent training, transform teaching theoretical knowledge into cultivation of students' practical ability, promote students to continuously strengthen the learning and thinking of theoretical knowledge in practice, transform theoretical knowledge content into the reliance of their own development, and let students take theoretical knowledge as the ladder of progress. Constantly strengthen their practical ability. In the Beijing Amendment, teachers can refine the elements of innovation education and entrepreneurship education, and then combine these elements with professional curriculum education and basic theoretical knowledge teaching, further enhance the impact of entrepreneurship and entrepreneurship education on students, promote students to break stereotypes in the learning process, generate the desire and courage to actively start a business, optimize and cultivate students' innovative vision, and promote them to combine innovative concepts with future development and graduation thesis with the help of teachers, and further optimize the effectiveness of innovation education and entrepreneurship education. In addition, teachers should further strengthen students' professional practical ability training and socialization training, such as planning, entrepreneurship, and market practice training, so as to promote students' life experience and social experience to be richer and more diverse, and promote students' all-round development. Practice can help students better understand the development trend of the professional field, accumulate entrepreneurial experience for students, and have a strong role in promoting students' future development.

#### **5. Encourage Students to Form Entrepreneurial Teams**

With the rapid development of China's education field, innovation and entrepreneurship education at this stage has become one of the main teaching contents of major colleges and universities, but most colleges and universities take theoretical knowledge teaching as the main form when carrying out this education, and this teaching mode has no substantial help and positive impact on students. Therefore, on this basis, teachers should guide and encourage students to build a professional entrepreneurial team of digital media art, such as various web design and game design, etc., and at the same time participate in short video editing, micro-film production and other content, fully integrate the characteristics of digital media, promote students to truly carry out entrepreneurial activities, and implement their own innovative ideas to carry out practice and verification. On the one hand, building an entrepreneurial team can promote students to feel the entrepreneurial atmosphere. In this process, students will have a deeper understanding of the development of digital media in China, and then analyze their own strengths and weaknesses. At the same time, with the small partners who start a business together, we hope to promote the expansion of students' ideas, contact with innovative ideas that are completely different from their own, and then improve the comprehensiveness of students' understanding of problems. On the other hand, in the process of forming an entrepreneurial team, students can make full use of the professional knowledge they have learned in school, even if it ends badly in the future entrepreneurship, but when summarizing the reasons for failure and reviewing the entrepreneurial process, this experience will still become a valuable experience, which has a great role in promoting students' future development and thinking about problems, and is a key channel for cultivating digital media art professionals in China<sup>[2]</sup>.

#### **6. Conclusion**

In the context of "double innovation", the development of China's digital media art profession has been challenged and opportunities, due to the rapid development of science and technology in China, the changes in the field of digital media are particularly rapid, in the current process of training digital media art professionals, colleges and universities should combine the development trend and situation of the industry, further ensure that their own education policy is in line with the trend of social development, and avoid the occurrence of derailment with the real status quo. In view of the innovation of the talent training model of digital media art majors, teachers should start

from different angles such as improving the concept of education, establishing educational goals, and optimizing the training mode of digital media art professionals, encourage students to actively participate in entrepreneurial activities and innovative activities, and encourage students to summarize the employment experience and entrepreneurial process of the industry in the continuous practice process, further improve students' comprehensive literacy and various professional skills, cultivate effective digital media professionals for China, and promote the long-term development of China's digital media art field.

## References

[1] Hui'e Zhang, Liang Tang, Xinzhi Tian, Haijie Shen. "Research on the Innovation and Entrepreneurship Training Model of Applied Talents in Private Colleges and Universities under the Background of 'Internet +'——Taking Digital Media Art as an Example[J]. *Computer Knowledge and Technology*, 2023, 19(06):94-96.

[2] Wencai Lin, Yuyuan Zhou. Reflections on the Construction of Digital Media Art Curriculum System from the Perspective of Multidisciplinary Interdisciplinary Perspective[J]. *Journal of Beijing Institute of Graphic Communication*, 2021, 29(12):154-156+170.