

Research on the cultivation of middle school students' artistic accomplishment in the teaching of animation design major in higher vocational colleges

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Abstract: In the era of our country's booming cultural development, the animation industry has erupted into a new vitality, and the society demands increasing quality and quantity of animation design talents. Animation art is a combination of high technology, industrial production and art, and how to train animation 0 design talents' artistic literacy and original ability has become an important issue for higher vocational colleges to improve the quality of talent training. This paper expounds the importance of the cultivation of artistic accomplishment of students majoring in animation design in higher vocational colleges, analyzes the factors that affect the cultivation of artistic accomplishment of students from the perspectives of student foundation, teaching mode and faculty strength, and probes into the cultivation countermeasures of artistic accomplishment of students majoring in animation design by focusing on artistic accomplishment education, innovating educational methods and modes, improving practical teaching conditions and building excellent teachers.

Key words: Higher vocational colleges; Animation design major; Artistic accomplishment; cultivation

Introduction

Animation design is an extension of film and television animation major, including cartoon design and animation design, not only requires students to master the principle of animation design, but also have the ability of cartoon design and expression, and have strong artistic expression ability and creative ability. Animation design is inseparable from the designer's subtle ideas and profound artistic deposits. By drawing pictures, animation designers can create vivid characters, animation plots and shots with artistic aesthetic flavor. In the new era, people's spiritual needs are increasing day by day, and the requirements for animation vision are constantly improving. Accordingly, the animation industry pays more and more attention to the artistic quality of designers. As an important position for the cultivation of composite talents, vocational colleges meet the needs of the social market, have a clear understanding of the relationship between the development of animation industry and artistic elements, and run artistic literacy education through all aspects of animation teaching to cultivate students' artistic accomplishment.

1. The importance of cultivating artistic accomplishment of students majoring in animation design in higher vocational colleges

1. animation industry innovation and development needs

At present, animation is no longer just a consumer product for young people and children, but is developing in a direction suitable for all ages. The development of animation industry cannot be separated from the support of policy, capital and talent. China has introduced a series of supportive policies to classify the animation industry into a key industry category. In this context, in order to move to the path of innovative development, the animation industry urgently needs a group of design talents with professional knowledge and technology and good artistic accomplishment. Animation design is of remarkable fashion and classic characteristics. In the teaching of animation design major, through increasing the cultivation of artistic accomplishment, vocational colleges can add courses of artistic accomplishment, cultivate students' visual perception ability, understanding ability, image thinking ability, rational analysis ability and innovation ability, and cultivate their innovative spirit and creative ability. At the same time, in the teaching of animation design, teachers can start from the artistic perspective, analyze the characteristics of animation products, audience preferences and long-term development needs, so that students can realize the relationship between artistic accomplishment and professional learning and development, so that they can consciously improve their artistic accomplishment, so as to cultivate talents who can meet the needs of innovation and development of animation industry.

2. The need to improve students' employability

The major of animation design emphasizes the integration of technology and art, and requires designers to have the ability of technical expression and the quality of design art. At present, China vigorously supports the development of original animation industry, animation is moving toward the direction of internationalization, collectivization and industrialization, and the demand for talents is increasing. Across the country, many schools have set up animation majors, making the competition in the social market increasingly fierce. Artistic quality is an important part of the employment competitiveness of animation design talents, which directly reflects a person's aesthetic concept and artistic creation ability. In the teaching of animation design, the school can coordinate the training objectives of technical ability and artistic accomplishment, promote the integration of artistic accomplishment education with professional knowledge teaching and practical activities, so that students can improve their knowledge and skills while accepting the influence of art, so that they can design creative, artistic appeal and artistic effect works, so as to improve their employment competitiveness.

2. Factors affecting the development of artistic accomplishment of students majoring in animation design in higher vocational colleges

1. The foundation is relatively weak

From the perspective of students' starting point, on the one hand, some students have poor performance in high school cultural courses, and their parents transform them into art students in order to better prepare them for college entrance examination and employment. These students lack natural love for art and design; On the other hand, some students fail to meet the score requirements of the major applied for, and are transferred to the design major. Limited by the learning foundation and growth environment, the above students' artistic accomplishment is not high, they lack professional art knowledge, aesthetic ability and innovation ability, and their artistic vision is not broad enough, which brings certain challenges to teachers' cultivation of students' artistic accomplishment. In the teaching of animation design major, although some teachers have penetrated the education content of artistic accomplishment, some students even think that professional learning has nothing to do with art because of their weak artistic foundation and lack of professional knowledge, so they can't actively learn professional knowledge and understand the relevant artistic content of the major, and lack of learning initiative.

2. Single teaching mode

At present, the single teaching model has been difficult to meet the needs of higher vocational education. In the era of steady development of animation industry, the society attaches more and more importance to the artistic quality of animation design talents. However, in the teaching of some animation design majors, some teachers still adopt a relatively traditional teaching mode, which is difficult to carry out targeted education activities on artistic accomplishment, resulting in low artistic accomplishment of students. In terms of specific performance, some teachers regard the cultivation of students' skills as the main goal of higher vocational education, focus on the organization of in-class training and professional knowledge teaching activities, and believe that students can gain a foothold in the society and seek satisfactory positions as long as they have professional knowledge and ability, but neglect the education of artistic accomplishment. At the same time, in order to achieve the teaching objectives of professional courses as soon as possible, some teachers do not pay attention to the innovation of teaching content and teaching mode, fail to integrate animation art into teaching, fail to fully mobilize students' enthusiasm for learning, and it is difficult to improve students' artistic realm and artistic accomplishment.

3. Lack of teaching staff

Based on the need of new curriculum reform, higher vocational colleges need to make use of professional education and curriculum teaching to deepen the reform of quality education. However, because some teachers mainly study the principles and technical content of animation design, they lack a deep understanding of the cultivation of artistic literacy, and it is difficult to integrate artistic literacy education into the teaching system. At the same time, limited by professional quality and ability, some teachers' artistic quality is not high, and they are faced with many difficulties in cultivating students' artistic accomplishment.

3. Vocational animation design major teaching student art cultivation countermeasures

1. Pay attention to the education of artistic accomplishment and lead students' spiritual pursuit

First of all, higher vocational colleges should pay more attention to the education of artistic accomplishment, combine the characteristics of animation design specialty with the law of talent training, add courses of artistic accomplishment, formulate plans for students' artistic accomplishment cultivation, and optimize professional talent training programs. Animation design teaching is highly practical. Teachers should coordinate the relationship between theoretical and practical courses, identify the combination of artistic literacy education and professional teaching, and integrate it into professional courses such as character modeling and digital art design, so that students can not only learn professional knowledge and skills, but also accept the influence of art. In order to deepen students' understanding of animation design, teachers should appropriately compress the class hours of professional courses and set up interdisciplinary and interdisciplinary elective courses, such as art aesthetics, art appreciation and design history, which can not only broaden students' artistic vision, make them understand artistic style, artistic thought and art appreciation knowledge, but also train students' artistic thinking. Cultivate students' cross-border design ability and artistic accomplishment. Secondly, in order to enable students to keep up with the development of The Times in their thinking and vision, teachers should vigorously explore the art resources in professional teaching, recommend students to read art magazines in animation, understand the art image of the new era, organize students to participate in design exhibitions and art exhibitions, so that they can keep up with the ideological trend of The Times. Among them, teachers should seize the opportunity of art quality education, let students realize the identity of animation designers as artists, so that everyone can establish a correct ideological understanding, and guide students to become the climax of design technology and profound artistic accomplishment of talents.

2. Innovate educational methods and models to improve students' artistic literacy

First of all, teachers should establish a student-oriented teaching idea, combine the teaching content of animation design major with the characteristics of students, rationally use interest-oriented method, task-driven method, case teaching method, group seminar method, online and offline teaching method, integrate art literacy education into each course and classroom, and create a strong environment for art education. In professional teaching activities, teachers should reasonably choose teaching methods, create an atmosphere of independent learning and interaction between teachers and students, inspire students' innovative consciousness, and make them realize the role of artistic accomplishment in promoting artistic innovation. Secondly, teachers should have a deep understanding of students' interests, hobbies and living habits, combine theory with practice, introduce art theories, and enhance the appeal of art literacy education content to students. For example, when carrying out color teaching activities, teachers can choose the environmental accessories and character colors in the

game according to the games that students often come into contact with, guide them to understand the way of color matching, and cultivate students' aesthetic literacy. According to students' love of short video software, teachers can design video project assignments in combination with professional course content, so that students can work as a team to collect materials, integrate editing, create creative videos, and cultivate their innovation and aesthetic ability. In addition, teachers should make good use of extracurricular time, by establishing a library of visual artistic literacy themes, constructing an extracurricular tutoring mechanism, and assigning extracurricular learning tasks, so that students can use extracurricular time to analyze the content of the library from the perspective of art. They can also focus on the topic of artistic literacy, carry out lectures, lead students to deeply analyze excellent cases, and improve their artistic literacy and artistic realm.

3. Improve the practical teaching conditions and enrich the second class activities

First of all, the cultivation of artistic cultivation is not limited to the classroom. Schools should introduce advanced equipment and technology, optimize the allocation of hardware and software practical teaching resources, and create a professional, representative and artistic practical teaching environment in accordance with the curriculum needs of animation design majors. In professional practical training activities, teachers can combine technology with art and guide students to perceive the artistic beauty in design by playing music and combining hearing and vision. Secondly, schools can deepen school-enterprise cooperation and the integration of production and education, establish animation design studios, introduce enterprise operation mode, and support teachers and students to carry out simulation project practice activities as managers and employees. In the studio teaching environment, teachers can introduce professional enterprise projects, so that students can combine professional knowledge and skills with personal hobbies, and cultivate their independent problem-solving ability and teamwork ability. In the process of participating in the project activities, students can not only consolidate the basic knowledge and exercise the application ability of technology, but also get inspiration in the real project, perceptual understanding of art and improve artistic accomplishment. In addition, teachers can select a group of outstanding students according to the practical teaching situation of the studio, set up creative classes, and organize students to participate in large-scale competitions and social bidding projects through special guidance, so as to cultivate their artistic accomplishment.

4. Increase capital investment to build excellent teaching staff

The artistic quality of professional teachers determines the cultivation level of students' artistic accomplishment. In order to improve students' artistic accomplishment, schools should increase capital investment, combine the needs of artistic accomplishment education, and optimize the mechanism of teacher introduction, training, incentive and assessment. First of all, schools should set standards for the introduction of teachers in terms of artistic accomplishment, invite teachers with high artistic achievements and broad artistic vision to join the teaching research and teaching reform team, and retain excellent teachers by adjusting salaries and benefits. Secondly, in order to improve the artistic quality of current teachers, schools should plan teacher training programs, organize academic exchange and training activities related to artistic quality education, provide opportunities for further study and training abroad, so that teachers can understand the cutting-edge content of art education, improve their artistic quality and cultural quality, and better convey artistic concepts and thoughts to students. In addition, based on the goal of cultivating artistic accomplishment, schools should optimize the teacher incentive and assessment system, including activities such as teachers' guidance of campus performances, extracurricular training, art groups and competitions, into the scope of assessment, improve teachers' scientific research level and professional ability, and better cultivate students' artistic accomplishment.

4. Concluding Remarks

To sum up, based on the teaching position of animation design major, vigorously cultivating students' artistic accomplishment is related to the level of higher vocational education, the quality of art education and the competitiveness of students' employment. Therefore, higher vocational colleges should regard the cultivation of artistic accomplishment as a long-term project, and continue to promote the integration of artistic accomplishment education and professional teaching by focusing on artistic accomplishment education, innovating educational methods and models, improving practical teaching conditions, and building excellent teachers, so as to guide students to establish correct learning attitudes and concepts, so that they can consciously cooperate with teachers and understand artistic ideas. Improve students' artistic perception ability, artistic expression ability and artistic accomplishment, and promote them to become animation design talents with strong professional knowledge and skills and strong artistic accomplishment.

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