Thinking on curriculum construction of digital media art design under the background of "Internet +"

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Abstract: Relying on information technology, the situation of modern education has undergone great changes, and the social demand for talents in derivative fields is more urgent. In order to meet the needs of the society, many higher vocational colleges have added digital media art design majors, with the purpose of cultivating digital media professionals. As this major is a new major, the course construction is not perfect, and there are still some problems. Based on the background of "Internet +", this paper analyzes the curriculum construction of digital media art design major in higher vocational colleges, so as to train more professional talents for reference.

Key words: "Internet +"; Digital media art design; Curriculum construction

Introduction

Digital media is a new specialty formed under the cross integration of Internet technology, electronic information technology and modern art. Due to the doubling of the social demand for talents, the number of vocational colleges offering this major is increasing, but the problem of imperfect curriculum construction is also becoming more and more obvious. The development of Internet technology provides an opportunity for modern education, but it is also a challenge. How to make full use of the technology, give full play to its advantages and functions, and promote the reform of professional teaching and curriculum construction, is a problem that educators need to think about. With the Internet as the background, this paper analyzes the current situation of the curriculum construction of the digital media art design major in higher vocational colleges, and then from four aspects, puts forward the curriculum construction suggestions, in order to improve the professional curriculum system and make the professional system more stable.

1. Teaching status of digital media art design major under the background of "Internet +"

1. The teaching structure is unreasonable

The improvement of the curriculum system of digital media art design requires managers to optimize the teaching structure and teach all departments

Cooperate with each other, form a unified force, and play their respective roles. As a matter of fact, the cooperation among teachers in this specialty is limited, and the necessary academic exchanges between teachers are lacking. There are barriers between professional courses, especially between basic courses and professional core design courses, which have not been completely opened up. The comprehensive practice content of lower grade and upper grade is disconnected and does not form a unity, resulting in a certain gap between students' knowledge reserve and their familiarity with software modules and teaching requirements after they enter senior grade. The reasons are not unrelated to the unreasonable teaching structure.

2. Unreasonable use of resources

According to the current situation, the application of Internet technology needs to be supported by sufficient teaching equipment, and professional teachers should also have corresponding resources

If they do not have the ability to apply information technology, they will not be able to make full use of Internet teaching resources and can not really give play to the advantages of relevant resources. In addition, some older teachers' teaching thinking is not quickly changed, and their classroom teaching and control ability under the condition of the Internet are obviously insufficient.

2. The curriculum construction countermeasures of digital media art design under the background of "Internet +"

1. Change the teaching mode and break through the original constraints

Looking back on the teaching mode in the past, it is not difficult to find that many teachers have adopted a relatively simple teaching mode. Although this mode can achieve certain results, especially in literature and history courses, the shortcomings of this mode are highlighted because the major of digital media art design focuses on cultivating students' media art and design skills. If teachers still use the method of oral indoctrination, it is obviously unable to meet the needs of students. In this regard, teachers can start from changing the teaching mode to increase the opportunities for practical operation, rather than "stuck" in the classroom. For example, schools can establish cooperative relations with local enterprises, and the two sides can communicate and communicate in advance, jointly formulate education goals, improve teaching, internship, employment and other links, and make overall planning. At the beginning of students' enrollment, teachers should take effective measures to stimulate their innovative consciousness and equip them with the spirit of innovation. In this process, teachers should pay attention to the individual differences of students and formulate targeted education plans. Under the guidance of teachers, students should take an active part in practical activities. Specifically, both schools and enterprises can use the Internet platform to transmit the content to be taught to the platform, so that students can actively learn in their spare time. Teachers can make use of the online functions of the relevant platforms to interact with project commissioning parties and enterprise designers, so as to timely find problems in

students' practice and solve them. In view of the problems, teachers will enhance the sense of reality of Internet teaching guidance in the process of tutoring, and stimulate the students' motivation for independent learning

2. Optimize the teaching content and provide rich resources

The selection and setting of teaching content is one of the factors to complete the teaching goal. According to the changes of times and post needs, teachers should adjust the teaching content in time and strive to provide students with more abundant resources. To be specific, we can start from the following two points: First, both theory and practice, to cultivate students' learning ability. Internet technology is updated in real time, which means that the professional content of digital media art should also be replaced to keep up with the development needs of The Times and meet the requirements of the position. Both parents and teachers hope that students can master professional skills and have the ability to solve problems in learning. Therefore, in the design of teaching content, teachers can consult or invite front-line personnel to participate and let them join the team of updating teaching content. For the shortage of teachers, schools can provide opportunities for teachers and students to encourage excellent teachers to teach students in the form of open classes; Second, both effectiveness and pertinence. Individual differences determine the different learning needs of each student. Teachers can collect students' information before class to master their learning dynamics. Teachers can play the guiding role of professional goals and formulate teaching content in line with reality. In the process of formulation, not only the necessary theoretical knowledge should be incorporated, but also some learning content required by students as a preliminary preparation. The teaching content should be feasible, rather than "on paper". The curriculum should also consider students' actual needs and focus on promoting students' professional development. Some obscure knowledge points can be deleted appropriately to ensure the timeliness of the content. In order to take into account the learning needs of students at different levels, the teaching content can be divided into basic modules, design modules, time modules and scientific research and development modules, so that students at every level can give full play to their strengths.

3. Improve teachers' abilities and intensify training

In modern society, "lifelong learning" is advocated. Everyone is an independent individual and has his own shortcomings in knowledge. Teachers are the guides on the way of students' learning, and their professional quality has an important impact on the effectiveness of educating students. As professional teachers, if they want to give full play to the role of the Internet, they need to learn all the time and improve their own abilities, so as to promote the development of the digital media field in China. From the perspective of teachers, the consciousness of lifelong learning means that we should continue to enrich the theoretical level and improve the practical teaching ability. In the process of teaching, teachers should gradually change the teaching mode, learn advanced methods, and truly implement the dominant position of students, so as to meet the development needs of The Times. To this end, schools can start from the following points: First, actively participate in scientific research activities. For teachers, participating in scientific research projects or related activities is one of the ways to improve their skills. Teachers should attach importance to scientific research, take an active attitude to participate in scientific research, and constantly improve their ability. Second, they should keep close communication with peers. Every teacher has accumulated some experience in teaching, and teachers can communicate and discuss with each other. In the communication, they find their own shortcomings, so as to improve themselves; Third, increase the training of teachers. Teacher training involves both professional skills and mental health. In the training, teachers can not only learn more professional skills, but also understand students' thoughts better and provide more help to students. For the different mentality of learning, master how to help them to channel skills, in order to create a harmonious learning environment.

4. Pay attention to students themselves and improve their personal qualities

Only in continuous learning, can we fully develop our potential and realize our personal value. In the learning process, students majoring in digital media art should take personal professional ability development as the basis, complete the required courses, choose the elective courses suitable for themselves, learn to use various learning resources to carry out learning, find out their own learning methods, transform passive learning into active learning, and in the process of acquiring knowledge, Realize their own value needs in the process of acquiring knowledge. When students encounter difficulties in study, they can take part in some relaxing and happy activities to distract their attention. However, when they relax physically and mentally, they should adhere to the principle of moderation and do not give up studying because they are addicted to casual games. Meanwhile, in this process, students majoring in digital media also need to plan for their future, both in the long and short term. Clear goals can be an effective guide, but educational goals should be feasible, if not too ambitious. After setting the goal, students should also consciously and actively work out a realistic learning plan. When making a study plan, students should prioritize, set deadlines and adhere to them strictly, emphasizing both effectiveness and efficiency. In addition, students should strengthen collaborative learning, listen to the opinions of other students in the process of collaborative learning, and solve practical difficulties more quickly and effectively, so as to improve work efficiency. Finally, students should always be enthusiastic about learning, not only for the future job, but also to let themselves have a good attitude, can accurately find their own positioning, so as to realize their own value.

Concluding Remarks

Digital media art design is a new specialty in higher vocational colleges. To ensure the effect of curriculum construction, teachers should constantly reflect on teaching and improve their own abilities in learning and research. The development of Internet technology has undoubtedly injected more vitality into modern education, and has also changed many aspects of teaching. As the main position of educating people, teachers in higher vocational colleges must first have relevant qualities, so as to carry out curriculum construction, in order to ensure the effectiveness and rationality of the construction of curriculum system. According to the existing problems, the paper proposes to change

the teaching mode and break through the original constraints; Optimize the teaching content, provide rich resources; Improve teachers' ability and intensify training; Pay attention to the students themselves, improve the personal quality of the four aspects of the proposal to promote the curriculum construction of this major, but also for the training of digital media talents.

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