Matching the Needs of Printing Enterprises with Higher Education Resources from the Perspective of School Enterprise Cooperation

Yiwen Wei

Guangzhou Vocational, University of Science and Technology, Guangzhou 510550, China.

Abstract: From the perspective of school enterprise cooperation, this paper explores the changing trend of talent demand in printing enterprises. By analyzing existing problems, strategies are proposed to promote school enterprise cooperation and optimize the allocation of educational resources, in order to meet the rapid development of talent demand in the printing industry and promote the organic connection between the printing industry and higher education.

Keywords: School Enterprise Cooperation; Printing Enterprise Demand; Higher Education Resources; Matching

Introduction

The problem of matching the needs of printing enterprises with the educational resources of universities is becoming increasingly prominent, and traditional education models are difficult to adapt to the needs of printing enterprises for new technologies, materials, processes, and other aspects. In this context, school enterprise cooperation has become an important practice for talent cultivation in the printing industry. Through deep cooperation with printing enterprises, universities can better understand the real needs of the industry, adjust curriculum settings in a timely manner, optimize practical teaching, cultivate graduates with industry adaptability, meet the talent needs of printing enterprises, and promote deep integration between schools and enterprises.

1. Analysis of Talent Demand for Printing Enterprises

1.1 Characteristics of talent demand for printing enterprises in different fields

The printing industry covers a wide range of fields, from traditional flat printing and packaging printing to emerging 3D printing and functional printing. There are differences in the demand for talent among printing enterprises in different fields. For example, in the field of traditional flat printing, technical talents who are proficient in printing technology and color management are still needed; In the field of packaging and printing, there is a higher demand for professionals in materials science, structural design, and other fields. In emerging fields such as 3D printing, talents with skills in materials science, computer programming, etc. are required.

1.2 The impact of technological development on talent demand

The digital and intelligent development of the printing industry is reshaping the pattern of talent demand. The application of digital printing technology makes personalized customization possible, but printing workers need to possess skills such as digital design and typesetting; Intelligent production requires workers to be able to operate and maintain digital equipment. This means that printing enterprises need talents with more technical proficiency and innovation capabilities.

1.3 Timeline and flexibility of talent demand

The production of the printing industry often has a certain seasonality and timing. If certain packaging printing peaks occur before holidays, it is necessary to temporarily increase manpower; And advertising printing may experience a sharp increase in demand during specific time periods. This requires the talent team of printing enterprises to have a certain degree of flexibility and be able to adapt to different production cycles and needs. At the same time, enterprises will constantly adjust their demand for talents with

changes in technology and market, which requires talents to have the ability to continuously learn and adapt to changes.

2. Current situation of educational resources for printing majors in universities

2.1 Insufficient Industry Connection

The connection problem between the educational resources of the printing profession in universities and the printing industry is manifested in: some teachers may long-term divest themselves of the actual industry, leading to the divestment of teaching content from market demand; The rapid development of the printing industry requires continuous updating of talents for industry integration, but sometimes it is difficult to find talents that match market demand. Universities should actively cooperate with printing enterprises, establish industry education cooperation bases, regularly carry out practical teaching and internships, so that students can understand the latest trends in the industry and cultivate talents who meet market demand.

2.2 Insufficient interdisciplinary and integration

The printing major mainly focuses on the cultivation of technology and production, while knowledge and skills in other disciplines are relatively less involved. The curriculum of traditional printing majors mainly focuses on printing technology, prepress design, layout, and other aspects, lacking the intersection with other disciplines. The lack of courses related to digital technology, materials science, computer-aided design, and other fields has led to students' incomplete understanding of the latest developments in the industry. There are few opportunities for cooperation and exchange between traditional printing majors and other disciplines. The boundaries between disciplines within the school are clear, and students rarely have the opportunity to collaborate on projects or research with students from other disciplines, limiting their opportunities for interdisciplinary communication and cooperation.

2.3 Backward updates of textbooks and resources

With the rapid development of technology and continuous changes in the printing industry, it is crucial to update and iterate textbooks and resources to ensure that educational content matches actual needs. Traditional paper textbooks appear outdated in the rapid changes in the printing industry and cannot reflect the latest printing technologies and trends in a timely manner. Some areas of the printing industry may require specialized equipment, software, and technical support. However, these resources may have high costs and difficulty in obtaining for most universities. Due to limited funding or insufficient faculty research, it is not possible to update textbooks and introduce the latest resources in a timely manner.

2.4 There is a lag in professional equipment and practical environment

The high cost of printing equipment and materials has led to some universities being unable to provide sufficient practical environments, which limits the cultivation of students' practical skills; Lack of appropriate practical venues to provide students with space and facilities for practical operations, and students cannot truly access the actual working environment of the printing industry; The printing laboratory equipment is relatively lagging behind, lacking advanced laboratory equipment to meet the practical needs of the latest technology and trends in the industry, resulting in students being unable to keep up with the pace of industry development.

3. The importance of school enterprise cooperation in resource matching

3.1 Timely and accurate grasp of industry development trends

By establishing close cooperative relationships with printing enterprises, universities can accurately understand the development trends and technological innovation directions of the industry. This helps to adjust teaching content in a timely manner, solve the latest printing technology, digital production, and design concepts, and ensure that graduates have the latest knowledge and skills required by the enterprise. Real time resources that match the attractiveness of students after graduation can quickly adapt to changes in the industry.

3.2 Improving the practicality and competitiveness of talent cultivation

By collaborating with enterprises, universities can provide students with more practical opportunities, such as internships and project collaborations, enabling them to apply the knowledge learned in the classroom to production. This not only helps improve students' practical abilities, but also cultivates their ability to solve practical problems and innovative thinking, thereby better meeting

the employment needs of enterprises.

3.3 Promoting the organic integration of industry, academia, and research

The cooperation between universities and printing enterprises can bring opportunities for joint research and development, technological innovation, and promote technological progress and industrial upgrading in the printing industry. This cooperation model not only brings more research resources and project support to universities, but also makes printing enterprises more focused on technological innovation and market expansion.

4. Matching Strategies between Enterprise Needs and Higher Education Resources

4.1 Establishing an Industry Education Cooperation Platform

Establishing an industry education cooperation platform is an important strategy to promote the matching of enterprise needs with university education resources. By establishing close cooperative relationships with printing enterprises, universities can better understand the development trends and talent needs of the industry, adjust the teaching content and training plans for talent needs, and improve the practicality of talent cultivation. On the cooperation platform, universities and enterprises jointly develop projects, carry out workshops and technical training activities, and strengthen communication and cooperation between teachers, students, and enterprises. Through close cooperation with enterprises, practical cases and problems are obtained, and these practical problems are integrated into teaching to cultivate students' ability to solve practical problems.

4.2 Continuously adjusting course content

The rapid development and technological updates of the printing industry require university educational resources to keep up with industry changes in a timely manner. Therefore, universities should closely monitor the latest developments in the industry, regularly review and update course content. Continuously adjusting course content requires extensive communication and cooperation with industry experts and enterprises. Incorporate the latest printing technology, design concepts, and industry trends into the curriculum by collaborating with enterprises to carry out project courses, inviting enterprise experts to attend lectures and provide guidance. This can ensure that students have the professional knowledge and practical ability to meet the needs of the enterprise upon graduation.

4.3 Promoting interdisciplinary integration

The printing industry is no longer a single technical field, but involves multiple fields such as design, computer science, and media. Universities should encourage students to participate in interdisciplinary projects, integrate knowledge from different fields, and cultivate talents with comprehensive qualities and the ability to provide multi factor supply. For example, combining design and technology to cultivate talents who possess both design skills and printing technology knowledge; Combining computer science with printing technology to cultivate talents who master digital printing and network printing technology.

4.4 Establish an industry mentor system

Establishing an industry mentor system is one of the effective strategies to promote the matching of enterprise needs with university education resources. By inviting professionals from the printing industry to serve as mentors and providing students with professional guidance and practical experience sharing, students can better understand the needs of enterprises and adjust their learning direction. Industry mentors can provide students with opinions and suggestions within the industry, introduce the latest developments in the industry, and help students understand the employment prospects and skill requirements of the industry. In addition, industry mentors can provide practical cases and problems to guide students in practical exploration and problem-solving, and cultivate their ability to solve practical problems.

In short, school enterprise cooperation, as an important way to cultivate printing talents, plays an irreplaceable role in the development of the printing industry. This requires close cooperation between universities and printing enterprises, and continuous optimization of cooperation paths. Through close cooperation and optimization of educational resource allocation, universities and printing enterprises jointly meet the challenges of industrial development, cultivate talents that are more suitable for market demand, provide strong support for the sustainable development of the printing industry and innovation in higher education, cultivate and

output composite talents that adapt to industry development, and thus promote the sustainable development of the printing industry.

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