

School enterprise cooperation in the development of digital media art specialty in the era of integration of industry and education

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ABSTRACT: Under the background of the integration of production and education, school enterprise cooperation has become an important force to promote the development of digital media art major. This paper discusses how to open up an innovative and sustainable development path for digital media art major under the mode of school enterprise cooperation. With the rapid rise of the digital media art industry, the market demand for professional talents is increasingly urgent. As an important cradle of talent training, application-oriented colleges and universities must actively expand the depth and breadth of cooperation with enterprises. By optimizing the curriculum, the teaching content is closely adapted to the actual needs of enterprises; Strengthen the construction of teaching staff, introduce enterprise mentors and cultivate "double qualified" teachers; Improve the practice and training base to provide students with a real project practice environment; Promote industry university research cooperation and jointly carry out scientific research projects to promote technological innovation. These strategies aim to build a comprehensive and multi-level school enterprise cooperation system, so as to significantly improve students' practical ability, innovative thinking and professional quality, inject strong impetus into the sustainable development of the digital media art industry, cultivate more high-quality applied talents to meet the market demand, realize the organic connection of education chain, talent chain and industrial chain, innovation chain, and provide strong support for economic and social development.

Key words: school enterprise cooperation, integration of production and education, digital media art major, talent training, practical teaching

I. INTRODUCTION

In the context of the integration of production and education, the development of digital media art major, as a new interdisciplinary discipline, is closely related to the market demand. The cooperation between universities and enterprises is of great significance for cultivating high-quality applied talents to adapt to industrial development. Through school enterprise cooperation, colleges and universities can timely understand industry trends and enterprise needs, adjust teaching contents and methods, and improve students' practical

ability and professional quality; Enterprises can obtain fresh ideas and talent reserves to promote industrial innovation and development.

II. CONSTRUCTION STRATEGY OF SCHOOL ENTERPRISE COOPERATION MODE

1. Optimize the curriculum

In the context of today's digital wave sweeping the world, the digital media art industry is booming, and the market demand and industry development trend are changing rapidly. As the cradle of talent cultivation, colleges and universities shoulder the important task of transporting high-quality professional talents for the society. Colleges and universities must pay close attention to market dynamics and work with enterprises to jointly plan the curriculum system. The proportion of practical courses should be gradually increased to provide students with more hands-on opportunities to consolidate theoretical knowledge and improve practical ability in practice. Carefully set up project practice courses and innovation and entrepreneurship courses, simulate the real project environment and business operation mode, and stimulate students' innovative thinking and entrepreneurial awareness. Actively introduce enterprise project courses, and invite senior personnel of enterprises to teach together with school teachers. With their rich industry experience and practical background, enterprise experts can integrate industry cutting-edge dynamics and actual business processes into the teaching content, so that students can be exposed to the latest industry trends and technology applications on campus, and fully prepare for their future career.

2. Strengthening the construction of teaching staff

In the wave of integration of production and education, colleges and universities actively introduce enterprise mentors to open a door to the real world of the workplace for students. With their rich industry experience and exquisite professional skills, these tutors bring cases and skills from practical work to the classroom, so that students can feel the rhythm and requirements of the workplace in advance. Colleges and universities also pay attention to the cultivation of "double qualified" teachers, and encourage their teachers to go out of the campus and go deep into enterprises for practical training. Their participation in real projects of enterprises not only broadened their horizons, but also significantly improved their practical ability. When teachers return to the classroom, they can integrate the latest industry trends and practical experience into the teaching, making the teaching content more practical. This mode of school enterprise cooperation not only improves the teaching quality, but also enhances the employment competitiveness of students, creating a win-win situation for colleges, enterprises and students.

3. Improve the construction of practice and training base

The campus practice and training base is an important place for the cultivation of students' practical ability. It must be equipped with advanced digital media art equipment and software, such as high-performance graphics workstation, professional photographic equipment, industry mainstream design and editing software, so as to create a highly realistic practice environment. This allows students to immerse themselves in cutting-edge creative conditions and master professional skills on campus. It is also crucial to actively expand the off campus practice and training base. Colleges and universities should build a long-term and stable cooperative relationship with influential enterprises in the industry to create internship opportunities for students to go deep into the front line of enterprises. Students can directly participate in the actual project operation of the enterprise, understand the operation mode, team cooperation mode and project management process of the enterprise, so as to broaden their horizons, enhance their ability to adapt to the workplace, and achieve a smooth transition from campus to the workplace.

4. Promoting industry university research cooperation

Driven by the integration of production and education, universities and enterprises jointly carry out

scientific research projects, focusing on the key technical problems in the field of digital media art, the optimization of virtual reality, the innovation of interactive design, and so on. The two sides jointly establish an industry university research cooperation platform, integrate the scientific research resources of colleges and universities, the practical experience of enterprises and market insight, and form complementary advantages. The platform not only provides support for technology research and development, accelerates the transformation of achievements, but also creates practical opportunities for students and teachers, and promotes talent cultivation. With this in-depth cooperation, universities and enterprises jointly promote the innovation and development in the field of digital media art.

III. EVALUATION OF THE IMPLEMENTATION EFFECT OF SCHOOL ENTERPRISE COOPERATION MODE

1. Improvement of students' practical ability

In terms of evaluating the improvement of students' practical ability, we will comprehensively and deeply investigate the comprehensive performance of students in the actual project operation, especially their specific abilities in key links such as project planning, creative design, technology application and team cooperation. Students need to have the ability of accurate planning from the initial stage of the project, and be able to make a systematic planning of the project objectives, processes, resource allocation, etc. In the creative design process, students should show unique creative ideas and design thinking, combine artistic beauty with practicality, and form attractive and innovative design schemes. In terms of technology application, students need to master professional software and tools, and be able to efficiently transform design ideas into actual works, so as to ensure the feasibility and high-quality presentation of works at the technical level. Team cooperation ability is also key. Students need to have good communication and coordination skills, be able to clarify the division of labor in the team, support each other, and jointly solve various problems encountered in the project, so as to ensure the smooth progress of the project as planned and achieve the expected goals. This comprehensive practical ability assessment can comprehensively reflect students' practical level and career potential in the professional field, and provide powerful guidance and reference for their future development.

2. Improvement of teaching quality

The improvement of teaching quality is one of the key indicators of the success of school enterprise cooperation mode. We focus on the fit between the course content and the actual needs of the industry to ensure that the knowledge and skills learned by students can be directly applied to future career scenarios. Through in-depth cooperation with enterprises, colleges and universities can timely obtain the latest trends in the industry and the real needs of enterprises, so as to dynamically adjust and optimize the course content, so that the course content always keeps pace with the development of the industry. We also examine the diversity of teaching methods, and encourage teachers to adopt a variety of innovative teaching methods, such as project teaching method, case teaching method and group discussion, to stimulate students' interest and initiative in learning, and cultivate students' comprehensive ability and quality. Paying attention to cultivating students' autonomous learning ability and innovative thinking is also an important aspect of improving teaching quality. In the era of information explosion, students need to have the ability to quickly acquire new knowledge and skills, as well as the ability to propose innovative solutions in complex situations. By guiding students to participate in scientific research projects, innovation and entrepreneurship activities, cultivate their spirit of independent thinking and exploration, and improve their learning ability and innovative thinking. The improvement of teaching quality is also directly reflected in students' learning attitude and enthusiasm. When students feel the practicality of the course content and the attraction of teaching methods, they will more actively participate in the learning process and show higher learning enthusiasm and enthusiasm, thus forming a virtuous circle and further promoting the

continuous improvement of teaching quality.

3. Enhancing students' Employment Competitiveness

An important goal of the school enterprise cooperation model is to enhance students' employment competitiveness, help them better adapt to the workplace environment, and achieve a smooth transition from campus to the workplace. In order to assess the achievement of this goal, we collected a series of key indicator data by comprehensively tracking the employment situation of graduates, including the employment rate, the matching degree of employment positions and majors, the employment salary level, and the satisfaction of enterprises with graduates. The employment rate is the most direct indicator to measure the employment situation of students, reflecting the proportion of graduates who find jobs within a certain period of time. The high employment rate shows that the school enterprise cooperation mode can effectively promote students' employment. The matching degree of employment and major focuses on whether the work graduates are engaged in is related to their major, which reflects the effectiveness of school enterprise cooperation in accurately cultivating professional talents. The employment salary level is one of the important dimensions to measure the quality of students' employment. It reflects the value and competitiveness of students in the workplace to a certain extent. The satisfaction of enterprises to graduates is evaluated from the perspective of employers on the performance of graduates' professional skills, professionalism and teamwork ability. Through the comprehensive analysis of these indicators, we can comprehensively evaluate the actual effect of the school enterprise cooperation mode on enhancing students' employment competitiveness, and provide a strong basis for the subsequent optimization of talent training programs.

4. Promotion of industry university research cooperation

When evaluating the promotion of industry university research cooperation, we focus on the depth and breadth of cooperation among universities, enterprises and scientific research institutions, as well as the role of industry university research cooperation platform in resource integration and sharing. The depth of cooperation between colleges and universities, enterprises and scientific research institutions is reflected in the level and difficulty of jointly carrying out scientific research projects, which can solve the technical bottleneck encountered by enterprises in actual production and promote the improvement of the technical level of the whole industry. The breadth of cooperation is reflected in the number and types of subjects participating in cooperation, including enterprises of different regions and sizes, as well as various scientific research institutions. A wide range of partners can bring diverse resources and perspectives to promote knowledge exchange and innovation. The effectiveness evaluation of the industry university research cooperation platform mainly focuses on whether it can give full play to the role of resource integration and sharing, and realize complementary advantages. The platform should integrate the scientific research strength of colleges and universities, the practical experience and market resources of enterprises, as well as the professional and technical advantages of scientific research institutions, and provide university teachers and students with the opportunity to contact the actual projects of enterprises and industry-leading technologies, so that they can participate in real scientific research and innovation activities, broaden their horizons, and improve their scientific research ability. Through these ways, the industry university research cooperation platform provides students with more opportunities to participate in scientific research and innovation activities, cultivates their scientific research interest and innovation ability, and lays a solid foundation for their future development.

IV. CONCLUSION

Under the background of the integration of production and education, strengthening the school enterprise cooperation mode of digital media art major is of great significance to cultivate high-quality applied talents who can accurately adapt to the market demand. With the vigorous development of digital media art

industry, the market demand for professional talents is increasingly urgent, and the requirements for talent quality and ability are also increasing. The traditional single university talent training mode has been difficult to meet the current complex and changing market demand. Through a series of effective strategies, the curriculum is deeply optimized. According to the actual project needs of enterprises and industry-leading technologies, the curriculum content and structure are reasonably adjusted, and the proportion of practical courses is increased, so that students can be fully exposed to the actual project operation in the learning process, so as to effectively improve their practical ability. At the same time, we should strengthen the construction of the teaching staff, introduce senior experts from enterprises to serve as part-time teachers, and send college teachers to enterprises for temporary training, so as to realize the two-way flow of the teaching staff and improve the overall practical teaching level of the teaching staff. Improve the practice and training base, build a stable practice and training place with enterprises, and provide sufficient practice opportunities for students to exercise themselves in a real working environment. Promote industry university research cooperation, universities and enterprises jointly carry out scientific research projects, convert scientific research achievements into actual productivity, feed back teaching and enterprise production, and form a virtuous circle. Through these strategies, we can gradually build a close and efficient school enterprise cooperation system, and effectively improve students' practical ability, teaching quality and employment competitiveness. Under such a cooperation system, students can accumulate rich practical experience, master solid professional skills, and have an in-depth understanding of industry trends and enterprise needs, so that they can quickly adapt to jobs and create value for enterprises after graduation. In the future, application-oriented universities should be based on the forefront of the development of the times, pay close attention to the new trends and changes of the digital media art industry, and constantly explore and innovate the school enterprise cooperation mode. Only by continuously optimizing and innovating the school enterprise cooperation mode, can we continuously cultivate more excellent professionals for the sustainable and healthy development of the digital media art industry, promote the whole industry to a higher level, maintain strong vitality and innovation in the fierce market competition, and contribute more to the social and economic development.

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