

Chapter 1

Exploration of Project Teaching Method for Higher Vocational Digital Media Arts Majors

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ABSTRACT

To respond to the requirements of the national strategy for cultivating innovative talents, stimulate the enthusiasm of digital media art professional students in learning professional skills, and tap the creative potential of students, this paper introduces the concept of project-based teaching method, the status quo of the application of project-based teaching method in digital media art majors, and analyzes the characteristics of this project-based teaching method, and at the same time build up a theoretical framework of project-based teaching for professional courses in digital media art and design. It also proposes the principles and strategies for introducing the project-based teaching method into the classroom of digital media art majors to improve the teaching quality of higher vocational digital media art major courses and the practical ability of students.

1. INTRODUCTION

The rapid advancement of digital technology, the diversified development of the media industry, and the increasing emphasis in higher education on integrating emerging technologies with creativity have collectively contributed to the emergence and growth of digital media art as a significant discipline within higher education

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(Du, 2015). This field has developed swiftly, largely due to the combined influences of technology, industry, creativity, and education, making substantial contributions to the cultivation of professionals in modern digital media (Wang & Zhang, 2022).

Given that this article discusses the project-based teaching method for digital media art in higher vocational education in China, some of the references are sourced from the China National Knowledge Infrastructure (CNKI) database. Digital media art, as an interdisciplinary field encompassing digital media design, animation production, visual effects, game development, and related areas, requires the cultivation of new, well-rounded talents who are creative, technologically proficient, and market-oriented. At present, China's colleges and universities have taken the teaching of digital media art as the focus of teaching, and every year there are about 160,000 graduates of digital media art majors who are engaged in the fields of network media, game and television, film and digital, animation and industrial design, etc. It can be seen that the teaching of digital media art majors has a good prospect of market development. Compared with foreign countries, China's digital media art education development is late, but the development speed is fast. The current social market demand for digital media art talent and standards have changed, resulting in the past traditional education model not being able to adapt to the development of higher requirements for the profession, the urgent need to change the mode of education to cultivate talents, change the traditional teaching methods and other means to cultivate qualified composite digital media art talent. Digital media art as a new professional synthesis is very strong, it almost covers all branches of art and design, such as photography and video, visual communication, television production, animation production, etc., which is higher than other professional requirements. In addition, the development and growth of the digital media industry can not only rely on learning from others but more importantly, we must give full play to our strengths and develop our characteristics. As the basic pillar of the development of the digital media industry, higher education should be adapted to the times, and the requirements of the development of enterprises to create the required technology, style, and form, but these are not possible under the guidance of the current teaching ideology, therefore, the teaching ideology must be reformed, not only to change the original not adapt to the industry's requirements of the idea, but also to go beyond the current reality, put forward new professional teaching ideas, teaching methods, and so on. Therefore, in teaching digital media art design, particularly in higher vocational colleges, the introduction of project-based teaching is essential. This approach not only emphasizes the theoretical knowledge imparted during the teaching process but also focuses on the practical application of that knowledge and the skills acquired by students through hands-on projects (Jia, 2020).

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