

# The Construction of Digital Media Art Teaching Model in the New Media Era

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**Abstract:** In new media era, the network coverage is wider, application of mobile terminals is more convenient, speed of information dissemination is fully accelerated, scope of dissemination is wider and people's access to information is more diversified. Therefore, the current media has become an indispensable part of human's lives such as changing the way human live, work, learn and communicate daily. In this context, it is compulsory to improve the traditional teaching methods in order to keep in pace with the fast development and promote art education through the combination of technology and art. This paper analyses the current situation of digital media art teaching and the construction path of teaching model in the new media era.

**Keywords:** *new media era; digital media; art teaching model; construction*

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## 1 Introduction

Digital Media Art is a profession that effectively combines technology and art. Students are required to have the ability and quality of digital art design and production. Besides that, having good professional ethics and comprehensive innovation ability are also a necessary trait for students to acquire. Specifically, there are many interdisciplinary contents in the digital media art profession. The artistic connotation is rich.

Teachers should not limit themselves by only paying attention to the summary of personal experiences but requires the need to combine the advantages of new media in order to strengthen the perfection of the digital media art teaching model.

## 2 Analysis of digital media art development in China and its teaching significance

### 2.1 Status quo of digital media art development

The combination of various technologies such as database, cloud computing, intelligent device terminals and networks constitutes a new digital media with the development of information technology in the modern world<sup>[1]</sup>. Compared to traditional media, new media no longer uses text, pictures, video and other forms to disseminate and store content, but uses digital technology and networks for rapid dissemination. Besides that, the medium of communication is no longer newspapers, magazines, broadcasting and television but the usage of smart devices such as mobile phones and tablets. Through networking such as a carrier, it improves the transmission speed and timeliness of information and able to break through the limitations of traditional teaching. Therefore, students can learn anywhere and anytime without being limited by time and space. Plus, this can improve traditional teaching methods by not limiting students to a traditional teaching model<sup>[2]</sup>. In addition, with the wide network coverage, seekers can search for knowledge at anytime and anywhere as well as have multiple modes of knowledge searching channels. The quality of social information resources has also undergone tremendous changes, and the application is more convenient with the development of the network<sup>[3]</sup>. In specific, under the development of new media, a high concentration

of network resources is achieved, and digital media has become an important part of network resources, which is characterized by convenience, richness and reproducibility. These advantages made digital media the most widely used media technology today. Digital media has also changed the traditional model, students are free to develop and transform the traditional one-on-one teaching model with an improved network experience. At the same time, more people are involved in the release and exchange of media, which transforms the traditional official form into a mode of mass participation and sharing, therefore achieving a common development by learning from each other's strengths through the introduction of digital media<sup>[4]</sup>. At present, digital media in China has become an important approach in life, study and communication. It also plays a very important role in the future development.

## **3.2 The significance of teaching digital media art**

Art is the highest realm of human spirit with certain sensitivity and vulnerability. In the process of artistic communication, communicators need required to have a strong communication and the ability to perceive the resonance of art, thus the art works. The essentials, atmosphere and charm are grasped and controlled<sup>[5]</sup>. In modern society, digital media enters an important stage of development. Through the application of technical means, it is beneficial to incorporate some rational thinking into the perceptual artistic thinking. Plus, experiences are achieved from emotions expressed by art through the combination of sensibility and rationality. At the same time, using sensible colors to sculpt the rationality, the art will result in not only a dreamy charm, but also an intuitive feeling<sup>[6]</sup>. Finally, through integrations of multiculturalism, the prominence of personalized design and harmony of academic disciplines are able to aid in the development of art.

## **3 Analyzing the role of teaching digital media art in the new media era**

### **3.1 Enriching the access to knowledge**

Majority of teachers use textbooks as the carrier to teach students the knowledge under a traditional teaching model. As stated, the teaching activities are carried out in full accordance with the teaching plan. Therefore, students complete the learning tasks in the textbook passively by according to teacher's arrangement, which leads to many knowledge loopholes<sup>[7]</sup>. Firstly,

teachers are rigid in the process of teaching, therefore students' understanding of knowledge is too one-sided and in the era of informatization. The application of new media allows the way of acquiring knowledge to be more diversified and difficulty is further increased. Therefore, in this situation, teachers and students are given the opportunity to use the network more. With this, it is more convenient to access resources, improve knowledge structure, and break the limitations of books<sup>[8]</sup>. Moreover, the application of digital media has also effectively enhanced the teaching efficiency and the interaction between teachers and students. This leads to the effect of this new educational resource approach to be more obvious.

### **3.2 Transforming the relationships of traditional teaching**

In a traditional teaching model, teachers are portrayed as the main body while students are the one getting explained and are expected to be listening passively. Therefore, when students bring up their own opinions, their behavior are considered as disturbing the classroom teaching process. However, with the application of new media technology, teachers and students are provided with new communication channels and methods. Teachers and students can now break the restrictions of the classroom, get out of the fence of time and space as well as express their opinions on the teaching content<sup>[9]</sup>. At the same time, digital media itself has the convenience to be expressed one-on-one and be communicated by multiple students and teachers at the same time. Thus, transforming the mode of one-to-one communication between teachers and students in traditional teaching. Through majorities' join in exchange and discussion, students can express their feelings intuitively and feedback their ideas to teachers in a timely manner. Besides, they can also choose their own learning mode so that teachers and students can have an equal relationship in the process of teaching and learning respectively. Lastly, the student is the main body and the teacher is the guide of the teaching. Teachers are required to guide the students in mastering the learning content and promoting the healthy growth of the students<sup>[10]</sup>.

### **3.3 Innovative mode of operation**

In the traditional teaching process, homework is an important part of teaching activities and students' desire of learning pressure, which will increase the learning burden of students. However, in the new

media era, digital media art teaching pays more attention to students' application ability. Therefore, it is compulsory to strengthen the interaction of new media under the guidance of teachers, improve the quality of classroom and homework, realize the consolidation and strengthening of knowledge as well as stimulate students' learning interest. Thus, reducing the student's learning burden and help students to expand their learning ideas<sup>[11]</sup>.

#### 4 Problems in the new media era teaching of digital media art

Digital media art major is a professional form of combining technology and art. It is mainly used to cultivate media design and creative talents with high technical ability and artistic accomplishment. Plus, it is also a discipline that combines technology and art through the application and integration of computer technology, network technology, and digital information technology. Moreover, from the analysis of academia and education, digital media art includes visual arts, information technology, art design, multimedia, human-

computer interaction and virtual reality<sup>[12]</sup>. However, there are high numbers of problems face in China from the perspective of digital art teaching.

#### 4.1 Teaching methods and content behind

Digital media art teaching curriculum is defined closely related to Internet technology. Therefore, it is a compulsory and important to combine Internet content during the setting of course content as a direction for the development of this profession<sup>[13]</sup>. However, in the actual development of digital media art education, the content arrangement is still considered as inordinately traditional and lack of combination with the Internet usage. Majorly focusing on art, the results from the survey of using internet in education are shown in Table 1. Mobile Internet courses have become a part of the current industry, especially for digital media art with the beginning of modern era. Therefore, we must follow tightly with the pace of Internet development to avoid getting out of touch with the development of digitalization and informatization, which will then result in deterioration of teaching.

Table 1. The survey of using internet and absent of internet integration in teaching (N=200)

	Combination of Teaching and Internet Integration	Absent of Internet Integration in Teaching
Number of People	35	165
Percentage	17.5%	82.5%

#### 4.2 The lack of innovations in students

Digital media art teaching is a profession that is related closely to the mobile Internet. It has higher requirements for talents' ability to innovate and cooperate compared to traditional industry. However, due to the influence of traditional teaching concepts, China's ability to innovate and collaborate in the teaching process are lacking relatively. The survey results are shown in Table 2. At the

same time, students need to complete several theoretical and practical courses within four years of the university. Moreover, the time allocated to each course will be significantly reduced, resulting in a lack of precision in the learning process of each subject. Never the less, the development of the capability to innovate needs to be based on theoretical techniques and practical skills.

#### 4.3 Insufficient reserve of teachers

Table 2. The survey of student's ability to innovate (N=200)

	Strong Ability to Innovate	General Ability to Innovate	Low Ability to Innovate
Number of People	46	98	56
Percentage	23%	49%	28%

Computer and Internet technology support are needed for the development of digital media art. However, the development of Internet and computer technology in China is short and it is a new industry for digital media art. The construction of professional teachers is too underdeveloped, and the resources are insufficient. As shown in Table 3, enriching the teaching materials can

only be transferred from art design and professional computer teachers. Although these teachers have the advantages on the one hand, professional theoretical knowledge and practical ability are still relatively weak. Teachers are the leaders and organizers of educational work. Therefore, the quality of the teaching team directly affects the quality of digital media art.

**Table 3. The survey of teacher team composition**

	<b>Computer Major</b>	<b>Art Design Major</b>	<b>Digital Media Art Major</b>
Number of People	62	79	59
Percentage	31.0%	39.5%	29.5%

## **5 Ways to improve the teaching model of digital media art education in the new media era**

Problems in digital media art education in the new media era are exposed. This includes the setting of courses, cultivation of reform and capabilities to innovate as well as the strength of teachers in teaching. Therefore, it is compulsory to combine the current new media forms to traditional teachings in order to transform teaching thinking and ideas, strengthen and improve the quality of digital media art education. Thus, result in the efficiency in improving the development of digital media art education.

### **5.1 Adjust the course according to new media requirements reasonably**

Users are more involved in the mobile internet usage in the current development of the new media. Traditional medias that are “high on the top” are gradually being replaced by new media with grounded and grassroots. Therefore, the development of digital art media education must combine with new media and mobile networks to set up courses and teaching plans. New media and mobile network thinking pay more attention to the development of grassroots and “fans”. Therefore, digital media art teaching courses are allowed to teach the content, system and the new era through market research and the effect of “fans”. Besides that, reasonable setting of modes is conducive in helping students grasp the pulse of the audience under the influence of the new media form and understand the needs of the mass media audience of digital media<sup>[14]</sup>. At the same time, it is compulsory to aim at the current development trend of new media, strengthen the development of software courses such as APP, improve the content of basic modeling courses, clarify the key content of teaching and make digital media art courses develop into new media and Internet fields. Moreover, by only catering to the development of new media and mobile network, it can be ensured that the digital media art profession is kept in pace with the time. Thus, it enhances students' artistic accomplishment, technical ability and employment competitiveness.

### **5.2 Focus attention to the cultivation of students’**

### **innovative ability**

It is a necessary to strengthen the cultivation of students' ability to innovative and collaborate in order to greater meet the requirements of new media and promote digital media art courses. Besides that, it is also encouraged to cooperate with relevant enterprises to build innovations and entrepreneurship bases or a school-enterprise cooperation training bases to help students combine theory with practice. Through the explanation of theoretical knowledge, the school provides students with the basis for their development in innovations. Thus, students can adapt greater to the market’s continuous development of environment. At the same time, from the relevant enterprises, cooperation with the school is conducive to providing fresh blood to the company, laying the foundation for the cultivation of the company's quality employees and enhancing the market competitiveness of the company<sup>[15]</sup>. At the same time, the school can also lead students to set up a digital media art studio through the "studio-based" teaching method and undertake or plan some digital media art design work to provide students with practical operational opportunities. Students can use their own art to publish their own art works, stimulate students' interest in learning and cultivate students' innovative ability.

### **5.3 Usage of new technology to strengthen artistic creation**

Both digital media and digital media art have achieved tremendous development with the advancement of science and technology. At the same time, the accelerate development of digital media art has been increased with the help of technology. Thus, it is a compulsory to put focus on the application of new technologies to further improve the efficiency and quality of artistic creation. Besides, colleges and universities are required to increase their investment in digital media art, strengthen software and hardware technologies and courses as well as guide students to adapt to the development of technology rapidly. Thus, this can ensure the advancement of digital media art teaching, the level of digital media art design of students is improving constantly.

## 6 Conclusion

As a conclusion, there are still many problems faced in digital media art teaching in China. Digital media art is strongly related to network technology and computer technology. The development of these two technologies are relatively slow and digital media art has been an emerging profession with insufficient teaching experience in China. However, under the influence of new media era, it provides favorable conditions for digital media art teaching, enabling students to obtain more learning channels and creating a good learning atmosphere for students as well as stimulating students' interest in learning. At the same time, schools are required to provoke the improvement of digital media art teaching based on the influences of new media, rationally adjusting the curriculum according to the requirements of new media. Lastly, it is compulsory for schools to pay attention to the cultivation of students' ability to innovate and adopt new technical means to strengthen artistic creation.

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