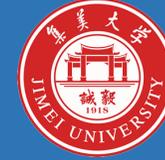




Teaching Strategies of Innovation and Entrepreneurship for Animation Major in Colleges and Universities

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Introduction and Purpose

With the advent of the digital Internet era, the boundary of the animation industry has been continuously expanded. Animation has gradually extended from the art field to multi-disciplinary fields. At the same time, it is closely integrated with the Internet economy, artificial intelligence, virtual reality and quadratic element culture, thus becoming an important part of the current cultural economy. The rapid development of digital creative industry has also triggered a competitive situation with "content is king" as the core. The transformation of the industry has induced new requirements for the cultivation of innovation and entrepreneurial ability of animation creative talents. Based on the traditional teaching method of animation major in Chinese colleges and universities, the research puts forward the teaching method guided by "innovation and entrepreneurship". The research changes the traditional teaching method, which is decentralized, unsystematic and disconnected from the industry. It combines the cooperative learning of creating "animation IP" and "learning by competition", university enterprise cooperation and collaborative education strategy to improve students' ability of "innovation and entrepreneurship". The purpose is to meet the new requirements of the development of digital creative industry for the cultivation of talents in colleges and universities.

Research Method and Main Process

Since the beginning of this century, animation higher education has experienced a short period of rapid development. In terms of talent training, it has played an important role in improving the discipline structure, expanding teaching resources, reserving professional teachers and providing creative talents. At the same time, it has also caused some universities to copy each other in terms of professional orientation, education mode, curriculum system and teaching methods of animation talent training. It leads to the waste of teaching resources and the lack of innovative development, which reflects the lack of scientific grasp of the long-term development of animation education to a certain extent. Through the form of questionnaire, this work investigates 7 professional teachers and 120 students majoring in animation in Jimei University. The results show that 100% of students and teachers believe that the quality of animation works is directly proportional to the creator's innovation and creativity; 74% of students believe that the entrepreneurial environment can stimulate their creative enthusiasm and initiative, and 86% of teachers believe that cultivating students' entrepreneurial spirit can improve their team consciousness and sense of responsibility,

Results and Analysis

Accelerating the incubation of "animation IP" is not only an effective way to promote the development of China's animation industry, but also an emerging driving force to promote the in-depth integration of China's animation industry and other industries to create "super IP". In the teaching process of animation specialty, if we can always implement the teaching concept of "animation IP", it is an effective way to cultivate students' innovative and entrepreneurial thinking and improve their innovative and entrepreneurial ability. It can be started from the following aspects.

Arrange Teaching Contents in Combination with Regional Culture. Reconstructive Creative Training of Regional Culture. Create "Animation IP" According to the Teaching Process. Integrate the creation of "animation IP" into daily teaching. Use the graduation design to create a complete animation IP. Cooperative learning strategy of "learning by competition". The cooperative learning mode of "learning by competition" in animation major aims to improve students' innovation and entrepreneurial ability, establish a stable cooperative team as the strategy, cultivate students' learning atmosphere of mutual help and enhance students' sense of team responsibility. This model requires both teachers and students to have innovative consciousness and the ability to push through the old and bring forth the new. It is also an important way to broaden the vision of teachers and students, integrate theory with practice, support innovation and entrepreneurship teaching. University enterprise cooperation and collaborative education strategy. Construction of University Enterprise Joint Studio. Introduction of Enterprise Project into Classroom Teaching.

Conclusion

Animation products are creative cultural products, and the comprehensive expression of the creator's innovative spirit and creative ability. The ports at all levels from upstream to downstream of whole industrial chain, which are supported by the derivation and sales of animation products, are good ways to seek entrepreneurial breakthroughs. Animation education should be fully integrated with innovation and entrepreneurship education in a targeted way. According to the innovation and entrepreneurship knowledge framework system, it should jointly build a professional teaching model to improve innovation and entrepreneurship ability. Also, it should build a complete knowledge system around the whole chain of "curriculum-practice-competition-employment". Through cultural knowledge and digital technology, it realizes the whole process of generation and sales of original products accord with industry standards shall be realized. As a result, the value-added effect of professional teaching shall be improved, and more excellent industry talents for the development of national culture and economy shall be cultivated.