RESEARCH ARTICLE

Research on the Education Mode of Applied Animation Design talents

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Abstract: With China's rapid social and economic development, people's quality of life has significantly improved, and the requirements for daily leisure and entertainment projects have become higher and higher, which has strongly promoted the development and innovation of the animation profession, and at the same time, the demand for applied animation design talents is higher. In this regard, this paper first introduces the necessity of training applied animation designers, and then conducts a detailed investigation into the innovation strategy of applied animation design talent education, to promote the innovation and reform of applied animation design talent education and training mode.

Keywords: applied design talents; animation design; education

In the era of a knowledge economy, technology is developing rapidly in all walks of life, and the cultural industry is a new industry facing many development opportunities. To promote the sustainable and stable development of this sunrise industry, the advantageous role of artistic talents must be given full play. In this regard, in the teaching of animation design, emphasis should be placed on cultivating application-oriented talents and improving students' overall literacy and industry skills. Animation design talent training, should adhere to the market demand as the guide, and create diversified education and teaching mode, so that applied animation design professionals can grasp the rich basic knowledge and jump thinking, to ensure that in line with the actual needs of industry development, while promoting the sustainable and stable development of China's animation industry.

1. The necessity of training applied animation designers

With the rapid development of various industries in China, the demand for professional and

high-quality talents is increasing, especially in the field of animation, which is rapidly developing and promoting the innovation of traditional forms of education. In this regard, the previous didactic form of education needs to be improved and new education models need to be adopted to innovate and reform the way animation designers are educated to better serve the development needs of society. In the teaching process of universities, cultivating applied animation design talents can lay the foundation for the long-term development of the animation industry. In actual teaching, it is necessary to promote the application of practical teaching methods to cultivate students' practical ability and hands-on abilities. At the same time, when training applied animation design talents in colleges and universities, they need to ensure their teaching level and quality and optimise their education methods. When training applied animation design talents, universities need to make full use of information technology and big data technology, so that students can have the ability to create, multidisciplinary comprehensive ability, practical useability, etc., to promote the stable development of China's animation industry. In addition, social resources and network technology

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can also be combined to mobilise the innovative ability of applied animation design talents and promote the sustainable development of the animation industry. Therefore, in the process of the development of the animation industry, the training of applied animation designers needs to be the goal (Yang, 2021).

2. Innovative strategies for the education of applied animation design talents

2.1 Constructing interdisciplinary disciplines

In the process of building interdisciplinary disciplines, it is necessary to incorporate different disciplines, in which not only do various disciplines need to be superimposed and pieced together, but also to find out the similarities between various sciences through diversified ways, and to analyse the logical relationships between them, to finally form a new knowledge content. Through a detailed exploration of this type of cross-discipline, the teaching process helps students to expand their careers and promote innovation in the development of science and technology. Therefore, in the innovation of the animation industry, higher requirements are put forward for the training of talents. In terms of the training of talents, to ensure the quality of teaching, not only should the characteristics of each discipline itself be retained, but also the same parts should be closely connected, and with the art profession as the core, integrated into the disciplines associated with it, according to the needs of the development of social practice, the preparation of a scientific and reasonable training programme for talents. According to relevant data and the results of research in some disciplines, it is necessary to apply the relevant knowledge of various other disciplines in the teaching of each discipline, especially some newly created disciplines, the use of new technologies and new theories, so that in practice, teaching needs to be based on the edges or intersections of existing disciplines. There is a definite link between the natural and social disciplines. Art is a first-level discipline with a variety of specialisms, including special effects for film and television, animation, product design, digital media technology and so on, all of which are interdisciplinary. These disciplines are not only artistic but also include literature, computer science, psychology and other cross-disciplinary knowledge. The rapid development of information technology and network technology in China has driven the innovation and development of art disciplines. In this regard, in the training of applied animation design talents, a scientific and reasonable interdisciplinary approach should be established, which can not only deal with the various problems existing in the training of talents but also expand the creative thinking of animation designers (Gong, 2020).

2.2 Realise the "project-based" education curriculum.

At the present stage, there is a serious disconnect between university education and the actual needs of society. In this regard, in the innovation of education methods, it is not only necessary to pay attention to the independent development of students and innovate education methods, but also to reasonably apply project-based teaching methods to improve student's practical skills and meet the actual development needs of the animation industry and society. In the development of the 'project-based' curriculum, practical applications are used as the basis, with a focus on developing students' creative and practical skills. In addition, the practical education model is used in the teaching process to divide students into teams so that they can better complete the required animation design tasks, which not only improves the students' practical skills but also develops their teamwork skills(Zhou & Zhou, 2015). The use of a 'project-based' approach to teaching can improve the partnership between universities and companies and promote the quality of teaching with specific project investigations. Improving the partnership between teachers and students and taking effective measures to complete the required tasks can lead to innovative approaches to education and the development of students' learning abilities. At the same time, various types of projects can be developed and designed so

that students can achieve different objectives within the course, improve the quality of teaching and learning and be able to transform the results into a product. The application of the "project-based" approach to teaching ensures that the applied animation design talents meet the requirements of the enterprises, thus effectively dealing with the various problems that exist in the teaching of the newly established professions (Wu, 2013).

2.3 The combination mode of "industry, learning and research".

Among the various disciplines in universities, the art and design discipline has the characteristics of development, theory and practice, and in the teaching of this discipline, it is necessary to closely connect practice, scientific research and teaching. In the teaching process of art and design, the combination of "production, learning and research" can be applied to help students expand their horizons and improve their practical skills. In this regard, professional practice, professional teaching and professional research can be closely linked to cultivating the innovative ability of applied animation design talents. It is clear from this that to innovate how applied animation design talents are trained, professional practice, professional teaching and professional research need to be integrated into the actual teaching. The application of the "industry, learning and research" model in teaching will produce applied animation design talents that meet the practical needs of society. When carrying out project-based teaching programmes, it is necessary to widely promote the application of the "industry, learning and research" approach, so that students and teachers in universities can master new ideas and new knowledge, and combine new educational concepts to innovate the educational approach of the animation design profession(Zhang & Xu, 2011). At the same time, it is also necessary to optimise and adjust the structure of the animation design profession; increase the teachers' analysis and research on the actual development needs of the animation industry and society, and improve the quality of teaching so that students can grasp the development needs of society.

In addition, it should change the form of work and communicate with teachers from other universities to improve the quality of teaching; organise students to carry out project research and development, create animation products together with relevant enterprises and put them on the market, so that applied animation design talents can adapt to the current development needs of the animation industry. Teachers and students need to integrate specific practice and professional theoretical content, summarise the laws of teaching, accumulate working experience, cultivate students' professional technical level and improve teachers' teaching quality, which not only enables students to learn more professional knowledge but also identifies the shortcomings in their professional development and ensures teaching quality(Wu, 2021).

2.4 Promote the construction of teachers to focus on competence development.

In the teaching process, teachers, as the leading person, play an important role in cultivating students' various abilities. In this regard, in terms of innovating the education method of applied animation design talents, a high-quality teacher team needs to be established, while in creating a professional teaching team, colleges and universities should deal with the problems existing in each link. At the same time, universities can employ experts to provide regular training and lectures so that students can develop the right learning concepts. In actual teaching, it takes a lot of time to cultivate applied animation technology talents with innovative abilities to achieve this goal, for which teachers should properly guide students so that they can form independent creative thinking. Improving the professionalism of the teaching staff can help to cultivate the innovative application of students and meet the demand of the animation industry for high-quality talents. In addition, colleges and universities can establish stable cooperation with relevant enterprises and arrange for technicians in enterprises to teach students some practical techniques, so that students can understand in advance the specific contents of their future jobs and

the development direction of enterprises so that the applied talents cultivated by schools can better serve animation enterprises(Lei, 2014).

2.5 Promote the reform of the teaching management system.

In the implementation process of the existing university education management mechanism, it is difficult to cultivate applied animation design talents. In this regard, the education management mechanism needs to be innovated to ensure that more high-quality talents are cultivated. (1) Strengthen supervision of education and prescribed tasks. In teaching, universities need to pay attention to the learning situation of students. However, some students have problems with inertia during their studies, therefore, universities need to supervise and manage the completion of teaching tasks according to the actual situation. Randomly sampling the teaching results and the teaching tasks of each semester, investigating and understanding the specific learning situation of students, through this way, not only can the professional level of students be improved, but also various problems existing during teaching can be searched for and effective treatment measures can be adopted to improve the quality and level of teaching in colleges and universities. (2) Rational use of the student evaluation system. When some of the lectures are completed, universities can use face-to-face communication or questionnaires to grasp the problems and needs of students in all aspects of their studies and to innovate the educational approach from the student's point of view. Feedback on students' suggestions and various problems, as well as the implementation of optimal adjustment of university education management according to this information, so that universities can better cultivate applied animation design talents. (3) Establish a flexible salary system for teachers. In teaching, teachers can reasonably apply the "project-based" teaching method and arrange for students to cooperate with enterprises and complete some established projects. The system can be applied to help motivate teachers to do more. By applying this system, teachers can be fully motivated to teach, linking the quality of teaching to teachers' salaries, improving the relationship between teachers and students, and enabling teachers to devote themselves to the training of human resources (Tang & Liu, 2012).

3. Conclusion

To sum up, this paper has mainly explored in detail the education mode of applied animation design professionals. To promote the development of China's animation industry innovation should be combined with the contemporary social and economic development situation, the applied animation design professional talent training mode innovation, for the enterprise, to continue to deliver quality talent, to meet the market for the applied animation design professional talent needs, to promote the healthy development of China's animation industry.

Conflict of Interest

The authors declare that they have no conflicts of interest to this work.

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