Research on the Promotion of Digital Media Technology Talent Cultivation by Micro Majors in Integrated Media Creation

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Abstract: This paper investigates the role of a micro-major in converged media creation for cultivating digital media technology talents in the context of rapid media industry changes. The micro-major, introduced at Jingdezhen Ceramic University, aims to enhance students' creative skills, innovation ability, and practical experience through a curriculum that integrates advanced multimedia technology, digital photography, film and television post-production, and new media operation. The study finds that this program not only enriches students' knowledge structure but also fosters systematic and creative thinking, improving their employment competitiveness in the media industry. The paper suggests strengthening course construction, optimizing teaching methods, and increasing practical opportunities to further promote digital media talent development.

1. Introduction

1.1 Research Background and Significance

With the rapid development of information technology and the popularization of Internet applications, the media industry is experiencing unprecedented changes. Traditional media forms are gradually transforming to Integrated media, which has become the main channel of modern information dissemination with its cross-platform, multi-form and strong interactive characteristics. This transformation has not only changed the way of information dissemination, but also puts forward new requirements for the cultivation of digital media technical talents[1]. In order to keep up with the pace of the development of the media industry and cultivate compound talents to meet the needs of the era of Integrated media, the digital media technology major of Jingdezhen Ceramic University has timely launched the micro major of Integrated media creation.

The establishment of the creative micro-major aims to comprehensively improve students creative skills and innovation ability through a systematic curriculum system and practical teaching links. This micro-major closely combines the needs of the job market, pays attention to practical teaching and school-enterprise cooperation, and provides students with rich learning resources and practical opportunities.[2]This initiative will not only help solve the problems of the disconnection between theory and practice, and the lack of students practical ability, but also lay a solid

foundation for students career development[3].

2. The characteristics of the Integrated media creation of micro-professional

2.1 Definition of micro-major of Integrated media creation

This micro-major is a new education model to meet the needs of employment. It aims to provide students with comprehensive and systematic media creation knowledge and skills training. The micro-major covers a number of core knowledge areas, including advanced multimedia technology, digital photography and photography, post-production of film and television media, new media creative copywriting, and new media operation, etc. Through this series of courses, students will be able to master the key technologies and artistic expression techniques of media creation, so as to become high-quality talents in the field of media creation.[3]

2.2 Characteristics of micro-media creation major

The micro-major of Integrated media creation has the characteristics of remarkable interdisciplinary integration. It organically combines information technology, digital media art, visual communication and other multidisciplinary knowledge to form a comprehensive knowledge structure. This interdisciplinary knowledge system helps to cultivate students comprehensive literacy and innovation ability, so that they can play a greater potential in the field of Integrated media creation.[4]

At the technical level, the Integrated media creation micro major pays attention to the application and mastery of advanced multimedia technology. Students will learn how to use advanced multimedia tools and technologies for creation, including image processing, audio editing, video editing, etc.[5]Through practical operation, students can master these techniques skillfully, and apply them to the creation of Integrated media works.

At the artistic level, the Integrated media creation micro-major also attaches great importance to the cultivation of artistic expression techniques. Students will learn new media creative copywriting, role and scene design and other courses to improve their artistic expression in the Integrated media creation. These courses will help students to better combine technology with art to create integrated media works with visual impact and appeal.[6]

The micro-major also emphasizes the importance of practical teaching. Through cooperation with enterprises to jointly build a high-level teaching team and introduce industry experts to provide practical teaching guidance, students can have access to real project cases and improve their practical operation ability and employment competitiveness. This teaching mode not only helps students to apply theoretical knowledge to practice, but also can cultivate their teamwork spirit and problem-solving ability. And through case teaching, project-driven, workshops and other forms of teaching links, stimulate students innovative thinking and creativity. Students will continue to explore new creative ideas and methods in the process of solving practical problems, and improve their innovative ability in the field of Integrated media creation.

3. The influence of Integrated media creation micro-major on the cultivation of digital media technical talents

3.1 Influence of Integrated media creation micro-major on knowledge structure

The establishment of Integrated media creation micro-major makes the digital media technology major to respond to the needs of market knowledge structure more quickly. On the basis of the

traditional digital media technology professional education, the micro major has added a number of new knowledge areas related to Integrated media creation, such as advanced multimedia technology, digital photography and camera, post-production of film and television media, new media creative copywriting and new media operation. These new areas of knowledge not only enrich students professional vision, but also promote the deep integration of technology and art. By learning these courses, students can better understand the whole process of Integrated media creation, from content planning, technology realization to marketing, and form a complete knowledge system. This interdisciplinary knowledge structure helps students to become creative talents with comprehensive ability and adapt to the demand of compound talents in the era of integrated media.[7]

3.2 Influence of Integrated media creation micro-major on thinking mode

The key to the production of high-quality new media content is in people, focusing on making good use of innovative thinking. For new media content producers, they are good at using innovative thinking tools and methods such as design thinking to develop the advantages of innovative thinking.[8]In the process of learning, students need to comprehensively use the multi-disciplinary knowledge to solve the practical problems in the work of integrating media, and this training cultivates their systematic thinking and creative thinking. At the same time, the media creative micro-major also focuses on cultivating students critical thinking and independent thinking ability, and encourages them to constantly explore and try new methods and ideas in the process of creation. Through participating in project practice, teamwork and other links, students have learned how to effectively communicate with them and collaborate to solve problems, forming an open, inclusive and innovative way of thinking, and providing strong support for their future career development.[9]

3.3 Impact on employment

According to the statistical analysis of the employment data of the past four graduates of digital media technology major, the total number of media positions employed is 29, accounting for 16.76% of the total number of 173 graduates of the four classes. And the number of people engaged in media operation positions every year is also relatively stable. [10-11] Therefore, the feedback mechanism of digital media should be fully utilized to realize the wide dissemination of information. By creating quality products, forming characteristic IP, and meanwhile strengthening digital infrastructure construction, integrating digital media technology, XR, AI, and other digital technologies, we can realize rapid feedback of experience, constantly innovate participation modes, and enhance the sense of experience. Under this professional advantage, we should enhance the employment competitiveness and broaden the employment field.

4. The promotion strategy of integrating media creation micro-major for the cultivation of digital media technical talents

4.1 Strengthen the course construction of Integrated media creation micro-major

In order to better adapt to the demand of digital media technical talents in the era of Integrated media, the Integrated media creative micro-major should strengthen the curriculum construction and optimize the curriculum structure. The specific strategies include:[12]

We will add new courses closely related to the creation of Integrated media, such as "Integrated media Content Planning and Creativity", "New Media Data Analysis and Operation", "Cross-media Narrative and Interactive Design", etc. These courses will help students master the cutting-edge

technologies and creative methods of Integrated media creation, thereby enhancing their market competitiveness.

Integration of existing courses: integrate existing courses, eliminate repetitive and outdated content, and ensure the systematic and advanced nature of the curriculum system. For example, "digital image processing" and "video clip technology" can be integrated into "integrated media visual content creation" to more comprehensively cover the relevant knowledge and skills.

Industry Course Introduction: This major will invite experts from the digital media industry to participate in course design, incorporating industry-leading technologies and real-world cases to ensure that the course content is more closely aligned with market demands. Furthermore, an "Industry Mentorship Program" can be established to provide students with valuable opportunities to directly communicate with and learn from industry experts.

4.2 Optimize the teaching methods of micro-majors

The teaching methods of Integrated media creation micro-majors should pay more attention to practice and innovation. The specific strategies include:

We will adopt project-based teaching, taking the actual project as the carrier to let students learn knowledge and skills in the process of completing the project. This approach can improve students' practical ability and teamwork skills, as well as help to cultivate their awareness of innovation and problem-solving abilities.[13]

We will promote the flipped classroom model, transferring the content of traditional classroom teaching to extracurricular settings, allowing students to complete it through independent learning, while class time is mainly used for discussion, practice, and question solving.

We will reduce single teaching by decreasing the time devoted to traditional teaching methods, and instead increase the use of diversified teaching methods such as interactive teaching, case analysis, and group discussion. These methods can stimulate students' interest in learning and improve their thinking and expression abilities.

4.3 Improve the practice links of Integrated media creation and micro-major

We should attach great importance to practice links and improve students practical operation ability and innovation ability by increasing practical activities. The specific strategies include:

We will increase school-enterprise cooperation projects by cooperating with enterprises to jointly carry out Integrated media creation projects, so that students have the opportunity to participate in the creation and operation of real projects. This approach allows students to better understand market needs and industry trends, while also helping to improve their practical abilities and teamwork skills.

We will also hold Integrated media creation competitions regularly, encouraging students to participate actively. Through these competitions, students can showcase their creative achievements and draw inspiration and experience from other works.

5. Conclusion

5.1 Significance of the study

This study deeply discusses the promoting role of Integrated media creative micro-major on the cultivation of digital media technical talents, and reveals its important role in optimizing knowledge structure, improving skill level and cultivating innovative thinking. Through the study of micro-major of media creation, students can not only master advanced media creation technology

and artistic expression techniques, but also adapt to the needs of compound talents in the era of media, laying a solid foundation for future career development. At the same time, this study also provides theoretical support and practical guidance for the further development of Integrated media creation micro-major, and helps to promote the reform and innovation of digital media technology education.

5.2 Study limitations

Despite the modest results of this study, some limitations remain. First of all, the sample size of the study is relatively limited, which may not fully reflect the general impact of Integrated media creation micro-major on the training of digital media technical talents. Secondly, this study mainly adopted the method of qualitative analysis, and the lack of support from quantitative data may have affected the accuracy and objectivity of the study to some extent. Future studies can further expand the sample size and adopt a combination of quantitative and qualitative methods to more comprehensively evaluate the training effect of Integrated media creation micro-majors.

5.3 Outlook for the future

Integrated media creation micro-major will play a more important role in the training of digital media technical talents. With the continuous development of Integrated media technology and the continuous expansion of its application fields, the demand for talents with the creative ability of Integrated media will continue to grow. Therefore, we should keep up with the pace of The Times, constantly update the course content and teaching methods, cultivate more excellent talents with innovative spirit and practical ability, and contribute wisdom and strength to the development of the media industry.

Acknowledgement

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