

Research on the Teaching Reform of Art Design Course in Colleges and Universities under the Network and New Media

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Abstract: At present, everybody is no longer strange to the network and the new media. Network technology and new media technology have become the core supporting force of the whole information system. Network technology and new media technology have distinct characteristics and advantages. Since the birth of network technology and new media technology, they have more and more profound impact on our work, study and life. As an important branch and component part of higher education, how to combine with network technology and new media technology, innovate in development and develop in innovation has become the main direction and core content of the teaching reform of art and design course in colleges and universities.

Network and new media have become the hot technology of information system. In recent years, the combination of network and new media technology has increasingly affected our work and learning in all aspects. Even some experts pointed out that the current human production and life links have been separated from the network and new media technology and independent existence. This shows that the network and new media technology on our profound impact.

The idea and practice of applying network and new media technology to the field of education and teaching originated from America. Compared with the western developed countries, China's start in this are is relatively late. But from the development trend, we have followed the pace of the international trend. The network and new media technology significantly promote education and teaching, which has attracted extensive attention of domestic academia early on. Many scholars have done in-depth theoretical exploration and practical research in this field. The introduction of network technology and new media technology into education and teaching is not only a trend, but also a trend, a reform and an innovation.

1. Features and Functions of Network and New Media Technology

The combination of network and new media technology can build a convenient and broad platform for education and teaching, and they can become a powerful auxiliary means for education and teaching. Network technology and new media technology have many characteristics and advantages. Network technology can unify all elements and nodes of teaching, and then realize the rapid dissemination and interaction of information. Media technology is novel in form and vivid in

image. It can transform planar knowledge into three-dimensional knowledge, and decompose and package knowledge into a collection of sounds, images and texts. This kind of knowledge collective is deeply loved by the students, and can greatly stimulate their interest in learning. It is precisely because network technology and new media technology have these irreplaceable and incomparable advantages that they have broad application prospects in the field of education and teaching. Nowadays, network technology and new media technology have been closely combined with teaching in many aspects, which have posed a great challenge to the traditional teaching mode and method.

As a practical course, art design course in colleges and universities has been impacted strongly by the development and reform. How to combine the art design course with network technology and new media technology, and apply their characteristics and advantages to teaching practice has become the university art design curriculum reform and development of the central strength and core content. The impact and promotion of network technology and new media technology on traditional college art and design courses can be summarized as follows:

1.1 Promote the inner reform of the traditional teaching mode

We've been advocating liberal education for many years. But over the years, the overall effect of the liberal education has not been entirely satisfactory. One of the important reasons is that some teaching conditions are not enough to support the important premise of students' self-improvement. But the network and the new media have provided the condition and the possibility for this kind of transformation. Network conditions break the traditional pattern of education and teaching. Students can participate in learning anytime and anywhere. The network and the new media environment have provided the full education teaching material for the student. Students' autonomy can be brought into full play. This change has highlighted the student's subjectivity, and also urges the general teachers to have to innovate the traditional education teaching idea. In the new period, we should put the reform of education and teaching into practice. The first thing to be solved is the problem of teachers' understanding. They are the planners and implementers of all educational and teaching policies. In order to cultivate students' innovative spirit and learning ability, the core problem that must be solved is the problem of teachers' innovative thinking. Internet and new media technology are a new field for many teachers. They take the information technology and network technology as the framework. The majority of teachers must continue to learn to fully adapt to the development of this technology. In this process, they unavoidably promote their own knowledge structure and broadened theory field of vision. Many people see this as a process of self-improvement, self-renewal, and self-innovation.

1.2 Improve the quality of teaching

The combination of network and new media technology injects vitality into the innovative development of education and teaching. The network and the new media technology have expanded the classroom study space and integrated the in-class teaching and the out-of-class teaching into a community. The educational and teaching system based on this platform is vivid and flexible, which has changed the dull educational and teaching environment in the past. Teachers and students can communicate anytime and anywhere. A piece of chalk, a blackboard teaching method is completely broken. At the same time, students' knowledge structure has also been well optimized under the environment of network and new media. They can make full use of such a platform to learn the knowledge they are interested in. Art and design itself is a very comprehensive course. Rich knowledge structure plays a key role in learning this course. Therefore, the network and new media technology promote the improvement of teaching quality effectively and widely.

1.3 Break the traditional teaching pattern

In recent years, the campus network engineering has been basically popularized. We should make full use of this resource to construct the college art design curriculum system with school characteristics and curriculum characteristics. At the school level, teachers and students should be fully mobilized to participate in the initiative. Teachers will be encouraged to work together to develop web-based and new media curriculum plans that are in line with their professional development plans. Teachers should be mobilized to collect, collate and make educational resources related to art design courses in colleges and universities and establish relevant teaching database. At the same time, students can be mobilized together to collect learning materials for the management of different categories. Teachers will make their own courseware and other resources stored in a specific address. These resources include audio resources, video resources, pictures, text, and so on. Interactive software, message board and other functions under new media can open up channels for communication between teachers and students. In the environment of network and new media, teaching and learning break the restrictions, and greatly expand the space of education and teaching. In the environment of network and new media, teaching and learning break the limitation of time and space and greatly expand the space of education and teaching

1.4 Open up a way for the improvement of students' practical ability

The network and the new media themselves are also developing and changing. They interact and merge with other technologies. With the development of internet, mobile phone network, TV network and other technologies, we have new channels and means to recognize and practice things. Compared with traditional art design teaching in colleges and universities, art design courses in colleges and universities under the background of network and new media have strengthened the most essential content, namely interactivity. More and more university curriculum teaching has been constructed based on this point. Interactivity makes it possible for students to specialize and customize the study of art design courses in colleges and universities. It changes the traditional way of indoctrination in which teachers are the main body, and makes students' learning change from passive cramming to active exploring. Students in the search for knowledge in the unconscious to improve their practical ability. Obviously, this seemingly free education and teaching method can give full play to students' initiative, enthusiasm and creativity. It lays a solid foundation for the improvement of students' practical ability and the cultivation of their innovative ability.

2. The way of art design course reform in colleges and universities under network and New Media

Network and new media are both a technology and a platform. It provides a broad space and convenient way for the innovation and reform of education and teaching. Network and new media technology based on digital technology and multimedia technology, with all-weather, all-round service characteristics. This not only meets the needs of teachers and students working and learning, but also meets the needs of teaching reform and innovative development in the field of education. According to the goal of teaching innovation and reform in colleges and universities in the new era, we should abandon the old and ossified methods in traditional teaching and adopt the open teaching mode in deeper level and wider field. Under the general requirements of the liberal education, we should adhere to the people-oriented education to highlight the dominant position of students. Using the vast resources of network and new media to combine teaching task to drive students' learning task. To tap students' potential, stimulate their enthusiasm and initiative, and cultivate their self-regulated learning ability and good habits for them to go out of the campus in the future and be

competent for their work. China's college art design teaching should not only undertake the basic tasks of college teaching, but also have the obligation to mold people in personality, moral character and so on, so that students have good thinking character, higher cultural literacy.

2.1 Strengthen the teaching contents under the network and New Media

Under the network and new media teaching environment, teachers can provide more teaching and learning resources for students because of the introduction of interactive devices. The application of audio data and image data makes the classroom teaching get rid of the boring atmosphere. In addition, students' interest in learning can be fully stimulated, and the teaching content changes from a flat pattern to a three-dimensional and diversified one. For example, after we show a video of art design in class, we can start a discussion based on the content of the video. Students can communicate with the teacher in real time on the interactive terminal about the problem in the video.

2.2 Further expand the teaching space

The malpractice in the traditional education teaching has been widely criticized. In the traditional college art design teaching, students are easily bound by time, space and other environmental constraints. The teaching supported by network and new media technology is not restricted by time and space. Teachers and students can have flexible and convenient classroom interaction at any time and at any place without leaving home. In this way, students can make full use of their spare time. The application of network and new media teaching methods can effectively overcome the differences in learning ability caused by individual differences of students. In traditional teaching, we often ignore the individual differences of students and pursue the standardization and consistency of knowledge teaching. Because of this, our education is often to stifle the individuality and freedom of students as a prerequisite and result. Teaching students according to their aptitude is hard to live up to. Network and new media technology make people-oriented teaching concept possible. Students can explore learning resources on their own according to their own learning interests.

2.3 Tamp the practical ability of students

If the art design course in colleges and universities leaves the practice, it loses the basic study condition. After-class practice in traditional teaching is difficult to improve students' practical ability in essence. What's more, many students are fed up with the singleness of practice in traditional education. The network and the new media technology have opened up the broad space for the student practice activity's development, which is deeply favored by the general student. At the same time, students in these activities can also exercise their team cooperation and innovation.

3. Conclusion

Based on the network and the new media university art design teaching method is an overwhelming trend for the future curriculum development innovation. The widely application of network and new media technology will promote the modernization of art and design teaching in colleges and universities. It will also effectively expand students' comprehensive ability and quality, enrich their professional vision and strengthen their practical ability. And it plays an important role in improving the efficiency of art design teaching in colleges and universities.

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