The Innovation of Modern Art Education Mode under the Background of New Media

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Abstract: Every discipline should have its own education method, and art is no exception. Art education should first of all be education. We can't deny the benefits brought by school education. The purpose is to cultivate talents who meet the requirements of modern society that emphasizes the rapid development of economic efficiency. Social progress requires a large number of people who master knowledge and skills and have the strength to build. Education reform is an important part of social transformation, among which the innovation of art education model is particularly important. In the context of educational reform, the popularization and innovation of art education is particularly important, because it not only provides spiritual pleasure, but also helps shape future roles. After analyzing the modern art education mode, this paper puts forward a series of feasible methods for innovative education mode, which can provide reference for further integration of art education and new media and other digital technologies.

1. Introduction

Art education is not only an ancient discipline, but also a discipline that often changes from content to form, from purpose to means [1]. Especially when it is combined with quality education, innovative education, aesthetic education and ethical education, it presents many new obvious or potential problems, providing us with a broad space and vision for the study of art education model [2]. Therefore, art education has put forward a clearer standard for education - it should be to create an artistic atmosphere, enhance people's aesthetic needs, improve people's artistic appreciation interest, and create a living environment that meets social needs and aesthetic requirements [3]. From the current art education model, we can see that the narrow art education model is aimed at college students, especially due to the constraints of the system. The broad art education model is the art education itself [4]. Art education should be committed to creating an art model based on ordinary people's perception and cognitive ability. The traditional art education system does not adapt to the development of cultural and creative industries [5]. In order to meet the development needs of the culture and art market, colleges and universities must be committed to the innovative development of art education [6]. While paying attention to the cultivation of students' professional theories and skills, we should closely combine the development needs of the cultural industry market, emphasize the cultivation of students' innovative consciousness, and promote the formation of students' comprehensive artistic accomplishment [7]. In the new century, the integration and innovation of art education modes in various countries are showing a rapid development trend, and virtual art education that transmits systematic teaching through high-tech means such as network and new media has become a new attempt [8]. By virtue of its diversity and artistry, new media technology realizes the combination of technology and art education and creates a new talent training mode [9]. In the actual application process, digital technology can process information such as words, images, sounds, images, etc., which is more suitable for the needs of human information exchange at this stage and realizes diversified media applications [10].

2. Analysis of Current Art Education Problems

However, there are still many problems in the current situation of art education in the society. Art education is "contaminated" by marketization and commercialization. This has had a huge impact on the formation of the essential value of art education, and has restricted the cultivation of innovative art talents [11]. The most prominent and serious problem is the serious shortage of basic art education teachers [12]. Especially in economically underdeveloped areas and remote areas, teachers still occupy the main position of classroom teaching, which is very unfavorable for students to exert their subjective initiative and enhance their creativity. The concept of art education is backward. In the process of training art talents, colleges and universities with a single teaching form have problems such as backward concepts and stagnant thinking, which lead to the separation of teaching arrangements from reality, the separation of training process and the rigidity of training mode. At present, emerging technologies are constantly being developed, and digital imaging technology and network new media technology are changing with each passing day. However, in the process of teaching, teachers still focus on traditional intuitive teaching, mainly relying on unilateral language to transfer knowledge, and students passively accept indirect knowledge. However, art learning is subjective and depends on learners' direct perception of life. Teachers' empiricism of some knowledge may affect students' judgment and eliminate their interest in exploring problems. In addition, traditional education focuses on "achievements", and does not care about students' artistic aesthetics and interest cultivation.

3. Innovation of Modern Art Education Mode

3.1. Application of New Media Technology

With the rapid penetration of digital technology into every corner of life, almost no media form of "sound, image, text, music, animation, and image" can achieve new development independent of digital technology. With the emergence of digital media, digital technology continues to challenge and enrich the traditional visual form. See Table 1 for the general definition standard classification of digital media art. It is a creative expression of all knowledge communication platforms, and ultimately achieves the purpose of communication by using the development trend of the times. It can be seen that it is particularly important to make correct improvement and innovation in digital media art education in today's flooded visual information, especially in the explosive dissemination of mini knowledge in the "micro era".

Table 1 Classification of traditional media and new media

Media type	Example	Features	Media classification
First Media	Newspapers, magazines, books	Media dependent on paper and ink	Traditional media
Second Media	Radio, radio, radio	Analog audio signal	
The Third Media	Television	Analog image signal	
The Fourth Media	Digital TV, digital animation, Internet	Digitization of media generation process	New media
The Fifth Media	Mobile phone, 5G	Mobile portable and digital network	Interactive media

The rapid popularization of Internet technology enables teachers to independently use many software such as to make teaching courseware, assist classroom teaching, optimize the teaching process, and better integrate artistic aesthetic ability. New media or multimedia art creation is forming a comprehensive impact on traditional natural language based art creation. As a teaching medium, new media is an important part of teaching reform and an important means of educational innovation. New media plays an increasingly important role in social culture, and contemporary art has also begun to widely apply the latest media technology. With the change of media technology, we choose more media language, modeling and technical means to try to break the routine. The teaching method under the computer technology environment has become the basic teaching

method of art courses. The interaction between learners and teaching information through the new media platform optimizes the learning effect, reflects the subjective characteristics of learners, and provides a basis for the applied research of teaching information of art courses and demonstrates how to give full play to the initiative of art learners. Art course emphasizes the appeal and innovative effect of audio-visual, and new media is the way of multi-sensory information transmission. Figure 1 shows the processing process of art teaching content in the new media environment. We can take this opportunity to analyze the promotion effect of new media environment on art courses.
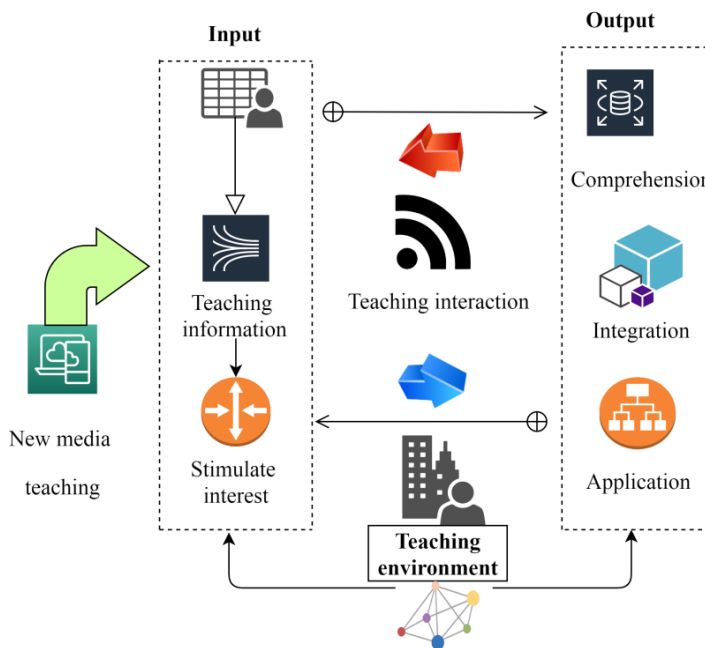

Figure 1 Application process of new media teaching

In the digital field, all kinds of information are stored in space in the form of bits, that is, mobile hard disks, optical disks and other environments with storage functions, and then the required information is extracted by the audience. Digital media is interactive. Information is stored at both ends, either at the propagation end or at the receiving end. In this process, effective communication, communication and exchange can be carried out between the information dissemination end and the receiving end. Based on this interaction, the two information ends can be converted to achieve good information feedback. At the same time, in the context of the current technological development, the interactive nature of art itself is becoming more and more obvious. The perfect combination of new media closely related to science and technology and contemporary art education and teaching is undoubtedly the most important research topic to promote the reform of modern art education and teaching. The application of new media technology can not only further improve the students' experience and stimulate their enthusiasm for learning, but also help teachers to analyze teaching.

3.2. Analysis of Educational Model Innovation Strategy

In order to promote the innovation and development of the art education model, and also to promote the continuous progress of students of related majors, the whole society and all colleges and universities should put the reform of the art teaching model on the agenda as soon as possible, and also need to improve the application of new media technology in the reform. We should also update the teaching concept, improve the practicality of art education, and adopt the combination of production and learning to promote the smooth employment of students. Only in this way can we stand on the essence of education, innovate teaching methods, and cultivate more high-quality and high-quality professionals for the society. Specifically, we need to start from the following aspects:

(1) In the process of establishing the training mode of innovative talents in art education, in addition to the research and analysis of the knowledge structure that innovative talents should have, schools should pay more attention to the change of teaching forms and methods. After entering the

information age, we should choose new knowledge and methods from the perspective of globalization. Because the exploration and change of the form of knowledge transmission is an important manifestation of educational innovation.

(2) Give full play to the advantages of comprehensive universities to enable students to establish a diversified knowledge structure. The globalization of economy and the diversification of art go hand in hand. The specifications of commodity production can be unified, while the production of art must be diversified and personalized. On the one hand, only diversification can show the richness of the cultures and arts of all nations in the world and form a colorful situation. On the other hand, only individuation can make art have its own character and promote each other.

(3) Art colleges should actively try open teaching. As the higher art colleges that implement education, they must establish the concept of education service. Taking students as real consumers, we should break the traditional school running mode, go out of the school gate and go to students, so that students can learn anytime and anywhere. From closed training to open training, we will find more space for running schools.

(4) In the process of art education and teaching, the curriculum design should be closely combined with science and technology. It is also necessary to set up hierarchical curriculum teaching standards and endow them with open and dynamic characteristics. Then meet the development needs of art majors and promote personalized development. As the new media has powerful data collection, statistics and analysis capabilities, it can transform the information of students' preferences and behaviors in art education into data. This information will be provided to teachers in the form of data, forming efficient feedback of teaching effect, which is convenient for teachers to adjust teaching contents and methods in time.

4. Conclusions

Taking the road of art education innovation is the inherent requirement of economic and social development, and also the task of today's art design education development and reform. The emergence of digital teaching mode will not completely replace the traditional curriculum setting mode. The traditional professional basic course setting has laid a good foundation for students in design, but the introduction and development of new media technology will certainly enrich the expressiveness of art professional courses, better meet the needs of the development of the times, and can open up new areas of design teaching, scientific research and creation application. In a word, in the process of social and economic development, the emergence of digital media also has a certain impact on the development of art education. In the process of art education innovation, we should make full use of the advantages of digital media to achieve the innovation of art education content. Determine the position of art education and build a professional knowledge system of art education in combination with art related majors. Art education needs to closely combine with the development of the times and determine the direction of innovation in order to achieve the improvement of teaching content. Let the content of art education gradually enrich, meet the learning needs of art students, and to a certain extent, promote the development of teaching in a diversified direction.

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