

The Development of The Interdisciplinary Talent Training Model for The New Media Art Major

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Abstract: In the contemporary context, the construction of talent cultivation model for new media art major inevitably requires the integration of the concept of "interdisciplinary" and the exploration of its effective integration points, in order to effectively improve the quality of talent cultivation.

Keywords: New Media Art; Interdisciplinary; Talent Training Model.

1. Introduction

Driven by technological progress, new media art that combines art, culture, and technology is gradually attracting widespread public attention as an emerging type of art. However, the current traditional education methods, especially those that rely on a single discipline, are no longer able to meet the demand for talent integration in the field of new media art. Therefore, the establishment of a new interdisciplinary talent training model undoubtedly becomes the future direction of new media art education reform.

2. Background of the New Media Art Major

2.1. The Development of Integrating Culture and Technology

The rise of new media art is attributed to the rapid progress of technology, which has brought unprecedented creative space for artists, such as digital technology, the Internet, and other tools. In the current digital age, technology has transformed from a binding force in artistic creation to an important partner in art, providing a broader creative space. This allows traditional artistic expressions to be redefined.

The integration of culture and technology is not a one-way street, it is also driving the development of technology. Artists have driven the pace of technological advancement through exploration and innovation of technology. The birth of digital art has triggered a new way of thinking in the field of technology, making technology more humane and creative under the guidance of humanistic art. Therefore, the integration and influence of culture and technology have formed an ecosystem where art and technology mutually advance.

2.2. The Intersection of Art, Sustainable Development, and Innovative Industries

The new media art is not only a creative way of expression, but also an organic integration of sustainable development and innovative industries. In the current social environment, sustainable development has become a global focus, and art, as a means of conveying ideas, provides a new perspective for the discussion of sustainable development. Artists use their

artworks to convey anxiety about the environment, society, and economy, triggering audience reflection and resonance.

Similarly, the rise of new media art has injected new impetus into the innovation industry. Art works are no longer limited to traditional exhibition spaces, but are disseminated globally through digital media. This unlimited dissemination method provides convenience for the globalization of innovative industries, while making it easier for art works to integrate with other fields, promoting cross-border cooperation in innovative industries.

3. The Characteristics of the Interdisciplinary Talent Training Model for the New Media Art Major

3.1. Comprehensive Knowledge and Skill Requirements

In the field of new media art in the 21st century, the focus of talent cultivation is to cultivate composite talents with diverse skills and knowledge. They should have in-depth and comprehensive technical and knowledge, including specialized technical knowledge in media art fields such as visual design, film and television production, and interactive arts, as well as interdisciplinary knowledge such as computer science, psychology, and sociology. This is because only the fusion of knowledge and skills can shape a truly profound and composite artist. For example, such artists should take learning programming techniques as an example in their learning process, and apply this technology to artistic creation to create interactive art works with special characteristics. Similarly, they also need to conduct psychological research on user behavior to gain a deeper understanding of the audience's needs and preferences, so that they can create truly heartfelt works of art.

3.2. Practice and Innovation Coexist

Why is it said that innovation and practicality are equally important when learning new media art? Because of new media art, it not only focuses on theory, but also on practice. Just like a scale, innovation and practical ability are two weights. Only by maintaining balance can we grasp the center of art. In the rapidly changing and fiercely competitive environment of the times, innovative thinking is the soul of

new media art, enabling us to break through tradition and find new ways of artistic expression. Students studying new media art have the potential to bring innovation to the field of art with every concept and idea they have. That's why students majoring in new media art participate in various projects and exhibitions to explore and stimulate their hidden innovative thinking and imagination. However, having innovative thinking alone is not enough, because it is just "thinking". We also need to implement these "thinking", that is, we need to put these innovative ideas into practice. This is where the practical value lies. When students participate in various practical projects, such as laboratory projects, university enterprise cooperation, international exchanges, etc., they can apply what they have learned, refine their theoretical knowledge in practice, and accurately transform innovation into valuable works of art.

3.3. Adaptability and Flexibility

In media art education, due to the rapid changes in technology and trends, educators need to ensure the flexibility and adaptability of educational methods in order to adjust courses according to industry needs, ensuring that educational methods not only keep up with the times but also adapt to industry changes, which is a crucial task for educators. Specifically, educators can achieve this goal through modular courses, which can be updated and replaced at any time to adapt to industry changes. This means that students can learn the latest knowledge and skills in a timely manner, thereby meeting new market demands. Meanwhile, the diversity of educational methods, such as case-based teaching, project-based teaching, and flipped classrooms, will help cultivate students' interest in learning and independent thinking abilities, enhancing their ability to adapt to future changing environments. In addition, educators should also maintain an open teacher management strategy when conducting teaching. Teachers need to maintain close contact with the industry, constantly update their knowledge and skills, in order to understand new trends in the industry.

3.4. Cross Cultural Exchange and Internationalization Architecture

In the new media art education, due to the rapid changes in technology and trends, educators need to ensure the flexibility and adaptability of educational methods in order to adjust courses according to industry needs. Specifically, educators can achieve this goal through modular courses. Such courses can be updated and replaced at any time to adapt to changes in the industry, which means that students can learn the latest knowledge and skills in a timely manner, thereby meeting new market demands. Meanwhile, the diversity of educational methods, such as case-based teaching, project-based teaching, and flipped classrooms, will help cultivate students' interest in learning and independent thinking abilities, enhancing their ability to adapt to future changing environments. In addition, teachers need to maintain close contact with the industry, constantly update their knowledge and skills, in order to understand new trends in the industry.

4. The Development Path of the Interdisciplinary Talent Training Model for the New Media Art Major

4.1. Diversified Construction of Curriculum System

In the field of new media art, cultivating talents with interdisciplinary abilities requires a diversified curriculum system, which is not just about stacking knowledge from various disciplines, but also careful planning to ensure that knowledge from various fields can effectively blend with each other. Within this system, core areas such as digital imaging, interactive design, and network art have built the foundation for cultivating interdisciplinary talents. At the same time, considering the complexity and diversity of new media art, this system also integrates knowledge from related disciplines such as computer science, communication studies, and psychology, opening up a broader perspective for students to think and providing more diverse thinking tools. To build this composite curriculum system, only through personal practice can one truly understand its essence. Therefore, various practical activities such as laboratory research, project team cooperation, and art exhibitions are also included in this curriculum system, allowing students to learn through practice and practice through learning. At the same time, in order to ensure that educational content can be in line with the development of the actual industry, inviting experts and scholars from the industry to participate is also a key step in building a diversified curriculum system. These experts and scholars can provide knowledge and insights with practical application value, and can introduce the latest industry trends and cutting-edge knowledge into the classroom, so that students can keep pace with the industry.

4.2. Promotion of Innovative Educational Methods

Faced with the diverse demand for talent in society, traditional cramming education alone is no longer sufficient. Students need to be guided to challenge traditional ways of thinking in order to cultivate their critical thinking ability and innovative spirit. For example, in the courses of the new media art major, the teaching methods of case analysis, flipped classroom, and workshop have been warmly welcomed. By analyzing real cases, students can intuitively understand the operation and creative process of the industry. The flipped classroom teaching method changes the traditional teaching model, allowing students to learn new knowledge on their own before class and engage in in-depth discussions and questioning in the classroom, greatly improving their self-learning ability and independent problem-solving ability. In addition, utilizing new media technology and online platforms for teaching is also an important way of teaching innovation. These tools can provide teachers with a highly interactive and informative teaching environment, which helps stimulate students' interest in learning.

4.3. Strengthening Practical Teaching Processes

Adequate practice can provide students with ample opportunities to apply the knowledge learned from textbooks to real-life work environments, thereby enhancing their problem-solving abilities. Therefore, cooperation between

universities, businesses, and art institutions is particularly important, as it can provide students with more opportunities to engage and participate in practical projects. At the same time, universities can also hold various art exhibitions and creative design competitions, which can allow students to showcase their talents and constantly challenge and surpass themselves in practice, thereby enhancing their self-worth. This educational approach that combines practical teaching and theoretical learning lays a solid foundation of knowledge and practical abilities for students, and is also more conducive to their deeper understanding of industry operation models and market demands, clarifying their career development direction. It is worth noting that although practical teaching is important, theoretical learning cannot be ignored. Only when theoretical knowledge and practical experience complement each other can students improve in both breadth and depth of knowledge, thus paving the way for their future career paths. If there is no solid theoretical foundation, practice will also become at a loss. Therefore, it is necessary to balance the cultivation of theoretical knowledge and practical abilities, so that students can feel the seamless connection between knowledge and practice in the learning process, test and enrich theoretical knowledge in practice, and conduct practical teaching under the guidance of theoretical knowledge. In this way, students' learning effectiveness and vision will be unprecedentedly improved.

4.4. Promotion of International Exchange and Cooperation

In the trend of globalization, it is necessary for students majoring in new media art to approach and learn from each other with an open attitude. Therefore, universities need to actively seek and expand exchanges and cooperation with foreign art colleges and research institutions. By dispatching students and teachers to each other, and even implementing joint training programs, students will naturally have more opportunities to experience and utilize greater learning and development space. And this international cooperation not only helps them to interact with and understand different art and culture, but also broadens their horizons to gain more possibilities. Participating in international art exhibitions and

seminars is undoubtedly an effective way to promote international exchange and cooperation. Students can be exposed to internationally leading artistic concepts and innovative practices in such activities, thereby gaining inspiration from new thinking and perspectives in their creative process. In addition, international exchange activities also help them establish a global network of contacts, laying the most important foundation for their future careers.

5. Conclusion

In the process of cultivating interdisciplinary talents, the new media art major has encountered various challenges, such as difficulties in integrating disciplines. However, they are precisely the catalyst for innovation and promote the continuous evolution of training models. We are full of expectations for the future and hope that the new media art major can achieve fruitful results in interdisciplinary talent cultivation, inject new vitality into art education, and cultivate a group of modern artists with innovative spirit and comprehensive qualities.

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