

Exploaration On The Of Industry-University Cooperation In Animation Education

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ABSTRACT

Cooperative education model is one kind of effective patterns to raise the practical ability talent in university. This kind of pattern enables teachers to obtain the practical work experience. It is advantage in sharpening students' innovation ability, strengthening their choosing profession competitive power. To animation professional talents education, quality of practice teaching is very important. In Universities, animation department mainly educate talents engaged in animation industry, such as director, animator, scripiter. The cultivation of students' practical ability is the main feature of Animation program. The government should appear the persistent effect mechanism as soon as possible to advance cooperative education with steady steps, establish the control system and make it clear the responsibilities and status of both sides of the cooperation. University must strengthen to student's education for all-around development and occupation career guidance.

Keywords: Cooperative education model, Industry-university cooperation, Animation program

INTRODUCTION

In China more and more animation educators realize higher education should pay great attention to cultivating student's ability to innovate, and practical ability and entrepreneurial spirit. Social demand is one of the biggest driving forces of the development of the higher education.

Along with rapid social development, the shortage of advanced technology and practical application of innovative talents become the bottleneck problem restricting China's economic and techniques innovation development. It also makes Chinese ordinary colleges graduates need to face the situation of Employment market with sophisticated mechanisms. Cultivation of innovative talent is inseparable from innovation practice, so that practical teaching mode of cooperation between schools and enterprises can be effective mode of training practical talents in Higher education.

To animation professional talents education, quality of practice teaching is very important. In universities, animation department mainly educate talents engaged in animation industry, such as director, animator, scriptwriter. The cultivation of students' practical ability is the main feature of Animation program. So practice teaching quality influent directly to students' vision, and hands-on skills and the innovation ability. It is necessary to provide animation students with enough time and suitable opportunities to practice and improve students' innovative ability in practice teaching. In recent years, the Nanjing Normal university Fine arts school animation program proved Industry-university cooperation is not only an efficient method of cultivating Chinese animation and innovation talents, but also the positive exploration on practice of talents training mode reform. The Nanjing Normal university Fine art School animation program was set up since 2001, keeping in integrating theory with practice, explore development. In 2002, animation program cooperation with Nanjing Alphabet Multimedia Co., Ltd_well-known in China's animation industry, established students practice base, and realized teaching practice project to internship in cartoon production for some customs including CCTV, Hong Kong TV and Taiwan TV. The animation program organized in-class teaching and extracurricular practice together through university-industry collaboration Production and Research Cooperation. As a result of 10 years of exploration and practice, University teaching and researching activities extend to social, extends to the corporate structure based on practice teaching as the main body, based on the integration of production, teaching and research of industry-university cooperation , a new talent development mode. In the case of animation, we need an in-depth discussion about relationship between the model of industry-university cooperation and educating practical talents in universities.

1. The concept of Industry-university cooperation mode

Industry-university cooperation mode is cooperation mode of education, known as the "cooperative education" in the world. "cooperative education", explanation form The World Association for Cooperative Education is: The cooperative

education unifies in the classroom in study and the work study, Students apply theoretical knowledge to the associated, as a true employer effectiveness, and often be able to obtain payment of the work in the real world, then bring work challenges and growth experience back to the classroom to help them study for further analysis and reflection (Jiefang 2006). In 1987, at the fifth World Conference on Cooperative Education, World cooperative association described regarding from six aspects as following:

Cultivating application talent is a kind of education overall arrangements.

A properly arranged education program is used by a unit of education and one or several units agreed and management implementation.

The arrangement of the production work is part of the whole education program.

The study plan is the normal start and end of the period.

The work experience part including the production work moreover must have the reasonable proportion in the entire program.

The program must maintain a high level. (Ping & Lian 2007)

Industry-university cooperation mode of education through full use of school and community two kind of education resources, two kind of education environment, School and Enterprise Omni-directional and multi-level work closely together to jointly become the subject of education, School and Enterprise work closely together to become the principal part in Omni-directional and multi-level, Sharing of the right to education, and sharing the obligations and responsibilities, in order to achieve to educate Practical Talents.

According to the agreement between Nanjing Normal University Fine Art School and Nanjing Alphabet Multimedia Co., Ltd, working together to build an animation practice base, improved the integration of talents training mode of Industry-university cooperation. The practice base engaged in animated collection of quality resources for teaching practice and actively cooperate with each other to explore new ways of combining teaching, research and industrial, establishment of a multi-level, comprehensive teaching system and shared commitment to animation industry development and animation talent of students. After the practice complete, students return to school to complete their dissertation and graduation design, most students can bring feedback of encountered Challenges during the work and growth of knowledge to their final design, so that their own practice in the classroom will be renewed by further digestion and thinking, Eventually formed their own behalf highest level of animation as a graduate design show in front of everyone. After graduation, about 10% students to go directly to a company engaged in animation work. Facts have proved that the Industry-university cooperation mode is effective in the use of the animation education.

2. Advantages of Industry-university cooperation mode

Industry-university cooperation mode is a major innovative educational philosophy and the education system, enable education to be reintegrated into society. Practice of industry-university cooperation mode proof industry-university cooperation mode is a kind of cultivation talents model uniting of production-teaching-research. Industry-university cooperation mode can effectively improve the students' creative ability, adaptive ability and coordination ability. As a result, undergraduate students can learn in practice, graduated students can research in practice, teachers can teach in practice. The mode helps to improve teacher's research capability and commercialization capacity, enhancing quality of education, and extend students' learning content, and improve their combination of theory and practice. For enterprises, can also benefit from industry-university cooperation, Recruit talents in needed to promote enterprise development, so that to achieve a win-win situation between schools and enterprises. Teaching benefits teachers as well as students, Teachers and teaching at both important parts of the implementation of education, industry-university cooperation mode has a positive meaning for the teachers and students:

2.1 Advantageous to the exercise of teachers

Nanjing Normal University has formed the following two ways in training teachers:

Animation company backbones with professional theoretical knowledge and experience become a stable part-time teacher, and give full play to their professional skill, guiding students in practical learning;

Teachers from school are chosen to related enterprise to take exercise, in order to train a batch of compound teachers for school both in theory and are good at skills training. Relies on the enterprise technical personnel's participation, the school can solves problem which professional teachers with experience are insufficient. Professional teachers can improve their own ability in technology, research and teaching through industry-university cooperation.

2.2 To enhance the students' ability to innovate and to improve their careers competitive

Traditional patterns of talent cultivation in higher education are a relatively homogenous. Off-campus internship is primarily cognitive in nature, is often the Classroom extension of time is mostly short, and often becomes a mere formality. The traditional education specialty and the curriculum cannot adapt the market demand, talent training targeted poor, because school talents education lack of information on local industries and businesses. Students unable to meet the needs of the community when looking for work, because of lacking of vocational training. Graduates are often the expectations of the community are far removed from that lead to graduate employment difficulties. Simultaneously, the general employer complained that graduates adaptation period in position is too long, and it is difficult to find the professional suited to career requirement. In the Industry-university cooperation model enterprise can be allowed initiative to take part in the educational activities, playing an important role in the context of education, providing students practical chance and supervision, and combining the teaching, researching and social practice. so that students obtain system of vocational training, innovations in practice.

3. Restrictive factors and countermeasure of industry-university cooperation mode

Both sides have encountered many difficulties in Nanjing Normal University and in enterprise's long-term cooperation process, therefore industry-university cooperation mode have some restriction factor:

3.1. The enhancement industry-university cooperation mode has been achieved the mutual recognition from the government and the university, the enhancement industry-university cooperation mode achieved the mutual recognition from the government and the university, but it is no specific laws and regulations that can supervise the industry-university cooperation to educate talents, either no responsible for the supervision and examination of the coordinators and safeguards, and no specific incentive mechanism and the specific implementation approaches in industry-university cooperation, as a consequence many companies do not have motivation to industry-university cooperation.

3.2. University is not well prepared on industry-university cooperation, Lacking of proper organization of security, system guarantee. Many students and teachers are not clear for the purpose of understanding industry-university cooperation. Students and teachers Lack of adequate psychological preparation and confidence when they encountered the problems in the implementation process of industry-university cooperation.

3.3 In the industry-university cooperation, tripartite enterprises, universities, and students have different starting point and purpose. An enterprise's main goal is pursuit of the maximization of economic benefit, An university's Purpose is Pursuit of optimal educational mission and social benefit, a Student's object is pursue growth and employment facilitation, Therefore, How to embody "multi-win", for enterprises, universities and students is beneficial to the three parties. It is the key factor to further promote industry-university cooperation smoothly.

According to many difficulties in the process of cooperation, we must take the following measures:

3.3.1 The government should be issued a long-term policy of

Industry-university cooperation as soon as possible for promoting cooperation between schools and enterprises, adopt various affirmative policies to encourage enterprises to participate in the cultivation of High-skilled talents.

3.3.2 Establish wholesome management systems between school and enterprise, further clarifying the responsibilities and status of industry-university cooperation. Enterprises and schools should be fully recognized the role of cooperation in training talents, because both sides both are organization executor and the achievement evaluators of the industry-university cooperation. At the same time, both sides should be guided by the principle of mutual benefit in the industry-university cooperation, amicably resolve problems encountered in cooperation, constantly to seek for a win-win situation, for student success and employment development.

3.3.3 Enhance Quality-oriented Education to students, Enhance occupation and career guidance, clear the students in the industry-university cooperation are not only students but also disciples, as dual identity. During the period of school students learning and practical training, besides study basic theory knowledge and grasping basic professional skill, enterprise culture and enterprise rules should also be incorporated. Enhancing students ' professional ethics, honesty, professionalism and team work spirit cultivation, and the combination of working and learning on the students of practical training, top post internship information and education, and student's responsibility consciousness, legal system consciousness, the social consciousness. Let the student realize fully to the importance of work-integrated learning, top-post internship and enhance students ' professional skills, increasing the role of social experience.

Based on integration of production, learning and research, Nanjing Normal University's teaching practice proof that industry-university cooperation talent training model can fundamentally change the current animation education lack of practice. Such a model has a positive significance for cultivation of practical talents in universities. However, the industry-university cooperation mode has a long way to go, only needs the government, the university as well as enterprise's cooperating

fully can cultivate talents serve for the society with innovative thinking, entrepreneurial spirit and practical ability.

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