

Exploring the Significance and Practice of the Deep Integration of New Media and Art Education in Colleges and Universities

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Abstract: The rapid development of new media technology has brought about profound changes in the field of education, and it also contributes to the development and innovation of art education in colleges and universities. The deep integration of new media and art education in colleges and universities is of great significance for improving the quality of art education in colleges and universities and cultivating compound talents with artistic literacy and technical ability. Through the construction of digital teaching resources, the organic combination of online and offline teaching, the development of diversified teaching activities and the training of teachers' new media literacy and other practical strategies, we can further promote the in-depth integration of new media and art education in colleges and universities, and inject new vitality into the innovation and development of art education.

Keywords: new media, college art education, deep integration meaning, practice

Introduction

With the arrival of the new media era, information technology has brought great changes to the field of education. As an important part of higher education, art education in colleges and universities is facing unprecedented opportunities and challenges. With its unique advantages, new media provides new teaching ideas and methods for college art education. This paper will discuss the significance of the deep integration of new media and college art education, and analyse the practical application and effect of new media in college art education. It aims to provide strong theoretical support and practical guidance for the reform and development of art education in colleges and universities, and to help art education continue to innovate and develop.

1. The significance of the deep integration of new media and college art education

1.1 Innovative art education models

The diversity and interactivity of new media have brought great impact to traditional art education, but at the same time, they have also brought unprecedented opportunities. New media technology provides teachers with more diversified teaching methods, enabling the teaching content to be presented to students in a more vivid and visual way. This not only enhances students' interest in learning, but also stimulates their creativity. In traditional art education, students are often limited by techniques and materials, but the

use of new media technology breaks down these limitations and allows students to express their creativity freely.

1.2 Enrichment of teaching resources

The new media platform is an ocean of information, in which a large number of art teaching resources are gathered. These resources include not only pictures, videos and other multimedia materials, but also digital art works, online tutorials and so on. These resources not only provide rich materials for classroom teaching, make up for the lack of teaching resources in some colleges and universities, but also provide students with the opportunity to learn independently, students can contact with excellent works of art around the world through the new media platform, so as to broaden their horizons and improve their aesthetic ability.

1.3 Promoting teacher-student interaction and communication

Teaching platforms in the new media environment provide a space for real-time interaction and discussion between teachers and students. In traditional classrooms, communication between teachers and students is often limited, while new media technology breaks this limitation. Students can ask questions and share their work at any time during the learning process^[1], while teachers can give timely guidance and feedback. This interactive mode greatly improves students' learning engagement and makes teaching more personalized.

1.4 Cultivating complex talents

With the development of society, compound talents with artistic literacy and technical ability are increasingly favoured. The deep integration of new media and art education in colleges and universities provides students with such opportunities. Through new media technology, students can not only learn traditional art skills, but also master the knowledge and skills of digital art, design and other fields, overcoming the drawbacks of traditional art education that emphasizes technique over theory. This interdisciplinary way of learning helps to cultivate students' comprehensive quality and make them better adapt to the future development of society.

2. Second, the deep integration of new media and college art education practice strategy

2.1 Construction and integration of digital teaching resources

In the context of the new media era, digital teaching resources have become an indispensable part of art education in colleges and universities. With the rapid development of new media technology, how to use these technologies to integrate high-quality art teaching resources and establish a perfect digital teaching resource base is an important issue facing art education in colleges and universities at present. First of all, colleges and universities should actively use new media technologies, such as cloud computing and big data, to integrate and classify all kinds of high-quality art teaching resources. This includes art works from all over the world, historical materials, academic research results and various online tutorials. Through this process, we can establish a systematic and comprehensive digital teaching resource base to provide students with rich learning materials. Secondly, the construction of digital teaching resource library should focus on diversification. In addition to traditional textual materials, we should also introduce various forms of teaching resources such as pictures, videos and audios. For example, online exhibitions can be opened so that students can enjoy art treasures from all over the world through the Internet; digital books and e-journals can also be produced to facilitate students' access to learning at any time. In addition,

co-operation among universities should be strengthened to achieve the sharing of teaching resources. By establishing a sharing mechanism, it can maximize the use of limited teaching resources, avoid the waste of resources, and at the same time promote the balanced development of art education in colleges and universities.

2.2 Organic integration of online and offline teaching and learning

The rapid development of new media technology has opened up a new teaching mode for college art education - online teaching. Online teaching is characterized by real-time interaction, flexibility and convenience, which can greatly enrich students' learning experience. Through the new media platform, we can carry out a variety of teaching activities in the form of webcasting, online discussion, etc., so that students can participate in learning at any time and any place. However, online teaching is not omnipotent, it is more of an auxiliary teaching means^[2]. Therefore, we need to organically combine online and offline teaching, give full play to the advantages of both, and improve the teaching effect. Offline teaching focuses on the cultivation of practical operation and artistic creation ability, and improves students' skills through practical operation. With the support of new media technology, we can combine online teaching with offline practice, so that students can get full practical opportunities while learning theory. This organic combination of online and offline teaching not only improves the teaching effect, but also breaks through the limitations of time and space, so that students can receive high-quality educational resources anytime and anywhere. It not only meets the learning needs of students, but also promotes educational equity so that more students can enjoy quality education.

2.3 Diversified teaching activities using new media

The rise of new media has not only changed the way of information dissemination, but also broken the boundaries of the traditional teaching mode. In art education in colleges and universities, we can make use of the interactivity and real-time nature of new media to carry out a series of colourful teaching activities, making learning more interesting and efficient. Imagine that through online exhibitions, students can enjoy art treasures from all over the world without leaving home, broadening their horizons and increasing their knowledge. This not only improves students' aesthetic ability, but also inspires their creativity. The virtual studio, on the other hand, provides students with a brand new creative space^[3]. Here, they can freely wield their creativity in the virtual environment without the limitations of real conditions. In addition, interactive games are also a highlight of new media teaching. By integrating knowledge into games, students learn in a relaxed and pleasant atmosphere, which not only enhances the fun of learning, but also cultivates their teamwork and competitive awareness.

2.4 Building a teacher training system for the new media era

Firstly, this training system should focus on cultivating teachers' ability to apply new media technology. Through systematic training courses, teachers can master the use of new media technologies and understand the potential and advantages of new media in art education. In this way, they can effectively integrate these technologies into their daily teaching and improve the teaching effect. Secondly, teachers need to constantly update their educational concepts to meet the educational needs of the new media era. In the traditional teaching mode, teachers are often the transmitters of knowledge. However, in the new media era, teachers need to transform into guides and partners in the learning process of students^[4]. They need to understand students' needs, stimulate their interest in learning, and cultivate their innovative ability and critical thinking. Finally, by building a teacher training system in the new media era, we can not only improve the teaching ability of teachers, but also provide a strong talent guarantee for the development of art education in colleges and universities. A team of teachers with new media literacy and

teaching ability will be able to better cope with the challenges of the new media era and provide better support for the overall development of students.

3. Conclusion

To sum up, the deep integration of new media and college art education is an inevitable trend of the times. By innovating the teaching mode, enriching teaching resources, and promoting teacher-student interaction, new media plays an increasingly important role in college art education. At the same time, specific practical strategies also show the great potential of new media in improving the quality of art education and cultivating composite talents. Facing the challenges and opportunities of the new media era, art education in colleges and universities should actively embrace change, give full play to the advantages of new media, and promote the innovation and development of art education. Let's look forward to the new media and college art education to bloom more brilliantly in the deep integration!

Conflicts of interest

The author declares no conflicts of interest regarding the publication of this paper.

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