

Exploration for Animation Talent Cultivation Pattern Based on School-Enterprise Cooperative Cultivation Platform

--By Example of SCISE Game Department and Guangzhou Manyou Computer Science and Technology Co., Ltd. Cooperative Cultivation Platform

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Keyword: Cooperative Education; School-Enterprise Cooperation; Business Mentor; Animation Design; Talent Cultivation

Abstract. At present, animation talent cultivation is encountering many bottlenecks, such as animation talent cultivation not geared to market and imbalance between supply and demand. Practical exploration for school-enterprise cultivation platform is taken as example in this paper to illustrate construction of school-enterprise cooperative cultivation platform and put forward a view that school-enterprise cooperative cultivation platform is the only way of cultivation of professional and applied animation talents by student internship geared to major, project skill contest, business mentor system, internship and entrepreneurship support and other mechanisms.

1. Introduction

1.1. Animation Talent Cultivation Not Geared to Market Demand

In recent years, as animation industry grows, it has already become an urgent demand in development of the industry to cultivate technical talents of solid theoretical foundation of animation and strong capacity of animation practice. However, due to faculty, curriculum, hardware and other problems, it is hard for schools to cultivate students of high professional quality and "unemployment upon graduation" is increasingly common in the major of animation. The animation industry demands composite talents of arts and technology but most students cultivated by universities and colleges are not geared to needs of the industry, leading to shortage of professional and applied animation talents. On one hand, enterprises are in urgent demand for talents; on the other hand, numerous students in the major of animation find it hard to get into the career, reducing major of animation in universities and colleges to a very embarrassing situation.

The cultivation of professional animation talents demands high theoretical foundation and practical ability but university and college faculty in the major of animation are generally lack of capacity of front-line enterprise practice in spite of high accomplishment in theory and arts. Besides, it is hard for schools to capture the latest information and cutting-edge technology in time with undeveloped software and hardware upgrading. As a result, schools are short of teaching capacity and practical training and students' abilities are hard geared to needs of enterprises.

1.2. New Requirements for Qualities of Animation Talents in Development of Times

In the current new media times, the trend of global integration is increasingly obvious and

constantly growing digital technology offers more room to imagine and play for animation creation. Animation talents must have both full range of comprehensive qualities and strong technical capacity. It is imperative to innovate talent cultivation pattern and work together with enterprises in education.

2. Key Points in Reform of Talent Cultivation Pattern Based on School-Enterprise Cooperative Education Mechanism

2.1. Determination of Talent Cultivation Target and Realization of Accurate Positioning

Aimed at cultivating composite undergraduate animation talents skilled in both arts and technology, a school is advised to cooperate with an enterprise to build a quality and stable cooperative cultivation platform together. The school and enterprise work together to set a talent cultivation scheme and explore system and pattern for jointly training composite animation talents to enable students' comprehensive qualities and operational abilities to be promoted by practice in the cooperative cultivation platform.

2.2. Major Measures of School-Enterprise Cooperative Education

School and enterprise jointly found the organization of the cooperative cultivation platform and principal leaders of both school and enterprise head the platform to guarantee fulfillment of responsibilities. School and enterprise must make joint discussion to determine goals and contents of construction of the cooperative cultivation platform, establish practical teaching course system and cultivation scheme in the major of animation and organize reform of practical education assessment method and other measures.

In terms of faculty construction, school must build a faculty of rich practical experience by actively taking advantage of the cooperative cultivation platform. School must regularly organize its faculty to engage in advanced professional studies, make industrial exchange and take technical training to constantly enhance practical ability of faculty.

3. Case Analysis: Construction of Cultivation Platform with Guangzhou Manyou Computer Science and Technology Co., Ltd.

3.1. Overview of Guangzhou Manyou Computer Science and Technology Co., Ltd.

Guangzhou Manyou Computer Science and Technology Co., Ltd. (hereinafter referred to as Guangzhou Manyou) is an enterprise directly invested by People's Government of Guangdong Province, which has animation and game talent training base and project R&D center, supplies national 863 program incubation service and supports entrepreneurship. This company highly matches the talent cultivation demands of major of animation in our department, such as game artists, UI designer, character designer, scene designer, Android development engineer and 3D modeler.

3.2. Cooperation Aimed at Guaranteeing a Win-win Situation and Realizing Sustainable Development

In 2014, our department established sound partnership with Guangzhou Manyou and discussed the prospect of bilateral cooperation and all the other matters with head of Guangzhou Manyou. Both parties frequently made discussion, founded a school-enterprise cooperative practical base, and signed a 3-year cooperation agreement. The practical teaching base was highlighted by leaders of both parties. In order to guarantee successful construction of the base, both parties formed a management team and teaching team of the practical teaching base and specified responsibilities and tasks to powerfully guarantee operation of the base.

So far, our department has organized students to take practical training in the base for three times in succession and assigned 2-3 professional teachers to track and study in the base each time. Students display their growth and harvest in each practical training project report, teachers accumulate practical experience in tracking students in project production, and Science and Technology R&D Department of Guangzhou Manyou directly recruits and hires excellent students to realize a good situation in which school, enterprise and students are winners and lay a solid

foundation for sustainable development in the future.

4. Typical Case of Cooperative Cultivation Platform with Guangzhou Manyou

4.1. Co-hosting of Professional Contests to Facilitate Study

Our department has worked together with Guangzhou Manyou and other companies to host a number of animation and game design contests in which Guangzhou Manyou has assigned senior technicians to offer instruction while Guangzhou Manyou and our department have jointly formed a review team to evaluate works of students. Many well-known enterprise celebrities have been invited to give lectures and interpret their history of creation amid such contests, enhancing the initiative of students to take part in such contests and boosting construction of style of study in our department. Previous animation and game design contests have also set up a talent supply and demand platform. By such contests, enterprises can find talents and many students can stand out and get good job opportunities.

4.2. Construction of Cooperative Cultivation "Internship" and "Entrepreneurship" Bases

According to the internship cooperation agreement signed by our game department and Guangzhou Manyou in March 2014, Guangzhou Manyou offers good internship accommodation and office environment for students, recognized by student interns. According to major settings in our department and job requirements in Guangzhou Manyou, student interns are divided to original drawing group, action and special effect group, modeling group, UI group and mobile game group and technical instructors from Guangzhou Manyou assign specific division of labor in internship.

Our game department also founds an innovation and entrepreneurship base with Guangzhou Manyou in supply of entrepreneurial site, equipment, instruction, fund, etc. to incubate innovation projects of excellent students. At present, the base has already had some projects settled. In order to guarantee successful project incubation, the base requires students to invest some funds to exert some pressure on such students, enhance real experience of entrepreneurship and cultivate their practical abilities of innovation and entrepreneurship.

4.3. "Business Mentor System" as Organic Supplement to Cooperative Cultivation Platform

Business mentor system has been run in our department for three years. Our department has invited elites from Guangzhou Manyou and other well-known enterprises in the industry in succession to assume business mentors and hosted meeting of students and business mentors for many times. By industrial development, students fall into original drawing design group, 3D production group, project operation group, etc. One business mentor is responsible for each group. Business mentor may give professional lectures, assign related homework to students and irregularly pay a return visit or communicate with students online. School and enterprise work together to set corresponding management systems and incentive measures to guarantee successful implementation of the work.

4.4. Reinforced Faculty Construction Based on Cooperative Cultivation Platform

4.4.1 Faculty Construction in Supporting Institution

A total of 6 business mentors are selected and recruited from the supporting institution including 1 arts manager, 3 arts technicians, and 2 game programmers. The training on business mentors is focused on teaching method and means to enhance their teaching level and priority is given to "practical teaching instruction ability" of business mentors to enhance teaching capacity of business mentors.

4.4.2 Faculty Construction in School

Our department assigns many professional teachers to take part in practice projects of enterprise to enhance practical abilities of teachers by projects of enterprise and enable teachers to thoroughly understand practical procedures of animation production, master cutting-edge technology and solve common problems in classroom practice.

Full-time and part-time teachers jointly undertake the teaching practice task, learn from each other, gradually reduce the gap, invigorate and vitalize faculty construction in our department, and boost practical teaching abilities of professional teachers.

5. Conclusion

Our game department has provided more than 300 talents for the animation industry in Guangdong since it established partnership with Guangzhou Manyou in 2014. Concerning employment feedback, employers have been increasingly satisfied about talents year by year. The practice projects of students in internship have won many provincial and national awards. Therefore, the success rate of graduates cultivated by school-enterprise cooperative cultivation platform is greatly raised. It is necessary to firmly develop the school-enterprise cooperative cultivation platform in an in-depth way and copy its experience to found many cooperative cultivation platforms to match market demand and cultivate applied animation design talents in a down-to-earth way.

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