

The Application of New Media in College Art Education Teaching

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Abstract: The purpose of art education in colleges and universities is not only to train the quality of college students, but also to master certain painting skills. This course is also a subject to improve the overall quality of students. With the wide application of multimedia networks in the field of education, the application of new media art in the teaching of college art education has added art color to the art curriculum, adding to the art teaching methods, and creating art students through advanced new technology applications. The work is rich in aura, full of vitality, and blends with the elements of life art. This paper focuses on the impact of new media on university art education. How can we better play the role of new media technology in teaching? It is required to develop students' artistic innovation thinking, strengthen students' art learning ability, enrich the art classroom, give some opinions and suggestions, and be more conducive to the future development of China's college art industry.

1. Introduction

With the continuous development of information technology, all walks of life have gradually realized informationization [1]. College teaching management is an important way to realize the talent training plan. In the new era, many colleges and universities are actively changing the traditional education and teaching mode, and enriching college students. Learning content. College students' art education is an important part of China's college education system, and it is of great significance to improve students' artistic accomplishment. The traditional university art teaching is mainly to carry out theoretical education, such as explaining various art-related knowledge. Students are more disgusted with this educational model [2]. With the advent of the information age, the application of new media in student life has become more and more extensive. The various information in new media can have an impact on the interest of college students. For example, students can use foreign media through various new media platforms. Some art history, art works, etc. can be understood, and various art and art forms can be explored through the new media platform, providing students with more opportunities to learn. College art education has received more and more attention in the education and teaching process of many art colleges and non-art colleges. In view of some problems existing in current art education, it is necessary to strengthen the application of new teaching concepts and teaching models. To improve the study and understanding of college students' art expertise.

2. Theoretical overview of new media

2.1 Definition of new media.

New media is mainly a relative concept, which is mainly divided into its development form. New media mainly refers to mass media that can spread information within a certain scope and can interact instantly. Traditional media mainly refers to Telephones, newspapers, magazines, etc. are media for information carriers, while new media is mainly an information interaction platform for carriers such as the Internet, mobile phones, and radio communications.

2.2 New media features.

1) It has a strong initiative and interactivity of information dissemination. With the continuous development of modern technology, the continuous generation of new media has gradually broken

the space limitation and time limit of information dissemination [3]. People can use the Internet and other technologies to communicate and exchange information in real time. In the era of traditional media, people are more It is the acceptance of information. In the new media era, people have a great autonomy in the choice of information, which will continuously enhance people's participation. The generation of new media can greatly enhance the communication and interaction between people. Shortened the scope of communication between people.

2) The mode of communication is convenient. The emergence and development of new media can provide people with a variety of platforms for publishing information. At the same time, it is different from the traditional media communication mode [4]. The way of disseminating new media has great convenience. People can use the mail network to communicate information for the first time. Receiving, publishing, etc., breaks through the limitations of time and space on information transmission and reception, so that information feedback and receiving time are greatly shortened, thereby enhancing communication efficiency.

3) The difficulty of information judgment is increased. Under the new environmental media, the release and reception of information is more convenient, but due to the limitations of the Internet itself and the comprehensive quality of people, the information system on the network is very large and messy, thus increasing people's information. The difficulty of judgment causes the network information to be mixed.

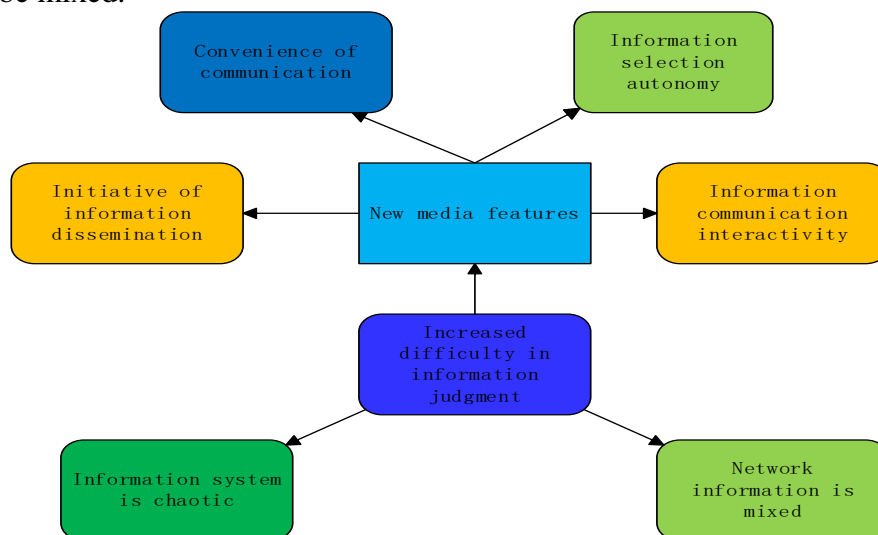


Figure 1 Features of new media

3. Analysis of the Status Quo of College Art Education under the Background of New Media

3.1 Problems in the current art education and teaching in colleges and universities

1) Teaching aspects

At present, most colleges and universities still have many flaws in the setting of art courses, and some even do not set up any daily art education courses, which is an omission for the quality education of college students. In the teaching of art courses, the teaching methods adopted by most colleges are mainly based on teaching art or art history [5]. Through the teaching of art history, students are limited to receiving knowledge about art in terms of knowledge and practical aspects of art. There is no experience. This is a relatively one-sided teaching method. It can't completely stimulate students' interest and active participation in art. This is contrary to the reform of art education curriculum in the new media era. Although it can increase students' artistic quality, it can't completely stimulate students' interest and active participation in art. The improvement of artistic consciousness has not played a driving role.

2) Teacher team and student reflection

Colleges and universities should pay attention to the establishment of the teaching staff in the process of setting up art courses [6]. The qualifications and cultivation of teachers are the basic factors for the effectiveness of the curriculum. Professional teachers who have certain qualifications

in art courses or have certain achievements should be selected. Even when teaching other students with different disciplines in art, they should maintain such professional teachers and professors. The professionalism and effectiveness of the art course. In addition, under normal circumstances, college students of ordinary majors generally have a kind of expectation for art majors. The high-quality teachers can also effectively stimulate students' enthusiasm for art learning and practice, thus achieving the effect of active learning.

After investigation, most college students reported that the art study courses offered in the school are mostly appreciated, appreciate the masterpieces and works of art, and the students did not thoroughly understand the specific interpretation of the art, which makes the teachers During the course of the course, the situation of “playing the cows and playing the piano“ is formed, and the students’ enthusiasm for learning is reduced, and even the art is bored. On the other hand, the students also raised objections to the time setting of the course. Most colleges set the most publicly-selected courses in the evening [7]. After a day of high-intensity professional courses, students are physically and mentally active. When you reach a state of exhaustion, your learning efficiency will be reduced. Therefore, they hope to put this art course of stress adjustment into the professional class. The combination of work and rest can effectively improve the learning efficiency.

3.2 The Relationship between University Traditional Art Teaching and New Media Teaching.

In the traditional teaching, the teacher is the master of imparting knowledge, and the capable person who answers questions and doubts is a symbol of authority in the eyes of the students. The etiquette of the teacher's dignity is deeply rooted in the consciousness of the Chinese education field. The relationship between traditional university art teaching and new media teaching dynamic theory is:

$$z^N = \int \dots \int \exp[-UH(r_1, r_2, \dots, r_n)] dr_1 dr_2 \dots dr_N, U = 1/k_b T \quad (1)$$

$$P(r_1, r_2, \dots, r_N) = \exp[-UH(r_1, r_2, \dots, r_N)] / Z^N \quad (2)$$

In the art teaching class of the university, the teaching method is still used. The teacher speaks from the beginning to the end. The classroom atmosphere is dull and boring. The painting production is also an up-and-down practice. There is no time for students to absorb more and better works in the world. The classroom is passive and eclectic. The introduction of new media art teaching will make a visual change in the teaching classroom. Under the new media art, there will be a variety of colorful and colorful kaleidoscope worlds. How can art students learn from the visual culture of pictures, texts, sounds and images? Correct interpretation of truth, goodness, beauty, right and wrong is a problem that needs to be solved in educational practice. Under the new teaching concept, the role of the teacher has changed, and the university art classroom model has also undergone subversive changes. Art students can actively develop their thoughts, start their thoughts, fully mobilize their subjective initiative, and use the knowledge of three-dimensional disciplines to combine art works with life, for deeper works of art before the new media art is presented. Jian Jian can fully express the charm of art works through self-awareness of students. Extend the inscruTable art and art into the visual images of people's daily lives, and expand and extend the scope of art education. At the same time, new media art has a great impact on the aesthetics and values of students.

4. The Reform Requirements and Measures for College Art Courses in the New Media Era

4.1 The reform requirements of the university art curriculum in the new media era

We are now entering the new media era, what is new media? That is to say, a new concept is a new form of media developed by traditional media such as newspapers, television, and radio, which is formed today, including online media, mobile media, digital television, etc., which are relatively convenient and have a wide range of technologies. Since the development of new media, there has never been any signs of regression, and it is impossible to lose its status and importance in the near future. Contemporary college students living in the new media era should not only be familiar with

the ideology of new media, but also must adopt methodologies to achieve The analysis of the new media environment, from a comprehensive perspective, to see the problem from a development perspective [8]. The relationship between art courses and new media is not too close, and it is far from being said. When it comes to new media, it will inevitably be linked to various forms of design styles and design concepts. Where do the awareness of these designs come from? It is nothing more than the conscious and creative conclusions obtained through trial and error in the human brain. This seems to be a trivial matter for those with basic artistic literacy. For some college students who are not well versed in art, learn this. Art courses are necessary, especially in today's new media era, where all kinds of food in life and work are affected. Therefore, in the context of the new media era, the requirements for art reform are becoming more stringent. To be advancing with the times, we must also have the ability to anticipate the future development of new media. This is the significance of the art curriculum reform.

4.2 Reform Measures of College Art Courses in the New Media Era

1) Strengthen the integration and optimization of curriculum resources. After solving the basic teacher problems and curriculum problems, it is also necessary to strengthen the reform of the art curriculum. During the student survey process, it was found that some college teachers were too boring in the course of teaching, and some even directly used a set of teaching courses, never updating and replacing, which is to live in the environment of new media and It is meaningless for college students to study. The curriculum resources are not only the concrete forms of data, news, and masterpieces provided in the books, but also the existence of spiritual aspects. Integrating and optimizing these curriculum resources will help the professors to develop a more mature and effective education system. . In the new media era, the search for curriculum resources is not difficult. It is really difficult to screen and classify these resources to strengthen the curriculum and make college students aware of the rigor of the reform and the curriculum. Attentively.

2) Improve curriculum reform. The reform of the curriculum is realized in the context of the new media era. The so-called curriculum reform is the change of learning methods and teaching methods, emphasizing the formation of a positive learning attitude. The modern way of learning is initiative, uniqueness, dependence and problem-making. For the art curriculum, it is the most sensible choice to follow these four-point learning methods, which makes the curriculum more accurate and perfect. The development of students is to deliver the comprehensive talents with comprehensive quality as the core for the new media era, to promote the progress of the new media era, and to combine teaching methods with new media. In the process of teaching art courses, the application of new media means greatly expands the space of teaching, enriching the teaching methods and teaching resources of teachers in the classroom. With the help of new media, the integration and transmission of teaching resources can be It is convenient and effective to pass on to every college student, and the teaching method of using new media to teach is a relatively fresh blood in the reform art foundation course. It is easy to stimulate students' enthusiasm and enthusiasm. On the other hand, the combination of new media, the use of new media teaching can be more intuitive and easier for teachers to see the overall artistic quality of college students, help teachers to develop appropriate and effective teaching plans, teach students in accordance with their aptitude, and fully mobilize the enthusiasm of students, For students living in the context of the new media era, they can learn at their own pace, help to motivate their enthusiasm for learning, and help develop students' thinking ability and problem-solving skills.

4.3 Application of New Media Technology in College Art Education

(1) Preparing for the new media technology in art education

First of all, art teachers should establish a library of teaching resources in order to effectively mobilize resources in classroom teaching [9]. The resources required for the art class include video, pictures, and background sounds, of which video materials are mainly animation. Art teachers should make rational use of resources, analyze the content of the teaching, and determine the teaching objectives, and then make reasonable arrangements for the teaching content. After collecting the resources needed in the classroom teaching, organize and produce according to the classroom teaching needs. This requires art teachers to have the quality of collecting information, and to be able

to technically process the required materials and design art teaching methods to meet the needs of classroom teaching.

Secondly, while collecting the preparation materials, the teachers also require students to participate in the data collection and process the relevant information to cultivate students' ability to learn independently [10]. In the art teaching, with the help of new media technology, the materials collected by the students are played out and introduced into the classroom teaching content, which not only helps to stimulate students' enthusiasm for accumulating materials, but also helps to improve students' art quality.

(2) Application strategy of new media technology in art education

Create an art teaching environment with a picture and sound. Bringing new media technology into the art classroom teaching, you can create a specific teaching situation, blending the art picture, animation effect, background sound and event scene, etc., so that students can feel immersive. This will not only stimulate the students' artistic thinking, but also enable the students' imagination to be fully utilized and the art innovation ability to be improved. For example, when explaining the Peking Opera mask, you can play a Peking Opera video in the first three minutes of the class, allowing students to try to collect Facebook on the Internet. The teacher plays the Peking Opera mask culture when the students collect the Facebook, including the origin of the Peking Opera mask, the changes in the Peking Opera mask in different social historical periods, and the materials used in the painting of the Facebook pattern. At the same time, the art teacher will also make these video materials into micro-video and transmit them to the network teaching platform. such. Students can receive the guidance of the art teacher in the classroom. For those who have no mastery, they can also log in to the online teaching platform under the class, and supplement the learning by watching the micro video to help mobilize the students' learning enthusiasm.

Use new media technologies for teaching demonstrations. Applying new media technologies in art classroom teaching can use a variety of teaching demonstration methods to develop teaching. In art teaching, you can use Flash, Photoshop and other software to demonstrate the art teaching process or art creation method according to your needs, making the teaching more appealing, especially the presentation of the demo video. It is easier to put the students than the boring guidance of the art teacher. Learning enthusiasm motivates. For example, in the sketch art class, when the art teacher explains the art composition, the traditional on-the-spot teaching method or the teaching method of displaying the fan painting can be made into Photoshop software. The required pictures can be added to and added according to the need of copy and paste methods. The added picture content can refer to the student's opinion and should be related to the art classroom teaching. After that, the movement function of Photoshop software and the free transformation function were used to explain the art composition knowledge.

The use of new media technology can better explain the key knowledge of art teaching. An important criterion for measuring the quality of art teaching classrooms is to see whether their teaching focus is outstanding. This requires art teachers to carefully study the key content of classroom teaching and design teaching programs. The content of art teaching is extensive, traditional art teaching is a single teaching method for teachers, while students have limited mastery of art knowledge, and lack of life experience, it is difficult to effectively absorb the content of art teaching. The use of new media technology in art classroom teaching can not only extend the art teaching knowledge, but also focus on it. For example, when explaining the composition of sketches, teachers can use multimedia courseware to present various composition methods used in sketching, including S-shaped, cross-shaped, X-shaped, symmetric, and other composition methods. Because the composition method is more Abstract, it is difficult to express the language in order to display the teacher's representative works, and the content that needs to be explained in detail is combined with the work to make a dynamic composition presentation screen. Students can watch the teacher's work while enjoying the famous teacher's work. Wired operation makes the composition form more intuitive. In the process of operation, the art teacher will explain the difficulties in detail to improve the students' attention and enable the students to fully grasp the key content.

Using new media technologies can better evaluate art teaching. In the traditional art classroom

teaching, the teacher has the qualification of evaluation, evaluates the student's learning effect and the created art works, and the students passively obey. However, students do not have a clear positioning of their art studies because of their evaluation. This one-way evaluation method is very unfavorable for the cultivation of students' art quality. In the art teaching, the introduction of new media technology has also shaped a new evaluation method. The teacher can play the art works created by the students with a projector, so that all the students in the class can watch the works and express their opinions on the students' art works. The role of the art teacher is to affirm the correct place in the art work and clearly point out the mistakes, and then conduct a guiding evaluation of the student's work to improve the artist's aesthetic level.

Table 1 Application Strategies for New Media Technology in Art Education

Application Strategy of New Media Technology in Art Education	Create an art teaching environment	Performing an art teaching demonstration	Explain the key knowledge of art teaching	Art teaching evaluation
	Create specific teaching situations	Use Flash, Photoshop and other software to demonstrate video playback	Study the key content of classroom teaching	Learning effect on students
	Online teaching platform guides art teaching		Design teaching plan	Art work created

5. Conclusion

In the new media era, new media art has brought new vitality to art education, is a symbol of culture, a medium that spreads various ideas and cultures, and has opened up the teaching of teachers and the way of learning for art students. The visual culture brought about by the visual culture is obvious to all, and it is a contribution to the study of art students. The rational use of new media technology in the teaching of college art education can make the teaching content more intuitive and vivid. In art teaching, to improve the attraction of college students to the content of art classroom teaching, it is necessary to stimulate their artistic interest. Therefore, efficient art teaching will be the combination of new media technology and art knowledge and skills, and enhance the quality of art students. And the ability to practice, keep pace with the needs of the society, fully realize the teaching system, and promote the further improvement of art teaching to play a beneficial role. Using new media technology to create a classroom teaching situation, fully integrating art works and teaching content, so that art education can be displayed on the new media platform, guiding students to immerse themselves in the art situation and subtly accepting art education, and finally achieving art education. The purpose of quality.

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