

Art Promotion System in Rural Primary Schools Based on Network and Multimedia Technology

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Abstract: The Internet of art education is no longer a new topic of education, which is a proposition worthy of the attention of both art and education circles. In the Internet era, "Internet plus Art Education" has realized the global sharing of art education resources. Based on the network and multimedia technology, the school education of art education will move towards "unboundedness". The application of Internet and multimedia technology in art education will be more conducive to educational equity. There is a relative lack of art education resources and human resources in rural primary schools. Internet plus Art Education integrates excellent educational resources, spread to the countryside and other areas where educational resources are relatively scarce in the form of the Internet, so as to meet the learning needs of rural primary school students. This paper introduces the art promotion system of rural primary school with "rural primary school art window".

The integration of educational resources has been realized in the Internet era. under the mode of "Internet plus Art education", resources and platform are the two key elements. The rural primary school art promotion system based on network and multimedia technology takes "rural primary school art window" as the core, integrates excellent educational resources and spreads to rural and other remote areas. At the same time, it can provide an online learning and communication platform for art lovers all over the country and even all over the world.

1. General situation of the project

On the 40th anniversary of Reform and Opening Up Policy, the state has stepped up efforts to support rural basic education, and art education has increased its support, but the current situation is that educational resources are extremely unequal for various reasons. the purpose of this project is to make some changes not only for the education of rural primary schools through the country's emerging "Internet Plus" as the carrier. And it can also provide a communication and promotion platform for other consumers who pursue art. With the growth and transformation of social economy and culture, the mainstream educational values are gradually changing slightly. In addition to subject courses, more and more parents are willing to let their children learn an interest specialty. Art training and education such as painting and music training has gradually become the first choice for the growing cultural needs. At the same time, with the in-depth development of the Internet in China, Internet technology has been widely used in various fields. The unparalleled space-time advantage of Internet technology in practice makes people see its infinite potential in art education. At the same time, due to the influence of economic development and other factors, there is a serious regional imbalance in art education resources. The popularization and application of Internet technology breaks the restrictions of region and time, and integrates excellent resources. People can watch the curriculum anytime and anywhere, which can alleviate the current situation of the shortage of art education resources in rural primary schools to a certain extent.

2. Research purpose and significance of the project

At present, the state makes great efforts to support the work of rural basic education, but there are widespread problems in rural education, such as the shortage of art education resources and the shortage of teachers. At the same time, with the general improvement of people's demand for art, people need a platform for art exchange and art learning anytime and anywhere. In view of the above situation, focus on the study of art promotion system, in order to achieve the integration of national and global art education resources, provide free art education courses for primary school students, and solve the problem of shortage of art education resources and teachers in rural primary schools. At the same time, it can provide an art exchange and learning platform for art lovers.

3. Modules and functions

With the popularization and application of the Internet in the country, user' acceptance of online education is increasing. At the same time, the art demand of post-80s and post-90s is increasing. in this context, it is of great significance to study the art promotion system. The extension system of rural primary schools takes "technology and service" as the core, through free art classes and online and offline art exchanges, combined with excellent art education resources to make up for the lack of rural education resources, and driven by word-of-mouth, in order to improve the user experience and attract the art promotion system in the eyes of consumers.

3.1 "I" module

The first is the "I" module, users should first register when using the promotion platform, and they need to add personal preferences and main learning directions when registering. The details in the "I" module include settings,

account information, my VIP, my courses, my orders, my messages, my coupons, online customer service, my wallet, my likes, my collection and many other parts. In the setting, the function of the promotion system is introduced in detail. At the same time, users can feedback their own opinions and suggestions through the problem feedback. The account information mainly includes the basic information of the users, including age, gender, preferences, as well as telephone number, receiving address (collecting paper course materials) and other personal basic information. My VIP mainly includes VIP courses that I have purchased. In the process of using the promotion system, users may encounter some problems that they do not understand or when the system appears bug, they can directly communicate and feedback with the online customer service. My collection includes all the information and courses collected by users. In this system, free courses and VIP courses can be viewed permanently, and in my courses, you can specifically view the free courses added by "I" and the VIP courses I have purchased.

3.2 VOD platform

The art market is composed of consumers and suppliers. At present, people's art demand is more and more. Based on the art demand, consumers are willing to pay a certain fee for art products or art labor. In this system, the registered platform users can be either consumers or suppliers. Users can publish art demand information in the platform, customers should specify their own requirements and write remuneration, and place orders for art needs. Users with permission can view the business on the "VOD platform" and then grab the order. After the success of grabbing the order, in order to safeguard and ensure the interests of both buyers and sellers, consumers need to pay the cost of works of art or art labor, which will be managed by the platform. After the supplier submits the work as required, the remaining labor fee will be distributed to the supplier's "my wallet" after the platform is drawn, and the supplier can withdraw the cash. In the "on-demand platform", users can buy their own works of art or artistic labor, and they can also get a certain reward through artistic labor.^[1]

3.3 Art class

Art classes are conducted in the form of commonweal art classes, "Internet plus Art", which integrates excellent educational resources and spreads them to villages and other areas where educational resources are relatively scarce in the form of the Internet. The art class is open to the public free of charge. After registration, users can watch and download all the content of the art class. Art teachers are mainly system full-time teachers, all graduated from well-known colleges and universities related majors, external teachers are full-time professional teachers who graduated from major professional colleges and universities and have many years of teaching experience to ensure the teaching level. Among them, the art class is mainly based on basic courses, facing the whole society, without setting a threshold, learning from scratch, and does not charge any tuition fees; dozens of courses are offered, such as music, dance, instrumental music, art, calligraphy, opera and so on. In order to solve the problem of insufficient resources for art education in rural primary schools, the primary school section is specially developed, which is mainly related to the art learning curriculum of primary school students, in order to meet the art learning needs of primary school students. The art class is conducted in the form of online video with the help of multimedia technology. Students can watch the teaching online and play a return visit at the same time. At the same time, set up a "database" for primary school students, where primary school students can find free learning resources.^[2]

3.4 Paid classes

Paid classes include online courses and offline courses, which are divided into one-to-many, one-to-one and other forms of classes. Online classes are mainly with the help of multimedia, mainly online video learning, teachers teach online, students can communicate with teachers, and teachers answer students' questions online. At the same time, in order to meet different levels of students, it is divided into one-to-many basic courses and one-to-one customized courses. Face-to-face teaching, teaching at designated locations, more systematic and perfect training, and more in-depth increase of the trainee's professional knowledge and skills. When selecting courses, users can first watch the course introduction, and then ask professional teachers to solve the questioner's questions, so as to guide consumers to choose relevant online and offline courses.^[3]

3.5 Teacher training

In order to train art teachers as the main purpose, set up teaching and learning modules, including free courses and paid courses, users can choose courses according to their own needs, and the course content includes two modules: art professional knowledge and teaching knowledge and technology. Through learning, teachers can constantly improve their own art level and the quality of art education.

3.6 Art communication platform

Take art communication as the main function, integrate the excellent educational resources of big cities, and build an art platform for consumers in need for them to enhance each other's artistic accomplishment. The platform will release art information regularly, such as the holding of international art festivals and the appreciation of famous paintings. In this platform, users can find relevant information and problems by searching keywords. Users can comment, like and collect relevant art information. At the same time, in the art exchange platform, users can also click to ask and answer questions, users can post questions on the art exchange platform, and then the teachers and users of the platform will answer the questions, and other users can also watch the questions. In order to achieve communication with the majority

of art users. At the same time, the platform carries out regular art exchange activities, including online and offline activities.

4 Sources of funds

The resource sources of the platform can be divided into the following three ways: first, users pay, and the platform provides systematic and comprehensive relevant courses for consumers to choose from. for some consumers with high-end needs, they can provide customized courses or online live courses and offline lectures. Second, customized service fees, users release art needs online users with authority can grab the order to get revenue, and the platform will take a cut. Third, the flow, the insertion of advertising to obtain traffic revenue, after the stability of the platform can be followed by the corresponding promotion and endorsement and other work.

5 Risk aversion and strategy

Most people still think that learning professional art knowledge should be taught offline or free of charge. Under the general trend of paying for knowledge, we will also be guided by relevant free courses and change its solidified thinking through solid teaching and meticulous after-school service.^[4]

6 Conclusion

“Internet + Education” is the development trend of education in the future, which effectively breaks the limitations of time and region. The art promotion system of rural primary schools based on network and multimedia technology can effectively integrate art education resources and solve the current problems of insufficient art education resources and teachers in rural primary schools. At the same time, it can provide a platform for learning and communication for the majority of art lovers.^[5]

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