

Research on the Application of Interdisciplinary Cooperation and Innovation Ability in the Training Model of New Media Art Major

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Abstract: With the rapid development of information technology and the rise of new media, new media art, as an interdisciplinary field that integrates artistic creation and technological application, has put forward higher requirements for talent cultivation. This article explores the application of interdisciplinary cooperation and innovation capabilities in the talent cultivation model of new media art majors. Research has found that interdisciplinary cooperation can promote the integration of knowledge in different fields, enrich students' perspectives, and enhance the diversity and depth of creativity; At the same time, cultivating innovative abilities can enable students to flexibly respond to complex and ever-changing new media environments and propose unique creative solutions. Based on these findings, this article proposes a comprehensive training model for new media art professionals, emphasizing the importance of interdisciplinary team cooperation and innovative ability cultivation, and elaborates on the application methods and effects of this model. It is hoped that this model can provide some reference and reference for the training of new media art major.

Keywords: Innovation, New media art, Personnel training.

1. Introduction

New media art is a field that integrates artistic creation and technological applications. Its works are usually based on digital technology, covering multiple aspects such as virtual reality, interactive devices, and digital art. With the rapid development of information technology, the creative forms and expressive techniques in the field of new media art are constantly refreshing people's cognition. However, the interdisciplinary nature of new media art also poses challenges to talent cultivation, requiring the cultivation of versatile talents with artistic creation and technological application abilities. In this context, interdisciplinary cooperation and innovation capabilities have become important issues in the cultivation of new media art major.

2. The Significance of Interdisciplinary Cooperation and Innovation Ability in Cultivating New Media Art Major

2.1. The significance of interdisciplinary cooperation in cultivating new media art major

Cross disciplinary cooperation is of great significance in the cultivation of new media art major. Firstly, it can promote knowledge integration and creative innovation. New media art involves multiple fields, including art, design, technology, psychology, etc. Cross disciplinary cooperation can integrate knowledge from these fields and provide students with broader creative space. The convergence of professional knowledge in different fields can stimulate more innovative creativity, making artistic works more unique and forward-looking. Secondly, it is possible to cultivate comprehensive qualities and teamwork abilities. Interdisciplinary cooperation requires students to have good communication,

collaboration, and teamwork abilities. In the process of artistic creation, team members need to fully leverage their professional advantages and collaborate together to complete the project. Once again, it is possible to expand their thinking horizons and knowledge breadth. Through cooperation with different disciplines, students can understand the perspectives and methods in different fields, thereby expanding their thinking horizons and knowledge breadth. This helps them better understand the changes in society, culture, and technology, providing more diverse sources of inspiration for their creations. Finally, we can respond to diverse needs and challenges, as the development of new media art is rapidly changing, involving various technologies and media forms. Cross disciplinary cooperation can cultivate students to better adapt to this diverse development, enabling them to flexibly apply what they have learned in different fields and quickly respond to market and technological changes.

2.2. The significance of innovative ability in cultivating new media art major

The innovation ability is of great significance for the cultivation of new media art major, and it plays a crucial role in cultivating new media art major. Firstly, it can cope with the rapidly changing technology and media environment. The rapid development of technology and media environment in the field of new media enables professionals to adapt to these changes and adopt new tools, technologies, and creative methods in a timely manner, maintaining a competitive advantage in this field. Secondly, it can enhance the uniqueness of works, and the innovative ability enables artists to surpass conventional creative methods and create unique works. In new media art, uniqueness is an important factor in attracting audiences, and innovative creative methods and technological applications can endow works with higher attractiveness and value. Finally, competitiveness can be improved. With the increasingly fierce competition in the

field of new media, professional talents with innovative abilities are more likely to stand out. They can attract employers, partners, and audiences through innovative works and perspectives, thereby gaining an advantage in the workplace.

3. Strategies for Cultivating Interdisciplinary Cooperation and Innovation Capabilities

3.1. Suggested strategies for promoting interdisciplinary cooperation

Promoting interdisciplinary cooperation in the field of new media art can help cultivate multi-dimensional skills and innovative abilities. Firstly, interdisciplinary curriculum design should be carried out, and the concept and methods of interdisciplinary cooperation should be introduced into the curriculum design of new media art. Design interdisciplinary courses, such as collaborative projects, workshops, or seminars, to allow students to cross different fields and collaborate with students from other disciplines to complete projects or work creations. Secondly, conduct interdisciplinary cooperation projects and encourage students and teachers to participate in interdisciplinary cooperation projects. Establish interdisciplinary collaborative project teams, organize students and teachers to cross multiple disciplines, and jointly complete new media art projects or research. For example, collaborate with majors in computer science, psychology, media science, and other disciplines to explore the intersection of new media art and technology. Finally, expand interdisciplinary cooperation networks and establish connections and cooperative relationships with majors from other disciplines. Schools can organize lectures, seminars, or workshops for multidisciplinary majors to encourage students to participate. In addition, establish interdisciplinary cooperation networks with other universities, research institutions, creative studios, etc., promote the sharing of interdisciplinary projects and resources, and jointly promote the innovation and development of new media art.

3.2. Strategies for cultivating innovative abilities

In order to cultivate the innovation ability of students majoring in new media art, the first step is to provide inspiration and creative stimulation, organize creative workshops, innovation lectures, or art exhibitions, and provide students with opportunities for inspiration and creative stimulation. Invite artists, designers, scholars, and industry professionals to exchange and share innovative experiences and creative creative processes with students. Secondly, innovative courses and workshops can be offered to design innovative courses and guide students to cultivate innovative thinking and methods. Establish innovation workshops to enable students to apply different media technologies and art forms for innovative research and practice, and cultivate their innovation and practical abilities. Thirdly, interdisciplinary cooperation can be encouraged: promoting interdisciplinary cooperation and providing students with opportunities to collaborate with professionals from other disciplines. Through interdisciplinary projects, students can gain knowledge and creativity from different fields, broaden their horizons and ways of thinking, and improve their innovation ability. Fourthly, creative research

and practical projects can be carried out, encouraging students to participate in creative research and practical projects, and helping them combine theoretical knowledge with practical creation. By participating in practical projects, students can cultivate innovative thinking, problem-solving skills, and teamwork skills.

4. Application Methods of Interdisciplinary Cooperation and Innovation Ability in The Talent Cultivation Model of New Media Art Major

4.1. Design interdisciplinary courses to cultivate comprehensive qualities

Designing interdisciplinary courses is the key to cultivating the comprehensive quality of new media art professionals. Firstly, it is necessary to clarify the objectives and background knowledge, determine the learning objectives of interdisciplinary courses, and combine them with the needs and background knowledge of the new media art major. To clarify the specific interdisciplinary abilities and knowledge that students are expected to acquire. Secondly, it is necessary to choose appropriate disciplines, and based on the characteristics and needs of the new media art major, select relevant disciplines for interdisciplinary integration, such as computer science, media science, psychology, design, etc. Focus on selecting subjects that can provide students with useful information and skills. Reorganize course content, integrate content from different disciplines, and design appropriate course content and teaching methods. Ensure that interdisciplinary courses provide core concepts and theories related to various disciplines, and guide students in applying these concepts to the practice of new media art. Finally, encourage collaborative learning and emphasize teamwork and collaborative learning. Organize interdisciplinary teams of students to conduct project research and work creation, and encourage students to learn, communicate, and collaborate with each other in interdisciplinary teams. In addition, interdisciplinary practical projects can also be designed for students to apply knowledge and skills from different disciplines to solve practical problems. For example, students are required to develop a new media work in the intersection of image design and computer programming. By designing interdisciplinary courses, new media art major can cultivate talents with comprehensive qualities. They not only possess rich artistic skills and creative thinking, but also comprehensively apply knowledge from different disciplines to solve complex problems. Such talents will have broader career development opportunities and contribute to innovation and development in the field of new media art.

4.2. Establish a multidisciplinary team to carry out innovative projects

In the field of new media art, the formation of interdisciplinary teams is crucial for carrying out innovative projects. New media art involves multiple disciplines such as design, art, technology, media, etc., and each discipline's contribution to innovative projects is indispensable. Therefore, forming a multidisciplinary team can fully utilize the expertise and advantages of different disciplines, achieving the integration of creativity and cross-border integration. Firstly, it is necessary to actively explore

outstanding talents from various disciplines within and outside the school, including designers, artists, engineers, programmers, etc., and encourage them to participate in new media art projects. By establishing a communication platform and cooperation mechanism between disciplines, promote communication and cooperation between different disciplines, and stimulate the creativity and innovative thinking of team members. Secondly, it is necessary to clarify the goals and requirements of the innovation project, and determine the roles and responsibilities played by team members. Each member should have a clear positioning and task, perform their respective duties, collaborate closely, and work together to complete the project. In addition, team members should also learn and draw on each other's knowledge and skills to promote interdisciplinary integration. Finally, team members should be encouraged to participate in various innovation competitions, exhibitions, and seminars, and engage in communication and cooperation with other new media art teams. This can broaden the perspective of team members, draw more innovative inspiration and experience, and improve the innovation level and competitiveness of the team. In short, forming a multidisciplinary team is an important way to promote innovative projects in the field of new media art. Through interdisciplinary collaboration, professional knowledge and skills from various disciplines can be organically combined to create innovative and unique new media art works.

4.3. Introduce cross disciplinary mentors to provide multi-dimensional guidance

Introducing cross disciplinary mentors is one of the effective ways to cultivate students' innovative ability and comprehensive quality in the field of new media art. Cross disciplinary mentors refer to professionals with knowledge and experience in multiple fields, who can provide students with guidance from multiple perspectives, help them break through the boundaries of traditional disciplines, broaden their thinking horizons, and cultivate comprehensive abilities. Firstly, introducing interdisciplinary mentors can help students understand the relationship between new media art and other disciplines. Mentors can guide and interpret students from different disciplinary perspectives, helping them understand the deep meaning and creative concepts of new media art works. Secondly, cross disciplinary mentors can lead students in cultivating innovative thinking. Due to their interdisciplinary knowledge and experience, cross disciplinary mentors can guide students to break away from

traditional thinking patterns and encourage them to engage in cross disciplinary thinking and innovative practices. Cross disciplinary mentors can introduce students to the latest theories and technologies in different disciplines, helping them expand their creative thinking and enhance their innovation abilities. Finally, introducing cross disciplinary mentors can help students establish connections with the industry. Cross disciplinary mentors often have close cooperative relationships with professionals in various fields, and they can provide students with guidance and advice related to practical work. At the same time, they can share the latest developments and trends in the industry with students, helping them understand the needs and development directions of the job market. In short, introducing cross disciplinary mentors is of great significance for students majoring in new media art. Through the guidance and assistance of cross disciplinary mentors, students can think and create from different disciplinary perspectives, broaden knowledge boundaries, improve innovation abilities, and better adapt to the development and challenges of the field of new media art.

5. Conclusion

This study analyzes the significance of interdisciplinary cooperation and innovation ability in the field of new media art, explores its application methods in talent cultivation models, and provides certain reference for higher education and teaching practice. In the future development, interdisciplinary cooperation will play an increasingly important role in the field of new media art, cultivating more professional talents with innovative abilities.

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