

# *Research on Teaching Reform and Innovation Methods of Audiovisual Language of Film and Television Animation Course under the Background of "Internet +"*

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**Abstract:** With the continuous development of the Internet, people's living habits are also constantly changing, especially in traditional teaching methods. With the impact of the new crown pneumonia epidemic on education, under the background of "Internet +", the teaching of audio-visual language courses for film and television animation must complement the advantages of "online" and "offline", change teaching methods, improve teachers' comprehensive quality, stimulate Students are interested in learning and stimulate their enthusiasm for learning. This article will analyze the current problems in the teaching of audio-visual language courses for film and television animation, and based on this, put forward innovative methods for teaching reform and innovation of audio-visual language courses for film and television animation under the background of Internet +.

## **1. Introduction**

In recent years, with the rapid development of film and animation films, the market potential is huge. Many higher vocational colleges are also aware of the development opportunities of this market, and they have taken it as a basic course and opened the major of film and television animation. As a compulsory course, the audiovisual language of film and television animation course will play a foundational role in future teaching, which can cultivate students' ability to appreciate and analyze Chinese culture. The era of "Internet +" has brought new opportunities and challenges to the teaching of audiovisual language courses for film and television animation. With the advent of "Internet +", how should the teaching mode of audiovisual language courses for film and television animation be dealt with and how to adapt to the "Internet +" according to the characteristics of the times, corresponding curriculum construction and reform must be carried out. However, there are still many deficiencies in the audiovisual language teaching of film and television animation in many higher vocational schools in our country. This article analyzes and discusses these problems, and discusses the corresponding solutions, so as to further improve the quality of education, so as to contribute to our country. contribute to the development of education.

## **2. The problems existing in the teaching of audiovisual language of film and television animation course at present**

### **2.1. The traditional teaching methods and ideas are relatively backward**

At present, most of the audiovisual language teaching systems for film and television animation in colleges and universities follow the traditional theoretical teaching mode, with more class hours, relatively backward teaching methods and content, and still follow the script. Teachers teach theoretical knowledge in textbooks and cannot communicate with students at a deeper level. The audiovisual language course of film and television animation is also an interesting course, which requires students to use their brains, discuss with each other, learn and apply, and use examples to understand. The lag in the theoretical application and concept of the audiovisual language courses of film and television animation in colleges and universities makes the college students in the new century lack sufficient enthusiasm in the learning process.

### **2.2. The directivity of the textbook is not strong**

At present, in the syllabus of the audiovisual language of film and television animation course, the basic theory is clearly discussed, but the teaching of animation is lacking in pertinence. It is difficult for students majoring in audiovisual language of film and television animation to clearly distinguish the relationship between the two in textbooks, which is easy to cause vague and confusing concepts. Therefore, it is very difficult to achieve professional and refined creation.

### **2.3. The single assessment method**

At present, in terms of test methods, according to the score, the form of "a paper that is a lifetime" is still adopted. The content of the test is learned from textbooks, which is traditional, single, and old-fashioned. Due to the constraints of objective conditions, such an assessment method inevitably has deviations. At the same time, this examination method is difficult to stimulate students' initiative, and it is even more difficult to test them effectively. Therefore, we should abandon this traditional examination method. Examination methods, and strive to make the examination forms more diversified and enriched.

### **2.4. The class schedule is unscientific**

It can be seen from the talent training plan for film and television animation majors in higher vocational education that in terms of teaching time, the teaching of film and television animation audiovisual language is still based on theoretical teaching, while the proportion of practical teaching is relatively low. Teachers are still in a dominant position in the classroom, only emphasizing the output of the theory and ignoring the synchronous feedback of the students. In addition, in the course of appreciation of film and television works, students are just blindly allowed to watch, but cannot really guide them to deepen their understanding of the works.

### **2.5. The school does not pay enough attention to it and the practice is poor**

At present, most vocational and technical colleges are not equipped with special equipment suitable for practice equipment due to lack of funds or other reasons. Due to the lack of corresponding practical teaching tools, it is difficult for students to see the essence from the appearance only by their own understanding, which restricts students' way of thinking and restricts

their creative thinking. Only by combining theory with practice, and teaching in practice, can we see the essence from the appearance and truly understand the essential significance of theoretical knowledge.

## **2.6. The comprehensive quality of teachers in the audiovisual language of film and television animation course in colleges needs to be improved**

At present, the overall quality of the teaching staff of film and television animation in many colleges and universities cannot meet the needs of the "Internet +" era. College teachers still have limited understanding of "Internet +", and lack of understanding and guidance of students. They cannot effectively guide students to understand the audio-visual language of film and television animation, thus affecting students' understanding of film and television animation.

## **3. The teaching reform and innovation method of audiovisual language of film and television animation course under the background of "Internet +"**

### **3.1. To pay attention to the training teaching of film and television animation specialty and improve the level of vocational and technical training**

Film and television animation is a subject with high practical ability. Therefore, higher vocational education should increase funding, increase practice equipment and practice opportunities, and cultivate students' practical skills. We want to give students more time to shoot on location, to strengthen the perception of the camera and the ability to use the animation camera, in order to consolidate the theory and improve the operation skills. At the same time, students can also be guided in the interaction of vocal music and painting. For example, a silent film can be played, allowing students to make full use of their imagination to complete personalized dubbing of the characters, or make a recording for the students, allowing them to use their imaginations and edit the video. After the evaluation, teachers can conduct "teacher comments" and "student mutual evaluation" on the film animation, so that students can obtain the most objective evaluation, and communicate within the group to improve the students' creative level, so as to obtain more creativity.

### **3.2. Scientific and reasonable syllabus**

The goal of higher vocational colleges is to cultivate practical, technical and application-oriented professionals for the society, which means that school teaching must focus on practice and carry out effective teaching according to the needs of students and different situations. We can't just stay on the surface, we must deeply explore its connotation, make it truly implemented, make classroom teaching more colorful and interesting, actively guide students to participate actively, and strive to create a relaxed and open classroom atmosphere. When selecting teaching materials, teachers should choose characteristic animation films as much as possible, so that students can independently narrate "what they see and think", so as to enhance the comprehensive performance of vocational students and their ability to find, analyze and solve problems.

### **3.3. Course assessment methods tend to be enriched and diversified**

From the point of view of practice teaching, "a paper that is a lifetime" assessment method already can not adapt to the development of The Times and change, want to consider a variety of factors, adopts the comprehensive evaluation system, the organic combination of theoretical

knowledge and practical ability, the final exam is also called "theory exam", is the main investigation of higher vocational students' theoretical basis and practical operating ability. First of all, it is written, to consolidate the theoretical basis of students, enhance students' theoretical knowledge, vocational school teachers can arrange some written work, let them change tedious words into the audio and video, film and television works, let the word "move", become a vivid video works, in addition, can also be the student to the film appreciation sex, journal entry as the theoretical foundation of the writing evaluation, etc. Secondly, it is practice. Films and animations can be made according to the teaching content and in the way of group cooperation. Students are free to play without any constraints and choose the film replicas independently. On the one hand, it is to test the skills of the students majoring in film and television animation in making videos, on the other hand, it is also to enhance their team spirit and improve their sense of collective honor.

### **3.4. To improve the quality of teachers of video and animation audiovisual language courses in colleges**

In the vision of "Internet +", in order to ensure that the comprehensive quality of students' audio-visual language courses of film and television animation can meet the needs of social development, college teachers as "masters" must constantly improve their overall quality in continuous learning. In the age of network information, teachers must have certain network education technology and must have certain network education technology. First, in addition to the assessment of the professional skills of the teachers who introduce the audio-visual language course of film and television animation, the comprehensive quality of the network and whether the teaching can be carried out in the perspective of "Internet +" should also be examined. Second, it is necessary to improve the teaching staff, strengthen the continuous education and training of TV animation teaching staff, improve their network literacy and technical level, prevent some old teachers from lagging behind in teaching methods, and pay attention to the cultivation of "Internet +" teaching concept and teaching technology.

### **3.5. To change traditional ideas**

Colleges and universities should change the traditional mode of thinking, actively promote multimedia technology, give full play to the advantages of "Internet Plus", and bring endless benefits to students. In the process of learning, the teachers of audio-visual language course of film and television animation in colleges and universities should not only learn textbooks according to traditional teaching methods, but also learn online videos and courseware, because it contains rich content, image and easy to use. No matter in class, classrooms, dormitories and libraries can be used for teaching, which can not only improve students' interest in learning, but also promote communication between teachers and students, and help students find and solve problems. In teaching, students can choose their own study time freely according to their own needs and make full use of their strengths.

## **4. Conclusion**

It is necessary to carry out TV animation teaching in higher vocational schools. In teaching, theory and practice should be combined, so that students can be more solid in theory and practice, so that students' practical operation ability can be constantly innovated and developed, so that the teaching practice of film and television animation can be further developed. With the rise of the Internet, various industries are gradually entering the development stage of "Internet plus", which is not only reflected in our daily life, but also reflected in the practice of universities. The arrival of

the era of "Internet +" provides a once-in-a-lifetime good opportunity for the teaching of audio-visual language of film and television animation in universities. Teachers should follow the development trend of "Internet +", make full use of multimedia technology, improve teaching quality, and let students learn more valuable things.

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