

Exploration and Practice of Higher Vocational Animation Illustration Design Studio Operation

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Abstract

In the digital era with highly developed information, enterprises in cultural and creative industries are in urgent need of applied talents aligned with their industries. This paper takes the animation illustration design studio in higher education as the research object, focuses on the construction and management of the studio, introduces the methods of setting up and managing the positions with reference to the enterprise in operation, and invites the technical experts from the enterprise to participate in the guidance, and finally lists the results achieved by this method in recent years. It provides reference for the development construction and operation of animation illustration studios in higher education institutions.

Keywords

Animation Illustration Design Studio; Operation and Management; Practical Ability.

1. Introduction

With the rapid development of cultural and creative industries in the digital era, the market demand for digital illustration design talents is increasing day by day, forcing the art and design majors in higher vocational colleges to make teaching reforms in line with the development of the times. The digital illustration design studio is an important platform for higher education to cultivate innovative and entrepreneurial talents in art, and it is the link between school and society for students to practice. By completing enterprise projects, the final goal of students is to form the value transformation from works to products, so as to serve the society and promote high quality employment of students.

2. Construction of Animation Illustration Design Studio

The animation illustration design studio was initially declared and established in response to the "morning practice and evening training" student activities carried out by the college, with the purpose of enriching students' club life and cultivating a group of students who love animation illustration design. After three years of continuous development, it was gradually transformed into an independent digital illustration design studio.

At the beginning of the semester, the tutor will issue a notice to recruit members, and then the tutor will make a preliminary selection according to the application situation and notify the selected students to come for an interview before announcing the list. In order to make students better cognize their positions, students are assigned to each group of positions according to their professional level before entering the studio for shift practice, and their duty time is arranged according to their spare time. The freshman are taught by instructors every Monday in the form of lectures, mainly based on students' existing professional skills, combined with the project construction ideas at the beginning of the period, using a combination of theoretical lectures and project practice teaching methods. The course teaches students the art fundamentals of illustration design, art styles, expressions, sketch exploration, drawing and

effect processing of animation character design from shallow to deep and step by step. Students are satisfied with the attendance of the class and are enthusiastic about learning.

Sophomores are guided by instructors to enter the real project practice, and old students lead new students to carry out simple simulation project practice. Juniors can basically participate in the real project design on the enterprise side, and the tutor only acts as a guide to correct the key aspects. The studio teaching is more open, interactive, integrated and practical than the traditional lectures.

3. Operation and Management of Animation Illustration Design Studio

3.1. Design with Reference to the Corporate Position

In order to make students integrate into the work of advertising design companies in advance, we design the job structure with reference to the production process of companies, which included copywriting, hand-drawing and post-production computer posts, and buy equipment corresponding to the jobs whenever needed, which included computers, digital boards, scanners, SLRs, laser printers, etc. Taking into account the objective factors such as the number and type of jobs, and combining with students' professional interests and strengths, the 20 people in the animation illustration studio are divided into 4 project groups with 5 people, and set up adjusted work stations, after which a group leader is recommended or self-nominated by the group, who mainly assumes the role of project manager and assists the tutor in the daily management of teaching. Each member's position function will be reasonably adjusted according to the progress of the design project. The mentor will guide the 4 project teams to design according to 4 different styles of positioning, which will result in at least 4 sets of design drafts with different styles. Finally, a roundtable discussion will be held within the group to present and explain the designs, and to discuss and improve the designs through self-evaluation and mutual evaluation.

In order to enhance students' team cohesion and sense of belonging, teachers and students jointly designed the studio logo, work cards, work uniforms, brochures, etc. Students on duty are required to carry their own work cards to work, and wear work uniforms when they go out for practice, so that students can integrate into the workplace work atmosphere in advance.

3.2. Introduction of Corporate Daily Management

In order to ensure the standardized operation of the animation and illustration design studio, teachers and students formulated the corresponding rules and regulations at the beginning of the studio, including the "Studio Safety Management System", "Studio Teacher and Student Job Responsibilities", "Studio Student Code" and "Studio Business Process Specification". The daily opening hours are fixed from morning to afternoon on weekdays, and the weekly opening hours are not less than 30 hours. In terms of attendance, we mainly refer to the fingerprint attendance of employees in enterprises, and if there are special circumstances, we need to fill out a leave of absence to the tutor in advance. Before closing each day, the tutor must strictly supervise the students to clean the workbench and check the safety of the studio equipment.

The management method of the animation and illustration design studio should be flexible and open, which is highlighted in the "extra volunteer credit", (this credit is the volunteer credit that each student must complete in one academic year), such as the poster design and logo design created by the members of the animation and illustration design studio for various activities in the school, the tutor can calculate the volunteer credit according to the amount of work they have done. (e.g. Poster design, logo design, etc. created by members of the Animation and Illustration Design Studio for various on-campus activities. In addition, if students participate in professional lectures inside and outside the school and submit their lectures after class, the tutor can also award them with "extra volunteer credit". This not only effectively motivates the

studio students to actively participate in professional studies in their spare time, but also promotes the development of academic activities on campus.

The Animation and Comic Illustration Design Studio summarizes the results by holding a project completion meeting. At the end of the semester, a project evaluation competition is held, and an incentive mechanism is introduced to motivate advanced students by giving material rewards and awarding honorary certificates to members with excellent work performance.

3.3. Appointing Technical Experts from Enterprises to Supervise the Project

In the operation of the animation illustration design studio, the university hires enterprise technical experts to participate in the guidance, clarifies the responsibilities of both parties, issues appointment letters for them as external experts, provides reasonable guidance hours and arranges office resting places, so as to ensure the rights and interests of the enterprise technical experts to participate in the studio guidance. The joint guidance of the enterprise technical experts and the school instructors breaks the Information blockage and establish the cooperation mechanism of "discussing the training plan, participating in the training process, evaluating the training effect and sharing the training result".

school instructors are responsible for teaching basic techniques of animation illustration design in the early stage, so that students can initially master the application techniques of animation illustration design. At the later stage, the technical experts from enterprises introduce real projects to give technical guidance, so that teachers and students can closely grasp the new dynamics, new materials and new techniques of illustration design at the forefront of the market, and create animation illustration works that better meet the market demand. In this way, students have a deeper knowledge of the market and enhance their innovation and practical ability.

4. Operation Effect of Animation Illustration Design Studio

4.1. Improve the Research Ability of the Instructors

Through the platform of animation illustration design studio, the tutors learn to understand the new developments, new materials and new processes of animation illustration design in the market and actively integrate them into the courses they teach, so as to enhance the tutors' awareness of the frontier of illustration design and the market, and thus promote the research of professional topics and the promotion of related achievements. The mentor's work "Plum Packaging Design" won the Silver Award of 2016 China Creative Design Golden Ou Award, and declared successful appearance patent to the State Intellectual Property Office. The teaching project of Animation and Comic Illustration Design Studio was set up as a courtyard-level high-quality project.

4.2. Improved the Professional Design Ability of Students

In April 2020, the technical experts of the enterprise together with the tutor led the studio students to develop 5 cartoon keychains with flamingos, unicorns and cute cats as the creation theme elements for Bamen Zhiwu Co. After screening by the company, one of the products was finally developed and launched. During the project implementation, mentors inside and outside the school guided, evaluated and proposed improvement plans for the students' works. Through a series of implementation steps such as market research, design development, and sales plan development, the studio students said they had learned skills they could not learn in the traditional classroom and benefited greatly. Through the practice of real projects, the studio members were transformed from students to employees of enterprises, and the students' works were successfully transformed into enterprise products, which achieved good economic and social benefits and were fully affirmed by the enterprises.

4.3. Ensure the Quality of Students' Employment and Entrepreneurship

The students of the animation and comic illustration design studio have improved their professional skills through the practice of real projects in enterprises, thus becoming the hot demand of the job market. Some students of the studio were hired by the cooperative enterprises before graduation and entered the technical departments of the enterprises. Some of the studio students were hired by the partner companies before graduation and joined the technical departments of the companies. The companies also eliminated the need to retrain new employees, which improved the efficiency of the companies.

Another studio students at first with the studio's equipment, site design orders, after the professional mentor's help to register a personal design studio, mainly for micro-business and Taobao online stores for product photography, illustration design and other business, only the business annual income of more than 300,000 yuan.

5. Conclusion

It breaks the traditional single classroom teaching form, enriches and deepens the school-enterprise cooperation, and is the link between school and society for students to practice. Students rely on the studio platform to master the vocational ability, market research ability and design development ability, so as to truly realize the role of students to enterprise employees. The students' works are transformed into products, which brings economic benefits. In this way, the professional design ability of students is improved, and the high quality employment of students is ensured.

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