Innovation of Art Education Mode under the Background of Internet Plus

Yuming Sun[1,a], Xiaoling Fan[1,b] and Bo Li[2,c]

[1]School of Arts, Northeast Electric Power University, Jilin 132012, China;

[2]School of Automation Engineering, Northeast Electric Power University, Jilin 132012, China;

[a]seusym@126.com, [b]2223200865@qq.com, [c]858996612@qq.com

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Abstract. From ancient times, people have paid much attention to the important value and function of art for human beings. Therefore, art has always been an important part of educational system. There is different art education environment in different times. In the traditional education mode, the development of art education is influenced by many physical factors. However, art education has undergone unprecedented changes in the era of digital network. Especially under the background of Internet plus, art education will face more opportunities and challenges. We can use the Internet thinking to update our educational ideas and expand the form of education by Internet technologies. Internet plus education provides new ideas and approaches for the implementation of art education. But at the same time, we should also note the negative effects of fragmented learning. In general, with the innovation of education idea and the perfection of technology, Internet plus will bring more positive influence to art education.

1. Introduction

With the rapid development and extensive application of Internet technology, various industries in the world are in an interactive and integrated environment. Internet has become a powerful force in promoting changes in various fields[1]. Art is the highest form of human perceptual knowledge, and its carrier and communication mode has changed greatly. As one way of inheriting culture and knowing the world, the art education is developing in diversifications. In the Internet plus era, the reconfiguration and integration of educational resources is changing, and Internet plus art education will have the new development. In the interconnected digital network environment, the formation of global knowledge base is accelerating, the high-quality education resources are being expanded based on the open sharing mechanism, the knowledge authority of teachers and textbooks is influenced by the network information, and the school education institutions are also subjected to strong shocks from the enterprise and the social training. Facing the change of educational ecology environment, the present art education should begin with the innovation of ideology, fully understand the educational value and combine the relevant network technology to explore the educational practice, and then form a new education model based on Internet plus.

2. The Connotation of Internet Plus

The concept of Internet plus emerged in November 2012, subsequently, entrepreneurs and researchers have expounded it with the development of science and technology, industrial operation, business model exploration and other aspects. In March 2015, Internet plus has been written into the Chinese government report, advocating the formulation of Internet plus action plan, promoting mobile internet, cloud computing, big data, internet of things combine with the modern manufacturing, promoting the health development of e-commerce, industrial Internet and Internet financial, leading Internet enterprises to expand international market. The Internet plus formally promoted from civil think tank to national strategic level, becomes a new model which is driven by the innovation technology and lead the social development.

From the perspective of information communication, Internet plus is information revolution based on the new generation of Internet technology. The development of Internet based on the accumulation

and innovation of communication technology, but in the Internet plus era, with the emergence of the web2.0 which has the of core features of decentralization, user generated content and liberalization, the communication mode of interpersonal information has changed. The new generation of Internet with big data and artificial intelligence as the core technology makes everyone become an independent information source in the network society, and the one-way model of the traditional centralized information communication no longer exists. Therefore, the Internet plus is a new information revolution. In this information revolution, the protagonist will turn into intelligent induction times from communication times.

Internet plus is a kind of unique information communication form, it has become the world wide popular cultural vocabulary, extended to every corner of society and combined with different industries. Art education is no exception. This vocabulary is constructed under the innovation system of information revolution, and has incorporated into the new form of internet development, which is a new evolution form of network technology innovation in the 21st century. Internet plus breaks the imbalance of information by new network technology and reduces the communication cost, accelerates the convergence between different industries, so that different industries and even in the field of education has formed an unprecedented new ecology.

3.   The Evolvement and Main Types of Art Education

The emergence of art education can be attributed to the development of human practice, especially after the emergence of art and education, art education has gradually become an independent activity. It is generally believed that the concept of art education is proposed by Chinese pre-Qin philosophers and ancient Greek philosophers[2]. Confucius put forward "poetry teaching", "music teaching" can be regarded as the beginning of art education. In ancient Greece, Plato realized the great educational effect of art on human mind and morals, and advocated music education. Schiller, a German classical aesthetic, believed that the development of human nature to moral stage must undergo an intermediate aesthetic stage, and art is the main content and means to achieve aesthetic education. In the initial period of art education, art education is regarded as an important means and way of human nature transformation and personality construction both in China and in the west, which is a basic characteristic of classical art education. The art education thought emerged in the pre Qin period, has formed a tradition of art education after the succession and development of thinkers and educationists, and the practice of art education in official and private schools. In modern times, with the large-scale development of modern schools and education, art education has gained great development and become more and more important. Cai Yuanpei raised the aesthetic education to an unprecedented position, also put forward the famous doctrine of "replacing religion with aesthetic education", hoped to improve people's aesthetic ability, cultivate beautiful sentiments, rich spiritual life, in order to obtain good moral fashion and enlightened political situation by aesthetic and art education. In the modern sense, art education has been innovated in connotation and extension, and its concept already has a new annotation. Art education is to integrate the spirit of art into education to cultivate the instinct and feelings of beauty, but also to promote them outward performance, cultivate healthy human being.

At present, It generally believes that art education can be divided into broad and narrow understanding categories[3]. In the broad sense, art education is an important part of the education, and it is a kind of educational type, which is closely related to human quality and human's all-round development. In the narrow sense, it points to the cultivation and education of specialized artistic knowledge, artistic ability and production of art, focusing on the art education in schools. Professional art education is an art education aiming at cultivating specialized art talents, which is mainly divided into higher professional art education and secondary professional art education. Vocational art education is aimed at training professional art talents. However, the popular art education is the educational activities, which is based on the masses and aims at training and improving the aesthetic consciousness and aesthetic ability of people. The vocational art education is a kind of professional

and improving art education, while the popular art education is a mass and universal art education. The relationship between popular art education and professional art education embodies a kind of popularization and improvement. The general art education can be interpreted as a kind of popularization-oriented, unprofessional art education activities, it does not take the students' future professional activities as the goal of education, but to improve the students' general aesthetic ability, art appreciation ability and appreciation level, improve students' basic artistic accomplishment. General art education is an important part of national art education, and it is an educational type corresponding to professional art education and vocational art education.

Professional art education, vocational art education and general art education are the three basic types of art education, and they are not classified according to the same standard system. Therefore, there is a certain degree of opposition and intersection in the connotation and extension, and shows the ambiguity of the boundary. However, they are the important parts of art education; especially the professional art education and vocational art education constitute the narrow sense of the main components of art education.

4. The Innovation of Art Education Mode Based on Internet Plus

4.1 Improving traditional teaching mode and perfecting digital educational facilities

In the traditional teaching mode, the examination-oriented education has been criticized. The contemporary education aims at cultivating compound and innovative talent and advocate individualized. Internet plus education is an important magic weapon to provide new type education. The realization of distance education benefits from the development of Internet. Internet teaching can shorten the distance between students and teachers, resolve the problem of education for students in remote region[4]. Especially, the art education is usually regarded as expensive education, but it can reduce the cost of teaching and popularize the education of mass art by network teaching. These synchronous lectures and online learning seem like ordinary techniques, but they have great significance in promoting educational equity. The large-scale open online education platform is the product of Internet plus, and its advantage lies in the unrestricted of students ' number, the students ' place, class time and the openness and interactivity of the course content, which attracts a large number of students. It can easily get the learning opportunities of the world's top schools, famous teachers, and excellent courses by simple registration. If students correctly answer the questions, they can be advanced to the next stage of learning. This model is more human and autonomous. Another product of Internet plus is intelligent education. The wisdom education is a combination of modern information technology and teaching, which provides a kind of intelligent tool. It can perceive learning situation, identify learner's characteristics, provide the knowledge needed by learners, automatic feedback, and realizes openness and sharing with intelligence. By using the intelligent tool, we can change the teaching mode profoundly, so as to achieve educational equity and people-oriented[5]. In addition to the change of teaching mode, the corresponding educational facilities should also be built. In addition, the software should also be inputted. We should introduce excellent talent to construct a high level teaching staff.

4.2 Establishing a pluralistic evaluation model

The Internet plus makes changes in teaching methods and also brings some changes in the way of evaluation. Take MOOC as an example, the international first-class universities have set up the MOOC, students can attend the lecture by simple online registration[6]. The content of each class is usually 10 minutes video, and the corresponding small questions are answered in the online system. If the answer is correct, the system will proceed to the next stage of the lecture video. After all the curriculum study is completed, students will be awarded with the certificate. Fig.1: this kind of humanized and targeted evaluation model has great inspiration to the traditional model. In the traditional teaching we often emphasize closed-door enrolling. However, the modern education advocate open-door enrolling and equal education right without distinction, regardless of age. As a master-apprentice teaching method, the evaluation of art education usually has relative subjectivity,

and the teacher has veto right. In the Internet plus environment, students can find different voices and obtain different recognition by the online interactive group or master's homepage. Internet plus is also an economic model that can reasonably estimate the value of artwork. Today's art market is unprecedentedly prosperous, students also can enter the art market, carry out art production and sales. In many colleges, if student's work is published or sold, it will be possible to replace the graduation design within the allowed conditions. In the teaching of network era, we pay attention to process and experience, test paper is no longer the only standard of examination. Art education itself has different stages, can be conducted periodic investigation based on different stages of study, and gives comprehensive evaluation results. This requires the modern tutor can not only stand on podium conducting the individual knowledge output, but also should go into the students to carry out multi-directional communication and find out the characteristics of students, explore the potential of students, conduct personalized education.
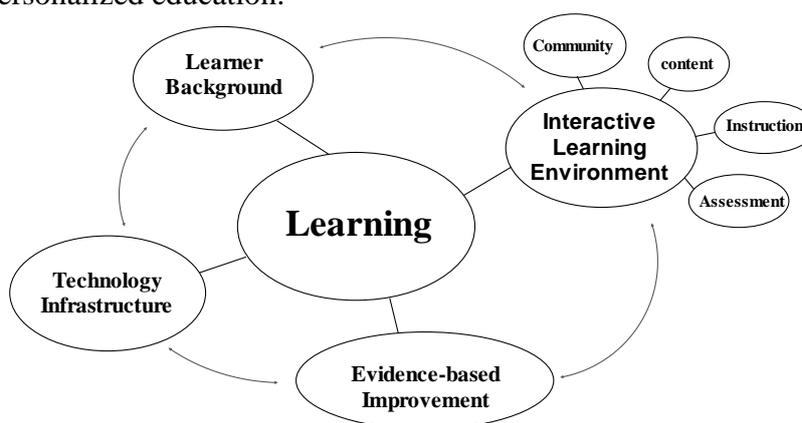

Figure 1. Framework for evaluation of MOOC.

4.3 Internet plus education experience

In the network era, the experience of user is very important. For education, it is based on the learners' needs and the learner's experience. To grasp the needs of learners accurately, we can use big data and cloud computing technology to analyze the learners' tendencies, interests, abilities, goals, etc. To meet the learners' experience, we can make the learning process more simple, convenient and interesting by optimizing the production, design and supply of the internet plus education product, and help the learners to participate deeply. One way of experiential education is to conduct experiential learning by educational network game. At present, some game companies have already started to develop educational network games and tried to combine the entertainment of the game and independent learning to create a lively game learning situation for learners. Learners can experience the new world, which is impossible to touch in the real life[7]. Meanwhile, the game rewards and competition mechanism can greatly mobilize learning interests, stimulate learning motivation, and continuously enhance the stickiness of independent learning.

5. The Influence of Internet Plus in Art Education

The application of Internet is profoundly changing the features of education and promoting the development of education to digitalization, networking and intellectualization, especially the development of large data, cloud computing and mobile network[8]. From the perspective of education, Internet plus not only generates the innovation of educational technology, but also brings the impact of learning, teaching and organization mode, and the deep influence of educational ideas and system.

In the traditional model, learners are required to attend lectures in the classroom according to the school timetable. But in the Internet environment, learning becomes more flexible. It no longer relies on the classroom and book, just need connect to network. This truly realizes the freedom of time and space. For example, the study of online courses fully embodies the autonomy of learning. First of all,

learners can choose their own courses, and after entering the course, they can choose to share their experience with others on the internet. Finally, they can evaluate the learning process and results by themselves or by other learners[9]. The mode change of autonomous learning brings about two challenges to education: on the one hand, we should adapt to the user-centric thinking mode of Internet plus era, and construct the educational idea and mode of learner-centered. Education should really take the learner as the service targets and effectively capture and satisfy their individualized and diverse learning needs. On the other hand, autonomous learning has also brought some negative effects to learners. For example, the problem of learning fragmentation. Learners tend to glance at the fragmented information and lack depth of thinking. In face of the complex mass of information, learners are difficult to promote intellectual development and ability. All these problems require education to intervene and solve with new ideas and methods.

6. Conclusion

As a special spiritual production activity, art plays an irreplaceable role in raising the realm of life, enlightening the wisdom of life and perfecting the spirit of personality. Therefore, art has been an important content of education since ancient times. Especially in the modern society marked by the industrial revolution, the popularization of art education has great significance to break the imprisonment of the pragmatism education thought and reconstruct the spiritual homeland of mankind. Different media ages have constructed different educational environment, and the research and practice of art education in network era need new theory thinking. The changes brought by Internet plus are very profound, the presentation of multimedia, the spread of Internet and the promotion of market provide opportunities and challenges for art education. In face of the strong intervention of digital network, art education needs to renew the thinking concept and to innovate the education idea with Internet thinking. At the same time, we should use digital technology such as big data, cloud computing and other digital technology to explore new ways of education, and construct a new model integrating online and offline to meet the needs of art education in the digital network era.

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8. References

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