Reform and Exploration of Animation Curriculum System in the Language Environment of Omnimedia

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Abstract
Driven by the rapid development of omnimedia, the Internet, movies, television, etc. have gradually blend in people's daily lives, and cartoons are also deeply loved by children. Colleges and universities are an important base for cultivating animation talents, in the process of carrying out animation teaching, due to the short setting up time and other reasons, it is necessary to continuously improve the teaching system of animation professional courses, and comprehensively analyze the current problems in teaching, so as to provide more help for students' learning and avoid being affected by a variety of factors that lead to the inability to effectively improve teaching efficiency. In the language environment of omnimedia, it is necessary to actively improve the efficiency of animation teaching, optimize the teaching system according to the actual situation, and implement the teaching of all links to maximize the role of curriculum system reform. Based on this, this paper mainly analyzes the importance and necessity of animation curriculum reform in the language environment of omnimedia.

Keywords
curriculum system; omnimedia language environment; explore

1 Introduction

With the rapid development and progress of the omnimedia era, China's animation is gradually moving towards industrialization, but because China's animation education is in the development stage, it is affected by a variety of factors in the actual teaching process, which not only cannot improve teaching efficiency, but even has a certain impact on course teaching, and cannot meet students' needs for knowledge. Therefore, in the process of carrying out animation teaching, colleges and universities must do a comprehensive analysis according to the characteristics of animation

courses, strengthen the importance on curriculum reform and innovation, constantly explore new teaching models, train more high-level professionals for China's animation industry, and promote the healthy development of the animation industry. In the process of reforming and innovating the animation professional curriculum system, the opportunities and challenges brought by the omnimedia language environment are analyzed, so as to seize the opportunities and improve the teaching effect of animation education.

2 Major in Animation in the Language Environment of Omnimedia

2.1 Omnimedia Characteristics

Omnimedia mainly refers to the way of media information dissemination, such as text, sound, image and animation and other media expression means, and can be disseminated through radio and television networks, telecommunications networks and Internet networks, etc., so that users can complete the acceptance of information through computers, mobile phones, TVs and other mobile terminals, and information dissemination in the omnimedia era is not limited by time and space, and you can find the information you want to find through search. Omnimedia brings people a variety of channels of information dissemination mode, while changing the traditional information collection method and content, coupled with the current level of science and technology is constantly improving, so that its way of communication is also changing and innovating, breaking through a variety of restrictions that existed in the past, making it easier for the public to obtain the information they want, becoming a convenient new situation of communication. Although they are all disseminated through the media, there is still a huge gap between the omnimedia and the traditional media, and the omnimedia is developing towards the application level, using pictures, text and sound to integrate and disseminate information to meet the public's requirements for information dissemination.

2.2 Requirements for Animation Students in an Omnimedia Language Environment

In the language environment of omnimedia, animation students not only need to complete basic courses, but also have a sufficient understanding of software knowledge, so that they can efficiently complete the design of works. Therefore, animation students must master animation theory and software knowledge in the process of learning, and use relevant film and television animation software to complete animation production. Under the impetus of the omnimedia era, the animation communication methods of multiple media and channels are integrated into all aspects of people's lives, and the comprehensive ability of animation majors can be cultivated more efficiently, high-quality works can be produced, and students' ability can be improved. For example, in the process of making web interface design or web animation, animation students should also have a certain understanding of the basic principles and operations of Flash, so that they can be completed more efficiently. Therefore, animation professionals need to have the ability to deal with traditional media, and they need to grasp new media and mobile media. In addition, animation majors should

also cultivate students' comprehensive media ability, in the face of the storm of a variety of media, students need to have a sufficient understanding of images, sounds, words, etc., and have a sufficient understanding of network technology, digital technology and terminal technology in digital media, so as to promote the improvement of education and teaching effects. Moreover, animation students should also have the potential to create, pay attention to teamwork, and continuously improve their professional qualities, so as to complete various tasks efficiently, promote the improvement of students' comprehensive ability, and follow the requirements of the new era for the training of animation professionals [1].

3 The Importance of Animation Production

With the development of society, the issue of children's education has received widespread attention, especially for the education work in the enlightenment stage. Among them, animation can be effectively accepted by children, and some parents will enlighten by playing cartoons for children. The animation with bright colors is easily accepted by young children, and can attract children's attention, improve the meaning and importance of animation comprehensively . For the production of animation, in order to ensure the quality of animation and integrate into education effectively, it is necessary to improve the level of the national animation industry, but because the development of animation in China is limited by the shortage of talents, the comprehensive level of talents cannot be effectively improved. Therefore, for the teaching of animation majors in colleges and universities, it is necessary to continuously optimize the teaching plan, analyze around students' learning, properly reform the curriculum system, and cultivate application-oriented animation production talents.

4 Development Status and Existing Problems of Animation Professional Courses

4.1 The Current Situation of the Development of the Animation Industry

Although China's animation industry started relatively late, but in recent years under the promotion of the stable development of science and technology, has made great progress, and the cartoons with China's characteristic culture has achieved certain success, such as the more common Goats and Big Gray Wolf, Bear Haunted, etc., although there are still certain differences from developed countries, but in the case of continuous efforts, it will inevitably be recognized by the world. Therefore, it is more important to strengthen the training of animation talents to create a good development atmosphere for the society, and it is also an important part of promoting the development of the animation industry.

4.2 The Current State of Development of Animation Courses

Compared with other types of courses, animation courses have a relatively short time to enter colleges and universities, which affects the effect of teaching to a certain extent, and brings certain difficulties to teachers to collect information and produce PPT. In addition, the animation major has unclear positioning in colleges and universities, and the teaching objectives are not clear according to the actual situation, resulting in the development of animation courses is not ideal, and it is impossible to cultivate more outstanding talents [2].

4.3 Problems in the Teaching of Animation Courses

In the process of actual animation teaching, colleges and universities do not formulate targeted teaching plans because the goals are not clear enough, too much attention is paid to theoretical teaching when the course is carried out, the theory and practice cannot be integrated, the ability of students to launch hands, and even always in the passive acceptance of knowledge, seriously affects the improvement of teaching effects is not conducive to cultivating students' innovation ability. In addition, some teachers still use traditional teaching content and methods when carrying out animation teaching, which has a more common problem that restricts the improvement of students' comprehensive ability and has an adverse impact on students. In addition, there will be many teachers' teaching methods are limited, not only can not improve the effect of education and teaching, but also relying only on pure theoretical methods will have a more serious impact on students that can not cultivate students' divergent thinking, and can not ensure that students adapt to the form of animation teaching. Moreover, animation teaching involves relatively many content, once the teacher's teaching module setting is not reasonable enough, it will make it difficult for students to master the key learning content, which will have a more serious impact, and will also reduce students' confidence in animation learning.

4.4 The Reason for the Problem of the Animation Major Curriculum System

In the process of animation professional course teaching, in order to improve teaching efficiency and cultivate more high-quality talents, we should strengthen the attention to the problems in the teaching of the curriculum system, and only by grasping the causes of the problems can we optimize the teaching program in the process of subsequent curriculum system reform and provide more help for the future development of students. First of all, because many colleges and universities have a variety of courses, they do not carry out education and teaching work according to market demand and actual conditions, which will limit the improvement of students' comprehensive level. In addition, the lack of teachers in some colleges and universities cannot improve the teaching efficiency of animation professional courses. Secondly, in the language environment of

omnimedia, the requirements for talents are constantly increasing, especially for the animation industry. However, in the process of actual talent training, once art theory and art practice are disconnected, it will have a more serious impact on students. Moreover, the theoretical foundation of some students in colleges and universities is relatively weak, and the theoretical knowledge is not fully mastered in actual learning, and it is impossible to reasonably integrate it into practice, and the animation production process is not deep enough. Therefore, in view of the above problems, only with a comprehensive grasp of them can we formulate a targeted animation course teaching system reform plan and provide more help for the teaching work of colleges and universities [3].

5 Countermeasures for the Reform of Animation Curriculum in the Language Environment of Omnimedia

5.1 Reinforce the Importance on Animation Design and Character Development

As we all know, animation has the characteristics of exaggeration and virtuality, so that the requirements for animation designers continue to increase, which not only need to have the foundation of performance, but also have a sufficient understanding of each link of work, so as to improve their comprehensive level. And the key to the fun of cartoons is mainly that they can make inanimate characters more vivid, so that they can be performed interestingly. In addition, the character performance includes the protagonist's body movements, facial expressions and psychological activities, etc., and the positioning of each task should also be clarified, so as to show the character vividly and improve the effect of animation design. Therefore, in view of the teaching reform of animation professional courses, it is necessary to pay more attention to character shaping, optimize the production of all links, and improve the effect of animation design. Moreover, in the process of actual teaching, teachers in colleges and universities need to optimize the problems existing in the traditional teaching mode in advance, which is conducive to innovating the curriculum, ensuring that it meets the acceptance of students, improving the effect of education and teaching, meeting the requirements of animation professional reform in the language environment of omnimedia, and providing more talents for the animation industry.

5.2 Pay Attention to the Positioning of Animation Majors

At present, some colleges and universities in China are not clear enough about the positioning of animation design majors, and the employment orientation and training goals of students are relatively vague, which limits the improvement of students' comprehensive ability, and even cannot master more professional knowledge. Therefore, in order to effectively solve the problems existing in the current education and teaching work, it is necessary to strengthen the work of all links, so as to be able to do a good job in optimization and innovation, formulate targeted talent training pro-

grams, and cultivate more application-oriented talents, which can not only improve the employment rate of talents, but also provide power for China's animation industry. Therefore, animation majors in colleges and universities must pay attention to the reform and innovation of the curriculum system, optimize the work of each link, comprehensively analyze the current problems in education and teaching, clarify the direction and goal of reform, focus on developing students' ability to find and solve problems, and promote the comprehensive improvement of students' comprehensive ability [4].

5.3 The Reform of the Animation Curriculum System Needs to Adapt to the Development of Art and Industry

In the language environment of the stable development of the animation industry, its development direction is mainly divided into artistic direction and commercial direction, and with the stable development of economy and technology, the artistry of animation is constantly weakened and ignored, so that it is presented to people as commercial. The main reason for the outstanding commerciality of the animation industry is that most colleges and universities blindly cater to the needs of commercial development, pay too much attention to animation technicians in the process of talent training, and lack the training of animation art, resulting in only quantitative growth of the domestic animation industry, which has a certain impact on the sustainable development of the animation industry. In the language environment of omnimedia, the intervention of various media communication forms not only needs to implement the tasks of each link, but also strengthens the importance of work, formulates targeted education and teaching programs, promotes the teaching efficiency of animation majors in colleges and universities, meets the needs of society for talents, pays attention to cultivating students' pursuit of artistic beauty, and promotes students to have a sufficient understanding of the animation market, so as to be able to adapt to the market.

5.4 Adapt to Professional Characteristics and Cultivate Students' Application Ability

In the actual process of education and teaching, in order to improve the participation of animation students, it is necessary to do a comprehensive analysis, grasp the current teaching situation, mobilize students' initiative, promote students' sufficient interest in animation production, and fully return students' creative ability. Moreover, in the process of talent training in this link, we should also strengthen the importance of various work, appropriately divide students into groups, and ensure that students can actively participate in the exploration of problems and master more animation expertise in the process of classroom learning. In addition, in the process of reforming the curriculum system of animation majors, we should also pay attention to the main position of students, so that students can better complete their tasks and promote the improvement of education and teaching effects.

5.5 Focus on Cultivating Students' Innovative Ability

As far as talent training is concerned, it must be paid more attention. The difficulties encountered in the current talent training process should be comprehensively analyzed and targeted talent training goals should be formulated. Therefore, in the process of curriculum design, colleges and universities need to base on cultivating students' innovative ability, and should also appropriately hold relevant activities according to the actual situation, such as website animation design competitions and cartoon image competitions, etc., encourage students to actively participate, promote students to be able to complete efficiently according to their own understanding of textbook knowledge, and at the same time, it is conducive to mobilizing students' interest in participation and promoting the improvement of students' comprehensive level. It should be noted that in the process of cultivating students' innovation ability, teachers need to do a comprehensive analysis and grasp the current curriculum teaching situation, so as to optimize teaching so that students can complete efficiently, and mobilize students' interest in learning, and carry out teaching work around students. Only when students have a sufficient understanding of creation can they complete various tasks, master the key points of animation learning, and better adapt to the needs of society [5].

5.6 Change the Traditional Assessment Method

For animation professional teaching, teachers should carry out curriculum teaching reform and innovation under the premise of paying attention to their own responsibilities, and at the same time should formulate targeted teaching plans, change traditional assessment methods, and have a sufficient understanding of students' learning. The traditional assessment method is mainly based on theoretical examination, and more attention is paid to theoretical teaching in teaching, resulting in students' learning level cannot be effectively improved. In addition, the inability to effectively integrate theory and practice will have a more serious impact on students, even if they have sufficient knowledge of theory, they cannot efficiently complete various tasks, and even some students in colleges and universities master textbook knowledge by rote memorization, unable to create new works. Therefore, in the process of reforming the teaching system, colleges and universities not only need to solve the problems existing in traditional teaching, but also reform the assessment method, and use the work of allowing students to submit animation works for assessment, so as to highlight students' practical operation and innovation ability, so that students can master more theoretical knowledge.

5.7 Combined with the Animation Production Process and Training Goals

In the animation production process, it is basically divided into three parts: early, middle and late, and the early stage is mainly to conceive the animation content, that is, animation script creation.

In the middle term, it is mainly hand-drawn, turning one's own ideas into graphics. In the later stage, it is necessary to complete the animation production work through various software synthesis. Therefore, in the process of actually carrying out animation curriculum reform in colleges and universities, it can also be divided into three periods, so that students can complete the work in the production process and sequence of root animation, which can improve the effect of animation production and deepen students' learning of animation majors. In addition, in the process of system reform, it is necessary to strengthen students' understanding of production skills, so that students can make animation more efficiently and develop good habits of practice. For post-synthetic animation, students should have an in-depth understanding of various software, video photography and other basics, and need to set employment-oriented education and teaching goals, which can not only provide more high-quality talents for the animation industry, but also improve the efficiency of talent training [6].

6 Conclusion

All in all, driven by the rapid development of social economy and science, China's animation industry is booming, but due to the shortage of animation talents, the development of the animation industry has been seriously affected. Therefore, in order to effectively solve this problem, colleges and universities need to make a comprehensive analysis in advance and grasp the current animation teaching situation, so as to be able to reform the animation professional curriculum system in a timely manner, adopt effective strategies, promote the overall improvement of animation education, accelerate the efficiency of talent training, and improve the quality of education and teaching. In addition, in the language environment of omnimedia, various forms of communication models have brought a lot of help to animation teaching, which needs to be paid attention to by educators to ensure continuous exploration and research, improve the comprehensive ability of talents, meet the needs of the animation industry for talents, and cultivate better animation talents.

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