A Proposed Guidelines of Digital Media Art Education Management for Private Higher Education in Guangdong Province

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ABSTRACT

The study used mixed methods research design, with population of 786 faculty members in digital media major from 11 private colleges and universities in Guangdong Province. The sample size was determined by Krejcie and Morgan's Table with a total of 260 people. The key informants were 17 experts engaged in digital media majors, obtained through purposive sampling. The focus group of 11 managers confirmed the model. The data collection instruments included a five-point rating scale and validation checklist. The statistics for data analysis were Descriptive and Exploratory Factor Analysis (EFA). Confirmatory Factor Analysis (CFA) was used for the components' reliability analysis of the model. Both In-depth interviews and focus group was analyzed by content analysis. The research results showed: 1) The components of digital media art education management for private higher education consisted of six parts: Policy and Environment, Curriculum Management, Teacher Management, Student Management, Achievement Management, Supervision and evaluation mechanism, 2) guidelines of digital media art education management were: Governed colleges and universities according to law and provided necessary resources for developing digital media art majors. Construct feedback mechanisms, standardize the education management process, promote the sustainable development and reform digital media art education management.

KEYWORDS: Model, Digital Media Art Major, Education Management, Private Higher Education, Guangdong Province

Introduction

Digital media art is a compound concept involving digital technology, digital art, digital culture, media culture, and other dimensions(Li, 2020). The development of digital media art was an essential trend in developing science and technology to promote the digitalization of art disciplines, but also a necessary part of the national strategic development plan and an objective demand for local economic development.

The current development direction of digital media art is mainly reflected in the background of high-speed intelligence in the era of Industry 4.0, and the training mode

combining art and engineering of Technology plus Art has become an essential way of development. The 14th Five-Year Plan for National Economic and Social Development and the Long-range Goals for 2035 (Xinhua News Agency, 2020) call for accelerating digital development, Developing the digital economy, improving public cultural services, deepening media integration, and promoting digital media development of public culture. The Outline of Development Planning for Guangdong-Hong Kong-Macao Greater Bay Area issued by The State Council in February 2019 (Xinhua News Agency, 2019) calls for Guangdong, Hong Kong, and Macao are work together to explore the application of multi-dimensional digital technologies from people livelihoods to the economy, which is substantially accelerating the integrated development of the Greater Bay Area.

Therefore, colleges and universities in Guangdong Province actively set up and added digital media art majors to jointly train digital media art talents and contribute to local economic and societal development. However, due to reasons such as late start, low starting point, and lack of development resources, private colleges and universities have problems that limit their better development (Dong et al., 2013).

This paper mainly studied the management environment of digital media art education management in private colleges and universities in Guangdong Province, determined the factors and components that affect the management efficiency of digital media art, and established an education management model to guide

the improvement and reform of digital media art education management. Promote the development of digital media arts in private colleges and universities in Guangdong Province.

Purposes

(1) to explore the components of digital media art education management for private higher education in Guangdong Province.

(2) to propose guidelines for digital media art education management for private higher education in Guangdong Province.

Benefit of Research

(1) Researcher's perspective

Academic ability improvement: Researchers can accumulate unique professional knowledge and research results in this field and improve their academic ability by studying the model of digital media art education management.

Academic opportunities: Researchers can collaborate with other experts, expand their academic network, and possibly gain additional research opportunities and project support.

(2) School perspective

Education quality improvement: By studying digital media art education management, the researcher can provide effective education management methods and strategies to improve the quality and level of digital media art education in schools.

Enhance the school's reputation: By publishing research papers and promoting research results, the school's academic reputation, and visibility may improve, attracting more capable students and excellent teachers.

(3) Social perspective

Talent training and social needs docking: The model of digital media art education management research can promote the improvement of students' comprehensive quality, cultivate high-quality talents matching social needs, and provide human resources support for social and economic development.

Social recognition and support: Researchers' research on the management model of digital media arts education helps enhance the recognition and support of the society for private colleges and universities and promotes the sustainable development of private colleges and universities.

Research Process

Step (1) Determining the variables of the proposed guidelines of digital media art education management for private higher education in Guangdong Province.

Step (2) Exploring the components of the proposed guidelines of digital media art education management for private higher education in Guangdong Province

Population and Sample

Step (3) Develop the proposed guidelines for digital media art education management for private colleges and universities in Guangdong Province.

Instruments

(1) Content analysis from domestic and foreign literature research.

(2) In-depth interviews with management level of colleges and universities from private colleges and universities in Guangdong Province and related institutions.

(3) A questionnaire with managers and teachers.

(4) Focus group with 11 digital media art managers.

Data analysis

Section 1 Result of Content Analysis on Variables of Digital Media Art Education Management.

Section 2: Result of Data Analysis for Research Objective 1 to explore the components of digital media art education management for private higher education in Guangdong Province.

Section 3: Result of Data Analysis for Research Objective 2 to propose guidelines for digital media art education management for private higher education in Guangdong Province.
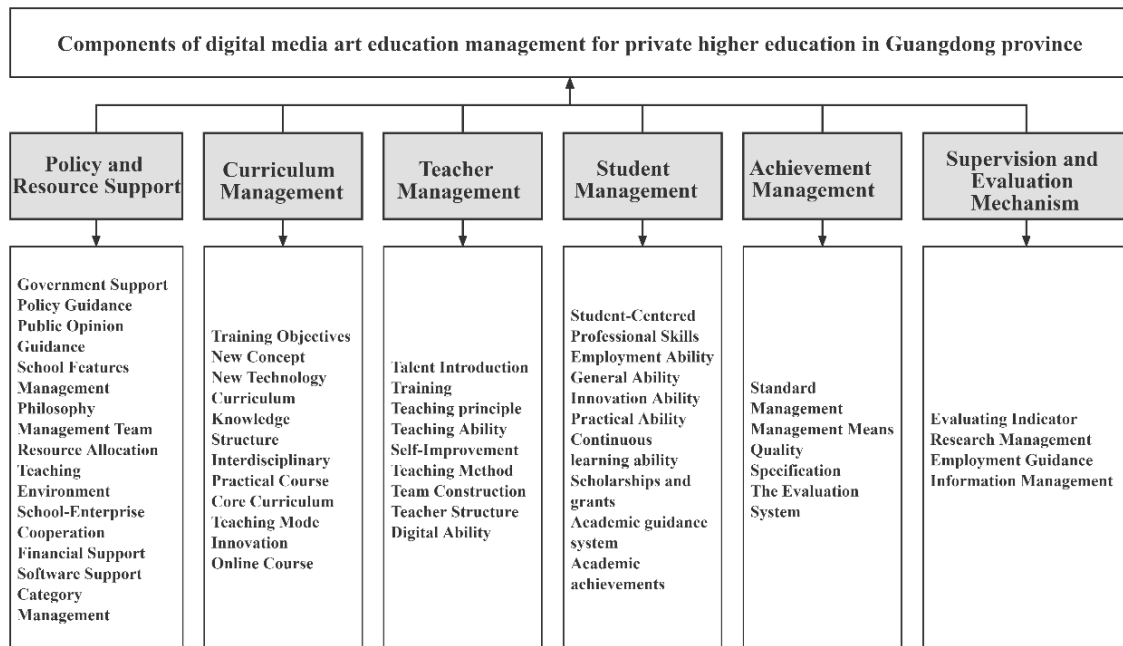
Conclusion and discussion

Through qualitative and quantitative research, the components that affect the education management of private higher education in Guangdong Province are obtained, including six parts and 48 variables (See Figure 1). Includes Policy and Resource Support, Teacher Management, Student Management, Curriculum Management, Achievement Management, Supervision and Evaluation Mechanism.

Section 1-2, as a guide, Propose a draft model for digital media art education management for private higher education in Guangdong Province. The framework is shown in Figure 2.

The model consists of 6 parts. Each part influences and correlates with the other. The core part includes: Student Management, Curriculum Management, and Teacher

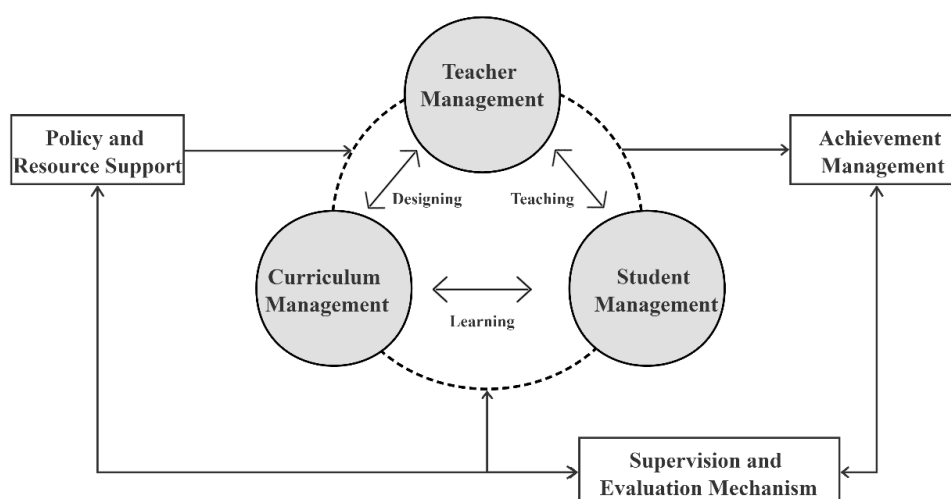Management, forming a stable triangular relationship through teaching design, teaching process, and learning process, and can independently form quantifiable results.

Components of digital media art education management for private higher education in Guangdong province

Policy and Resource Support	Curriculum Management	Teacher Management	Student Management	Achievement Management	Supervision and Evaluation Mechanism
Government Support Policy Guidance Public Opinion Guidance School Features Management Philosophy Management Team Resource Allocation Teaching Environment School-Enterprise Cooperation Financial Support Software Support Category Management	Training Objectives New Concept New Technology Curriculum Knowledge Structure Interdisciplinary Practical Course Core Curriculum Teaching Mode Innovation Online Course	Talent Introduction Training Teaching principle Teaching Ability Self-Improvement Teaching Method Team Construction Teacher Structure Digital Ability	Student-Centered Professional Skills Employment Ability General Ability Innovation Ability Practical Ability Continuous learning ability Scholarships and grants Academic guidance system Academic achievements	Standard Management Management Means Quality Specification The Evaluation System	Evaluating Indicator Research Management Employment Guidance Information Management

Figure 1: Components of Digital Media Art Education Management for Private Higher Education in Guangdong Province

Teachers influence the realization of students' training goals through curriculum design and teaching process, and students complete learning goals through course learning and teacher guidance; Curriculum management reflects the teacher's teaching ability, and the teaching level of teachers is an essential success of educational management and affect the height of development; the achievements of teachers are through the accumulation of teaching and curriculum construction to achieve the achievement of achievement goals.

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However, this stable relationship is subject to policy environment influence, conditional support, and supervision management, which will affect the height of achievement of all outcomes. All management activities must comply with the restrictions of relevant laws and management norms, and the restrictions often come from higher-level management requirements. The teaching management of digital art majors has formed a stable change and development within it

Figure 2 Digital Media Art Education Management Model Framework

A total of 11 experts participated in the focus group discussion. From the focus group results, the researcher summarized the results obtained from the interviews in the order of highest frequency. Finally, a total of 17 guidelines are sorted out. As following:

1) Private colleges and universities shall run their schools according to law and accept the leadership of higher education departments.

2) Strengthen the construction of the teaching environment and other hardware conditions.

3) To plan the development of the digital media arts major following the national industrial development policy.

4) Strengthen the construction of practical courses and cultivate students' practical abilities.

5) Introduce new technologies to adapt to market development and innovate teaching models.

6) Balance the breadth and depth of knowledge.

7) Construct a cross-professional teacher team and strengthen teacher team construction.

8) Strengthen teacher training and sustainable development to enhance teachers' teaching ability.

9) Take students as the center, cultivate students' comprehensive ability.

10) Cultivate students' diversified employability.

11) Cultivate students' self-study ability and lifelong learning ability.

12) Formulate teaching quality standards.

13) Standardize teachers' scientific research activities and improve teachers' scientific research achievements.

14) Strengthen employment guidance and improve the employment level of students.

15) Establish a student evaluation system.

16) Establish an employment feedback mechanism.

17) Improve the level of information management in education management.

The researcher formed the following education management model through literature research analysis, in-depth interview analysis, questionnaire survey analysis, and focus group discussion analysis. LIYONG's model on digital media art education management for private

higher education in Guangdong Province is shown in Figure 2.

(1) Policy and Resources Support

Policy Support is the policy guarantee for managing media arts education, and resource support refers to the resource conditions for the public to run schools. The development of private higher education must conform to the requirements of national laws and norms and obey the leadership of the competent education department. The management of the digital Media Arts program is influenced by various policies from the administration and the teaching administration.

(2) Student Management

Students are the service objects of digital media art education management, and training students' employability is the direct goal of school development. The improvement of employability involves the overall improvement of students' comprehensive ability and is an important indicator to test the level of digital media art education management in universities and colleges.

(3) Curriculum Management

Curriculum construction can provide students with a high-quality teaching service level and improve the efficiency of teaching management. It is the link of digital media art education management, a necessary condition for realizing the interaction between students and teachers, and a critical embodiment of teachers' teaching ability.

(4) Teacher Management

Teachers are the main subject of teaching, the primary responsibility of the teaching activities, and the dominant position in the teaching activities, The improvement of teachers' teaching ability directly affects the realization of the goal of digital media art and the resulting level of education management.

(5) Achievement Management

Achievement Management is mainly reflected in the achievements of teachers and students, including the achievements of curriculum construction. Among them, students' employability is the crucial factor in enhancing the social influence of the development of private colleges and universities, and the production of teachers' teaching and scientific research achievements has become another essential measurement standard of digital media art education management.

(6) Supervision and Evaluation Mechanism

The Supervision and Evaluation Mechanism is the driving force for the reform of the education management of digital media art, which promotes the improvement of the level of teaching management mainly through the formulation of teaching management standards. The sustainable development of educational management depends on the managers' continuous iteration and reform of supervision and feedback.

Necessary execution processes are required during the execution of the model, and the main processes include:

(1) Teacher's course designing process

Course design needs to be within the management of the digital media art major, within the scope of complying with the requirements of the superior department, to complete the design of course knowledge points in line with the talent training plan, and form a systematic interrelated system course. Under normal circumstances, the curriculum design mainly starts from the professional core courses, forms core curriculum resources, and provides
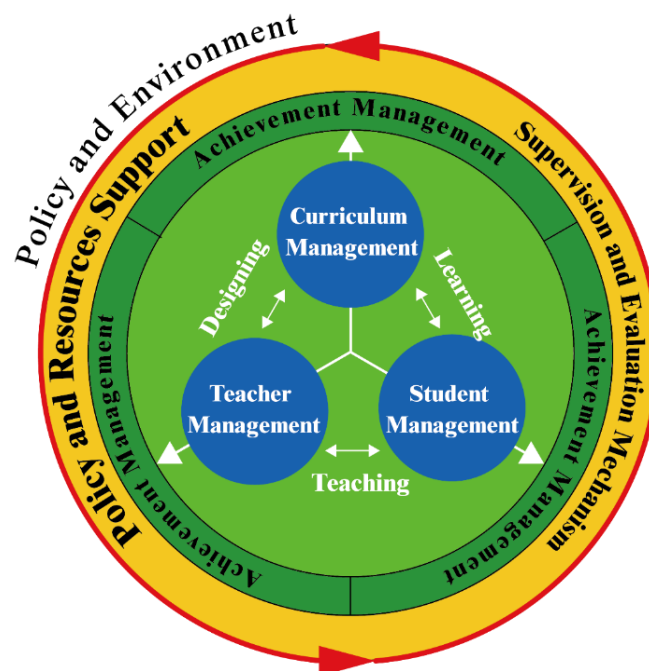
curriculum construction results for the characteristic development of the specialty.

(2) Teacher's teaching process

The teacher's teaching process is the behavior of knowledge dissemination. It is necessary to use the necessary skills and means to drive students to complete their studies and to use new technologies and concepts to carry out necessary teaching reforms to complete the teaching process and finally form teaching results.

(3) Students' learning process

Students' learning process is a process of active and passive learning in a specific learning environment. Schools and teachers should provide hardware conditions, software technology, book resources, practice conditions, project introduction, and other resources according to the actual situation, and can provide personalized guidance to guide the development of student's abilities. Employability is often the best indicator of student learning outcomes, and student's academic and other outcomes can also reflect professional building outcomes.

Figure 3: LIYONG's Model on Digital Media Art Education Management for Private Higher Education in Guangdong Province

Recommendation

(1) Recommendations for policy formulation

Based on The research results of this paper, provide suggestions for policy formulation strategies for managing digital media art in private colleges and universities in Guangdong Province. Content includes:

1) Supportive policies of local governments: Local governments should issue relevant policies to guarantee digital media art in private colleges and universities in Guangdong Province and ensure that the rights and interests of stakeholders and teachers are protected. Policies can include tax incentives, financial support, land use rights, etc., to attract more social forces to participate in developing digital media art education.

2) Social and financial support: Encourage social funds to tilt toward digital media art education in private colleges and universities in Guangdong Province. Through establishing scholarships and special funds, etc., economic support and financial guarantees can promote the development and innovation of digital media art education.

3) The education department can take encouraging measures. Such as setting up awards, organizing professional competitions, providing teaching resources and guidance, etc., to encourage students and teachers to actively participate in innovative research and practical activities and improve digital media art education in private colleges and universities.

4) Social supervision: Establish a social supervision mechanism to strengthen the evaluation and monitoring of digital media art education quality in private colleges and universities in Guangdong Province to improve teaching quality and management level. Social supervision can be achieved by conducting evaluation activities and listening to opinions and suggestions from all walks of life.

5) Establish an industry cooperation and exchange mechanism: The close cooperation between digital media art education in private colleges and universities in Guangdong Province and the industry is a meaningful way to improve teaching quality and cultivate talents. Industry cooperation and exchange mechanisms, establishing internship bases with related companies, holding industry seminars, and inviting industry experts to lecture, can improve students' practical ability and employment competitiveness.

(2) Recommendations for practical application

This paper provides guidance and reference for the management practice of digital media art in private colleges and universities in Guangdong Province.

1) In terms of characteristic school-running: explore how to combine the school's situation in digital media art education to create school-running characteristics. By exploring and strengthening the school's unique characteristics, such as special teaching methods, professional directions, or industrial cooperation, more students and teachers can be attracted to participate, and the influence of the school and the popularity and competitiveness of the profession can be enhanced.

2) In terms of the stability of the teaching staff: focus on improving the stability of the teaching staff. This can be achieved by providing exemplary opportunities for professional development, establishing effective incentives, and providing continuous teacher training. At the same time, establishing an excellent teacher-student relationship and promoting cooperation and communication among teachers can enhance teachers' job satisfaction and teaching quality.

3) Regarding the systematization of course construction: In digital media art management, course construction must be carried out systematically. Includes identifying course objectives, developing a detailed syllabus and course content, and designing teaching and assessment methods that suit students at different levels and interests. In addition, establishing a curriculum system closely integrated with industry and market needs can improve students' employment competitiveness.

4) In terms of the reliability of teaching quality: explore how to establish a scientific and practical teaching quality evaluation system. Ensuring the reliability of teaching quality is the key to digital media art management. This can be achieved by establishing a practical teaching quality assessment and feedback mechanisms. Teachers should regularly accept peer reviews and teaching observations and actively participate in teaching training and professional development activities. At the same time, channels such as student evaluation and off-campus practice were established to collect students' feedback on teaching quality and further improve teaching methods and content.

5) Regarding the comprehensiveness of student management, student management is a part that cannot be ignored in digital media art management. Administrators should address students' learning needs and individual differences and provide personalized learning support and guidance. At the same time, establish a sound student management system, including student evaluation, reward, and punishment mechanisms, as well as student activities and community organizations, to promote students' overall development and active participation.

(3) Recommendations for further research

The research of digital media art education management in private universities in Guangdong Province is based on extracting many samples, analyzing them through scientific data analysis methods, and gaining the recognition of expert focus groups. Therefore, the education management

model of this study is scientific, effective, and practical.

However, the educational management model in this study is a predictive theory, which fails to predict and consider various specific problems that may occur in management practice, and the number of samples collected is relatively limited. Therefore, the model still needs to be tested in practice, and the maximum advantages of the model can be finally reflected by constantly adjusting the collection and analysis of the model data.

Many aspects still have not been thoroughly studied in this paper, especially the research around the core components of curriculum management, teacher management, and student management. The main possible scope of research is as follows:

1) Explore how to introduce practice-oriented teaching methods in digital media art education management: Study how to integrate practice and project-driven teaching methods into digital media art teaching management and improve students' practical operation ability and problem-solving ability through their participation in practical projects and practical operations.

2) Explore how to provide personalized learning support for students in the management of digital media arts education: Study how to use technical means and personalized learning platforms to provide customized learning support and feedback for students to meet the learning needs of different students and improve the learning effect.

3) Explore how to strengthen the construction of teachers in the management of digital media art education: Study how to train and introduce high-level teachers with the

ability of digital media art teaching and management, strengthen the construction of teachers, and improve the teaching quality and students' learning experience.

4) Explore how to establish an industry cooperation and exchange mechanism in digital media art education management: Study how to establish a close cooperation and exchange mechanism with related industries and incorporate practical application scenarios and industry needs into the digital media art teaching management to cultivate talents who meet the requirements of the industry.

5) Explore how to evaluate and improve the teaching effect in digital media art education management: design a scientific and practical evaluation system, evaluate the digital media art teaching management, find out the problems and deficiencies in time, and improve and optimize.

Different educational management models proposed by different countries, institutions, and scholars based on different purposes and perspectives can only be applied to practice and guide practice after repeated arguments and experiments. This study only puts a preliminary management model of digital media art education management in private colleges and universities in Guangdong Province, and more in-depth research and practice are needed, hoping that it will be beneficial to the promotion of digital media art education management in private universities in Guangdong Province in the future.

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