

A Case Study of Audile & Visual Art Expression Courses in Teaching Film & Television Art in Higher Education

Qian Guo

598073391@qq.com

Chengdu Vocational University of the Arts, No.115, Baiyun Road, Chengdu, China

Abstract. The rapid change of film and television equipment has accelerated the development and change of the film and television industry, which puts forward higher requirements for talents in film and television art. Audile & Visual Art Expression course is the basic course for film & television art majors in colleges and universities, which is an important part of cultivating film & television talents. This paper reviews the relevant history of Audile & Visual Art Expression course, and finds that the existing teaching cases to carry out related teaching activities can only complete part of the teaching work, unable to realize the comprehensive development of film and television talents, and then the researcher puts forward the realistic problems about the timeliness of the cases, the originality of the cases, the diversity of the cases selected and the teaching hardware and facilities, and puts forward the corresponding solutions to promote the application and development of the teaching cases of Audile & Visual Art Expression course. development of teaching cases in audiovisual language courses.

Keywords: audile & visual art expression, film & television education, case study.

1 Introduction

1.1 Research background

Along with the rapid development of all aspects of society, the art and technology of film & television are constantly developing with the rapid change of science and technology and hardware and software equipment. Film & television art is an important part of the composition of the spiritual world of mankind, and it has an important role and significance on human behavior and emotions and other aspects [1]. Film & Television art education is an indispensable part of college education. Along with the development of China's film & television art, film & television art majors have been widely carried out in colleges and universities all over China, and have achieved better results [2]. Audile & Visual Art Expression course exists in all the film and television professional courses, is a professional foundation course, this course is the foundation of the Audile & Visual Art Expression, is the introduction of the language of film and television and the presentation of methods and techniques, in addition to this also contains a wealth of knowledge and content of the language of film and television [3]. Audile & Visual Art Expression course is the foundation of all the direction courses of Film & Television, which can lay a solid foundation for Film & Television Art in colleges and universities, and the good

combination of course theory and practice can meet the needs of professional Film & Television talent training and employment.

The use of cases for teaching Audile & Visual Art Expression courses is a skill acquired by many teachers in Film & Television Art programs in colleges and universities. Teachers and students through the case of Audile & Visual Art Expression course teaching and learning not only can fully develop the discussion, active classroom atmosphere, but also master the creation of film and television fundamentals of the relevant methods and operations, improve the teaching efficiency and quality of the course [4].

1.2 Research significance

The significance of this research is divided into two parts, the first part is theoretical significance, and the second part is practical significance. Theoretical significance: Film & Television art did not originate in China, China's Film & Television art education started later than that in Europe and the United States, and the current talent training mode of film & Television majors in colleges and universities combined with the needs of the market is also constantly exploring and progress. Audile & Visual Art Expression course as a professional foundation course, with the film and television courses have a greater impact on the teaching and learning research of this course continue to improve and actively summarize to promote the benign development of film and television education, film and television education for the exploration of more possibilities. Practical significance: the case can better accomplish the course objectives of theory and practice of Audile & Visual Art Expression, and guide students to extend from theory to practice; the case display of Audile & Visual Art Expression makes the course content richer and more vivid, and stimulates the students' enthusiasm for learning and desire for speaking and exploring, and effectively transforms them from hobbies to independent knowledge, improves the ability of active learning, and effectively guides the creation and production of film and television works. The course will effectively guide the creation and production of movie and television works.

1.3 Research innovation

The content of this research is to compare the current situation and characteristics of film and television education through the study of literature. Audile & Visual Art Expression course as an important basic course for film and television majors, the case of the course is closely related to the teaching objectives of the course [5]. This study starts from multiple perspectives to explore the current problems and solutions in the teaching of cases in the Audile & Visual Art Expression course of Film & Television professional education in Chinese colleges and universities, so as to improve the richness and development possibilities of the teaching of the basic courses of Film & Television majors in Chinese colleges and universities.

The innovation of this study is that the researcher investigated the talent cultivation program and curriculum of Film & Television related majors in several Chinese universities, and discussed with several Film & Television majors about the case teaching of Audile & Visual Art Expression courses, obtaining the actual teaching situation and teaching experience of several universities, which laid a solid foundation for this study.

2 Literature review

2.1 Film and television teaching in higher education

The emergence of Film & Television art has enriched people's lives and enriched their spiritual world [6]. Film and television art presents the world to people at the same time also occupies an important position in communication [7]. In higher education, film and television education is an important part, affecting several disciplines [8]. Optimizing and discussing the teaching of Film & Television has been an ongoing concern for practitioners of Film & Television and scholars of Film & Television art education. Since the birth of film and television works, they have brought new artistic experiences to human beings all over the world and gained a foothold for a long time. Film & Television art accompanies the development of the times and science and technology to progress together, and in college education, the Film & Television market is in line with college teaching from time to time, which promotes the rapid development of Film & Television art education and the requirements of diversified talent cultivation.

The world's first film school was born in Moscow, and many outstanding workers in the film profession completed their professional studies at the Moscow Film Academy [9]. Lenin affirmed the significance of the art of cinema for mankind in terms of thought and life. Subsequently, professional film schools were established in France, Italy and the United States [10]. After the end of World War II, film schools in Prague, Czech Republic, Australia and other countries were also established, and film and television education around the world gradually took shape in scale and systematization.

China's Film & Television education originated from the 1920s to the 1930s, during which a number of professional schools for the training of Film & Television talents appeared one after another, laying the foundation for the development of China's Film & Television education and film & television market [11]. In the mid-1950s, the establishment of Beijing Film & Television Academy and Beijing Broadcasting Academy formed the foundation of the Film & Television education system in colleges and universities today. specialized art colleges and comprehensive colleges and universities have also opened Film & Television art majors, which has led to the continuous development and improvement of film & Television education in colleges and universities.

To this day, the development of Film & Television art is changing rapidly with the progress of science and technology, and Film & Television art has become an important part of people's lives and gained the favor of people all over the world [12]. Colleges and universities all over the world have opened Film & Television art majors to escort the development of the industry. Film art is one of the seven major art systems, which is well recognized by people and has an important significance in cultural dissemination [13]. Film & Television art education with the development of the discipline, gradually formed a perfect system. Film & Television art professional class curriculum theory and practice in parallel, from the teacher's point of view, practice is the test and extension of the theoretical content. The advent of the digital era has provided a good development platform for film and television education [14], enhanced the professionalism of film and television education practitioners, and provided a guarantee for film and television teaching. Schools around the world that offer Film & Television art majors fully comply with the requirements of the times, focusing on market and teaching convergence,

electronic resources, focusing on the cultivation of skilled personnel and teaching exchanges, and escorting the stability of the industry and the output of talents.

2.2 Current situation of Audile & Visual Art Expression courses

In the Film & Television Art curriculum, Audile & Visual Art Expression is an important component and an important foundation for the Film & Television Orientation Program. Audile & Visual Art Expression courses are of great significance to the cultivation of talents specialized in Film & Television Art [15]. In the twenty-first century, Film & Television Art & Visual Art Expression and Film & Television Technology are developing in parallel, and the curriculum of Film & Television art majors in Chinese colleges and universities has been gradually improved, and the Audile & Visual Expression or Film & Television Language courses are set up in the first year of the freshmen's college courses.

Audile & Visual Art Expression courses in the teaching process, the use of cases is a common teaching method [16], the use of good cases can achieve the established course objectives and increase the degree of student absorption of knowledge. However, there are some problems with the use of cases in the teaching of audiobook courses. Firstly, the timeliness of the cases, the cases are too old, the content is too far away from the teaching time, the cases are not updated in time and other problems may lead to the teaching can not attract the attention of the students, stimulate the interest of the students, resulting in the realization of the teaching objectives are difficult [17]. Secondly, the cases are more common, and the originality of the cases used by teachers is low, which may lead to a decrease in students' trust in their teachers, and when discussing the knowledge and content of the cases together, they may disagree on a certain knowledge content and then fail to reach a consensus. Again, China's film and television industry is developing rapidly, and the industry hardware and software equipment is changing rapidly [18]. From the perspective of college students' employment, Audile & Visual Art Expression course case selection is single, only China's film and television work cases, or only other countries' film and television work cases, can't meet the current film and television market for film and television talents of the diversified development requirements. Finally, it is the problem of teaching hardware facilities.

Both Film & Television art practitioners, or Film & Television art educators are very clear about the importance of hardware facilities for the creation of Film & Television art works, in the Audio & Visual Art Expression course, the case display due to hardware facilities can not be a good demonstration, will directly affect the course progress and the classroom atmosphere, teachers and students of the teaching knowledge of the whole content are directly affected. Film and television teaching if the teaching hardware facilities can not keep pace with the industry, will not only directly affect the quality of teaching, resulting in the consequences of the university teaching and industry enterprise demand derailment, which will have a direct impact on the employment of students.

3 Discussion

3.1 Importance of cases in teaching

Cases refer to typical and meaningful statements of events experienced by people in production and life [19], and they are often used as a tool for persuasion, reflection and education [20]. In teaching activities, teachers often use cases to promote and complete, provoke students to understand and think about knowledge-related issues. In higher education, teachers use case studies to convey what they want to learn in a relaxed way, and at the end of the program, they can track the learning outcomes of the learners in the first place [21]. In the course lectures of Audile & Visual Art Expression, the use of cases is in line with the characteristics of the course and the discipline, and it is an effective way to reach the course objectives, and the combination of sound and picture cases can effectively guide the understanding and creation of Film & Television art works.

3.2 The importance of cases in Audile & Visual Art Expression courses

Audile & Visual Art Expression is a kind of sensual language that utilizes the reasonable arrangement of audio-visual stimuli to disseminate certain information to the audience, which includes image, sound, editing and other aspects. Film & Television practitioners can use Audile & Visual Art Expression to understand the basic rules of Film & Television creation, explore the expression of picture and sound, and feel the artistic charm of audio-visual combination. Audile & Visual Art Expression course to understand its expression and dissemination effect, analyze the basic elements and structural characteristics, so that students master the modeling function and role of the image, familiar with the role of the image on the fixed lens and the characteristics and functions of the motion lens. Audile & Visual Art Expression is a professional basic course for Film & Television Art Expression majors in colleges and universities, mainly showing the content of the basic and grammatical knowledge of Film & Television language, which is of great significance to the structure of the learner's Film & Television language knowledge and the construction of the Film & Television knowledge system, and has a guiding role in the learner's Film & Television creative practice.

3.3 Innovative approaches to the case learning

The development of teaching activities contains the direction of the activities, the scope of activities involved and the degree of difficulty of the activities, every teaching frontline staff will seriously think about the process of teaching activities and clear the objectives of teaching activities. As far as Audile & Visual Art Expression teaching activities are concerned, the use of cases makes the teaching activities richer, and the process attaches importance to the students' learning feelings, highlights the students' creativity, stimulates the students' active learning, and completes the information exchange between the teachers and the students through the case presentations to enhance the students' professional knowledge learning and practical skills.

Film & Television art professional teaching implementation of the process as a carrier, teaching cases is the core of teaching, so the selection of cases is particularly important. For Audile & Visual Art Expression course case selection is every college Film & Television Art Teachers should pay attention to one of the work links.

First of all, obsolete, the content is too far away from the teaching time of the case, combined with the actual situation of Audile & Visual Art Expression courses to do the selection of merit. In addition, in the selection of teaching cases, attention should also be paid to whether the cases are representative and have good guiding significance in practice, so as to stimulate students' interest in learning and realize teachers' teaching goals.

Secondly, in terms of teaching cases of Audile & Visual Art Expression courses being more common and less original, it is suggested that course teachers increase the number of original film and television cases, from the perspective of the creator, combining the knowledge of the course with the students to show and explain the cases, which will be conducive to the students to establish confidence and trust in the teaching of professional teachers.

Thirdly, the effective school-enterprise cooperation of Film & Television art majors in recent years has increased the effective connection and cooperation between colleges and universities and industries and enterprises. The competitive pressure of the industry is increasing, with the progress of science and technology the hardware and software of film and television equipment are changing rapidly, teachers of Audile & Visual Art Expression courses should select excellent cases in various regions as teaching cases, and give full consideration to the needs of the development of the industry and enterprises, and connect teaching with employment.

Finally, it is the related suggestion of teaching hardware facilities. Teaching of Film & Television art majors in colleges and universities, teaching hardware facilities are particularly important, and good hardware facilities combined with teaching can enhance Film & Television art majors' vocational awareness, ability to integrate information, ability to think, ability to practice, and self-confidence, and help students to familiarize themselves with the characteristics of the profession. In Audile & Visual Art Expression courses, good hardware facilities can guarantee the presentation of cases and escort the implementation of teaching activities. It is suggested that colleges and universities invest special funds for the construction of Film & Television art majors, guarantee teaching equipment, improve the quality of education and teaching, and improve teaching hardware equipment can provide students with more and richer cultural, artistic, sports, scientific and technological environments, which will also promote the all-round development of students.

4 Conclusion

4.1 Importance of cases in teaching

In the teaching of Audile & Visual Art Expression in colleges and universities, case teaching is always present in the course activities and is well received by teachers and students. Although the use of cases in Audile & Visual Art Expression courses has great advantages and high frequency, there are still problems. This paper is based on the understanding and cognition of teaching cases in Film & Television Art Expression courses in colleges and universities, clear the importance of teaching cases in the teaching activities of the courses, and suggests that teachers of Audio & Visual Expression courses pay attention to the timeliness of the cases; increase the number of original cases of Film & Television; cases in Film & Television industry to meet the needs of enterprises; and suggests that college and university administrators to increase the investment in the teaching hardware of the Film & Television class, so as to achieve

the teaching goals of the Film & Television class basic courses. In order to realize the teaching objectives of the basic film and television courses.

Cases of teaching in Film & Television art majors in colleges and universities directly affect the teaching results, and good teaching cases are the foundation and prerequisite for carrying out teaching activities. Through this study, the researcher reviewed the relevant history of Audile & Visual Art Expression courses, and found that the existing teaching cases to carry out related teaching activities can only complete part of the education and teaching work, and cannot realize the comprehensive development of film and television talents. Film and television education is closely related to the progress of society, the importance of film and television case teaching is the foundation of the field of film and television education, pay attention to the relationship between the case and teaching, in order to better complete the film and television education, teaching activities.

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