Research on the Matching Degree Between the Training Direction of Students Majoring in Film and Television Animation and Social Industry in Higher Vocational Colleges Based on Computer Big Data Research

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Abstract. Due to the lack of understanding of the talent demand of film and television industry in universities at the present stage, the specialty of film and television animation practice in higher vocational colleges restricts the matching degree of film and television animation talent training and industry to some extent. But the computer big data can objectively help us to analyze the film and television industry to the talent each aspect demand. Taking tianjin vocational college as an example, this paper analyzes the problems existing in the training of film and television animation talents in higher vocational colleges from the aspects of teachers and teaching modes. Combined with the demand of computer big data, the countermeasures are studied. Finally, this paper discusses the use of computer big data for talent demand analysis of film and television industry, so as to formulate ways and methods to improve the training of film and television animation professionals and the matching of industry demand.

Keywords: Higher Vocational Colleges, Computer Big Data, Film and Television Animation, Matching Degree

1. Introduction
With the development of social division of labour in the direction of specialization, skill and integration, the demand for professional skills of employees is higher and higher, which promotes the vigorous development of China's higher vocational education and the rapid expansion of its scale. The curriculum of higher vocational education is closely related to the market demand, especially in the practical professional aspect of film and television animation, which has innate advantages and cultivates core talents in different industrial chains for China's film and television animation industry. However, in line with the urgent market demand, the film and television animation industry has encountered the bottleneck of talent shortage. Enterprises are thirsty for talents, students have no way to apply for jobs, and talent training is out of line with the demand of animation industry, which makes the development of animation industry in China lack of core driving force. Based on the above background, it is of great practical significance to carry out the research on the training direction and social industry matching degree of film and television animation major students in higher vocational colleges.
2. Situation of film and television animation talents training in higher vocational colleges
At the same time, the domestic film and television animation industry is developing at an amazing speed, which has become a new economic growth point. However, the lack of talents has been perplexing China's film and television animation industry. The key to the lack of talents in enterprises and graduates in higher vocational colleges is the lack of core competitiveness. That is to say, the existing professional ability level of students majoring in film and television animation cannot meet the needs of the industry for talents. The purpose of higher vocational education is to train high-end skilled professionals to meet the needs of the industry for the national and local economic development. The professional education of film and television animation in higher vocational colleges is a kind of ability-based education with professional ability as the core. Professional ability is the core standard to measure the quality of students in higher vocational colleges. However, there are some misunderstandings about the professional ability training of the students majoring in film and television animation[1].

First of all, some higher vocational colleges often confuse students' professional ability with their professional ability, and think that improving professional ability is to improve students' professional ability. Secondly, in the aspect of training students' professional ability, the professional ability of film and television animation students is the ability to operate various software skilfully. Moreover, it is not clear how to cultivate the professional ability of the students majoring in film and television animation in higher vocational education. It is the responsibility of full-time teachers to realize it mainly through classroom teaching. Or think that vocational ability training through employment education, which is the task of Ideological and political education workers, but did not realize that vocational animation students' vocational ability training is a comprehensive system engineering.

3. Problems in the training of film and television animation talents in Tianjin Vocational University
As a model college of higher vocational education, Tianjin Vocational University has always been aiming to cultivate vocational and technical talents to meet the needs of the post. The employment rate is an important indicator to measure the development of higher vocational colleges, so the school attaches great importance to the employment education.

![Figure 1](image)

Figure 1. Career planning of the graduates

According to the investigation on the match between the training of film and television animation professionals and the social industry, figure 1 shows the career planning of the graduates of film and television animation major of Tianjin Vocational University[2]. After further
investigation, it is found that the following problems exist in the training of film and television animation professionals in higher vocational colleges.

3.1. Insufficient cooperation of teachers' team
The teachers of film and television animation major have diverse disciplinary backgrounds, strong professionalism but lack of team cooperation, and lack of compound leading talents who can integrate film and television animation multi-disciplinary. Take the film and television animation major of Tianjin Vocational University as an example. The teacher's professional background includes computer major, animation major, art major, education technology major, etc. However, there are still insufficient interdisciplinary leading talents, as shown in Figure 2.

![Figure 2. Teachers' professional background and corresponding professional ability](image)

Because the major of film and television animation is a relatively comprehensive professional discipline, so in the current professional teaching, the collaborative role of the teacher team has not been effectively played, forming a teaching force, which to a certain extent restricts the construction and development of professional disciplines[3].

3.2. Teaching mode is relatively single
With the continuous development and progress of social science and technology and demand, the film and television animation professional requires teachers to constantly update their teaching content and teaching methods, especially to explore the teaching mode suitable for the training characteristics of film and television animation professional in higher vocational education. At present, most of the film and television animation majors in higher vocational colleges still focus on traditional classroom teaching, with teachers as the center, more theoretical knowledge and less practical teaching, which is not conducive to the cultivation of students' craftsman skills[4].

In addition, the major of film and television animation is an application-oriented subject combining theory with practice, which cannot meet the needs of talent cultivation only by teachers' knowledge infusion and homework after class. Therefore, it is necessary to design teaching mode reasonably, arrange teaching content, arouse students' interest, cultivate practical ability, and keep up with the actual needs of the society.

4. Countermeasures to improve the matching degree between film and television animation professionals and the industry
The training of professional talents of film and television animation in higher vocational colleges should always be guided by the social needs, adjust the professional curriculum structure, update the knowledge and teaching content in time according to the development of film and television industry. First of all, teachers should consciously update the cutting-edge knowledge in the professional field, regularly invite professionals in the industry to give professional cutting-edge lectures, and keep up with the pace of social development. In the form of curriculum construction, project development, school enterprise cooperation, cultivate and strengthen the team cooperation spirit of film and television animation professional teachers. Through team cooperation to make up or improve the professional shortcomings, finally form a learning and collaborative professional team of film and television animation with complementary advantages and high efficiency\(^5\).

Secondly, high vocational university should carry out project-based teaching to improve the students' professional ability, take the productive training room as the platform, organize teaching and practice step by step according to the working process, and through the completion of the project, we can strengthen the students' professional ability and infiltrate the general professional ability. Secondly, introduce enterprises into the school to improve students' professional ability, create a typical enterprise environment inside the school, build a school running mode closely combined with teaching, so that the animation practice teaching does not completely depend on the animation enterprises outside the school, develop their innovation ability and team spirit, improve their ability to solve practical problems, and achieve a higher match with the industry.

5. Conclusions
In summary, if the traditional large-scale and stylized personnel training mode is adopted in the film and television animation major of higher vocational education, it is not conducive to the cultivation of students' practical ability. The training of the students majoring in film and television animation in higher vocational colleges is not a match with the social industry, but a systematic project related to each other\(^6\). Only by improving the professional ability of the students majoring in film and television animation, through project teaching, school enterprise cooperation and other ways to achieve a perfect match between the students' ability and the needs of the industry.

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