

Research on Online Teaching of Art Management Major Based on Deep Learning Under the Background of Internet

Mengfei Xiao
SEGi University
Petaling Jaya
Selangor, 47810, Malaysia

Naiqian Zhang*
Chongqing University Of Arts And
Sciences
Yongchuan, Chongqing,402160
China

Liuhan Liu
Chongqing Technology and
Business University
Nanan, Chongqing,400067, China

Abstract: Research on online teaching of art management major based on deep learning under the background of Internet is conducted in this manuscript. In the process of in-depth teaching, classroom teaching activities are an organic whole, and "teaching" and "learning" are not separated. This requires a change in the professional role of teachers, and the role of knowledge instiller and also teaching task implementer must be abandoned. Art management is an emerging discipline that intersects and organically integrates a variety of modern cultural disciplines and also modern management disciplines. Hence, this paper considers the deep learning ideas to create the efficient ideas of the educational reform.

Keywords: Background of Internet; online teaching; art management major; deep learning

1. INTRODUCTION

In the cultivation of art management professionals, the degree of understanding of art must occupy a high proportion. Art management students need to have certain art knowledge and performance skills before entering the school, because if these basic qualities cannot be achieved, the perception of art will be greatly reduced. Although many colleges and universities and professional art colleges in our country have opened art management majors, there are many problems in theoretical research, curriculum setting and also teaching practice in each school. Based on the review, the listed aspects should be then considered.

(1) Art management professionals should have high ideological quality, good psychological quality and excellent quality and morality. First of all, art management professionals must have a clear understanding of the development laws of art culture.

(2) Art management majors should cultivate the professionals who can integrate art and management, humanities and also history, law and economics. The major of art management should cultivate professionals who can then integrate various disciplines, such as art and management, humanities and also history, law and economy. Therefore, the curriculum of the art management major should not only pay attention to the setting of compulsory public courses, but also reflect the professional concept of the professional curriculum.

(3) From an in-depth analysis, the training task should be to give full play to the functions of universities, demonstrate the advantages of talent training, undertake and implement social missions, break the previous indoctrination, conservative and closed teaching mode, face the whole society and also guide according to actual needs. Students spontaneously accumulate skills, thus serving future career planning and demonstrating strong professionalism.

Art management is an emerging discipline that intersects and organically integrates a variety of modern cultural disciplines

and also modern management disciplines. The rise of this discipline has adapted to the needs of the development of the modern society. It came into being on the basis of the rapid development of culture, art, management and other related disciplines. In the figure 1, the online teaching example is presented. In the next sections, details will be studied.



Figure. 1 The Online Teaching Example (URL: <https://www.forbes.com/sites/enriquedans/2020/11/30/whether-we-like-it-or-not-online-teaching-is-the-future-so-lets-start-learning-how-to-do-itproperly/>)

2. THE PROPOSED METHODOLOGY

2.1 The Art Management Major

Traditional aesthetics and also literary theory have always regarded creativity as the unique quality of an artist or artistic creation, but this concept has changed today. In the cultivation of art management professionals in colleges and universities, we should grasp the appropriate path to implement relevant work, start with the construction of project-based operation mode and the combination of theory and practice, and output high-quality talents for the country and society.

One of the important purposes of art management is to provide artists with good creative projects, find a good sales channel for art works, and make the spiritual and material costs paid by art creation subjects get timely and effective returns. Obviously, the mission of art marketing That's it. Art marketing can mobilize people, money, and materials inside

and outside the art industry to the greatest extent, and carry out effective planning, organization, and coordination.

Art marketing staff maximize the profits of their works through marketing knowledge, public relations knowledge, and legal knowledge that artists do not have. We should consider the following perspectives.

(1) Judging from the professional curriculum design of art management major, art management needs to combine the management, art, cultural policy, cultural sociology and also cultural economics and other majors and also the courses. The collaborative innovation capabilities among some various professional disciplines pose a high challenge.

(2) What is the difference between art management and cultural industry management? It is very important to distinguish the two correctly for the professional layout and curriculum setting of Chinese universities. Otherwise, the homogeneous teaching will lose the characteristics of the art management majors in art colleges, and graduates will be confused with cultural management students in ordinary comprehensive universities, and the characteristics and advantages of art majors will not be highlighted.

(3) Let students use their imaginations, express their views, have more ideas and more innovative arguments, and be able to fully participate in it. Through the two-way interaction and discussion between teachers and students, the ability of art management professionals to then deal with problems will be enhanced with the enthusiasm and applicability to choose the best solution.

Therefore, we believe that art management is completely different from business management in essence, and also different from cultural management in the general sense. It is a special management profession. The reason why it is special is then due to the characteristics of the above-mentioned art compared with other general disciplines, and it is definitely not the reason why the commentator is in an art school, let alone the subjective wish of the individual.

2.2 The Internet Deep Learning Integration

Deep learning mainly refers to the learning method opposite to the shallow education. Deep learning mainly refers to the process in which students constantly touch the essence of the things and master core theories through learning and cognition. Deep learning, as an objective description of the students' learning status, mainly refers to the systematic understanding and mastery of the knowledge learned by college students with the help of teachers by focusing on learning projects with certain difficulties through diversified learning methods and critical learning thinking.

The team of Chinese scholars He Ling and Li Jiahou put forward the concept of deep learning based on my country's national conditions and pointed out that deep learning is based on understanding, critically learning new ideas and new facts, and then integrating them into the existing cognitive structure to generate connections, and can transfer existing knowledge to new situations for decision-making and problem-solving learning. Students' deep learning in the true sense needs to be based on the in-depth guidance of teachers. Therefore, under the guidance of general pedagogy theory, in-depth teaching emphasizes the subjective initiative of students. Based on the concept of the knowledge and learning, teachers should guide students to learn systematically and comprehensively, and

promote learners to achieve a sense of satisfaction, efficacy, and meaning. Hence, we should follow the listed suggestions.

(1) The new curriculum reform attaches great importance to the cultivation of the core qualities such as learners' practical ability and innovative spirit. Based on this, in-depth teaching requires teachers to then change their teaching concepts. The traditional teaching of the knowledge imparting cannot be abandoned, but the development and comprehensiveness of teaching must also be emphasized.

(2) Deep learning needs to then have: critical understanding, information integration, active construction, general transfer application, problem solving and other characteristics. As far as information technology is then concerned, deep learning requires students' high cognition, high input and high output to understand the core concepts of the subject.

(3) The development of classroom teaching reform in colleges and universities is an effective adjustment to the original classroom teaching mode and structure of the colleges and universities in my country, and plays an important role in improving the quality of the classroom learning for college students and the quality of talent training in colleges and universities in my country.

3. CONCLUSIONS

Research on online teaching of art management major based on deep learning under the background of the Internet is conducted in this manuscript. To carry out the reform of classroom teaching in colleges and universities from the perspective of deep learning, it is necessary not only to understand the concept of deep learning and the situation of classroom teaching in colleges and universities, but also to clarify the adaptability of deep learning and classroom teaching reform in colleges and universities. This paper gives the novel suggestions for the improvement of the recent studies.

4. ACKNOWLEDGEMENT

The achievements of the key teaching reform projects of Chongqing University of Arts and Sciences in 2020, Project No. 200105.

5. REFERENCES

- [1] Wang, Zhuan, and Maofeng Li. "Design and Application of Visual Evaluation Platform for Art Major." In 2022 2nd International Conference on Education, Information Management and Service Science (EIMSS 2022), pp. 425-436. Atlantis Press, 2022.
- [2] Zuo, Yifan, Dan Yao, and Mu Zhang. "Exploration and Practice of Innovation and Entrepreneurship Awareness Embedded in Experimental Teaching of Economic Management Major Undergraduates: A Case Study from China." *Higher Education Studies* 10, no. 3 (2020): 53-62.
- [3] Hood, Louisa, Adrian R. Bailey, Tim Coles, and Emily Pringle. "Liminal spaces and the shaping of family museum visits: a spatial ethnography of a major international art museum." *Museum Management and Curatorship* 37, no. 5 (2022): 531-554.
- [4] Daulay, Muhammad Cahya Mulya, and RR Mega Iranti Kusumawardhani. "Animation Major for Undergraduates: Practice and Challenges." In International Conference of Innovation in Media and Visual Design (IMDES 2020), pp. 150-156. Atlantis Press, 2020.

- [5] He, Jianbo, and Zhen Wang. "On Practice Teaching Reform of Tourism Management Major in Colleges and Universities." In 2019 International Conference on Advanced Education and Social Science Research (ICAESSR 2019), pp. 100-103. Atlantis Press, 2019.
- [6] Yu, Hang. "The Exploration and Practice of the Teaching Reform of the Animation Major Film and Television Courses under the Background of" Innovation and Entrepreneurship."
- [7] Gustafsson, Christer, and Elisabetta Lazzaro. "The innovative response of cultural and creative industries to major European societal challenges: Toward a knowledge and competence base." *Sustainability* 13, no. 23 (2021): 13267.
- [8] Matthews, Tony, and Sophie Gadaloff. "Public art for placemaking and urban renewal: Insights from three regional Australian cities." *Cities* 127 (2022): 103747.
- [9] Jung, Seok-ho, Seong-ho Lee, Jihee Min, Mee-hye Lee, and Ji Whan Ahn. "Analysis of the state of the art of international policies and projects on CCU for climate change mitigation with a focus on the cases in Korea." *Sustainability* 13, no. 1 (2020): 19.
- [10] Carbone, Florencia, Karen Van den Houte, Linde Besard, Céline Tack, Joris Arts, Philip Caenepeel, Hubert Piessevaux et al. "Diet or medication in primary care patients with IBS: the DOMINO study-a randomised trial supported by the Belgian Health Care Knowledge Centre (KCE Trials Programme) and the Rome Foundation Research Institute." *Gut* 71, no. 11 (2022): 2226-2232.