Cultivation of Students' Creative and Entrepreneurial Ability in Film and Animation Major under the Background of Culture and Venture Industry

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Abstract: With the rapid development of the cultural industry and the continuous influence of innovation and entrepreneurship, the output of high-quality film and animation professional innovation and entrepreneurial talents is an urgent need for talents in the social and film and television animation industry, a prerequisite for the prosperity of the cultural and creative industries, and also a powerful country in China. The basic guarantee of soft power. However, the talents for innovation and entrepreneurship in film and television animation specialized in western universities are faced with the problems of low quality, insufficient quantity, unbalanced distribution of regional and film and animation industries, and so on, which have become the "bottleneck" that restricts economic and social development. This paper puts forward the idea of innovation and entrepreneurship education based on the cultivation of film and television animation talents, and distinguishes the innovation and entrepreneurship education implemented by film and TV animation and comprehensive colleges and universities relying on management and business studies, and clarifies the typical characteristics of film and TV animation innovation and entrepreneurship education: innovation for the United States, entrepreneurship and entertainment , the coupling of innovation, entrepreneurship education and professional education.

1. Introduction

With the vigorous support and promotion of national policies and the rapid development of innovation and entrepreneurship, China's film and television animation industry has shown a good development trend and gradually entered the high-speed track of industrialization development. According to market rules, industrialization will inevitably require scale. The large-scale development of the film and television animation industry will inevitably bring about the subdivision of positions and technologies. It needs not only elites skilled in art creation, but also a large number of highly skilled and creative entrepreneurial talents. From an industrial point of view, film and television animation production consists of three parts: pre-planning, mid-term

production, and post-composition. It presents the middle (production) and two (preliminary planning, post-composition) trends.　Both front and rear need creative talents with higher cultural and artistic accomplishments, while the middle part needs more talented people with strong sense of responsibility and hands-on skills.　This article starts from the cultural industry and analyzes the value of people's creativity, and thus draws people's new requirements for the current film and television animation industry.　Understanding of the continuous development of the times, people nowadays pay more and more attention to the enrichment of spiritual life. Film and television animation has not only served children, but it has occupied an increasingly important position among young people.　In order to adapt to the requirements of the times, we constantly innovate the development of film and television animations to promote the development of the film and television animation industry in China.

2.　Significance of Research on Innovation in Movie and TV Animation

2.1.　Theoretical Significance

Through the development of the history of film and television animation education in colleges and universities; innovation and entrepreneurial talent training theory construction; analysis of the status quo; reform of a more closed education system; from the basic ideas, innovative ideas, ways to achieve the proposed training ideas and methods.　The paper's research on innovative talents in film and television animation in colleges and universities, whether from the perspective of the scope of the study or from the perspective of the content and system of research, can be said to make up for the lack of theory in film and television animation education in colleges and universities. The construction and development of China's film and animation education research system provides an important theoretical basis.

2.2.　Practical Significance

(1) With the help of the state to speed up industrial development, the development of education will inject a steady stream of blood into the long-term development of the film and television animation industry.　While facing opportunities, colleges and universities also shoulder responsibilities and face challenges.　The research on the innovation and entrepreneurship training of college film and television animation professionals is a need for the development of film and television animation industry and its own survival and development. The film and television animation innovation and entrepreneurial talent training system should be based on its pace, and the pace must be consistent with the development of film and television animation innovation and entrepreneurship industry before it can be in market economy. Instinct preserves living space.　(2) The use of resource advantages to develop animation subjects, to achieve the interactive and harmonious development of regional cultural heritage and discipline construction.　The presentation of regional culture in the form of animation is undoubtedly the most intuitive, visual, and convenient form of expression for the transmission and promotion of traditional culture.

3.　Analysis of the Status Quo of Film and Television Animation Professional

3.1.　Lack of Investment in Professional Construction and Lack of Teaching Knowledge Structure

Nowadays, the college must cultivate a talent for film and television animation. At least the following five aspects should be included in the teaching of knowledge structure: the foundation of

art, the language of film, the laws of film and television animation, and the design movement and computer software application capabilities.   There are only a few colleges and universities that have the ability to complete the above four aspects of teaching.   In addition, there are almost no institutions capable of cultivating cartoon scriptwriters, directors, original animators, sub-cameras, and design drafters in an all-round and targeted manner.   The film and television animation industry in most colleges and universities is no longer the traditional film and television animation profession. It is just a digital design professional or digital film and television production professional that involves networking, film and television advertising, and 3D design.

3.2. Irrationality and Blindness in Professional Settings and Positioning

From the chapter on enrollment of higher vocational colleges and universities distributed overwhelmingly, it can be seen that for graduates of film and television animation, this section often mentions that after graduation, students are suitable for game companies, animation companies, film production companies, and software companies. Advertising companies, film and television companies, television stations, educational institutions, magazines, publishing houses, real estate, online media, related colleges and research institutes, and their own businesses.   It can be seen that the training objectives of many school animation majors are not only too broad, but also have no targeted, large and inappropriate cultural goals. In fact, they are not equivalent to cultivating goals. Without a certain training goal, it is determined by the lack of professional training ability.   The fact is that many colleges and universities are immersed in two or three animation professional courses such as sub-camera design and introduction to film and television animation in the original computer specialties and graphic design professions, and have become professional editions of film and television animation.

4. Film and Television Animation Professional Penetration Innovation and Entrepreneurship Education is Imperative

At present, most students lack a sense of creativity and creativity to a considerable degree, and they have a strong dependence.   This situation is not suitable for the current situation.   Therefore, in education and teaching, we must help students change their concepts, especially change the concept of employment, from "find a good job" to "I want to create a new job," from just thinking "where there is good work" Change to "What am I going to do and what can I do?"   Therefore, the primary task of entrepreneurship education is to help students change their concepts, especially to change the concept of employment, and vigorously promote entrepreneurship.   The most important link in the penetration of entrepreneurship education in professional teaching is to overcome the negative impact of traditional education on modern education.   In traditional education, the same school system, the same curriculum content, the same-size knowledge structure, and the rigid and unchanging teaching methods, "tailored" students with different characteristics and levels, virtually killing students' spirituality and creativity.   Although in recent years, the curriculum system and teaching content of various types of schools are continuously reforming, traditional education models and teaching methods

It has been impacted to a certain extent, but it has not yet been fundamentally reformed. In particular, it has not penetrated or permeated ideas and methods of innovation and entrepreneurship education.   If we do not fundamentally reform the existing education and teaching system, teaching content and teaching methods, entrepreneurship education is empty talk.   The cultivation of innovation and entrepreneurial ability depends on the cultivation of innovation ability and creativity, and the source and foundation of innovation and creation is the personalization of talents.

The cultivation of free personality first needs to establish a diversified quality concept. Everyone has great differences in their inherent potential, disposition, personality, hobbies, aspiration, talent, and adaptability. The multiple quality view under the market economy system requires an open and flexible education and teaching system to protect and develop student differences and individualities. For students' different abilities, such as theoretical research ability, scientific reasoning ability, language expression ability, and writing ability , social organization ability, practical ability, etc. should be given the same attention, cultivated in different ways, allowing students to have special development in certain capabilities. Only in this way can all types of students, theoretical, speculative, learning, design, application, management, and management, fully display their personalities and become creative talents with different characteristics and specialties.

5. Film and Television Animation Industry Innovation and Entrepreneurship Survey

5.1. Questionnaire Design

In this survey, the information collection survey lasted for 2 months, the survey was high proofs are selected according to the principle of simple random sampling. Students from five universities in the city were selected. SPSS 19.0 statistical software was used for data statistics and analysis.

5.2. Multivariate Statistical Analysis

There are many kinds of multivariate statistical analysis methods, and correlation analysis and multiple regression analysis are mainly adopted in this study.

First, correlation analysis is a statistical method to study the correlation between random variables, which studies whether there is a certain interdependent relationship between phenomena, and discusses the correlation direction and degree of specific interdependent phenomena. The correlation coefficient r has a value between -1 and 1, but can be any value in this range.

Second, multiple regression analysis is used to solve the problem of using multiple independent variables to estimate or predict the value of a dependent variable, and to make clear the actual influence of different independent variables on the dependent variable. The expression is:

$$y = b_1 x_1 + b_2 x_2 + ... + b_K x_K + a \tag{1}$$

$$Y = B_1 X_1 + B_2 X_2 + ... + B_K X_K \tag{2}$$

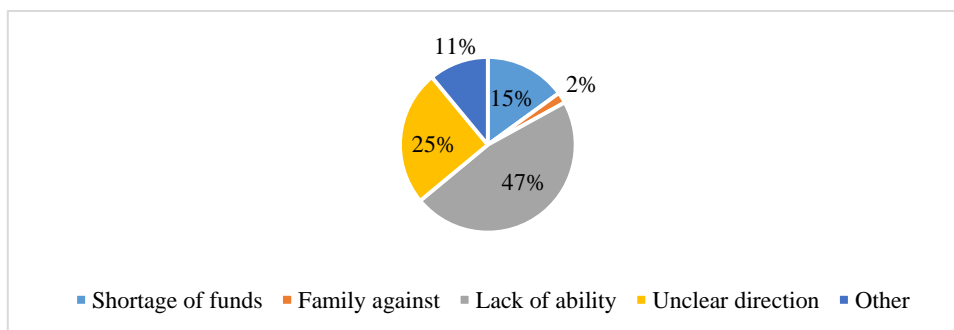### 5.3. Results of Questionnaire Survey

Figure 1. Reasons for not innovating or starting a business

As shown in Figure 1, according to the analysis of survey data, 47% of those who do not plan to innovate and start a business due to their own ability and lack of experience; 25% with unclear

direction; Capital shortage accounted for 15%; Only 2% of students do not plan to start their own business because their families oppose them. It can be seen that the reasons why college students do not plan to innovate and start their own businesses are mostly their own, and they still need to improve their ability and accumulate experience.

Table 1. Total score of innovation and entrepreneurship ability and scores of each dimension

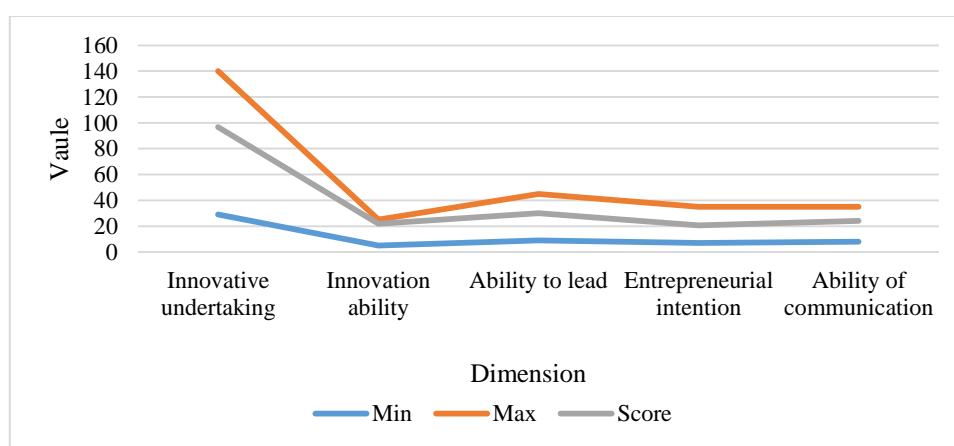| Dimension	Min	Max	Score
Innovation and entrepreneurship	29	140	96.66
Innovation ability	5	25	21.79
Ability to lead	9	45	29.99
Entrepreneurial intention	7	35	20.70
Ability of communication	8	35	24.18

Figure 2. Total score of innovation and entrepreneurship ability and scores of each dimension

As shown in Table 1 and Figure 2, the average score of the innovation and entrepreneurial ability scale of the research object is 96.66 points, among which the average score of entrepreneurial intention is 20.70 points, the average score of interpersonal skills is 24.18 points, the average score of leadership is 29.99 points, and the average score of innovation ability is 21.79 points.

6. Film and Television Animation Innovation And Entrepreneurship Training

6.1. Animation of Film and Television of Intangible Cultural Heritage

At the moment, many intangible heritages in China are at risk of disappearing, so protecting the current intangible cultural heritage is the only way that must be passed. If the intangible cultural heritage is animated, it will be able to effectively carry on the inheritance of culture. The material cultural heritage is integrated into the creation of film and television animation. During the production process, historical facts are respected and certain cultural knowledge is integrated. This makes the content of the film and television animation more connotative, making it possible for young people and children to learn not only during the process of watching. The knowledge of material culture is also an effective inheritance of culture. The use of non-material culture as a creative basis for the production of film and television animation and the development of film and television animation products and the production of film and television animations have enabled the non-material culture to be well-inherited. The current non-material culture is also the current Spiritual needs. For the film and television animation in the current market, such as the popular animation "Qing Shi Mingyue", it is a historical stage of our country. The audience can have a clear

understanding of the events of that period through the animated characters, and the animation makes the screen. Feeling stronger and more interesting.

6.2. Digital Museum Design of Cultural Resources

Compared with traditional museums, digital museums have the advantage of convenience and speed, which not only effectively saves people's time, but also can timely obtain what they want. For students of film and television animation, digital museums can help them effectively. The creation of animations, along with a large number of historical models, can facilitate the creation of students' innovations based on national culture and can promote students' creative thinking, thereby creating unique works with individual characteristics.   When designing a museum, it is necessary to make full use of the advantages of information technology to design the museum more intelligently. For example, digital museums for operas can design garment replacement designs and match the design of appropriate props. Students can also use their own faces for Facebook. After the character design is completed, people can design their own characters to perform on the virtual stage of the museum. This can effectively deepen the students' understanding of Chinese opera, and at the same time enable the students to have a basic understanding of the drama in the related animation creation. In the future when creating animations on related topics, it is possible to create relatively high-quality animation works.

6.3. Derivatives Development of Movies and Games

Movie and television animation was once played on television. Nowadays, due to advances in technology, people can use mobile phones to watch movies and TV programs they want to watch. This places more demands on media people. Confined to the episode, it can also be made into a movie. The amount of information contained in the movie is relatively large, and the playing time is shorter than that of the episode. It fits well with people in the fast-paced life. Meanwhile, related companies can make popular film and television animations into games. This can effectively enhance film and television animations for people. Influence, the game is also an effective propaganda for film and television animation.   After the launch of movies and games, related companies can develop their derivatives, such as character dolls, for sale, which can effectively promote the development of the animation industry.   For film and television animation students, there are many kinds of film and television animation works that can be contacted to create effective creative creations based on this, in order to form their own unique style, which will benefit students' future entrepreneurial activities.

7. Conclusion

According to the above, under the background of cultural and creative industries, the training of creative and entrepreneurial abilities for film and TV animation students' needs to focus on the following aspects: from the intangible cultural heritage to the animation, to the digital museum of cultural resources, and to the digital display of exhibitions. Application, Wenbo's peripheral product development, film and game development, and other aspects of the development of students to effectively train, so that it can adapt to the development of the current era, the school needs to actively cooperate with companies, so as to effectively carry out to cultivate. Innovation is the demand of the times. Schools need to continuously carry out innovation and reforms, so as to cultivate a batch of excellent animation talents to promote the development of China's animation industry, reduce the invasion of foreign animation on our country and the impact on the ideology of our country's young people.

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Data Availability

Data sharing is not applicable to this article as no new data were created or analysed in this study.

Conflict of Interest

The author states that this article has no conflict of interest.

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