



# Discussion on the Training Mode of Engineering Talents with Multidisciplinary Cross Integration

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## Abstract

**Background/Objectives** : Under the background of the Chinese Ministry of Education's goal of building a "new type of engineering", the innovative industry has become a new form of development, which has put forward new demands for Chinese universities to cultivate multidisciplinary engineering talents. **Methods/Statistical analysis** : According to the multi-disciplinary cross-integration engineering talent training goal, this research aims to build engineering talents suitable for the "new engineering" goal of the Chinese Ministry of Education from the aspects of building a new media integration professional practice platform, designing training programs, building a curriculum system and a practical education teaching system, etc. The design of the training mode. **Findings** : Take the new media major of Beijing Institute of Graphic Design as an example to conduct research. Combining computer engineering, art, literature and other disciplines, it not only breaks the limitations of traditional discipline classification, but also realizes the core characteristics of cross-integration and leap-forward innovation of new media majors. In terms of professional platform construction, training plan formulation, curriculum system construction, practical teaching system construction, multi-link integration innovation, etc., a new talent training model for multi-disciplinary cross-integration oriented to the new media industry has been gradually established. **Improvements/Applications** : Through the implementation of the research, it can strengthen the integration and application of the multi-discipline and the industry in colleges and universities, and improve the students' ability to solve complex engineering problems through the multi-discipline integration.

## Index Terms

New media, Compound talents, Interdisciplinary integration, Training mode

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## I. INTRODUCTION

In April 2017, the Ministry of Education of China held a seminar on the construction of "new engineering" at Tianjin University. More than 60 Chinese universities, through construction actions aimed at "new engineering", cultivated diverse, innovative and outstanding engineering and technology talents for the future. China's industrial development and international competition provide intellectual and talent support. The seminar pointed out that in order to promote the all-round development of students, it is necessary to grasp the core of "new engineering" talents, cultivate design thinking, engineering thinking, and digital thinking, improve innovation and entrepreneurship, interdisciplinary integration, independent lifelong learning, communication and negotiation ability and engineering leadership [1]. One of the key issues is how to cultivate engineering talents with interdisciplinary integration.

As the main direction of the current university construction and development of the Chinese government, "new engineering" requires that the training of engineering professionals should be based on the development of new engineering disciplines. Ability. A new type of economic development characterized by innovative technologies, innovative industrial forms, and innovative educational models will promote China's economic and industrial upgrading [2].

As a university serving the development of China's new media industry and national strategy, the School of New Media of Beijing Institute of Graphic Communication takes the innovation and industrial needs of the development of China's new media industry as the goal of talent education and training. In order to meet the needs of China's national strategic development and the arrival of the new industrial and technological revolution, the new needs and new trends of the development of the new media industry are taken as the goal of research on multi-disciplinary cross-integration talent training models. From the perspective of talent training, after the establishment of the School of New Media, based on the subject attributes of the existing majors and the current industry background of new media development, with the integration of majors as the starting point, it will discuss the design of inter-professional platform courses and inter-professional practice teaching. , explore and practice the new media compound engineering talent training mode of interdisciplinary professional integration.

## II. RESEARCH BACKGROUND

### A. *The development of new media has become a national strategy, and the development of the media industry has entered a new stage*

The rapid development of the Internet, big data, and artificial intelligence technologies is bringing about tremendous changes in modern society. The implementation of national innovation-driven development and "Internet +" strategies have provided new opportunities and new impetus for national innovation and development. The rate of knowledge update and technological transformation has been continuously improved and shortened, and the needs of national and social development have put forward more comprehensive requirements for talents in terms of knowledge, skills, professional quality, and international vision. The new round of technological revolution, industrial transformation, economic development, and changes in the world pattern make people need more in-depth cross-integration of multiple disciplines when dealing with complex problems. The new industrial form leads to new demands. Therefore, new thinking is required to carry out comprehensive and profound reform and innovation of engineering education, and to cultivate various types of high-quality talents with interdisciplinary ability and innovation and entrepreneurship ability. In view of the development of the new media field, the new-type talent training education concept and education reform integrating art and engineering are put forward in this context.

The new art and engineering integration major, which cultivates interdisciplinary innovative talents, will support and lead the new development of the modern media field, and promote technological progress and industrial transformation in the media field. In summarizing the results of the exploration and practice of new engineering education reform, this paper will take the School of New Media, Beijing Institute of Graphics as an example to discuss the core elements, characteristic innovations and construction inspirations of the new media professional training mode, so as to promote the innovation of the construction of the integration of arts and crafts. Explore and reform practice.

At the same time, in the face of increasingly integrated and complex engineering problems, multi-disciplinary, multi-level and multi-faceted interdisciplinary integration is required to form comprehensive solutions. Future engineering and technology talents must have a multidisciplinary vision and the ability to solve complex problems. As an advanced field of modern science and engineering technology, the new media industry is facing the new environment of the integration and development of new and old media, developing emerging engineering

majors and researching interdisciplinary education. The new model is becoming an important way and method for cultivating top-notch innovative talents, and it has become the basic trend of university education reform in countries around the world.

***B. There is a shortage of talents in the new media industry, and multi-disciplinary integration has become an inevitable trend in the development of college disciplines***

With the rapid development of cultural and creative industries in China and even around the world, the new media industry is gradually showing an unstoppable momentum, and the deep and structural contradictions caused by the shortage of talents and single skills in new media design and production have emerged.

Under the above background, the "2011 Collaborative Innovation Center Construction and Development Plan" issued by the Ministry of Education and the Ministry of Finance emphasized the promotion of multi-disciplinary cross-integration and the emergence of emerging disciplines. As the school's first secondary school with cross-disciplinary integration, the School of New Media of Beijing Institute of Graphic Communication has ushered in an unprecedented opportunity for development. After nearly 60 years of construction and development, Beijing Institute of Graphic Printing has initially formed four characteristic disciplines and professional groups of media technology, media culture, media art, and media management, and has built digital printing, digital publishing, digital media art, digital The new digital media professional group composed of media technology has become a media university with distinctive characteristics covering the entire industry chain of news and publishing.

There are 5 undergraduate majors in the School of New Media, including Digital Media Art, Animation, Photography, Digital Media Technology and Network and New Media. Among them, the three majors of digital media art, animation, and photography belong to art disciplines, and students are admitted through art examinations in the college entrance examination; digital media technology majors belong to engineering, and students are recruited for science students when they are admitted to the college entrance examination. The network and new media major belongs to the liberal arts. Students are admitted to the college entrance examination for a combination of liberal arts and sciences, but the students actually recruited are mainly liberal arts.

Based on the advantageous traditional disciplines, the School of New Media takes the opportunity of the new engineering research and practice project of the Ministry of Education of China to carry out research and practical exploration of the multi-disciplinary

cross-integration engineering talent training model for the new media major. It promotes the cross-integration of traditional disciplines and emerging disciplines, and builds a new curriculum system for the cross-integration of new media, in order to achieve the goal of a composite and cross-type new media engineering major, and drive the construction and development of new engineering disciplines in the school.

### **III. EXPLORATION ON THE CONSTRUCTION OF ENGINEERING TALENT TRAINING MODE OF MULTI-DISCIPLINARY INTEGRATION**

#### ***A. Theoretical Basis of Multidisciplinary Interdisciplinary Integration***

Since the 1990s, American engineering education has set off a wave of "return to engineering" and proposed the establishment of a "big engineering concept". This concept is mainly put forward in response to the phenomenon that traditional engineering education overemphasizes specialization and science and thus separates engineering itself. Therefore, "regression engineering" is actually the original meaning of regression engineering. It is no longer the traditional single scientific professional and technical meaning. It is a large-scale project based on science and technology, including social economy, culture, morality, environment and other factors [3].

In 1994, Joel Moses, Dean of the School of Engineering of the Massachusetts Institute of Technology (MIT), put forward the "Grand Engineering View" of engineering education in "Grand Engineering View and Engineering Integrated Education". "The term of the big engineering view is a return to engineering education for engineering design and is opposed to the research-oriented view of engineering science" [4].

In 1995, the US National Science Foundation published "Rebuilding Engineering Education: Focusing on Change - Report of the NSF Engineering Education Symposium". This series of research shows the reform methods and theoretical basis proposed by American universities in the face of the changing world engineering education.

This theory points out that the development direction of engineering education in today's world is to provide students with a cross-disciplinary and comprehensive knowledge background. Engineering education cannot be seen as a single discipline or major, but as a complex system that integrates natural sciences, humanities and technology and other disciplines to make engineering education pay more attention to engineering on the basis of traditional disciplines. Actuality and the systematicness and

integrity of the project itself.

Multi-disciplinary cross-integration is based on the current and future needs of social, economic, industrial and technological development, and promotes the mutual penetration, intersection and integration of various disciplines in terms of knowledge, theories, methods, technologies and means, and then forms a system that meets current and future needs. New comprehensive disciplines needed [5]. A new comprehensive discipline system formed by two or more disciplines through mutual penetration and integration [6].

Interdisciplinary integration of multiple disciplines can not only generate new disciplines, new discipline development directions and growth points, but also generate new research results, invention patents, engineering products, advanced technologies and promote the formation of new industries. Quality, an important starting point for improving the level of scientific research, is also a concrete manifestation of contemporary university system innovation. It is of great significance for promoting the construction of new engineering.

At present, China's research on engineering talent training with multi-disciplinary integration is mainly explored through talent training methods.

Li Tao (2013) proposed to use the method of multidisciplinary cross-integration, relying on the school's advantageous disciplines, break through the barriers of teaching and research laboratories, integrate internal and external practical teaching resources, and build an innovative practice platform with intensive functions, resource optimization, openness, and efficient operation [7]. Mao Le (2015) [8] discussed the construction of laboratory platform. Wang Guanling (2017) [9] By taking projects as a link and integrating discipline competitions, a multi-disciplinary cross-integration innovative talent training model has been constructed. Yang Qin, Gao Feng, Zhang Jixia (2019) [10] introduced the innovative measures and methods of multi-disciplinary cross-integration propulsion system. These experiences are worth learning from. This article will introduce some explorations and practices carried out by the research group in this area.

Based on this theoretical basis, this research breaks through the barriers of traditional media majors, computer science majors, art majors and other disciplines, and studies the cross-integration of multiple disciplines. According to the talent needs of China's new media industry market, the process of professional refinement and discipline-specific talent training is reversed. According to the needs of the development of new media professional talents in social development, the new training of multi-disciplinary engineering talents is studied. model.

### ***B. Design of engineering talent training mode based on multi-disciplinary integration***

In the construction of a multi-disciplinary and integrated engineering talent training model, there should be four value orientations: the fundamental value of meeting the training objectives, reflecting the overall inheritance and development value of the discipline and professional field, reflecting the unique characteristic value of talent training in colleges and universities, and reflecting The ultimate value of the development of the student body.

Different from the construction of traditional disciplines and majors, the curriculum system of the new media major under the multi-disciplinary cross-integration engineering talent training model should further reflect the characteristics of curriculum modularization and cross-integration. Through cross-integration, the content of course teaching is infiltrated, integrated, reorganized and optimized to achieve the course objectives determined in the professional training plan. Through the modular curriculum system, the cross-integration of multiple courses is realized in the module. In the course module study with clear goals, it can meet the needs of students' all-round development and personality development, and is conducive to the timely adjustment, enrichment and update of the curriculum system.

According to the characteristics and talent needs of the new media major, the design of its curriculum system should be closely focused on the professional training objectives, so the composition of the curriculum system should be composed of general education, professional education and practical education. In addition to general basic courses, general education also includes professional basic courses. Professional education mainly refers to the core courses in the professional direction. Integration and innovation of educational curriculum.

The School of New Media has formed a modularization of new courses in the course system construction, and has initially realized a training plan for the cross-integration of "engineering, culture and art". In the process of formulating the training plan, by sorting out the curriculum logic of the five undergraduate majors of digital media art, digital media technology, animation, photography, network and new media, multiple course modules are formed, and on this basis, the "discipline foundation integration elective" is further formed. Platform", "Professional Course Integration Elective Platform", and "Integrated Innovation Practice Platform" are three interdisciplinary professional curriculum integration levels to solve the problem that professional teaching in different disciplines cannot be integrated.

#### IV. THE PRACTICE OF ENGINEERING TALENT TRAINING MODE OF MULTI-DISCIPLINE INTEGRATION

In the process of exploring the engineering talent training model of multi-disciplinary integration, talent training orientation guides the creation of the training model. The comprehensive integration of the curriculum systems and training programs of different disciplines of "engineering, literature, and art", the effective transformation of scientific research and teaching practice results, and the integration of teaching teams are the core of the construction of new media majors.

The five undergraduate majors of the School of New Media, Beijing Institute of Graphic Arts span the three disciplines of "engineering, literature and art". Its talent training is positioned to cultivate a sense of social responsibility, cultural literacy and innovative spirit, and be competent for team work with an interdisciplinary personnel structure. A compound application-oriented senior professional with the core capabilities of new media art design, new media technology realization, and new media creative communication. Therefore, in the exploration of teaching reform, the new training mode clarifies the new characteristics of "integration" and "crossing", and cross-integration and leap-forward innovation have become the core training mode of new media majors.

##### A. Build a professional practice platform for new media integration

The cross-integration of multiple disciplines is the presentation of a comprehensive discipline system. The interpenetration and integration of different disciplines is not a simple superposition and patchwork of disciplines. develop according to demand. In this process, the realization platform of mutual penetration and organic integration of disciplines is particularly important. The construction of professional platforms reorganizes resources and integrates teaching practice resources of multi-disciplinary majors to provide important support for the smooth and coordinated development of various disciplines.

The platform for the construction of new media majors can be either an entity model of colleges or departments, or a non-entity new organizational structure can be formed by related colleges, departments and disciplines. No matter what form of construction, the construction of a new media professional platform should follow the sharing mechanism, the cooperation mechanism, and conform to the breakthroughs and innovations in the operation

and management system.

Beijing Institute of Graphic Printing has established a powerful new media college by concentrating the school's existing majors and advantageous resources in the new media field. It provides a platform for the training of experimental new engineering talents. It provides an organizational guarantee for accelerating the reform and innovation of engineering education, and builds a realization platform for cross-faculty, cross-disciplinary, and cross-professional training of "new engineering" talents.

In the process of building a new professional platform, we should pay full attention to the integration of inter-professional teaching environment, the integration of teaching teachers and inter-professional teaching, students to practice inter-professional integration, make full use of advantageous resources, break fixed thinking, and achieve integration and innovation in innovation and breakthroughs. Cross-combination and development.

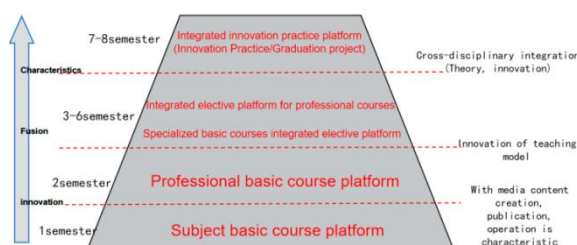


Fig. 1. Overall idea of cross-major training program

##### B. New media cross-integration professional training program

The formulation of the training plan will ultimately guide the direction and orientation of talent training, especially in the professional training of the integration of arts and crafts, in order to achieve the goal of multi-disciplinary cross-integration, the formulation of the training plan should pay more attention to the comprehensive grasp of the needs of talents. The cutting-edge nature of the training program, training according to major categories, and multi-party collaborative education are several important parts of the formulation and implementation of the new media professional training program.

The cutting-edge nature of the training program is a new requirement for talent training put forward by the increase in industrial demand. Correctly predicting the development trend of the industry and the new requirements of this trend for talents is an important prerequisite for formulating training programs, and it is also a new requirement of social development for multidisciplinary engineering talents.

Training according to major categories will be beneficial to the individualized training of students, and lay a solid and broad general education for

professional learning. In the training by major categories, the integration of general education and arts and crafts majors is an effective way to promote teaching reform, and in the process of integration, it will further cultivate the ability of new arts and crafts talents to integrate multiple disciplines.

The measures of multi-party collaborative education can effectively alleviate the practical problem of decoupling college training from industry needs to a certain extent. It is guided by current and future needs, reflects the forward-looking development of training programs, and achieves the expected effect of talent training. certain goals.

According to the industry development trend of "Convergence Media" + "Intelligent Media" and the new requirements of this trend for talents, aiming at the cross-integrated "New Engineering" training mode, the School of New Media of Beijing Institute of Graphic Arts finally established the professional training plan. , requires the students to be trained to have good humanistic accomplishment and aesthetic ability, master the basic theory of publishing and media, have the ability to analyze big data, be proficient in basic programming languages and programming tools such as virtual reality and games, and be able to contribute to the entire industry chain of digital publishing and media. New engineering talents in the publishing and media industry who provide technical support.

The formulation and implementation of the new media college training program reflects the reform and innovation elements of new media. At the beginning of the formulation of the training program, each major developed a program framework based on sufficient research from the industry and academia, and proposed the requirements and drafts of the training program. Guided by the needs of the industry, it responded to the new task of talent training with innovative measures to coordinate and educate people. The pattern of the modern publishing and media industry has undergone tremendous changes. The development trend of the industry has put forward new requirements for talents. The media is gradually developing in the direction of "smart media". The formulation of the training program conforms to the needs of the industry and the times, and has a certain foresight. sex.

Based on the training objectives of the "New Media" major, the training plan also establishes the support relationship of the five undergraduate majors of the New Media College in the process of cross-integration and development. Each major has its own emphasis, providing support for all aspects of the digital publishing and media industry. At the same time, it strengthens the training mode of major categories and forms an inter-professional curriculum platform to solve the problems of the integration of general education and arts and crafts majors and the

integration of arts and crafts majors. Cultivate cross-application-oriented new engineering talents with the new thinking of new media professional development.

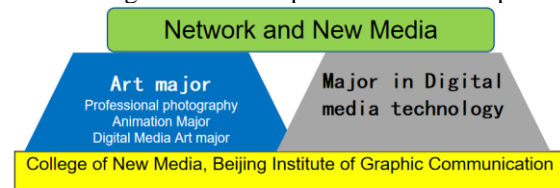


Fig. 2. Logical relation diagram among majors in the college

### C. Building a new media professional curriculum system

The curriculum system is the main carrier of talent training, which is related to the realization of talent training goals and the implementation of professional training standards. From theory to practice, it is an important core of curriculum system construction and the top priority of professional construction.

According to the characteristics and talent needs of the new media major, the design of its curriculum system should be closely focused on the professional training objectives, so the composition of the curriculum system should be composed of general education, professional education and practical education. In addition to general basic courses, general education also includes professional basic courses. Professional education mainly refers to the core courses in the professional direction. fusion innovation.

In the construction of the curriculum system, there should be four value orientations: the fundamental value of satisfying the training objectives, the overall inheritance and development value of the discipline and professional field, the unique characteristic value of college personnel training, and the final value of the development of the main body of students. Different from the construction of traditional disciplines and majors, the curriculum system of new media majors should further reflect the characteristics of curriculum modularization and cross-integration. Through cross-integration, the content of course teaching is infiltrated, integrated, reorganized and optimized to achieve the course objectives determined in the professional training plan. Through the modular curriculum system, the cross-integration of multiple courses is realized in the module. In the course module study with clear goals, it can meet the needs of students' all-round development and personality development, and is conducive to the timely adjustment, enrichment and update of the curriculum system.

The School of New Media has formed a modularization of new courses in the construction of the curriculum system. By sorting out the curriculum logic of the five undergraduate majors of digital media

art, digital media technology, animation, photography, network and new media, multiple course modules have been formed. On this basis, three interdisciplinary professional curriculum integration levels have been further formed: "discipline basic integration elective platform", "professional orientation course integration elective platform", and "integrated innovation practice platform" to solve the problem that professional teaching in different disciplines cannot be integrated.

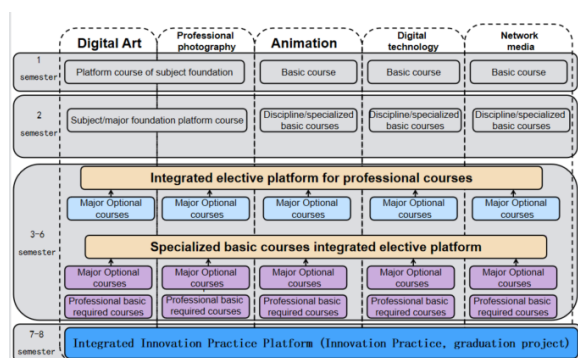


Fig. 3. Overall framework of cross-specialty training program

#### D. Constructing a practical education and teaching system for new media majors

Practice is the essence of the new media major, and it occupies an important core part in the professional education and teaching system. Practice is the fundamental method for testing talents and the basis for innovation and integration. Practical education is an effective form to promote the cross-integration of multiple disciplines. It runs through the whole process of cultivating talents in new arts and crafts, so as to cultivate talents with integrated thinking and comprehensive ability and literacy.

Professional practical education is a comprehensive and comprehensive practical teaching training for students, and its core features of "integration" and "crossing" are particularly distinctive. It is necessary to achieve the integration of interdisciplinary, cross-field, and cross-curriculum, as well as the integration of theory, concepts, methods, etc. At the same time, the integration of curriculum teaching and practical training is also the essence of the integration of practical education and teaching system. The School of New Media integrates practical teaching and forms an integrated and innovative practical teaching system with a school-enterprise joint R&D team as the core. On the basis of reflecting the characteristics of the college's talent training, it emphasizes the cross-integration of undergraduate majors in five different disciplines, including the cross-integration of practice and theoretical teaching.

In the practice link, focus on school-enterprise cooperation and strengthen enterprise participation.

To this end, the national experimental teaching demonstration center, municipal key laboratory and innovation practice base in the school are opened up.

Organize the construction of the "Beijing New Media Joint Laboratory" jointly participated by five colleges and universities, and cooperate with the People's Education Society, Tianwen Digital Media, National New Media Industry Base, China Film and Television Program Production Base, etc. to carry out teaching cooperation such as practice and completion. Interdisciplinary and interprofessional organization of teachers and students, together with enterprises to form R&D teams, under the guidance of real projects, to carry out interdisciplinary comprehensive practice.

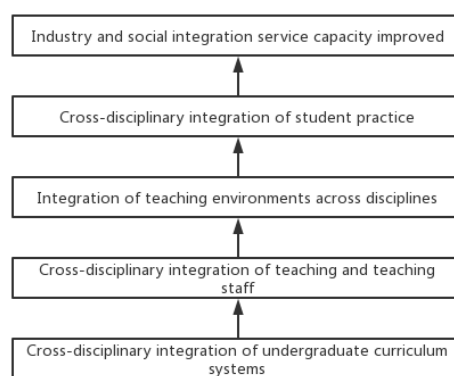


Fig. 4. Technical roadmap of talent cultivation reform

#### E. Integrating innovation to support the construction of new media majors and talent training

The core elements of the new media professional training model are the innovative integration of teaching team integration, teaching environment integration work, inter-professional practice and other links to support the coordinated development of new professional construction.

In terms of the formation of teaching faculty, the "Intellectual Introduction Project" was launched to form a cross-industry, cross-institution, and cross-professional faculty team. On the basis of our own teachers, in response to the teaching needs of "new engineering", through cooperation with enterprises, we introduce industry experts from enterprises as our off-campus teachers to cultivate engineering talents for the "Internet + background" interdisciplinary integration of three disciplines. Model" project to lay the foundation for the implementation.

On the basis of the training plan, gradually complete the inter-professional integration of the teaching environment, the inter-professional integration of teaching teachers, and the inter-professional integration of student practice. The inter-professional integration work of the teaching environment mainly includes opening up the

collaborative use of teaching computer rooms and experimental equipment of various majors; the integration work of teaching teachers' inter-professional teaching mainly includes teachers' cross-professional teaching for five majors. Students' practice of inter-professional integration work includes: students begin to take elective credits in inter-professional elective courses, and set up extra-curricular practice studios inter-professional.

The new media professional training mode based on teaching reform and exploration fully reflects the core characteristics of cross-integration and leap-forward innovation in the realization of platform construction, professional training plan formulation, curriculum system construction, practical education teaching system construction and professional construction related links. The current and future development of professional disciplines has a certain forward-looking and breakthrough. Under the guidance of innovative thinking, professional construction and development will further highlight the innovative mode of characteristic cultivation.

## V. CONCLUSION

The School of New Media of Beijing Institute of Graphic Arts is oriented towards the digital publishing and media industry, creating new engineering talents who provide technical support for the entire industry chain. Its experience in innovation and exploration has brought several inspirations for the construction of new technology and talent training:

### ***A. Guided by adapting to social development and future needs, and promoting the in-depth cross-integration of disciplines***

Higher engineering education is an important link in the construction of China's national innovation system. At present, China's economic development is entering a critical period of structural adjustment, transformation and upgrading, and there is an urgent need for the support of new engineering talents, which requires colleges and universities to deploy new engineering construction for the future. Digitization and intelligence are the changing trend of social development and the main direction of industry demand.

Highlighting the school's characteristics of "serving Beijing, close to the press and publishing industry", close to the cultural and creative industry, publishing and media industry, and creating one of the few domestic talent training models that integrate the three disciplines of engineering, literature and art, it is the Beijing Institute of Graphic Arts. The School of New Media is an important manifestation of demand-oriented and promoting the development of

disciplines. The students trained will become new engineering talents in the publishing and media industry who have good humanistic accomplishment and aesthetic ability, master the basic theory of publishing and media, have the ability to use technology, and can provide technical support for the entire industry chain of digital publishing and media.

### ***B. Based on the principle of integrating into regional development, promote the integrated development of production, education and research***

Actively adapt to the needs of Beijing's economic construction and social development, according to the industry development trend of "convergence media" + "intelligent media" and the new requirements for talents put forward by this trend. The School of New Media of Beijing Institute of Graphic Arts takes advantage of its unique school-running advantages, actively adapts to the needs of Beijing's economic construction and social development, and cultivates cross-application-oriented engineering talents. The professional construction and talent training are based on the principle of integrating into the regional development, and take advantage of the development opportunity of Beijing to optimize the construction of its own resources, so as to achieve the goal of mutual promotion and common development between the university and the region. With the National New Media Base and the Daxing District Government, the Institute of Virtual Reality and Simulation is jointly built and cultivated. The Industrial Research Institute serves as a window for enterprises, incubating students' extracurricular practice studios and students' personal works as products to promote the integrated development of production, education and research.

The construction of new media major is a very important and unique part in the construction of new engineering. The construction of new majors is a very challenging and difficult systematic work, not only to break the shackles of the original discipline classification, but also to break through the obstacles of the traditional professional training system, to build a new platform for multi-disciplinary cross-integration, for the arts. Industrial integration creates a rich academic atmosphere.

The construction of the new media major has limited accumulation, and there is almost no direct experience that can be used for reference. In the continuous innovation, exploration and practical reform, the construction work of the New Media School of Beijing Institute of Graphic Communication continues to conduct in-depth research on the interdisciplinary correlation of multiple disciplines and seek the focus of discipline integration. and support points, and maintain a development perspective to face the dynamically changing industry needs and social needs. In order to



accumulate experience and achievements in the construction of new media majors, and build a more comprehensive and reasonable training model for new media majors.

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