

Study on the Integration Model of Creative Industry Education in Universities on Both Sides of the Taiwan Straits

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Abstract: The creative industry is listed as a new strategic industry in many countries, and as a new discipline, the demand for talents in the creative industry is also increasing day by day. Although the creative industry education in mainland colleges and universities has developed rapidly in recent years, there are still problems in the areas of professional setting, teachers, curriculum system and training mode. Therefore, we should actively explore the integration mode of creative industry education in colleges and universities across the Taiwan Straits by studying the guarantee system of creative industry education in Taiwan, so as to promote the cross-strait universities to learn from each other's experience and resources in the training of creative industries, and to promote the exchange and cooperation of creative industries on both sides of the Straits and the rapid development of the industry across the Straits.

Creative industries, also known as cultural and creative industries, creative economy, creative industries, the essence of which is to transform creativity into goods and services, in order to achieve economic output value. It was first proposed by the UK and covers fields such as visual arts, advertising, art design, crafts design and production. With the development of society, its connotation is more and more extensive, slowly expanding from the cultural field to a wider one, with a bright future. So many countries regard it as a new strategic industry, becoming a strong support for economic and social transformation and upgrading. [1]

The Rapid Development of the Creative Industries

In 2005, the global total value of the creative industries was \$1.3 trillion, and by 2009, the global total value of creative industries had reached \$4.2 trillion, an average annual growth rate of 34.1%, while the global GDP growth rate during the same period was only 6.5%, which fully demonstrated the rapid development of the global creative industries. In China, the development of the creative industries has shown a trend of lightning. In 2016, China's creative industry output value increased by 3078.5 billion yuan, 13% higher than in 2017. It is higher than the GDP growth in the same period by 4.4%. [2]

Under the background of China's supply-side structural reform, the creative industry has risen to the height of the national economic strategy. After 40 years' experience of reform and opening-up, people in mainland have deeply realized that the creative industry is closely linked to the national industrial structure transformation, upgrading and optimized development, which is in line with the objective law of Chinese socialist market economy. With the development of "Internet plus", the upgrading and development of the creative industry has taken a more important historical mission, and has also become a new driving force and support to maintain the rapid sustainable economic development of our country.

The Development Course and Problems of Creative Industry Education in Colleges and Universities in Mainland of China

The Opening of Creative Industry Education in Universities in Mainland China. The education of creative industry in China's mainland colleges and universities has also experienced a long period of evolution. Since 1993, Shanghai Jiaotong University began the admission of undergraduate majors in cultural management, which seems to be the earliest cultural industry professional construction in mainland China, although it has not yet been called the major of "the management of cultural industry or the major of "cultural industry". Larger-scale discipline construction began in 2004, at that time, the Ministry of Education approved the first groups of universities to run the major in the management of cultural industries, and six more universities later in 2005. After that, more universities are all allowed to set up their own cultural industry majors or directions. In recent years, universities pay more attention to the development of creative industry education and cultivation of creative industry talents, and set up a large number of related applied majors.in creative design, creative planning. By the end of 2017, 167 colleges and universities nationwide had set up undergraduate major in "the management of cultural industry ", including China Media University, Central University of Finance and Economics, Shandong University, China Ocean University and other four institutions directly affiliated by the Ministry of Education, as well as the Southwest National University under the management of Central Ministry . [3]

The Problems and Shortcomings in the Education of Creative Industries in Mainland Universities. Although the creative industry education in mainland colleges and universities has developed rapidly in recent years, there are still some problems in the areas of professional setting, teachers, curriculum system, and training mode.

The classification of the subject is not clear. In China, the creative industry has well developed for more than 20 years' evolution, but the problem of insufficient division of discipline classification stilled occurred. The major of creative industry has not yet entered the subject catalog, scattering in various disciplines. So, it is lack of a good subject foundation, incomplete discipline system, which can not form a creative science discipline system with the main subject of creative industry, marketing, culture, communication, art and other multidisciplinary auxiliary development, resulting in having unclear training objectives, and cannot play a corresponding role in the cultivation of creative industry talent ,restrict the development of creative industry education. [4]

The curriculum is not reasonable. In these years, through curriculum reform and other means, colleges and universities have constantly strengthened the training of creative industry talents to meet the needs of creative industries for high-level talents in these three years. However, due to the constraints of discipline classification, the curriculum system could be difficult to achieve better results. For example, some disciplines are overly subdivided; there is a lack of cross-integration disciplines; emerging disciplines are given too much attention; the importance of basic disciplines is ignored. Therefore, the curriculum system is not scientific enough to provide training for students with a relatively single subject background, narrow knowledge, but better theoretical knowledge. Cultural connotations and cultural backgrounds are also obviously insufficient under this circumstance.

The supply of talents in colleges and universities is insufficient. Although the number of the creative industry practitioners in China are growing, the high-tech, innovative, high value-added creative industries operators are few. Moreover, few employees engaged in creative industry research and emerging creative industries, and most of them engaged in low-end and resource-dependent creative industry services and traditional creative industries management. First of all, the supply of talents in colleges and universities is not sufficient. The number of such colleges and universities is not enough. By the beginning of 2017, there were only 167 colleges and universities in China that have opened undergraduate majors in cultural industry management. Furthermore, and these universities generally have a low level of running schools, among which only 4 institutions are directly under the Ministry of Education, that are: China Ocean University, Central University of Finance and Economics, Shandong University, China Media University. Secondly, there are not sufficient high-level professionals in the creative industries. In 2015, there

were 2294445 people engaged in creative industries in the country, of which only 351,592 people were professional and technical talent, accounting for 15.3% of the total number.

High-level teachers are not enough. The creative industry is a comprehensive major. It means to cultivate a kind of talent who could involve in the fields of different and inter-disciplinary. So it requires a large number of high-level teachers in the forefront and inter-disciplinary of the industry. However, due to various social and economic reasons, there are few high-level teachers who are at the forefront rank of the industry staying in colleges and universities ., Most of the professional teachers teaching creative industries are with single knowledge system, the old-fashioned style, that they could not integrate with the industry well, and their overall professional levels are not high.

The combination between "Production, research and development" is insufficient. As a new application-oriented professional, the creative industry needs comprehensive and interdisciplinary teaching design. However, at present, the phenomenon of insufficient combination among "production, learning and research" in the creative industry is prevalent in colleges and universities, especially the shortage of practical resources, the conflicts between professional courses and practice section, and the consideration of , instead of thinking what the creative industry market and industry development needs what kinds of talent. lack of training of students' practical ability. Lack of market concept, the establishment of creative industry majors, mainly consider , rather than consider The neglect of the importance on creative industry market has made it difficult for colleges and universities to adapt to the demand for professional talents training in the creative industries, which directly leads to a low degree in the social adaptation of students and the satisfaction of the creative industry market to the cultivation of talents.

The Characteristics of Creative Industry Education in Taiwan's Colleges and Universities

The Development of Taiwan's Creative Industries. Taiwan has long started the exploration and practice of creative industries. In the 1990s, Taiwan has made better use of its own cultural diversity and inclusiveness, especially of its rich experience in the legislation and policy of the creative industries to promote the development of the creative industries. Taiwan officially included "creative industries" in the key development plans of government administration in 2002. After more than ten years' exploration and development, it has developed into a professional and institutionalized track. The number of enterprises engaged in creative industries in Taiwan grew from 59,977 in 2010 to 62,985 in 2015, business volume increasing from T\$793 billion to T\$833.9 billion, accounting for above 5%.at the rate of Taiwan's GDP.

Policy Guarantee for Creative Industry Education in Taiwan's Colleges and Universities. Taiwan's universities also began to develop creative industry education earlier, and still have decades of history. Through policies and legislation, the government vigorously supports colleges and universities to train the talents needed for the creative industries, thus promoting the rapid development of the creative industries. Article 11 of Taiwan's Cultural and Creative Industries Development Law stipulates that the government needs to assist universities and creative undertakings in training creative industries talent, offering courses in creative industries, increasing investment in creative industry facilities, conducting research, and developing practices and exhibitions in creative industries. In 2010, Taiwan established at least 12 creative industry-related research institutes, and 209 universities opened creative industry-related majors, including 125 universities and 84 technical and vocational universities. For example, Taiwan Normal University, Taiwan University of the Arts, Taiwan University of Science and Technology are actively offering creative industry education courses to train a group of creative talents.

In addition, Taiwan has formulated policies such as "International Exchange of Cultural and Creative Industry Talents and The Key Points of The Plan to Extend Access to Taiwan" to ensure the training of international and high-end creative industries and actively promote and safeguard the development of creative industries. Through the guidance of the talent policy, the government has promoted the vigorous development of creative industry education in Taiwan in recent years, and a large number of creative industry talents has gathered in the Taiwan region for a short time. [5]

The Characteristics of the Training of Talents in the Creative Industries in Taiwan's Universities. A practical teaching model has been implemented in the Taiwan's universities, which is quite different in the mainland universities, For example, there are more public courses in the mainland universities while mainly more major courses in Taiwan's universities, focusing on cultivating students' practical ability in the creative industries. At the same time, Taiwan's universities have introduced a large number of industry elites into the ranks of teachers. They pay special attention to the integration with the industry in the training of graduate students.

It is much typical in the training model of absorbing talents from the creative industry into Taiwan's universities; however, its core training goal is to stimulate students' innovative thinking ability and cultivate students' practical ability. According to the training needs and characteristics of creative industry talents, Taiwan's universities and departments break through the each other restrictions, integrate the faculty of universities and departments and various resources in their regions, and train all-round talents of the creative industries in all directions, so that the creative industries in Taiwan could develop rapidly.

The Integration Model of Creative Industry Education in Universities on Both Sides of the Straits

The growing demand for economy and society on both sides of the Taiwan Straits has strongly promoted the rapid development of the creative industries, so does the demand for talents in the creative industries. These demands put forward higher requirements for creative industry education and promote the attention on the creative industry education. Between cross-strait colleges and universities. Creative industry is a new subject. In order to meet the needs of society, universities on both sides of the Taiwan Straits should strengthen exchanges and cooperation between each other, share the accumulated teaching experience and scientific research results, promote the academic strength between universities, integrate academic resources coordination between research institutions, and jointly train creative industry talents.

The Integration of Training Objectives and Training Modes in Cross-strait Colleges and Universities. The creative industry major focuses on cultivating students' ability to manage creative products and operate creative projects, so universities on both sides of the Taiwan Straits pay great attention to cultivating students' hands-on practical ability. Universities on both sides of the Taiwan Straits can give full make the use of their respective advantages and characteristics to promote cross-strait creative enterprises as a practical base, integrate cross-strait creative industry resources, build practical modules, provide students with more adequate practical conditions, so that students can participate in the process of operation and management in creative enterprises, improve the professional ability and professional quality of graduates, precision customization, Cultivate high-level talents that meet the needs of the creative industries. At the same time, it can organize and hold special job fairs for creative enterprises on both sides of the Taiwan Straits in various forms, strengthen the integration and exchange of graduates from both sides of the Taiwan Straits in the industrial sector, smash the current situation of the emphasis on theoretical research in mainland universities, and attach importance to the cultivation of students' creative industry's practical ability.

In addition, cross-strait colleges and universities in the training model has their own characteristics, mainland universities generally put the training of creative industry talents under the responsibility of specific colleges, and Taiwan's colleges and universities to the training of students using a "course system", students in accordance with the creative industry professional course requirements, can be cross-professional, cross-department selection courses, after completing the required credits can graduate. The training modules of the creative industries in Taiwan's universities generally include three modules: economy, culture and creation.

Universities on both sides of the Taiwan Straits have their own characteristics in the training goal of talents in the creative industry, and also have great differences in the cultivation of talents. Mainland universities generally focus on cultivating students' ability to operate and manage creative enterprises, while Taiwan's universities focus more on the integration and innovation of culture and history, geography, classics and other courses in teaching, and generally offer creative courses such

as creativity and aesthetics, creativity and tradition, and are committed to the cultivation of students' creative abilities.

Therefore, universities on both sides of the Taiwan Straits can actively complement for each other, through reference and integration of the training model, training creative industry talents. In the training program, increase the appropriate number of compulsory courses in different disciplines, realize the integration of humanities and social disciplines in the curriculum, add new disciplines and cross-disciplinary courses, adopt flexible course selection methods, so that students lay a good professional foundation, and as much as possible extended to their own interest in the professional direction and research field. In the management of the curriculum, different disciplines, and professions, the credit recognition system is adopted to encourage students to move freely in the learning process, and to create creative industry education with regional characteristics and differentiated training style.

The Integration of Cross-strait Universities in Creative Industry Education and Innovation and Entrepreneurship Education. At present, under the new concept of mass entrepreneurship and innovation, mainland universities attach great importance to innovation and entrepreneurship education, and have generally established the Institute of Innovation and Entrepreneurship, which specializes in systematic and targeted innovation and entrepreneurship education and training for students, which involve a large number of elements related to the creative industries. Taiwan's universities also have their own unique experience and characteristics in innovation and entrepreneurship education. Universities on both sides of the Taiwan Straits can combine creative industry education with innovative entrepreneurship education around their traditional cultural resources and regional cultural characteristics, develop innovative and entrepreneurial talents in creative industries, raise students' potentials of the development in creative industries through entrepreneurship competitions, and cultivate the innovative spirit and entrepreneurial consciousness of creative industry talents. At the same time, cross-strait universities can jointly build a practice platform for cross-strait creative industry innovation and entrepreneurship. Through the entrepreneurship hatchery, entrepreneurship studio, entrepreneurship training camp and other ways, cross-strait students could improve their innovation and entrepreneurship practice ability in the creative industry.

The Integration of Universities on Both Sides of the Taiwan Straits in the Teaching Staff of the Creative Industries. Universities on both sides of the Taiwan Straits jointly set up a database of teachers for the creative industries that can be shared, strengthen exchanges and visits, study and training, distance education and other means, establish a jointed- training mechanism for teachers in universities on both sides of the Taiwan Straits, combine the deep theoretical foundation of teachers in mainland universities with the rich practical experience of Taiwan university teachers, and realize the complementary advantages of teachers' teams. Cultivate a high level of creative design, aesthetic research, digital media, exhibition, advertising, game animation, publishing media and other specialized creative industry teachers, in order to enhance the cross-strait university creative industry teachers' professional skills and teaching level.

More than 80% of Taiwan University teachers are Ph.D. teachers graduated from Europe and the United States. Teachers from mainland universities can quickly master the world's most frontier knowledge and skills of the creative industries through mid-term or long-term training in Taiwan's universities, which will greatly improve the teaching level of teachers in the creative industries majors in mainland universities. We will strengthen exchanges and cooperation between teachers' teams on both sides of the Taiwan Straits, enhance the teaching and scientific research level of teachers' teams, jointly train high-quality, high-level and applied professionals in the field of creative industries on both sides of the Straits to enhance the social service capabilities of the creative industries on both sides of the Straits. [6]

We will construct a joint training model for talents across the Taiwan Straits, establish a mechanism for cross-strait teacher-student exchange, and strengthen the study and exchange of teachers and students on both sides of the Straits in professional courses. We will develop cooperation in the preparation of creative industry teaching materials across the Taiwan Straits, and

jointly publish a set of creative industry teaching materials with an international perspective view and bring together the characteristics of the creative industries on both sides of the Straits. Through system design, the selection of high-level, interdisciplinary, practical background teachers, to encourage teachers through on-the-job training or out-of-work learning and other ways will be carried out. We will jointly train teachers from cross-strait interdisciplinary backgrounds, train students in all-round, interdisciplinary and multi-disciplinary fields, stimulate students' research interest and learning initiative, and improve the quality of students' training. [7]

The Integration of Universities on Both Sides of the Taiwan Straits in the Creative Industries. We will build a platform for the cooperation in the production, learning, and research of the creative industries in universities on both sides of the Taiwan Straits, promoting cooperation and exchanges between universities and creative enterprises on both sides of the Straits, encouraging and helping talents to integrate with the industry, that will take the advantages of universities and enterprises to obtain a win-win situation in improving the quality of teaching and developing creative industries in universities. Universities on both sides of the Taiwan Straits can jointly build training bases for creative industries and jointly apply for scientific research projects through innovative reform on the subject of teaching and reform of creative industries, improve the teaching of creative industries curriculum, improve the quality of personnel training, which would make the teaching, research and cooperation of creative industries on both sides of the Straits develop towards diversification and globalization.

To build a platform for sharing and researching creative industries across the Taiwan Straits, we could share the latest academic research, scientific research achievements and practical experience in creative industry-related disciplines in time, jointly study the ideas and safeguard policies for the development of creative industries on both sides of the Straits so as to establish a curriculum cooperation mechanism for cross-strait universities and cross-strait creative industries. With the guide of study and practice, we would integrate outstanding, talent with the creative industries on both sides of the Straits, and have a deep influence in creative industries on both sides of the Straits by rich research results.

At the same time, exchanges and cooperation of creative industry should be actively carried out cross-strait universities, jointly set up a "creative industry center". selection of outstanding creative projects for classification, classification, sub-level incubation, targeted equipped, hired cross-strait creative mentors, for the creative industry team to provide tailor-made services, provide technical support, financial support and tracking services, improve the success rate of the results of incubation.

By learning from the experience and advantages of Taiwan's universities in the training of talents in the creative industries, it will be beneficial for mainland universities to improve the shortcomings in the curriculum system and training mode of creative industry education, so as to promote the integration of cross-strait creative industry education and promote cross-strait exchanges and cooperation in the creative industries. We have successfully realized the economic and social transformation and upgrading in china's mainland region.

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