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## **RESEARCH ON MODULAR ONLINE TEACHING STRATEGY UNDER THE GUIDANCE OF CAREER PLANNING**

From the perspective of the guidance, order, effectiveness, ease of use and practicability of the information-based teaching platform, this study explores the effective strategy of the breakthrough interactive self-study platform under the guidance of career planning, so as to customize the personalized talent training scheme, curriculum system and training scheme according to the industry demand big data, and explore how the multi-dimensional evaluation system can promote students to carry out game breakthrough independent learning.

1. Exploration on long-term mechanism of dynamic adjustment of professional courses based on big data of vocational skills in docking industry. Develop the enterprise entrance in the teaching platform, obtain the latest real-time big data of vocational skill training needs from the tracking of enterprise recruitment information, entry requirements and post skill needs, integrate the college talent training plan, provide effective data reference for the dynamic adjustment of professional courses in the self-study platform, and create a long-term dynamic curriculum system that meets the lifelong learning needs of students and on-the-job personnel.

2. Construction of personalized and customized modular curriculum, content and training system based on career planning. Through personal expertise and career choice, we can produce adaptive talent training programs and personalized customized curriculum system, create a new self-study system for digital media art majors, further improve students' enthusiasm for self-study, clarify self-development goals, and enhance the attraction and pertinence of self-study modular curriculum content.

3. A multi-dimensional evaluation system based on career development and online achievement display to record the effect of learning process. Taking the construction of distinctive breakthrough multi-dimensional evaluation mechanism and achievement mechanism as the main line, record and track students' learning, tests and works through the achievement and achievement system of information-based teaching platform, analyze, summarize and study the process and results of teaching operation, enhance students' desire to show their academic achievements in multiple dimensions, and provide convenience for enterprises to understand students in all aspects, At the same time, the overall situation of students in this profession or skill in the platform, the saturation and lack of career planning, selection and development are fed back as the basis for the adjustment and guidance of career weight of talent training.

4. Construction strategy of personalized dynamic curriculum system under the guidance of career planning.

a. Construction strategy centered on students' needs. The traditional online teaching platform model is centered on teachers and courses, rather than students' needs and characteristics. This situation has produced exactly the same standardized teaching results. Anyone who studies courses and uses the content in the platform will get the same results, but there are differences in learning progress and mastery. Break this thinking pattern and truly teach according to their posts Teaching students in accordance with their aptitude needs to change the traditional online course construction mode, take the career planning or project skill needs as the guide, break up the course and content in a modular and granular way, and adopt the learner centered selection and reorganization strategy to realize the private customization of the course and meet the expected needs of students' career planning, so as to obtain the additional driving force for online course learning, so as to realize the transfer of the right to formulate the online course learning content from teachers to students.

However, under the guidance of this strategy, we must be careful to guard against the destruction of the continuity of teaching content, and can not become a fragmented learning experience. Therefore, when designing online teaching platform, we should formulate scientific selection methods while modular and granular courses, specify professional demand conditions, and set reasonable grading level, aggregation mode, flow or sequence permission, etc. The core purpose of this strategy is to improve the fit and satisfaction of students' online learning, improve their participation and enthusiasm, and help individuals choose and develop their careers.

b. Organizational strategy based on project process. Through the analysis of work tasks and project processes in the industry, the corresponding post and ability requirements are summarized, and then the corresponding action fields are sorted out, and then transformed into the students' learning field to realize the reconstruction and innovation of the curriculum system. In other words, the post and ability requirements are born through the work process, the modular courses and contents are born through the post and ability requirements, and then return to the project process to determine the connection relationship and content context between the courses.

The following will take the game animation direction of digital media art design as an example to show the list of core jobs and professional abilities combed through the analysis of industry big data, the main workflow nodes, and the modular curriculum system framework constructed by direct correspondence, merger or split, which will be used as the systematic guidance basis for students to choose career planning in the future.

Among them, the construction strategy of modular curriculum is to screen and integrate the typical work tasks and ability requirements according to the educational value, required class hours, relevance and other principles of work tasks. Some correspond directly to the curriculum, some merge and integrate according to similar or relevance, and some decompose due to their complexity and job segmentation, and

finally scientifically correspond to the curriculum to form a task led modular curriculum, It includes industry general ability course module (general basic ability applicable to any post of the major), post specific ability course module (covering typical professional work tasks, with different organizational forms and learning and assessment priorities according to students' Career Planning) and professional ability development course module (expanding typical work tasks, work project deepening courses or future career promotion courses).

In a word, taking the project workflow as the context, this kind of personalized talent training scheme suitable for the development of personal characteristics is formed by deconstructing the requirements of work posts for ability, knowledge and quality, directly corresponding, splitting or integrating, constructing and setting up a modular optional curriculum system suitable for different posts and career needs, and combined with the independent career planning of students on the information-based online learning platform, With the continuous learning of students, track their learning situation, cooperate with the dynamic needs of enterprise posts, and carry out real-time fine-tuning and guidance of talent training. Combined with the progressive strategy of taking professional ability as the level, make the talent training more scientific and reasonable, which not only meets the needs of current enterprise talent ability, but also looks to the future, and always maintain the training goal of creative compound skilled talents highly consistent with the development of the industry.

5. Implementation steps of "modularization and breakthrough" online teaching strategy under the guidance of career planning. The modular and breakthrough online teaching strategy under the guidance of career planning is a new innovative idea of information-based teaching. In the big data information-based teaching resources, build a personalized curriculum resource system according to the industry needs and students' personal development characteristics, clearly guide the development and progression of students' career, broaden the connection and extension of students'

learning resources, and improve students' self-learning ability of self-learning and lifelong learning. Specifically, the strategy can be divided into the following four implementation stages:

Big data information collection stage of industry post skills: through massive collection and screening of the post and ability needs of enterprises in the industry, constantly and dynamically adjust to form professional ability big data to meet the needs of society;

Big data intelligent analysis dynamically adjusts the application stage of the curriculum system: according to the step-by-step professional development and the step-by-step work process, as well as the guidance and integration of the school's talent training program, form a modular curriculum system framework structure, and automatically select and integrate the corresponding granular curriculum content and specific cases to form a certain career guidance mode;

According to the choice of students, the stage of customized course combination talent training program: students define their own advantages, strengths and interests in the platform, choose one or more occupations they expect to engage in, form a customized self-study course system, and carry out learning step by step and level. The specific course will go through three stages: multimedia learning resources learning, online self-test and pass the examination, After each lesson is completed, you can enter the next lesson;

The operation stage of breakthrough multi-dimensional evaluation and learning process display: in the process of breakthrough, combined with a variety of evaluation mechanisms and achievement mechanisms, the personal career medal wall and work achievement exhibition hall can show the learning results to other students and enterprises, create a personalized curriculum customization model based on career planning guidance, supervise and record learners' personal learning process and development, and make adaptive guidance and fine-tuning for career planning.

The breakthrough interactive self-study platform under the guidance of career planning is a new research point of the information-based teaching platform. Compared with the ordinary information-based teaching platform, this breakthrough interactive self-study platform under the guidance of career planning is not only a simple pursuit of digitization and informatization of teaching resources, but also a breakthrough in the rational and effective utilization of resources. First, it is conducive to docking industries and realizing the dynamic adjustment mechanism of professional structure, curriculum system and teaching content; Second, it is conducive for students to clarify and guide their own career development plans and paths, and create a personalized, digital and truly individualized personal vocational talent training program; Third, urge students to step by step, fully mobilize their enthusiasm and subjective initiative, and carry out game breakthrough and promotion style autonomous learning; Fourth, it plays an intelligent management and display role in the record of students' learning process, multi-dimensional evaluation and achievement mechanism, as well as the display of phased learning achievements in recent years.

Therefore, it is necessary to establish this kind of big data based on the job and ability needs collected in the industry, take the career promotion development and work process as the context, integrate the school talent training scheme and knowledge system, automatically sort and combine modular course contents and training cases, so as to form an intelligent and customized course guidance system, The information-based teaching platform strategy integrating the game style rich multi-dimensional achievement evaluation mechanism is very necessary, which can truly realize the purpose of students' autonomous learning with a clear direction and improve the professional teaching effect and efficiency of online learning platform and courses.

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## THE CONCEPT OF SELF-EDUCATION: A THEORETICAL ASPECT

In modern society, the requirements for the quality of work of a specialist, the presence of a creative attitude to their professional activities and the level of professionalism are significantly increasing. The modern labor market requires,