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Research Article

Historical Review and Future Prospects: How the Academy of Film and Television Arts and Contemporary Industries is Driving Innovation and Development through the Theory of Sustainable Competitive Advantage

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ABSTRACT

With the development of digital technology and the acceleration of globalization trend, the film and television industry is facing unprecedented challenges and opportunities. The Academy of Film and Television Arts needs to continuously explore new teaching methods and curriculum systems in order to cultivate talents with more innovative and practical abilities and inject fresh blood into the film and television industry. This paper introduces the theory of sustainable competitive advantage and examines the application of technological advances in film and television art schools since 1978. The study finds that the evolution of contemporary technology in China is not only reflected in artistic production, but also in the evolution of artwork styles. In order to maintain a competitive edge, film and television arts colleges need to innovate and actively introduce new technologies and concepts, as well as create a favorable academic atmosphere that encourages students' innovative thinking and cultivates talents with professional competence and innovative spirit. This study provides new perspectives on how film and television arts colleges can utilize the theory of sustainable competitive advantage to promote innovation and development, and it is hoped that this study will be useful for other arts colleges that are also facing competitive pressures.

Keywords: Modern Industrial College; Sustainable Competition Theory; Innovation Strategy; Innovation and Development.

INTRODUCTION

In today's increasingly globalized and digitalized world, modern industrial colleges of film and television arts are facing unprecedented challenges and opportunities. How to use the theory of sustainable competitive advantage to promote innovation and development under such a background has become the core issue of major colleges. With this theme, this paper discusses how modern industrial colleges of film and art can apply the theory of sustainable competitive advantage to promote their innovation and development. This study provides new perspectives on how film and television arts colleges can leverage the theory of sustainable competitive advantage to drive innovation and development, and it is hoped that it will be useful to other arts colleges that are also facing competitive pressures. Through establishing distinctive majors, industry-academia cooperation programs, and innovative teaching models, the College is committed to cultivating students' creativity and commercial awareness, helping them stand out in the highly competitive film and television arts industry (Akram, Batool, Hussain, Safdar, & Hussain, 2021).

The modern film and television art industry must pursue sustainable competition, which is a significant development goal. The theory of sustainable competitive advantage emphasizes that while acquiring competitive

advantages, it focuses on how to maintain and develop such advantages, which provides an essential theoretical basis and research perspective for film and television arts colleges (Xu, Jing, Umeair, & Feng, 2023; Henry & Soranzo, 2022). The theory of sustainable competitive advantage stresses the establishment and maintenance of an enterprise's competitive advantage through continuous innovation and optimal resource allocation. For modern industrial colleges of film and television arts, this means having a clear understanding of their core competitiveness, such as quality faculty, advanced teaching facilities and abundant practical resources, and using this as the basis for in-depth educational reforms to improve teaching quality. Colleges also need to focus on cultivating students' creativity and critical thinking, encouraging them to challenge traditions and be innovative. With the help of the theory of sustainable competitive advantage, colleges of film and television arts can better understand and cope with the current competitive environment, formulate adequate development strategies, and promote the innovation of teaching and management to enhance competitiveness and influence the colleges. Modern industrial colleges of film and television arts also need to actively establish partnerships with leading industry enterprises to share resources and jointly promote the development of film and television arts. This will not only enhance the social influence of the college, but also help to form a sustainable competitive advantage and lay a solid foundation for its future development (M. Wang & Yan, 2014; Y. Wang & Liang, 2023).

LITERATURE REVIEW

Integration of the Theory of Sustainable Competitive Advantage and the Art of Film and Television during the Spread of the Internet

In 1994, the National Computer and Network Facility (NCFC) project established a connection to the U.S. Internet through Sprint's 64K international leased line, marking the first time that China had fully interfaced with the global Internet functionality. At the same time, China officially stepped into the family of the international Internet and was recognized by the international community as the 77th country with full access to the fully functional Internet. A historic moment occurred on 15 May 1994, when China's first website was born, so this day is known as "China's first year of the Internet". China's Internet industry has experienced a series of ups and downs and explosive adjustments, and has now stepped into the era of the big Internet and has had a far-reaching impact on the development of art (Hunter & Frawley, 2023). Taking 1994 as the dividing line, we will delve into the evolution of science and technology in the Internet era and its closely intertwined connection with the art of film and television.

Integration of Computer Technology into the Art of Film and Television

The development of computers in the world is shown in Table 1. In September 1994, China successfully designed and developed the first independent digital multimedia server for the future of digital video technology, laying a solid foundation for the application of domestic computers, marking the beginning of China's major transformation and development from traditional to modern. With the popularization of computers into millions of households, modern film and television art has been widely disseminated through a new scientific and technological medium. By 1997, the China Internet Information Society was formally established. On 28th March of the same year, China's first digital film production system with independent intellectual property rights was successfully unveiled in Beijing, which meant that China's film and television industry stepped into a brand new stage of development. Then, in 1999, the China News Network (CNN) began operation as China's first national website. In 2000, China's first portal, Sina, was launched. In 2003, Sohu, China's first professional portal, was launched. Then, in 2006, with the rise of online platforms such as Youku, Baidu, and NetEase, virtual web pages provided a broader space for the dissemination of art (Henry & Soranzo, 2022).

Table 1. Major Time points in the Integration of Computer Technology into the Art of Film and Television

Year	Achievements
1960~1970	Early explorations in computer graphics technology. In 1963 computer scientist Ivan Sutherland developed the first computer graphics system, which is considered a seminal work in computer graphics.
1970~1990	Computer animation began to be widely used in film and television. 1982 Disney released the first all-CGI film, The Adventures of Electric World, marking the importance of computer animation in film production.
1990~2000	Special effects and visual effects have been increasingly used in film and television. the 1993 film Jurassic Park, which used computer-generated images of dinosaurs, caused a sensation among viewers and opened up a new path for subsequent film special effects.
2000~2010	Virtual reality and augmented reality are gradually being used in film and television production. Avatar used advanced 3D technology created a completely virtual world.

Year	Achievements
2010~ Until Now	Computer technology continues to advance and innovate, and its application in the art of film and television has become more extensive and diverse. From special effects and visual effects to film post-production, from virtual reality to augmented reality, computer technology has become an integral part of film and television production.

Current Status of Integration in the Process of Internet Popularization

Promoting the Trend of Commercialization of Film and Television Art

In today's fierce competition film and television arts modern industry should first of all use sustainable competition theory to develop industry positioning and differentiation. We should carry out the setting of speciality and determine the speciality areas such as film production, animation art, digital media, etc., to create a unique teaching system and curriculum with other colleges, in order to attract more students interested in film and television art. Because talent is the first productive force, the formulation of excellent majors and professional development direction will attract more talents to join the industry, and having a sufficient talent pool is the foundation for the development of the industry. In other words, only by allowing outstanding talents to see the opportunities for professional development, providing the college with a wide range of development space and training opportunities during the student period, supporting them to achieve outstanding achievements in their professional fields, and providing them with the opportunity to win awards, will more talents be willing to join this discipline. However, it must be admitted that compared with traditional art, the technical effects it can achieve are still in the primary stage, mostly limited to the digital virtualization mode (Leung, Wu, Lam, & Ho, 2023; Li, 2016). A questionnaire study of contemporary young people watching film and television programs, choosing to conduct a street survey during the weekend, the specific situation is shown in Table 2 and Table 3.

Table 2. Age Distribution of Respondents

Age	Proportion
18	5.87%
19~22	38.64%
23~26	17.42%
27~30	19.68%
31~34	8.74%
34	9.65%

Table 3. Viewing of Types of Youth Staple Audiovisual Productions (2020~2022)

Type Of Work	Viewing Figures
Main theme film (e.g. "Lake Changjin", etc.)	68.94%
Drama (e.g. "The Age of Awakening", etc.)	66.46%
Variety shows (e.g. China in the Canon, etc.)	34.21%
Documentary films (e.g. "Guardian of the Liberation West", etc.)	31.15%
Have not seen any main theme audio-visual programmes	5.12%

The limitations of computer hardware make the art of animation require lengthy computer renderings in terms of fluidity and vividness, and guaranteeing quality is a challenging task. However, the development of technology undermines the rarity, mystery, and sanctity of traditional art and instead promotes the democratization of aesthetics. There is a positive value hidden behind this democratization, which provides more possibilities for the commercialization of film and television art. The commercialization of film and television art not only caters to the aesthetic needs of the public and gains considerable revenue, but more importantly, it brings countless surprises to the audience through innovative display methods and visual feasts. As a new carrier and form, film and television artworks can serve society by transferring values through their embedded cultural elements.

Artists carry out all-around planning and promotion of artworks through the commercial mode so that artworks ubiquitously reflect their planning conception and spatial layout. The integration of commercial culture can effectively convey brand concepts and build a bridge between subjective expression and objective understanding of film and television art (Luo, 2020; Meng & Chen, 2014).

Enriching Innovative Forms of Expression in Film and Television Art

In the current computer media era, digital technology has injected a new way of presentation for film and television art and promoted the healthy development of art. Film and television art is enriched with artistic elements through the convenience of tools, video images are censored and combined, and character modeling is

diversified due to the subjective aesthetics of artists. International cooperation, import, and export of film and television productions have facilitated cultural exchange and understanding between different countries and regions. This has resulted in audiences having easier access to films and television dramas from around the world, promoting cultural diversity and mutual understanding.

Films and TV shows often reflect societal changes and spirit of the times, exploring social issues, human emotions, presenting historical events, and appealing to audiences through art. At this stage, the innovative, expressive power of artistic creation has been continuously strengthened, giving birth to many widely known classic works. With the more comprehensive application of technology in digital art, people are demanding a higher and higher quality of artwork. In addition to stunning special effects and smooth camera scheduling, the innovation of the content of the work is the most crucial part. Film and television, animation, theatre, dance, and other forms of art come from a wide range of sources; all need to reflect the spirit of the times and the excellent traditional Chinese culture, only to strengthen the intrinsic value, rich in the emotional rendering of the work, can win the love of the audience. At this stage, with the improvement of the technical level and the enhancement of visual effects, the number of works with national characteristics is rising, and the subject matter, appearance design, and artistic connotation of animated films have become more diversified and innovative.

As a new industry, network broadcast has the characteristics of individuation, randomness and life, which is very suitable for the needs of the audience, and gives the audience the ability of autonomous and timely expression in the form of digital presence, which makes network broadcast more acceptable than traditional media.According to the 51st Statistical Report on China's Internet Development, "the scale of China's webcasting users reached 751 million, an increase of 47.28 million compared with December 2021, accounting for 70.3% of the overall Internet users, as shown in Figure 1.

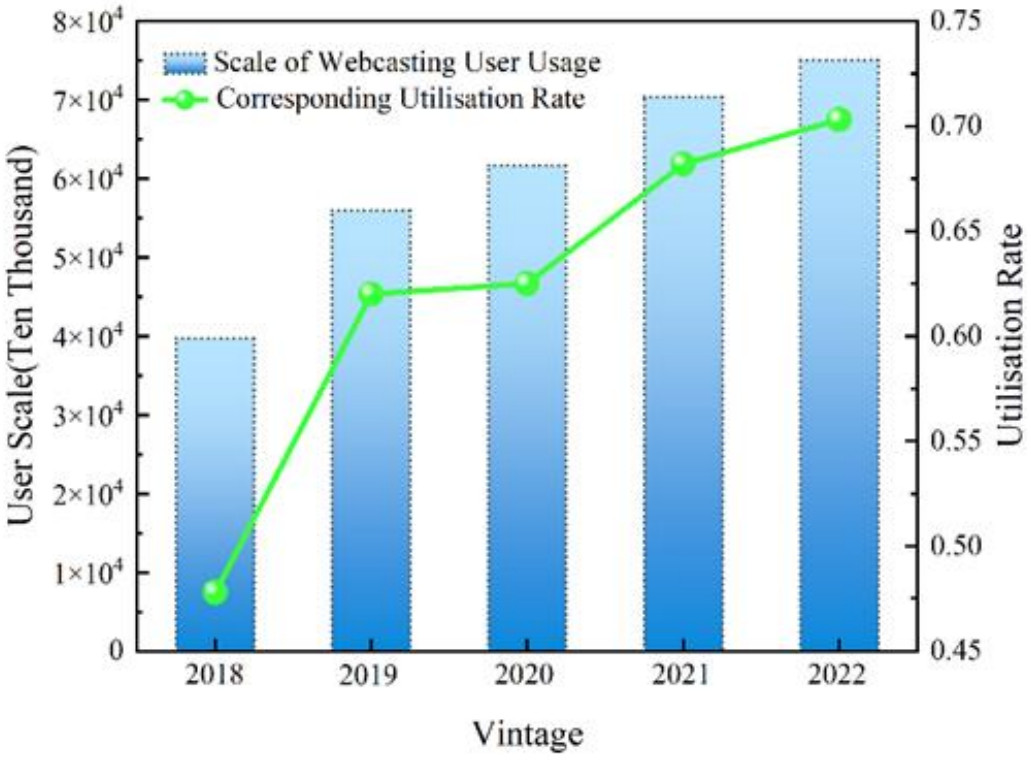

Figure 1. Webcasting Statistics by Year

Facilitating the Reconstruction of Virtual Art and Reality

The emergence of digital technology has broken through the limitations of traditional modeling methods. Traditionally, the audience passively accepts the artwork and lacks direct interaction or feedback. However, with the popularity of computer technology and the Internet, modern audiences are more participatory and interactive. They interact with artists, actors and others through social media interactions, commenting on and sharing works; participate in interactive experiential exhibitions, using technologies such as virtual reality to engage more actively with works of art; view and communicate on online platforms, and even participate in interactive content creation. These new ways provide audiences with a more active participation experience and promote artistic exchange and innovation, while also providing artists with a broader creative space and a richer creative

experience. Driven by this technology, film and television art no longer records reality but virtually transforms it. Artists, directors and creators are an important force in promoting artistic innovation, and through their unique perspectives and ways of thinking, they constantly generate innovative ideas and create new art forms and creative directions, thus promoting the continuous development of art.

The use of various new technologies and tools, such as digital technology, virtual reality technology and AI technology, makes art works more diversified and provides artists with a broad creative space and rich creative experience. Artists use digital technology to create unique characters, anthropomorphic animal characters, and even a simple small object has been given the power of life. The art of film and television infuses them with souls and ideas. The virtual world is an environment generated by digital special effects and computers, where viewers can have an immersive and realistic experience in the visual, auditory, and tactile senses. Film and television producers use virtual reality technology to create a variety of different scenes to introduce the audience to the unknown world, as if allowing the audience to follow the protagonist to experience and empathize with the experience, so as to resonate in the viewing process. Film and television art from black and white to color, from real scene reproduction to digital virtual environment creation.

Technology plays a crucial role in the visual effect of film and television art, but it promotes the participation and creation of the technical subject even more. Constant pursuit and creation are the essence of technological development. Digital technology breaks the way of relying on traditional filming to express the story, and it creates new virtual object forms by combining the subject of expression with traditional film and television images so that the film and television images have a greater sense of reality and emotional color. Its existence also has a deeper extended meaning that can convey the creator's emotions so that creators can get creative inspiration from it, the perfect combination of virtual and accurate, to create more in-depth film and television works (Meng & Chen, 2014). Censorship and content review requirements may limit certain types of content or expression, impacting on the creative freedom of creators, but also ensuring that film and television productions meet ethical, cultural and legal standards to protect the public interest and social values.

Fiscal policies and funding schemes encourage activities such as film production and television drama shooting, which shape the direction and trajectory of the film and television industry. Foreign trade policies and international co-operation promote the internationalisation of the country's film and television industry, while patents and intellectual property regulations stimulate innovation and maintain the healthy development of the industry. In addition, technical standards and regulatory provisions guide and monitor the production and dissemination of film and television works.

Digital technology can use montage techniques to integrate virtual and real reconstruction seamlessly. It frees film and television works from real time and space and can freeze time, as well as compress or extend time. It enables the audience to experience time changes that cannot be perceived in daily life through film and television programs and to see the change of form in a particular moment, achieving a breakthrough in time modeling (Moser & MacLeod, 1996).

The Integration of 3D Digital Age Technology and Film and Television Art

Integration of 3D Digital Technology into Art

Three-dimensional digital art is created by combining computer technology, which integrates computer graphics, digital sculpture, and visual effect technology (e.g., Maya, 3Dmax, Zbrush, etc.) to construct a three-dimensional image in virtual space, as shown in Table 4. In the new wave of technology, the combination of modern industrial colleges of film and television arts with 3D technology has become an inevitable trend. As part of the education field, the Modern Industrial College of Film and Television Arts has seized this opportunity to actively introduce and develop 3D technology, thereby improving the quality of education and providing students with broader employment prospects.

The introduction of 3D technology makes the teaching method of film and television art more three-dimensional and vivid. Traditional teaching methods can only describe the complex theory and technology of film and television art through words and images, while 3D technology can make students understand and master relevant knowledge more intuitively through 3D models and animations. This not only enhances the students' interest in learning, but also improves their learning efficiency. The application of 3D technology also enriches the creation means of film and television art. In the past, the creation of film and television art is often limited by the constraints of the real environment, while the emergence of 3D technology has broken this limitation. Through 3D modelling and rendering technology, students can create scenes and special effects that cannot be achieved in reality, which undoubtedly provides unlimited possibilities for their creation (Patchet, 2022).

Table 4. 3D Digital Art Forms

Art Forms	Concrete Aspects
3D Modelling & Sculpture	Artists use 3D modelling software to create virtual 3D models, which can be people, animals, objects or abstract shapes, decorated and rendered with different materials and textures.
Animation & Visual Effects	Creating animation sequences that allow models to move, deform, or produce other special effects in virtual environments, commonly used in films, games, and advertisements.
Virtual Reality & Augmented Reality	Viewers can wear VR headsets and enter the virtual world to interact with the artwork; Or through AR technology, you can view a projection of a virtual artwork in a real environment.
Digital Environments & Scenography	It can be a reproduction of the real world or a completely abstract fictional space; elements such as layout, lighting and texture are used to create a specific atmosphere and emotion.
Interactive Art & Games	Viewers can explore, interact and alter the artwork in a virtual environment for a more personalized and participatory art experience.

Three-dimensional digital technology is most widely used in modern film and television art, which brings a new visual experience to the audience, and the specific applications are shown in Table 5. It is a modern art style that combines technology, art, and design elements, often with strong visual impact and innovation.

Table 5. Areas of Application of 3D Digital Art Forms

Fields of Application	Content
Film & Animation	Use it to create photorealistic special effects, virtual sets and characters that enhance cinematic visuals and provide more creative freedom
Game Development	Use 3D modelling and animation techniques to design characters, scenes, props and special effects in games.
Architecture & Interior Design	Create virtual models of buildings to help designers and clients better understand and visualize their designs.
Industrial Design & Product Development	Rapidly create virtual prototypes of products and test and optimize them to save time and costs.
Advertising & Marketing	Use 3D modelling and animation to create compelling advertising images, animations and special effects to help companies capture consumer attention.

Virtual Reality Technology and Immersive Interaction in Games

Games are mediated by audio-visual language, distinguishing them from passive forms of media such as literature, painting, and film. Interactive arts such as virtual reality films, multimedia installations, and multiple-ending films provide a mode of active experience that gradually involves the audience in the process of shaping the virtual space (Schwartz, 2020).

Virtual reality technology, also known as VR technology, is a computer simulation system integrating computer graphics simulation technology, stereoscopic display technology, sensor network technology, voice input and output technology, spatial positioning technology and other related technologies. Driven by the mobile Internet era, online games have become an indispensable part of daily life. Virtual reality game technology constructs a three-dimensional dynamic space to simulate natural skills, objective observation, perception and experience in the game scene. Gamers wear VR devices to enter the game scene and interact directly with the characters or environment in the game. It is usually characterized by realism, authenticity, robust interactivity, and immersive experience. The operation is fast and convenient, and the free gaming space gives players endless fun (Soreanu, 2021).

Globally, both virtual reality and augmented reality markets are multiplying. The virtual reality system can provide various services according to the user's needs and give the user an immersive feeling. At present, virtual environments with games as the core content have become the primary way of people's entertainment and leisure .

Exploration of Virtual Reality Technology

Rapid advances in technology have led to a deeper integration of modern industrial colleges of film and art with virtual reality (VR) technology. This combination has brought revolutionary changes in film and television production and teaching methods, opening up new possibilities for the future of students. In film and television production, VR technology empowers viewers with a deeper contextual experience, enhancing the viewing experience and also promoting the innovative development of film and television art. In teaching, VR technology

enables students to personally participate in and deeply understand the whole process of film and television production, effectively enhancing their innovation and practical ability, and laying a solid foundation for their career.

In 2009, 3D digital cinema attracted widespread attention and was generally regarded as the "fourth revolution" in the industry. The invention of the stereoscopic camera has dramatically simplified the process of shooting stereoscopic films.

Such cameras usually have two lenses, the distance between the lenses simulates the distance of the human eye by about 60mm, through a single lens and two lenses simulates the human eye, capturing the image from two angles at the same time, thus forming a stereo film with depth, creating an "immersive" viewing experience. With the wide application of VR technology in various industries, students who have mastered VR technology will have more employment opportunities. All in all, the combination of modern industrial colleges of film and television arts and virtual reality technology realises the perfect collision of science and technology and art, and makes an important contribution to the development of society (Stivers, 2003). After years of development, 3D films have formed their unique film language system, simulating the human visual experience and perception of three-dimensionality and depth, bridging the gap between two-dimensional and three-dimensional space as much as possible, with the specific effects shown in Figure 2.

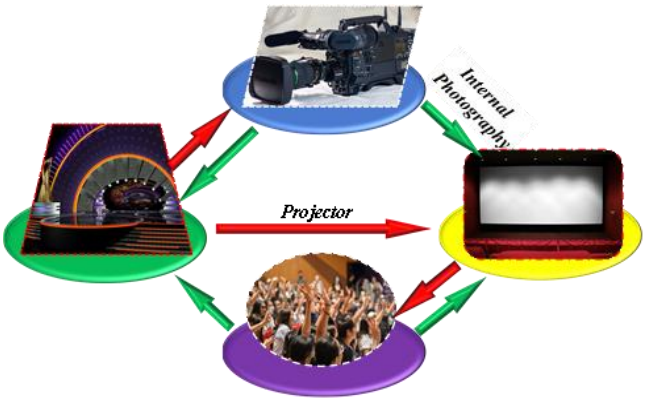

Figure 2. Stage (3D) to Screen (2D) Conversion Diagrams

For stereoscopic films, traditional presentation methods may not be able to achieve the difference in visual effects of 2D films. This is because, in the process of film production, stereoscopic films shape the sense of space far more than ordinary two-dimensional films, making the language expression of stereoscopic films more complex and constructing a more complex sense of hierarchy and depth within a considerable space. Cinema screens are also changing; from the early near-square 4:3 screen, gradually developed to the current 22m 16m IMAX giant screen, the ultra-wide screen greatly enhanced the visual impact of the film so that the audience was intoxicated. In recent years, the revival of 3-D films is closely related to the use of digital technology, and the new 3D films make the wonders on the screen more three-dimensional, further enhancing the audience's viewing experience, with the specific effects shown in Figure 3.

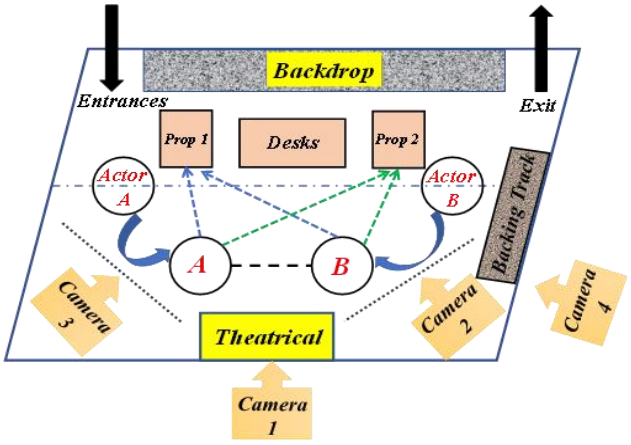

Figure 3. Scene Scheduling Diagram

Intervention of Computer 3D Graphics Technology

The combination of modern industrial colleges of film and television arts and computer 3D graphics technology has brought revolutionary changes to film and television production and teaching methods with the help of the rapid progress of science and technology. 3D graphics technology gives creators greater freedom, breaks the limitations of the actual filming environment, creates scenes that cannot be realized in reality, and enriches the means of expression of film and television arts (Dhiman, 2016). At the same time, 3D graphics technology enables students to deeply understand the whole process of film and television production, enhances their creative and practical ability, and lays the foundation for their career. Students who master 3D graphics technology will have more employment opportunities due to the wide application of the technology in various industries. This is a perfect collision of technology and art, which makes an important contribution to the development of society. The high quality of modern animation, as well as the diversity of its contents, are primarily attributed to its advanced technological foundation and exemplary commercial operation. With the continuous optimization and improvement of 3D technology, its influence is also expanding. People are incredibly fond of this realistic, beautiful, and moving art form, and the strong visual impact makes the audience look forward to it (Mueller-Wolff, 2011). 3D animation is the result of the application of computer 3D graphics technology in the field of animation. The simulation of images and scenes in three-dimensional space effectively makes up for the deficiency of two-dimensional animation in three-dimensional aspects. In the mid-1990s, the success of three-dimensional animation in the creation of films promoted the development of large-scale digital three-dimensional animation worldwide (Biggi, 2023).

In the era of rapid development of the Internet, short video has become the main channel for groups to convey communication information. The user scale of short video reached 1.012 billion in 2023, accounting for 94.8% of the overall Internet users. The user scale of short video increased by 8.3% in the five years from 2018 to 2022, and as of December 2022, short video is still the type of application with the highest proportion of user hours, as shown in Figure 4.

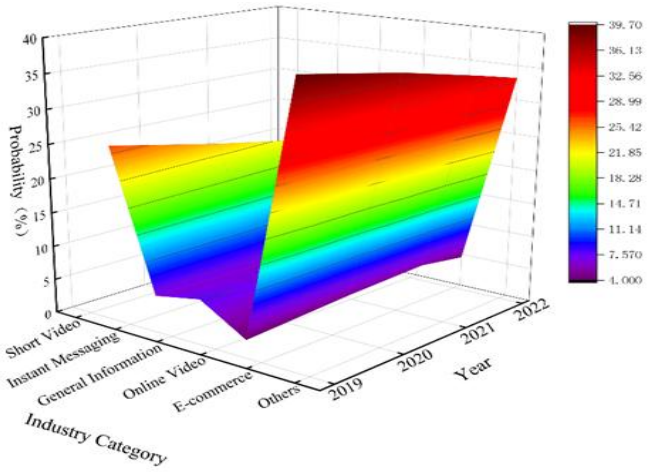

Figure 4. Percentage of Total Time Spent by Short Video Users in Recent Years

Status of Integration in the Three-dimensional Digital Virtual Era

Under the background of the rapid development of digital technology, film and television art has surpassed the traditional physical shooting; Through the careful conception of the artist, a complete virtual world can be constructed in the computer (Maye , 2018). The intermingling of real and virtual is an essential driving force to promote the creation of film and television art, and this multi-element integration makes use of high-quality elements to develop a brand-new form with the characteristics of "fusion + cross-border" and "virtual + interactive." Currently, modern industrial colleges of film and television arts are actively exploring the integration with the three-dimensional digital virtual era. In teaching, research and practice, virtual technology is widely used, such as virtual reality and augmented reality. This not only enriches the expression of film and television art, but also broadens the creative space. At the same time, the college focuses on cultivating students' ability to use new technologies to meet the development needs of the film and television industry. And in terms of industrial cooperation, the college has established cooperative relationships with many high-tech enterprises, applying advanced virtual technology to film and television production, promoting the deep integration of film and television art and technology (Piotet, Mantziari, Uldry, Demartines, & Clerc, 2022). The deep integration of science and technology with film and television art combines digital audio and digital video. Film and television

art incorporates art, music, literature, and other multicultural elements, constructed into a diversified art carrier, effectively conveying the artist's emotions, as shown in Figure 5.

Figure 5. Multicultural Elements of Film and Television Arts

METHODOLOGY

Through an in-depth analysis of the competitive environment of the industry in which the School of Modern Industry of Film and Television Arts is located, including research on market structure, competitors, consumer demand, etc., to understand the development trend and opportunities of the industry. This analysis can be done through methods such as market research, data analysis, and industry reports, providing the college with fact-based information and insights. Evaluate the core competitiveness of the Modern Industry College of Film and Television Arts, including the advantages of teaching resources, faculty, hardware facilities, etc., and compare it with competitors to find out the gaps and room for improvement. This can be implemented through internal assessments, benchmarking analysis, and student feedback. The results of the assessment will help the College identify its strengths and weaknesses and develop strategies accordingly. Research on the innovation ability of the modern industry college of film and television arts, including technological innovation, teaching method innovation, curriculum innovation and other aspects. By partnering with industry, undertaking hands-on projects, introducing new technologies, and fostering innovative thinking, the Academy can enhance its ability to innovate and adapt to changing market demands. When conducting research, a combination of quantitative and qualitative methods is used to obtain comprehensive and accurate research results through social population data analysis, interview surveys, etc. In the future, we should cooperate with relevant academic circles, industry organizations, and enterprises to jointly promote the application and promotion of research results.

RESULTS

Theory of Sustainable Competitive Advantage for Film and Television Arts Colleges to Promote Innovation and Development

The Modern Industrial College of Film and Television Arts is leveraging on the theory of sustainable competitive advantage to promote innovation and development. The College is clear about its core competitiveness, such as quality faculty, advanced teaching facilities and abundant practical resources, and based on this, it has been deepening its educational reforms and improving the quality of teaching. The College focuses on cultivating students' creativity and critical thinking, and encourages them to challenge tradition and be innovative. All these have earned the college a sustainable competitive advantage and laid a solid foundation for its future development (Bhattacharya & Mitra, 2020).

Explicit judgments and definitions of possible new competitive advantages are necessary. In the future, colleges of film and television arts will need to place greater emphasis on the training of innovative talents and the development of refined areas of specialization to respond to the rapidly changing needs of the industry (Yu, 2018). Specific measures include strengthening practical teaching, such as establishing deep partnerships with film and television production companies to provide students with opportunities to participate in actual film and television

production. In addition, the development of special courses and programs, such as virtual reality film and television production, and the application of AI in film production and other areas can also attract and nurture students with special interests and skills, as shown in Figure 6.

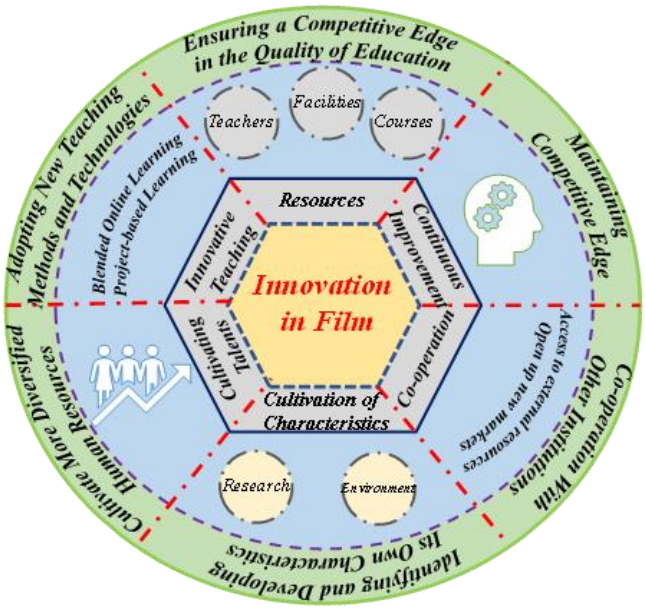

Figure 6. Faculty of Film and Television Arts Advances Innovative Approaches with the Theory of Sustainable Competitive Advantage

Developing and implementing strategies to incentivize innovation is critical, and there is a need to create an environment that encourages teachers and students to experiment with innovation, such as establishing innovation funds to encourage teachers and students to initiate new research projects (Szczepaniak, 2018). Strengthening cooperation with other academic institutions as well as industrial enterprises can introduce new perspectives and research methods and inject new vitality into our research activities; more specific innovation strategies are shown in Table 6.

Table 6. Specific Strategies to Stimulate Innovation

Recommendations	Specific Aspects
Establishment of a culture of innovation	Encourage teachers and students to come up with new ideas and projects, and give adequate recognition and incentives to innovative practices and attempts.
Resource support for innovation	Adequate resources, such as innovation funds, laboratories and equipment, need to be provided to promote innovation so that teachers and students can have the resources to make new attempts.
Interdisciplinary Collaboration	Encouragement of interdisciplinary collaboration can promote knowledge collision and cross-fertilization, leading to more opportunities for innovation. This can include collaborations between different disciplines within the university, as well as between the college and enterprises or other academic institutions.
Research Orientation	Change the course structure to include more research-orientated courses: expose students to actual research work earlier and get inspiration for innovation from research.
Emerging Technologies	For example, AI and VR/AR technologies can be used not only as a tool to develop new skills, but also as new research objects to guide students to explore the possibilities of future film and television art.

DISCUSSION

With the continuous progress and application of digital technology, the integration of film and television art and modern industry is getting closer and closer, which also provides more development opportunities for the modern industry college of film and television art. In the future, the School of Film and Television can work hard in the fields of digital film and television technology, virtual reality, interactive entertainment, etc., and provide more outstanding talents for related industries. By introducing international advanced teaching concepts and technical means, and actively expanding international cooperation, the college can also meet the growing demand

for global cultural exchanges and industrial cooperation. Through international exchange activities, the college will enhance its academic reputation and visibility. At the same time, with the increasing demand for talent specialization and practical ability, the college can strengthen cooperation with enterprises and industries to cultivate talents with more practical experience. In addition, by carrying out more technological innovation and industry-university-research cooperation projects, the college can also promote talent training and joint development of scientific research results, and make greater contributions to industrial development. In such an era full of opportunities, the School of Film and Television Arts and Modern Industry will continue to devote itself to cultivating high-quality talents and continuously promoting the integration and development of film and television art and modern industry.

CONCLUSION

Research on the integration of technological evolution and film and television art shows a close connection between the two. The application of new technological means not only improves the visual quality of film and television but also innovates the content of many subjects and art forms of film and television art and becomes the mainstream of public entertainment. Technology not only brings us new information dissemination and artistic experience but also brings us new artistic thinking. The integration process of technology and film and television art will inevitably have bumps and bruises and will also bring some negative impacts. Therefore, in such an era of rapid development, it is necessary to maintain high vigilance against risks and crises brought by science and technology, correctly treat the integration of science and technology and film and television art, develop strengths and avoid weaknesses, achieve mutual benefit and win-win situation, and achieve common development.

As long as the development of science and technology is reasonably viewed and applied, the future of film and television art will present a beautiful state, and the integration of the two brings more opportunities for innovation and development for both science and technology and film and television art. In the continuous pursuit of artistic value, the evolution of technology will continue to expand the types and styles of film and television art, and China's film and television art is becoming increasingly prosperous and developing toward the international market. The combination of modern industrial film and television art school with the theory of sustainable development makes this discipline more innovative and influential in today's society.

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