

New Media Art Design Based on the Combination of Art and Digital Technology

Prof. Zhang Chengyi¹ and Li Qunying²

¹College of Textiles and Clothing, Qingdao University, China

²Department of Textile and Clothing Engineering,
Shandong Vocational College of Light Industry, China

This article is funded by the following projects:

“Research on the Reform of Vocational Education”, Shandong Province, China.

(Project Number: 2017255)

“Teaching Reform of Vocational Education”, Shandong province, China.

(Key Project, Project Number: 2015040)

Abstract

Today, with the rapid development of information technology as well as scientific technology, a unique art form on the joint combination of modern art and digital technology has come out, namely, the new media art. Whether from the way of creation, the form of expression, or in the visual presentation, the new media art has broken the shackles of the tradition. Exploring the meaning and characteristics of new media art in-depth is not only conducive to the further innovation of traditional art, but it also can promote the mushroom growth of new media art. New media art is facing a very serious problem in the process of development, that is, the lack of human resources. This paper will put forward effective methods combining the features of new media art on the basis of how to cultivate and develop professional talents in order to promote the new media art to achieve a qualitative leap.

Keywords: New media, Art, Artdesign, Digital technology, Talent training

In early of 1980, new media art began to be spread from the West to China. After years of development, new media art has made great progress in China and has added a glorious color in the history of modern Chinese art. With its special advantages, new media art has been highly valued in academic circles and even in an all-round way. Under the guidance of artistic thinking, it relies on the advanced digital technology for people to create and present wonderful art works, such as painting, sculpture and so on. It has become a major expression form of modern science and technology, and has been favored by the vast number of artistic creators. Strictly speaking, the new media art is a kind of innovation and development method compared to the traditional art, showing the epitome of digital technology at any time whether in the construction, design and other aspects, or in the film and television and other related industries. It can be seen that the combination of art and digital technology of the new media art has become an important development trend of art design, providing strong support to further enhance the development of the art industry to.

I. The Rise of New Media ArtDesign

The rapid expansion of science and technology, to a great extent, has promoted the innovation and development of the art industry and has become an important internal driving force of the artistic innovation. Looking at the development of art, we can see that the progress of medicine and human anatomy has provided reliable guidance for the further advance of related art industries such as sketch. The deep research and extensive application of geometry and perspective has added a new creative idea for painting. In addition, the improvement of pigment production technology has supplied beneficial help for artistic creators to innovate more high-quality works and to depict more colorful space of expression. The increase of the optical principle study has offered useful instruction for the Impressionist painters to better display the relationship between light and shadow. Moreover, the in-depth study of optical applications has accelerated the emergence of photography technology. It has greatly promoted the further development of artistic creation, and all mentioned above have benefited from the rapid development of science and technology.

After entering the twentieth century, the impact of science and technology on the development of art had been expanding, especially the birth and application of mathematical technology had opened up a new world for art. Around 1980, the computer began to enter the sight of people, it supplied a new way of artistic design, particularly the emergence of computer graphics greatly improved the strength of its computer application. Whether in television, architectural environment design or in film, industrial design and other aspects, we could see the figure of computer graphics. At present, many scholars regard the appearance of computer graphics as the third image revolution, which has an important milestone significance in the field of image.

After entering the new century, the digital creation industry had shown a strong momentum of development and had gradually become the backbone of the knowledge-based economy industry. In the United States, Britain and other developed countries, its output value had far exceeded the automotive industry. South Korea was more concentrated to develop the digital industry, especially the game industry, improving its development to a strategic height so as to make outstanding contributions in the promotion of Korean economic development. At present, the digital content is applied to more industries at a relatively fast speed and strong momentum. I believe that in the future, digital content will burst out a strong vitality in China and will become an important pillar of the national economy.

II. The Connotation of New Media Art and Design

The so-called new media art design, based on a series of related disciplines, such as digital technology, art and so on, shows people a richer level, more profound meaning and creative works of art through the text, language, audio and other different means of expression. The rapid improvement of science and technology has greatly promoted the advancement of modern art design, especially the overall coverage of the network and the comprehensive application of the communication technology have created a broader space for development for the new media technology and design. At the beginning, the design of new media art mainly refers to an art form formed by digital technology. However, the combination of new media technology and artistry has become closer and deepened with the good momentum of the modern art and design industry being maintained in full popularity, gradually forming a new form of art creation based on the network platform. The rapid popularization of computers and smart phones has created convenient conditions for the wide dissemination of new media art works, and has made new media art enter a new era of development simultaneously.

III. New Media Art Design is the Extension and Expansion of Traditional Art Design

With the development of times, a variety of new medias and ways of communication have sprung up one after another, making the way and content of visual communication art more and more abundant. Computer, mobile phone and other methods are gradually becoming the main methods of information dissemination, and those have a great impact on the communication form and means of the traditional visual communication art. Nowadays, its theoretical basis of aesthetics and the theory of art design are not yet stable. Therefore, digital media should be further improved and optimized in the future development.

New media art design does not come out occasionally, it is based on the traditional art design. Therefore, in the process of developing the design of modern digital art, the traditional visual communication design theory can be taken as the main guiding ideology. Generally speaking, the theoretical similarities between the two are mainly reflected in the following three points: First, they both show strong functionality and need to meet specific requirements,

respectively; Second, they are carried out on the basis of aesthetic theory. Third, whether in the plane visual creativity, or in the visual design, they are adhering to the same theoretical principle, whose performance content is very similar. For the modern digital media art, we should not only consider in terms of function and aesthetic aspects, but also closely follow the pace of development of the times in the design. We should rely on the unique advantages of digital media in sound and human-computer interaction with further innovative means of communication, etc., so as to obtain a more satisfactory information dissemination effect. Based on the above analysis, it can be seen that the design of new media art is based on the previous visual communication art both in terms of meaning and form of expression, or in terms of features and content.

In addition, it is necessary to make it clear that the birth of new media art design is closely linked with the current development and can be said to be an inevitable outcome of the development of the new era. Its forms of expression are more diversified and the information data covered is also broader, which presents a clear advanced, professional and other characteristics. Therefore, it is necessary to vigorously develop the new media art design to promote its artistic expression in the form of further development.

IV. The Development Advantages of New Media Art Design

Compared with the traditional art design, new media art design has more advantages, especially the rapid development and wide application of digital technology, which provides a new way for art dissemination. As a whole, its development advantages are mainly reflected in the following three points.

1. Wider coverage of creative content

Art design is a work that covers a lot of content. In the traditional art design, no matter which link it is, it takes a lot of manpower, material resources and time. Take the creation of art works as an example, it illustrates the need for the creators to concentrate on the creation carefully, and this process is irreversible, that is, once there is a mistake in the creation, the previous efforts will be in vain, with a result of re-creation or taking other remedial measures to create again, so that the completion of the entire work will spend more manpower, material and time. The new media art design effectively overcomes the above problems. It adjusts and optimizes the works under a special design environment by using a series of special tools such as modification and revocation, which make the created works more realistic and are of artistic value. In addition, if a variety of preparatory works have been done before, then there is no need to re-prepare in the creative process, it only need to complete and modify the creation on the original preparation, and to propaganda through a wide range of new media platforms (such as mobile phone client, digital TV, etc.) in order to enrich the form of creation on the basis of more vivid presentation of the work content.

2. It realizes the dispersion and innovation of creative thinking.

With the help of the tools of new media art design that are equipped with perfect function and convenient operation, they are not only conducive to drastically increase the efficiency of writing, but also to promote the effective allocation of resources and give full play to the value of resources. For example, the concept and the means of creation had undergone significant changes. They got rid of the shackles of traditional art design and not completely followed the previous design sequence so as to create a better interpretation of the creators' emotions or intentions. During this period of writing, the design of new media relied on advanced technology and flexible means to make the design full of "humane" atmosphere. In particular, after more design tools appear, the creators' thinking is further diverged and more open-minded, so the works are more vivid.

3. The diversification of artistic creation means has been realized.

As a creator of art design activities, if you want to create creative, vivid and realistic works for people, you need to keep pace with the development of times, enrich your personal knowledge and be able to apply advanced new media technologies. As we all know, in the previous art design activities, creators needed to use a series of conventional tools such as paper and pen in order to draw the outline of the work, which not only consumed a lot of time, but also was very cumbersome. And it required to be recreated in the event of error. While the development and application of new media art design tools have changed the status, creating a realistic creation environment for creators and enabling artists to create rapidly with the support of a variety of convenient tools. Through the advanced digital technology, the size and color of artwork can be reasonably adjusted to better meet the communication needs in various media platforms.

V. Talent Training of New Media Art Design

Digital art is a comprehensive subject involving multi-disciplinary content. In order to promote the steady and healthy development of digital art design industry, it is necessary to strengthen the cultivation of new type of composite talents. The compound talent here refers to not only mastering the law of art design, but also grasping the art design of computer graphics in an all-round way, and being able to skillfully use mainstream art design software. In the current development, both digital technology talents and creative talents are relatively scarce, but the degree of scarcity is obviously different. Therefore, it is urgent to formulate reasonable training objectives and training programs on the requirements of market development. This paper argues that the following three aspects can be started to develop new media art and design talent, thus promoting new media art design in the proceeding of development to achieve further breakthroughs.

1. We should actively change the teaching philosophy, flexible use of the new teaching model to carry out teaching and using the method of combining theory and practice to consolidate the students' actual operation level, promote their ability and skillfully carry out the design work on the computer. As a comprehensive subject involving multi-disciplinary content, the new media art has put forward higher requirements to the creators' theoretical knowledge and operational skills. For the creators, it is not only necessary to master the creative skills and techniques well, good ideas are also needed. Although there are a growing number of students studying art courses nowadays, the number of people who may be able to call them complex talents accounts for a little. Due to the influence of relevant educational methods and other factors, this kind of number of people is endless only having ideas without techniques or mastering the skills without creative thoughts. Only by combining theory and practice can we cultivate new media talents who meet the needs of society and then promote the sustainable development of new media art.

2. It is urgent to create a set of resource sharing platforms with convenient operation and perfect functions, introducing advanced technologies and concepts from western countries and encouraging teachers to provide high quality teaching methods to students on the basis of continuous self-improvement so as to encourage students to broaden their horizons, understand frontier knowledge and continuously improve their creativity.

3. It should not be avoided to create and take use of a series of powerful and convenient digital and art information platforms within the art major in universities, which can promote students to understand more art information on the basis of comprehensive digestion and mastery of professional knowledge, then resulting in the students to achieve comprehensive development.

4. In the light of the development of new media art design according to the development of a rigorous and reasonable textbook, we must ensure that the contents of its teaching materials should be with the times, that can be obtained for the community and can meet the requirements of new media art and design talent. At the same time, we should pay attention to the promotion of teachers, only in this way can we enhance the steady and healthy development of new media art.

VI. Conclusion

The rapid development of the times has greatly boosted the development of new media art. In the current development environment, new media art has become a major development trend of modern art. If we want to further promote the development of new media art, we need to train more design talents. In addition, we also need to firmly master the lifeblood of the development of the times, properly grasp opportunities for development. On the basis of a correct examination of the application value of digital technologies, it should be impelled to combine with art in order to promote the development of new media art design Strong support.

Reference

- [1] Dai Dandan, Tu Po, Xia Haibin. Research on the Value of Traditional Chinese Culture in the Art eEducation of New Media. [J] *Art and Technology*. 2015 ; 12
- [2] Zhang Yiyang. The Development of New media and the Influence of Art Design . [J] *Journal of Changsha University* 2015 (1).
- [3] Chen Chen. Research on the Design of New Media Art Based on Digital Technology [J]. *electronic technology and software engineering*. 2014 (1) ; 185-186.
- [4] Xiao Yingyan. Art Literature of New Media Art Design Under the Visual Field of Digital Technology.[J]. 2014 (5) ; 119.
- [5] Fang Rui, Dong Bin. The Spatial and Temporal Characteristics of the Interactive Nature of the New Media Art [J]. *Journal of Anhwei Normal University (HUMANITIES AND SOCIAL SCIENCES EDITION)*. 2013 (02).
- [6] Zheng Fei. Art and technology in the design of new media art combined with art and digital technology.[J] 2013 (02) ; 19.
- [7] Sang Lijun .On art and digital technology combined with the new media art design [J]. *writer*. 2013 (24): 301-302.