

On the Art Design Mode in the Era of Digital Media

Zheng Jintao

Shandong Xiehe University, Remote Wall Campus, Jinan, 250107, China

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Abstract: Digital technology has helped traditional industries find a new development direction, and the integration of art design and digital media technology has injected new characteristics of the times. In the new era of art design, opportunities and challenges coexist in art design education. How to improve the level of art design education in the digital media era is a difficult point in art design education at present. Therefore, it is of great practical significance to explore the art design in the digital media era. The new features of art design education are mainly manifested in two aspects, one is the integration and development of art design and digital media, and the other is that digital media art expands art education. New ideas, new knowledge, new technologies, and new algorithms are the source of power to promote the continuous and in-depth development of digital media art, and human beings are endlessly exploring and pursuing the unknown world. While enjoying the convenience and speed brought by technology, people are constantly exploring and researching digital media art. By learning digital media art, people can complete the formation and production of a variety of design works. With the development of society, the material life and spiritual life of human beings are constantly developed and enriched. The design has evolved from the traditional design that meets people's material and functional needs to the modern design that emphasizes meeting people's individual and diverse needs.

1. Introduction

In the process of rapid digitization in various fields of society, the word "digital" has become a new symbol of the transformation from traditional to modern in many fields, such as digital film, digital library, digital photography, digital museum and so on. The new characteristics of art design education are mainly reflected in two aspects: one is the integration of art design and digital media; the other is that digital media art expands Art Education [1]. New ideas, new knowledge, new technologies and new algorithms are the driving force for the continuous development of digital media art, and human exploration and pursuit of the unknown world is endless [2]. While enjoying the convenience brought by science and technology, people are constantly exploring and studying digital media art. By learning digital media art, people can complete the formation and production of a variety of design works [3]. For example: computer painting, film and television post-production, print advertisement production, poster, stage effect design, architectural design, large-scale online game production, electronic invitation letter design and so on. Although the innovation of digital technology can't replace paper books, if we make better use of digital technology, we can not only facilitate our daily life, but also use the design of media to continuously produce mobile carriers.

Art belongs to the category of social ideology, expressed in different forms (sculpture, painting, dance), enriching the spiritual needs of human beings. According to the earliest definition of art: "Through imagination and skills, art creates experiences, environments, and aesthetic objects that can be shared with others". It can be seen that art comes from life. The artist incorporates his own understanding of life in his works and leads It is the aesthetic direction of the public [4]. With the continuous improvement of the level of informatization and digital technology, the design process has become more rapid and simple, and the art design has also shown new characteristics, mainly showing the integration and development of digital media and art design. At present, the content of art design teaching materials in Colleges and universities mainly focuses on the application of software, and the content explanation is not specific and lacks pertinence. The interdisciplinary

nature of the subject puts forward higher requirements for art design teaching, coupled with the rapid development of multimedia technology, computer software updates frequently, many colleges and universities lack supporting teaching materials, which affects the teaching efficiency of art design in Colleges and universities. Today, a new cross media art with unique art form and language digital media art is being recognized by more and more people.

2. Overview of Digital Media and Art Design

2.1. Overview of digital media

The dissemination of human information is always achieved through certain carrier forms and technical means, which are called media. In today's digital era, the form of information carrier has not changed, but the storage and recording methods of information carrier have changed. The most essential change is digitization. In digital media technology, information acquisition, recording, transmission and processing are completed in binary form. Sound, text, graphics, animation and video are the carrier forms of information. While enjoying the convenience brought by science and technology, people are constantly exploring and studying digital media art. By studying digital media art, people can complete the formation and production of various design works. For example: computer painting, film and television post-production, print advertisement production, poster, stage effect design, architectural design, large-scale online game production, electronic invitation letter design and so on.

2.2. Relevant overview of art design

Art is a kind of social ideology, which is created in various forms to meet the spiritual needs of human beings. From the definition of art: "Art is the creation of aesthetic objects, environments and experiences that can be shared with others by skill and imagination", it can be seen that no matter what form of art is closely related to human life, artists use their works of art to reflect and express their own feelings in real life, and meet the needs of human beings for artistic aesthetics [5]. In "Harriquin's Carnival" by Miró, the representative of surrealism, as shown in Figure 1, a peculiar sense of spatial reversal is depicted. There are fanatical gatherings in the room, and only humans are sad.



Figure 1 The Carnival of harriquin

Design is an activity process in which planning, planning and assumption are conveyed through visual form. Simply speaking, design is a kind of "purposeful creative behavior". Art design cannot be simply understood as the superposition of art and design, but should be comprehensively understood by combining their similarities and differences. At the same time, it should be recognized that both art and design are specific forms of technological creation, and present the final work to the world. So it can be said to be precise that art design is a comprehensive creation under certain conditions. "

3. New characteristics of art design brought by digital media

3.1. In the era of digital media, "interactivity" has become the most prominent feature of art design

In the era of digital media, "interactivity" has become the most prominent feature of art design. In the era of digital media, digital technology itself has strong interactivity, and the boundaries of interaction between people have become blurred, and designers have appeared— Computer-manufacturer, designer-product-user and other forms of interaction. In the digital media era of multi-information interaction, the three sequential media flow model of designer-manufacturer-user has been broken and replaced by a new "designer-product-manufacturer, the role of the producer and the user has changed from passive receiver to active participant, feedback information has become an efficient creative resource, and the producer and the user have also become the designer of art works. New advantages will be constantly updated, and digital technology will make full use of the development of science and the times to push digital media art design to a new starting point.

3.2. In the era of digital media, it provides new design thinking for diversified art design methods

The integration and development of digital media and art design. The integrated development of digital media and art design is another characteristic of art design education in the digital media era. In the course of the continuous development of society, art design education has undergone major changes. Traditional teaching materials no longer meet the requirements of teaching. The society has higher requirements for art design talents. If there is no high-level supporting teaching materials, It will affect the quality of talent training. In the process of creation, a variety of design tools, trivial and complicated creation procedures, coupled with the speed problems caused by hand writing or drawing, and so on, may inadvertently hinder the designer's new creative thinking. The emergence of digital media has fundamentally changed the form of visual communication, and expanded the content and form of visual design [6].

The visual range of human eyes is 6~7 cm, so when watching three-dimensional objects, the images reflected in the two eyes are different, and because of this aberration, the brain perceives the existence and change of stereo through vision, which is called binocular perspective imaging, as shown in Figure 2.

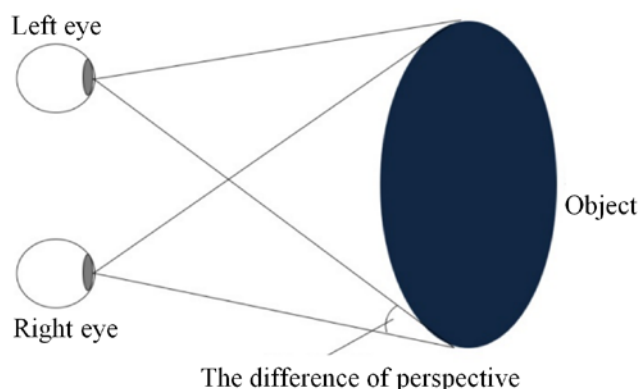


Figure 2 This caption has one line so it is centred.

We will look to the future. Digital technology may not be limited to people controlling computers to present artistic creation. More automated and interactive human-computer products will appear. New advantages will be constantly updated, and digital technology will make full use of the development of science and the times to push digital media art design to a new starting point.

3.3. Establish a practical teaching system under school-enterprise cooperation and train more applied talents

In the era of digital media, the teaching of art and design majors should focus on practical

courses and the training of applied high-skilled personnel. In the era of digital media, art design teaching has effectively mobilized students' learning enthusiasm and initiative through the combination of audio and visual, and has activated the atmosphere of classroom teaching. Entering the stage of digital media creation, the use of digital computers provides convenient and diverse design methods, such as digital technology, artificial intelligence technology, virtual reality, and augmented reality technology. It provides a cross-domain channel for artistic design and provides a cross-domain channel for art design. In terms of thinking mode, the creative form brought by digital media technology is subversive. In the specific practice, the opening of some studios and laboratories in Colleges and universities can lift the professional restrictions, so that more art and design students have the possibility of practical operation, enter the relevant laboratories and studios for training, and truly experience and master the knowledge of digital art and design. At the same time, in order to master the dual attributes of digital art and design, let students learn different professional knowledge, strengthen the practical teaching of digital art in art design, expand students' practice platform, can also play a multiplier effect. When conditions permit, through carrying out school-enterprise cooperation and implementing a series of distinctive practical activities, the professional quality and innovative practical ability of art and design majors can be effectively improved, and a solid foundation can be laid for students to better adapt to the job requirements.

4. Conclusions

Before digital media appeared or was widely used, artistic design was always superior. It is the "patent" of professionals that it is difficult for people without professional training to enter this field. The emergence of digital media technology has broken this limitation and turned art design into a mass activity. Digital technology can easily transform people's ideas into creative works in the form of digital media, which can be widely disseminated on the Internet. For art design education, we should be aware of the importance of the digital media era, update the concept of art design education, optimize the art design teaching system, focus on combining theory with practice teaching, strengthen the innovation of art design education, and face the new art design education in the digital media era. It actively explores the strategies of art and design education in the digital media era. At the same time, digital technology is also being innovated day by day, and in order to cater to the public aesthetic, many aesthetic culture which accords with the aesthetic elements of our country are added, which makes the development of digital technology widely used in China. However, the application of digital media in art design has its advantages and disadvantages. Digital media is dependent on digital technology. If we think that mastering digital technology is equivalent to being able to engage in art design, then this wrong idea may lead some art designers to attach importance to technology and ignore the connotation of art design, thus affecting the innovation and development of art design. Therefore, art design teaching staff should constantly explore and update the classroom teaching concept, in order to cultivate more high-quality art design talents, and promote the development of modern art design industry.

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