

Design of Media Arts Digitization Affects Traditional Arts Design

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Abstract: With technology of digital media development and application in the current era, media art design has a relatively good rise in contemporaryization, and media arts digitization, as one of the newly emerging products of contemporaryization, has better advantages than traditional art design. The media arts digitization practicality and epochality can promote the application of this technology in various industries, so traditional art design has been greatly influenced and impacted in the background of the current rise of design of media arts digitization. Therefore, the main content of this article is to explore how traditional art design will change under the design of media arts digitization influence.

1. Introduction

As a new product in the current time, design of media arts digitization contains amount of content. The integration of science and technology in design of media arts digitization has greatly increased the audience of art works in the information society. Therefore, integrating technology of digital media into traditional art design in contemporaryization is an important trend in line with the development of the times, and traditional art design can have a more healthy and sustainable development prospect in the current era after integrating technology of digital media. In addition, the information technology characteristics of technology of digital media itself can also promote the production of artistic works with more prominent intelligence and sensitivity. Therefore, the art and design industry must take advantage of digital science and technology in the procedure of development of the current era to promote the works to perfectly display the contemporary characteristics.

2. Explore and Analyze the Characteristics of Design of Media arts digitization in the Current Era

2.1 Design of Media arts digitization has Strong Virtuality and Comprehensiveness

Media arts digitization has more prominent features such as virtualization and comprehensiveness compared with traditional media art. This is mainly because the information technology integrate into media arts digitization makes this art have the obvious virtuality characteristics of information technology, and the highlight of virtuality this feature in media arts

digitization, it can let people feel the fidelity of art design more intuitively, and relevant computer technology can also be used by designers to design works according to actual pictures so that the work can be completed from multiple angles[1]. Secondly, the use of technology of digital media to complete a work can also make the work more three-dimensional and more prominent artistic effect. Meanwhile, designers can use the digital technology advantages to change the overall quality of the work to a great extent. It is difficult for designers to change their design views in time when using traditional media art design techniques to design works, which will adversely affect the quality and aesthetics of the final designed traditional digital media works. In addition, digital technology used to carry out media art design can also express the designer's design concept in an all-round and multi-angle manner. Therefore, in the current era, integrating digital technology into traditional art design to form media arts digitization has become a kind of a new aesthetic trend[2].

2.2 Design of Media arts digitization has Strong Efficiency and Interactivity

One of the most important features used in the technology of digital media to design art is interactivity. The application of interactivity in technology of digital media is mainly reflected in the following fields. First, the use of technology of digital media in design when creating a work, the materials that need to be used can be quickly called out through the huge data information base in the computer system. In this procedure, computer technology role can greatly facilitate the development of design of media arts digitization work. Meanwhile, designers can also continuously obtain more design inspiration in the procedure of participating in activities on the online platform, so that the quality of the designed works can be better guaranteed. Secondly, the efficiency of design of media arts digitization has also been greatly improved in the background of the current rapid development of computer technology, mainly because computer technology can be used by designers to carry out work design activities to effectively shorten the production cycle[3]. Finally, computer technology can also be used by designers to display the works they designed in front of them in an all-round way. In this procedure, designers can more intuitively see the deficiencies in the works they have designed, and can take effective measures to make appropriate adjustments in a timely manner. It is the technology of digital media application that enables designers to improve the work design efficiency based on a better understanding of their own works.

3. Analysis of the Important Influence of Design of Media arts digitization on Traditional Art Design

The wide application of digital technology in various aspects in nowadays information age has brought some big impacts to the aspect of art design, and digital technology application in the field of art design has brought about great changes in traditional art design development in the current era.

3.1 The Thinking Ability of Traditional Art Design has been Effectively Extended

The difference between traditional media art design and media arts digitization is relatively large in design thinking. The rapid development of the times has made graphic visual creativity unable to meet people's aesthetic needs,[4]so media arts digitization emerged as the times require and has become one of the more rapidly developing art forms in contemporaryization. However, graphic visual creativity has not been abandoned or even fully applied in the new media arts digitization. The full application of graphic visual creative design ideas in media arts digitization can promote the quality of works to be well guaranteed, and the design level of designers can also be improved to some extent on the basis of the application of graphic visual creative design ideas. Therefore, the flat visual creative design in the traditional design thinking also has a very important position in the

current digital media era. In addition, designers of media arts digitization can also effectively integrate visual creative ideas in their creations. The effective integration of visual creative ideas and media arts digitization creation also plays a very important role in inspiring designers' design inspiration. Meanwhile, the extension of traditional art ideas and the development of media arts digitization can be well guaranteed on the basis of this integration.

3.2 The Content Form of Traditional Art Design has been Effectively Expanded

If design of media arts digitization wants to achieve a relatively good development in the current era, it must be closed with the application of computer technology and Internet technology. Technology of digital media can quickly and quickly obtain the latest information after the application of the Internet compared with traditional media technology. This can make the works of art created using technology of digital media more in line with the aesthetics of contemporary people, and at the same time, the production of works of art with the help of computer technology can also guarantee the exquisite conception of works of art to a large extent.[5]The theory and aesthetics of contemporary new media art design is actually an appropriate improvement and innovation of traditional media art, and design of media arts digitization, as a new product of the times, is more advanced in the new era than traditional media art. Therefore, design of media arts digitization is an effective extension of traditional art design and a product with the characteristics of the new era.

3.3 Traditional Art Design Means and Methods have been Effectively Enriched

Compared with design of media arts digitization, the traditional media art design method is relatively simple and its design content is relatively monotonous, so the form of works designed using traditional media technology is relatively simple and cannot meet the current people's aesthetic needs. However, the application of technology of digital media can greatly promote the effective enrichment of the means and methods of art design in the procedure of art design development, and the types of media art design will also be effectively increase obtained in the application procedure of technology of digital media[6]. Secondly, the way designers used to design works using traditional design techniques in the past were often hand-drawn, but there were often differences between the staff who made the works and the designers, which led to the final art work have strong continuity, complete the design of the work under the simulation of real use is necessary[7]. Then, the full application of digital technology in the procedure of new media art design can also effectively eliminate the limitations of traditional design methods. Meanwhile, with the aid of the characteristics of stable design effect and convenient storage of digital technology, the manufactured products can be more humanized.

4. Conclusions

To sum up, the development of design of media arts digitization as a newly emerging information art discipline in the current era needs to be paid attention to, and compared with other art disciplines, design of media arts digitization has the characteristics of practicability and the times. It can also promote it to have a relatively good development prospect in contemporaryization. Secondly, the development of design of media arts digitization in the current era requires us to use a new way of thinking to look at and understand. Only when we look at design of media arts digitization with a correct perspective and attitude can this design method have a broader space for development. We believe that in the near future, media arts digitization can greatly promote my country's art and design industry rapid development.

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