

# *The Current Situation and Development of Dance Creation in the New Media Era*

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**Abstract:** With the continuous development of science and technology, new media technology has now been applied to the creation of dance art, which has promoted the formation of new ways of dance expression. With the support of new media, dance art has gained unprecedented development. The integration of body art and technology is no longer a fantasy, and the organic combination of the two has made the expression of dance art more and more abundant, effectively meeting the needs of society at large. This article hopes to study the characteristics of dance creation in the context of new media, explore the situation of dance creation in the new media perspective, and then consider the development of dance creation in the new media perspective. In this way, dance art and new media can enhance each other to a certain extent, and the two complement each other and develop together.

## **1. Introduction**

The advent of the new media period is quietly changing the social environment, and dance creation naturally falls into the tide of the new media era. In the past decades, it seems that dance has made great achievements, but in a sense, due to its high specialization, it is questioned by the outside world as "self-admiration" and "self-entertainment". It is really difficult for people to know and widely recognize, or even grasp the cultural heritage behind it. The most prominent feature of the advent of new media is digital technology and online media promotion, which undoubtedly broadens a road for the creation of dance in the new era [1]. In the era of new media, the artistic conception of choreographers has undergone corresponding changes invisibly, which is also the most important point for us to analyze the development of contemporary dance creation. As a form of artistic expression with vitality, the emotions and thoughts expressed in dance still rely on body movements to tell certain stories, which has super expressive ability. The old-fashioned and traditional stage effects can hardly meet the needs of the audience, who are looking forward to more and more novel works. The requirements for choreographers and directors to create dance works are becoming higher and higher. Based on this, this paper takes the development of dance creation under the background of new media as the research object, analyzes the characteristics and current situation of dance creation under the perspective of new media, and then takes a long look at the development of dance creation under the perspective of new media.

## 2. Characteristics of dance creation from the perspective of new media

As a kind of visual art, dance fully applies new media technology to dance art, fully expresses the connotation that dance wants to express, and improves the artistic value of dance. In the process of combing relevant materials of dance creation, it is found that the continuous use of new media technology will reduce the limitation of dance creation and make the creative surface more diversified compared with traditional dance creation. From the perspective of choreographers themselves, we will be more willing to take the initiative to learn new media technology, constantly develop our creative potential in learning, learn new media technology to enrich our means of dance creation, improve our ability to create dance art, and create more novel and excellent dance works. The advent of the new media era has brought unprecedented changes to the art of dance, both in the form of expression and in the concept of creation [2]. In this paper, through the preliminary collation of literature, analysis of the current situation at home and abroad, and reference to relevant theoretical research, we sort out and summarize the main influencing factors of the characteristics of dance creation from the perspective of new media, namely, creative thinking, creative means and visual presentation. Based on this, this paper analyzes the characteristics of dance creation from the perspective of new media from three perspectives: individuation of creative thinking, technicalization of creative means and multi-dimensional visual presentation.

### 2.1 Personalisation of creative thinking

Broadening the subject matter of dance. In the new media, dance creation is closely related to the creative thinking of the choreographer and is constantly developing in the direction of personalisation. The choreographer uses the unique advantages of the new media to adapt the choice of subject matter involved. The choice of the dance subject matter will be one of the most important and preferred tasks when creating the work. The choreographer's creative thinking must not be limited in the selection of the material, but must be constantly expanded as much as possible, so that the final dance performance presented to the public can be as excellent as possible and reach the public's inner world as much as possible, in order to reveal the unique charm of the dance itself.

Based on reality, combined with new media technology, choreographers use science and technology to show the images in reality and imagination, so that the content that cannot be performed can appear in the public's view using new media, giving the audience a sense of interlacing and making them praise and feel the charm and infectious power of dance [3]. To be an excellent choreographer, it is essential to be innovative and unique, especially when it comes to the selection of dance content, and to put effort into in-depth research and analysis, and to constantly broaden the subject matter of dance, so that the creator's thinking is more personalized, coupled with the external conditions of new media to make the content better presented.

Use reverse thinking. Creative thinking is to lead the overall dance creation process. Under the perspective of new media, the creative thinking of choreographers is likely to undergo some subtle changes. They use the way of reverse thinking to think from different angles and at various levels, seek common ground while preserving small differences in exploration, and form a new way of thinking. In dance creation, it is necessary to pay attention to establishing emotional resonance between the works created and the audience, which requires the choreographer to have a fierce attraction point in his thinking during the creation. Use reverse thinking to strengthen the divergent thinking and creative thinking of choreographers, and integrate them in the process of choreography, so that the dance works are more innovative and creative.

Value feedback on your work. In traditional dance, it is difficult to immediately grasp the public's feedback on the works you see, but with the use of new media technology, it is no longer as difficult as before, and relevant information can be obtained immediately. If dance choreographers want to

make breakthroughs and innovations in creative thinking, they should pay more attention to the feedback content in dance works, so as to facilitate the transformation of thinking in dance creation [4].

## **2.2 Technical means of creation**

Use choreography techniques to create characters. Creative means is an important premise for the development of dance creation. In fact, as a way of objective existence, this way is also the method used by choreographers to present the character images conceived in their thinking.

In dance creation, the creative technique is indeed very important. When the new media technology is used to broaden the technique of dance creation, it is still necessary to build the character image as the starting point and foothold of creation. When the creative thinking is improved, the creative means will also begin to become more abundant. As a result of the emergence of new media technology, the current choreography technology is no longer like the traditional choreography technology, which has undergone technical changes, and the creative means will also become technical. From the perspective of new media, science and technology are used to choreograph and shape characters in this way. Shaping typical characters is the starting point and final destination of dance creation. New media technologies such as sound, light and dance art can be used to shorten the distance between dancers and the audience, and at the same time, stage atmosphere can be created in the process of dance presentation to make the characters more vivid and specific [5].

Use audio software for music editing. Music can also be a source of inspiration for the choreographer and can also be one of the main considerations. Music and dance are inseparable, so we can regard music as one of the necessary links of dance creation. Music has its unique melody and rhythm, so the choreographer can design the content of the movement according to the rhythm and increase the diversity of the content. The perfect combination of new media technology and music makes dance creation no longer simple, but increase a lot of interactive effects. In the music library we have mastered, all kinds of sounds related to life can be ingeniously added to the works. During dance creation, a series of links such as post-production, processing, combination, storage and replication are constantly carried out by audio software, so as to achieve the technicalization of creative means. Music infuses soul into dance, and the two complement each other to achieve the ultimate artistic product.

## **2.3 Multi-dimensional visual presentation**

The application of modern stage technology in stage space. As an important feature of dance creation, visual presentation should be made more multi-dimensional in the original stage space. Therefore, it is necessary for choreographers to pay attention to the application of modern dance technology. Dancers are the subjects in the presentation of dance works. At the same time, it is also necessary to grasp the attachment relationship between such technology and dance ontology, so that the audience can experience the impact force that is difficult to experience in traditional dance visually, and deeply understand the emotions of dancers and the inner meaning of dance works. The existence of modern dance technology leads to the combination of dance creation and editing with high-end novel technology, and new changes have taken place in the visual presentation. The traditional way of editing and creation is no longer the only creative means of the choreographer, and modern stage technology is more virtual. Reasonable use of modern dance technology in the stage space, inject more cultural connotation conveyed by the choreographer into the stage, and enhance the artistic effect of the stage. The use of modern dance technology can quickly and smoothly switch the stage scene, overcome the disadvantages of traditional dance creation, enhance

the integrity of dance works, enrich the dancer's expressive force, and enhance the visual effect of the stage [6].

The embodiment of dance composition in the stage space. It is with the new media technology, will try to change the original general rules of composition, in the traditional way of composition innovation. In the process of dance creation, the composition of the stage space is also a problem that the choreographer needs to consider. From the perspective of external expression, it is mainly reflected in a constantly moving picture on the stage space. Dance composition is not only an important part of dance language, but also one of the most important means of artistic expression in dance creation. When conveying the art of dance, it is not only the aesthetics of body language, but also the inner feelings of the dancers through their external expressions and movements, and the flowing body language according to the rhythm of music to form a visual picture sense, so as to express the dancers' emotions and convey the expressed thoughts. In today's era of fast rhythm and high aesthetic, people's visual aesthetic has been greatly improved. Traditional dance composition is simple, unified, symmetrical and balanced.

### **3. Analysis of the current situation of dance creation in the context of new media**

Element association in stage vision. With the advent of the new media era, both the internal structure and external presentation of dance works have changed. It is gradually discovered that such changes are constantly enhanced by new media technology and the presentation of stage props, which constitute the visual images formed on the stage. What is presented now is a dynamic effect, which changes the layout of the scenery behind the original dancers. This is a kind of technical superposition and integration, which can be said to be inseparable from new media technology. Secondly, in the process of creation, there is a constant exploration of self-awareness, and the process of creating modern dance is not just satisfied with the original analogue display of still life. Although it is difficult to deeply express many emotions in modern dance, when using the stage space, it can gradually change into a deeper psychological feeling subconsciously brought out by body language, bringing a three-dimensional sense of structure to the dance theater.

The continuous combination of dance creation and new media technology will focus the final dance work on the presentation of the stage video. The construction of diversified elements in the stage video makes the means of dance art creation constantly diversified, the language of dance creation is enhanced, and the aesthetic views and creative thinking of the choreographer are also constantly strengthened. To construct and improve the aesthetic pursuit of the elements in the stage vision from the perspective of new media, we no longer only consider those elements in traditional dance creation, but pay more attention to the effective integration of the body and the stage vision.

The combination of art and technology in cross-border interaction. "Cross-border interaction" brings artistic creation into new environments and exposes potential possibilities. The application of trans-boundary way is the result of aesthetic reconstruction in the new era and the inevitable result of the law of creation. Traditional dance art is constantly colliding with new media, thus producing "art" of "crossover" integration. At the same time, it is "interactive" dance with some special effects, virtual reality, sensing devices, motion sensing detection and other "technologies" on the stage with the help of LED screen, projection screen and other media. "Cross-border interaction" dance is the interaction between human and screen, emotion and scene, virtual and real.

Method variation in creative language. The human body is the material carrier of dance performance, and the dance language is the means of expression. Under the condition of getting rid of the body discipline, the dancers produce infinite possibilities through the self-experience of the body experience, which provides an effective way of thinking for contemporary stage creation. The dance language itself is recognized through self-experience, in fact, it is a way to strengthen the

subject consciousness of creation, and then it is a way to generate such a language directly reflected by individuals. It's actually formed in a timely way of thinking. As a kind of aesthetic activity, dance creation will generate dance movements under subjective consciousness along with the rules of body movement in the output process of body language. Impromptu dance is essentially to get rid of such an image limitation of traditional dance. Combining the expression form of body language with new media technology will enhance its sense of form and beauty of form [7]. The integration of new media and dance art makes creation more innovative, which also causes great changes in the creation language. At present, utilizing the advantages of new media technology to make dance movements more "spontaneous" is the creation language used by many dance works in the perspective of new media.

In general, it is not difficult to find that the process of dance creation has made a qualitative leap compared with traditional dance creation by re-examining the current situation of dance creation from the perspective of new media. To reach such a status quo, we must have achieved the accumulation of volume. Traditional dance art and new media continue to cross and integrate. We have made a detailed summary from three dimensions of stage video, cross-border interactive presentation and creation language, providing a certain research basis for the development direction of dance creation in the perspective of new media.

#### **4. Development direction of dance creation under the background of new media**

Deep integration of new media technology and dance creation and editing. In the process of dance creation, the choreographer should not only carefully consider how to convey the hidden intrinsic value of the dance itself to the audience, so that the audience can feel the unique beauty of the dance art, but also consider how to catch the eye of the masses and broaden the mass base of the dance art. Therefore, choreographers must closely integrate new media technology with dance "editing" and "directing" to create new dance works with more significance and value. In order to promote the deep integration of new media technology and dance transmission, choreographers can start from the application of immersive lighting and hologram technology in dance creation and editing [8]. First, immersive lighting is applied to dance creation and choreography. Immersive lighting is one of the new media technologies. With the development of The Times, the application of immersive lighting in dance creation and editing is gradually emerging. Immersive lighting is developed on the basis of immersive design. It is magnificent and has a strong sense of hierarchy. It can give the audience a strong visual shock, making the audience feel immersive when appreciating the dance works, and unconsciously immersed in the artistic performance of dance under the influence of the immersive atmosphere on the stage. In the process of dance performance, the characters on the dance stage will constantly change according to the changes in the plot and content of the dance work, such as body, expression, manner, etc. At this time, the lighting will also change with the changes in the emotions and movements of the characters. The application of immersive lighting in dance creation and editing can enhance the texture and tension of the dance, and show vividly the emotions and artistic conception that the choreographer wants to express. For example, the large-scale dance drama Dream Seeking the Peony Pavilion uses the immersive lighting of new media technology to create a good visual picture and highlight the distinct dance theme. The whole dance performance is romantic, poignant and refreshing.

Secondly, hologram technology is applied to dance creation. Holographic technology enables choreographers to create more possibilities. This technology breaks the boundary between the virtual world and the real world on stage, and creates virtual parallel time and space in the existing real stage space. Hologram technology not only allows dancers on stage to perform all-round, delicate and vivid dance performances with the help of virtual space, but also enables the audience

to produce material hallucinational images, so as to further understand and experience the artistic connotation of the stage story. Compared with traditional dance art, dance creation and editing based on hologram technology can improve the relationship between dancers and audiences and make audiences feel more involved in watching. In short, the use of hologram technology in choreographers can directly present the artistic conception of dance, sublimate the theme of dance, enhance the artistic expression of dance, and make the dance fully show the beautiful artistic style.

Dance form should serve dance content and emotional expression. At present, new media technology has been integrated into every aspect of People's Daily life, and the expression of dance art is no longer just the combination of body language. Dance choreographers have begun to try to adopt a large number of new media technology in dance creation and editing, in order to explore new aesthetic experience. The combination of cool technological means and aesthetic artistic dance will inevitably create dazzling sparks, giving people a new audio-visual experience of dance. With the development of modern Internet and new media technology, all kinds of digital dance, laser dance and holographic dance emerge at the historic moment, which greatly meet the practical needs of the people for new dances. Dance works with the application of new media technology have more exaggerated performance tension, more rich background presentation and more stimulating visual impact, which to a certain extent make up for the shortcomings of dance art "good at lyricism and poor at narration". However, too much use of new media technology may lead to dance works divorced from tradition and reality, and become "rootless" art. In the process of dance performance, when the virtual and gorgeous form of dance expression is larger than the dance itself, covering the artistic beauty of the dance itself, the label of elegant dance art will be mercilessly torn off, which inevitably makes the dance art gradually fall into the routine. In order to prevent new media technology from dominating dance creation and editing, choreographers should balance the relationship between dance form and content, and grasp the "degree" of new media technology in dance creation and editing, so as to avoid putting the cart before the horse [9].

New media is a double-edged sword, and its application to dance creation is bound to have both advantages and disadvantages, which requires us to learn to think with dialectical thinking. Reasonable utilization and prevention of over-reliance on new media technology will be an important point in the development of dance creation. At the same time, dance itself has its unique way of expressing emotions, so we need to deepen the connotation of dance creation constantly, and deepen the emotion that is difficult to be expressed by body language by using new media technology. Nowadays, most of us are under the background of the new era and have the aesthetic needs of this era. Therefore, when performing dance creation, it is also necessary to consider whether the dance works created conform to the expression of contemporary aesthetic modernity. Dance itself takes the human body as the material carrier to express some emotion and speak some language. Choreographers not only need to study the external language image of dancers, but also need to control some elements such as music, lighting and space, which requires them to pay special attention to the sense of cooperation between dancers and the stage. New media technology can be used to show the emotion expressed in the dance. The effect displayed on the stage is the external expression of the content conceived by the choreographer. Independence is what choreographers need to have. At the same time, individuation of dance creation thinking, especially consideration of dance image, should be made so that dancers can be integrated into the dance space created by new media technology during performance, which can well reflect the intrinsic value of dance art.

## 5. Conclusion

The creation of choreographers is the source of the life of dance. It is because of them that many excellent dance works can continuously pour into the audience's vision. In the era of new media, the

integration and development of choreographers and new media technologies has become an inevitable trend. Choreographers themselves should, on the basis of a solid grasp of the basic skills of dance creation and editing, cater to the trend of The Times, keep pace with The Times and innovate, and truly create new dance works rich in the artistic soul of dance works and favored by the masses in the era of new media. In the perspective of new media, the creative ideas of contemporary choreographers have a technical basis for realization, and the original creative mode of rigid thinking is bound to be eliminated. Choreographers should constantly broaden their creative thinking of dance under the influence of new media, so as to make the birth of more new dance works with artistic charm possible.

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