Application of New Media Art in Teaching of Art Design Major

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Abstract: New media art has developed rapidly in today's society, and how to teach it is a new opportunity and challenge faced by every institution of higher learning. As a new specialty, there are still many contradictions and problems in the new media education, such as the disconnection between talent cultivation and social industry demand, the inconsistency between curriculum setting and the artistic characteristics of new media, and the contradictions and problems in teachers, teaching and management. Based on the introduction of new media art teaching into art design in colleges and universities, combined with the development of the current social new media industry and the demand for talents, this paper tries to comprehensively expound how to introduce new media art teaching in colleges and universities, how to seek opportunities for development, the basic elements and characteristics of professional construction, and the course in the future. The author puts forward his own opinions and suggestions in the aspects of reform and development, which can be used as a reference for professional teaching in Colleges and universities.

1. Introduction

Nowadays, with the rapid development of modern science and technology, new media art has a certain degree of influence in various fields. New media art is a new art subject with the basic language of "optical" media and electronic media. New media art is a new art based on digital technology. New media art has developed into a large family of single-frequency video tape works, video installation works, multimedia CD-ROM and network art[1]. New media art breaks the shackles of traditional media art and creates different media effects with new technology and perspective. New media technology has been rapidly developed and progressed in the context of new social development. Therefore, more and more fields are permeated with traces of new media art. With the rapid development of science and technology in our country, new media art has also developed and progressed rapidly. The rapid development of science and technology has promoted the development of new media art. New science and technology has changed the original media art and made new media art widely disseminated and applied.

New media art has both technology and art. It has the characteristics of post-modernism and popularization. Technicality, artistry, interaction and virtuality are the main characteristics of digital new media art. In the teaching of art design, teachers should not only offer some basic courses, such

as sketch, color, graphic creativity, etc., to improve students'practical ability and aesthetic ability, but also keep pace with the times, make full use of computer and Internet technology, and expand the application of graphic software[2]. On the one hand, we should strengthen the construction of teaching staff to meet the requirements of the new syllabus; on the other hand, according to the curriculum, we should let teachers actively "charge" and master more software technology applications.

Based on the current situation of the development of new media art, the present situation and problems of art design teaching in Colleges and universities, the selection of strategies for new media teaching in Colleges and universities, including the introduction of opportunities, specific strategies and application measures, the concept of specialization in the teaching of new media design, this paper focuses on the teaching and practice of new media courses, basic characteristics and learning principles and structures. The application of new media is summarized, and how to apply innovation in the reform of art design specialty in Colleges and universities is sorted out. It is hoped that the new media and the construction of art design specialty in Colleges and universities will be deeply integrated in order to cultivate high-quality art design talents adapted to the new media era[3].

2. Application Status of New Media Art in Art Design

2.1. Application of Tools

The improvement of work efficiency and work style often needs the help of certain tools. Appropriate application tools in new media art will not only bring different creative inspiration to designers, but also represent advanced productivity and meet the needs of the public as a result of the common development of new media art as a medium. In a word, it implies that the application of art design has a great influence on the development of new media art. I believe that in the brief analysis of new media art[4], we should not only express clearly the application of new media art in art design, but also pay attention to the key points. Through the continuous upgrading of technical products, in order to strengthen the integration of technology in tools and design concepts, and further promote the application of new media art in art design and modern development. For example，AutoCAD, PS, 3D MAX and other tools and software are indispensable parts of art design.

2.2. Application of Concepts

From the perspective of the application of new media art concepts, with the continuous exchange of popular culture, as well as the existing market keen demand, all play an important role in the development of new media art[5]. New media art has changed the development of traditional media art. In the application of art design, it has begun to change the aesthetic orientation of art design. From the design concept of art design, different styles of design ideas in the process of cultural exchange and integration, need to rely on the design concept and theory to obtain more ways of development. This development will not only promote the development of art design and design, but also develop to high-tech, highly interactive and other aspects. In the practical application of new media art in art design, combining the current image relationship and current design concepts as well as design experience and thinking mode, using the current technology and science to further accurately design the desired artistic design results, to achieve the application of new media art in concept to art design.

2.3. The application of balanced development between people and the environment

In the era of rapid development of information networking, the technological and emotional development of art design and design in advanced countries is attributed to the continuous integration of technology and emotions, as well as the technological crystallization derived from the emphasis on science and technology. When the design style of art design is constantly changing, and various techniques and theories emerge in an endless stream, the diversified situation in art design has gradually opened. In the UK, the results of new media art have evolved into urban and rural services, such as vending machines, computer inquiries and answers, and import and export channels in the transportation system. These services have gradually been replaced by automation technology. In the process of artistic design, designers use a variety of software to combine light and beauty to create another visual impact, especially for art. A good art design is synthesized through software. Designers have different viewpoints and create different colors and visual effects. In summary, whether using 3D stereoscopic imaging technology to make people immersive, or using these software to design new works of art, has a great impact on the balance between people and the environment[6].

3. Construction of New Media Art in the Teaching Design System of Art Design Major

3.1. Interactive Course System of New Media Art and Art Design

The combination of new media art curriculum module teaching and art design teaching design, the system construction is to join the art design teaching design in the course teaching module, throughout the new media art curriculum and specific knowledge modules. The overall content of the new media art module teaching draws on the internationally renowned new media art colleges, covering the professional knowledge structure system and knowledge modules of new media teaching, setting up the knowledge points of the backbone and branch courses. Module teaching is divided into two parts: art and technology, each accounting for about 50%. The content of the art teaching module is based on theory. The content includes media culture knowledge (15%) and media art knowledge (35%). It not only has the design teaching of media art design ideas, design methods and design principles, but also new media. The theoretical teaching content of aesthetics and new media culture. Relative to the theory of the art teaching module, the technical teaching module is designed for students' practical operation and learning. The technical teaching module is mainly the teaching and creation of the practice link, which runs through the three modules of computer science and media knowledge (20%), media information knowledge (20%), and algorithm art (10%). The specific teaching knowledge covers new Media technology software selection, primary computer programming, new media technology hardware selection and production, new media design and creation knowledge points.The interactive course system of new media art and art design is shown in Figure 1.
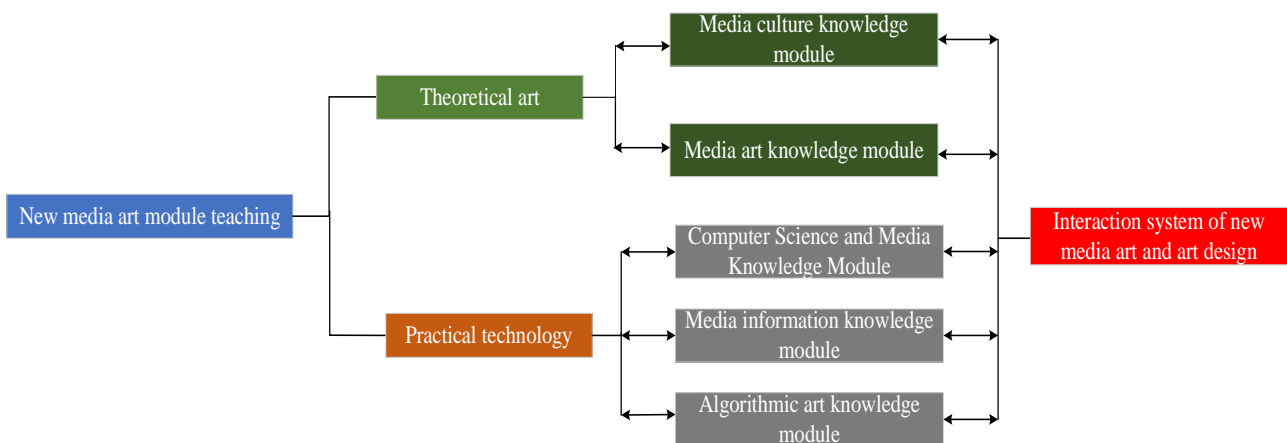
Figure 1 Interactive course system of new media art and art design

New media art curriculum module teaching design is embodied and applied in every part of the specific knowledge module of art design teaching design. Firstly, this teaching design is helpful to creative and creative teaching, and to open up students'creative thinking of practical ability. New media art can show a lot of imagination and expression space, and creative new media art can show more artistic connotation. Secondly, students with art background need to master a certain degree of new media technology in the study of new media art, and integrate media art and media technology. Many colleges and universities offer new media art majors or courses, students have art professional background[8]. The characteristics of new media art show that the realization of art needs the integration of media technology, while media technology needs the relevant professional background of computer science, which is precisely what art students lack. The course structure of computer science is fixed, the content of technology is specific and demanding. In the process of learning this kind of course content, the students majoring in art have many discomforts in mastering and practicing knowledge points. The technical requirements are too specific and high standard, which makes it difficult for them to master and integrate technology with new media art. By adjusting the teaching methods of the new media art course and making full use of the teaching design of art design, we can solve and adapt the problems and changes of students'needs and social needs.

3.2. Design Model of New Media Art in Art Design Teaching Course

New media art is used in the new media art series of teaching modes, such as "New Media Art Design", "Interactive Animation Design", "Interactive Media Design", "New Media Animation Creation" and so on. Especially in the practice teaching process, each new media art maintains synergy and integration. The design of the new media art teaching mode of the new media art curriculum, that is, the three thought processes of "discovery", "description" and "creative" and the three practical processes of "performance", "design" and "solving the problem" are repeatedly and comprehensively trained. To guide students to use creative thinking, integrate media art, media culture and media technology, and complete the creation of new media art experimental works at the end of the course. Each time, the number of new media art teaching is about 30, the class time is about 4 hours, and the teaching environment is set as a new media laboratory to ensure the teaching space and equipment per capita. Figure 2 shows the design of the new media art teaching model for the new media art curriculum.
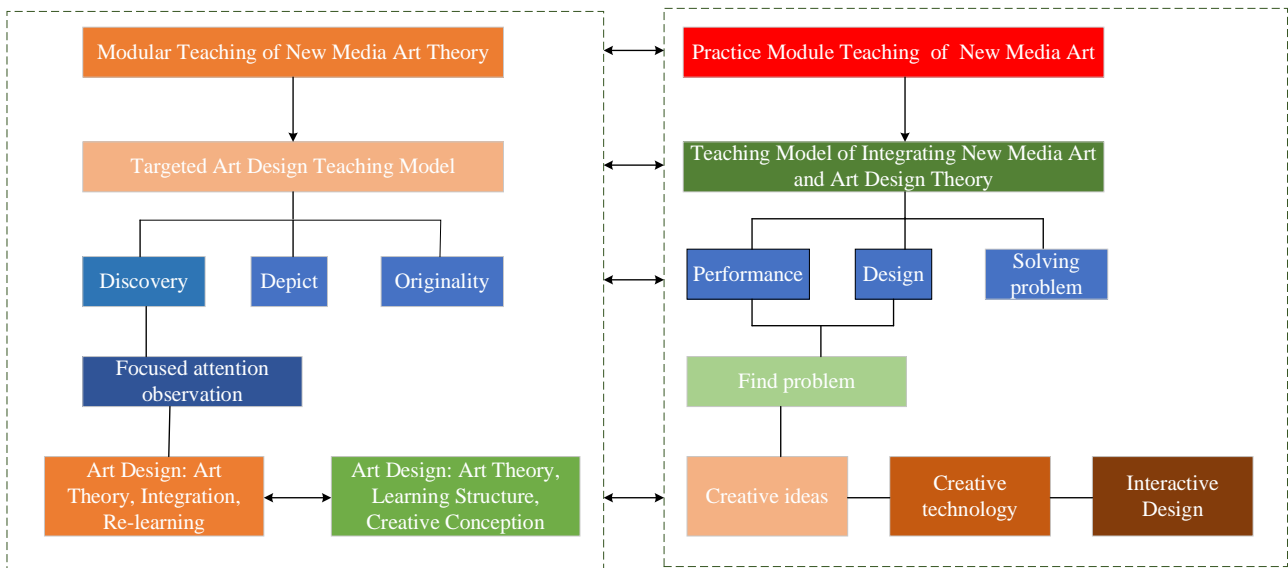
Figure 2 Design model of new media art in art design teaching course

Design and teach according to the new media art module to guide and train students' "theoretical thinking" about new media art. "Theoretical thinking" does not require students to conduct new media art theory research, but refers to the training of the artistic concepts in the brain during the student learning process. The specific content includes the following stages: discovery, portrayal and creativity.

4. Suggestions on Innovative Application of Art Design Teaching Based on New Media Technology

4.1. Make Full Use of New Media Technology to Optimize The Art Design Teaching System

Under the general trend of the new media era, many colleges and universities have applied new media technologies to enhance the teaching effect in the teaching of art design, and the competition among colleges and universities has become increasingly fierce. Under this circumstance, in order to better cultivate the social development needs and the new media art field, all colleges and universities should give full play to the characteristics of colleges and universities, clarify the training objectives, and formulate a combination of new media technology and traditional art theory teaching. mode. Using new media technology for classroom teaching, from the sound animation, space display, visual communication, multimedia teaching and other aspects to establish interactive experience and communication between teachers and students, but also can use offline media such as WeChat， after class Communication, seamless online and offline docking, which can improve students' interest in learning, but also enhance the teaching effect and create a relaxed and harmonious teaching atmosphere[7]. At the same time, we must also pay attention to the characteristics of the students in the school, in order to help students better complete the learning tasks, constantly optimize the art design teaching system, rationally arrange the art design teaching courses and content, from the traditional two-dimensional graphic content to three-dimensional, Four-dimensional and even multi-dimensional space content teaching reflects the forward-looking and innovative nature of art design, creating a space for independent learning and promoting students' all-round development[9].

4.2. Improving the Quality of Teachers' New Media Technology

The level of education and research of teachers and the use of new media technology environment are directly related to the quality of art design teaching. Schools should regularly organize teachers of art design majors in schools to train new media technologies, improve the teaching and research level of teachers and the application skills of modern educational technology. At the same time, through the way of coming in and going out, the school teachers are organized to conduct new media technology training and test. Promote joint learning among teachers. Each semester organizes art design teachers to observe classes once or twice. Develop teachers' teaching thinking, innovate teachers' teaching mode, and comprehensively enhance teachers' professional quality.

4.3. Cultivating Students' Innovative Ability

The art design profession is very creative, the students' artistic creation needs to be encouraged and supported. Therefore, in the multimedia era, college art design teaching should promote students' personality development, actively explore students' potential talents, and cultivate students' art through new media technology. The design interest in learning can further develop students' creative thinking and enable students to continuously improve and develop in the process of learning and creation. On the one hand, the new media can provide students with the opportunity to browse more art design works, let students see the beauty of art design, thus enhance the confidence of learning, promote the development of thinking ability, and better participate in the creation. On the one hand, teachers should fully respect, effectively evaluate, and teach students in accordance with their aptitude in dealing with students' personality design, so as to provide students with more design inspiration to promote themselves[10]. On the other hand, in daily art design training, strengthen students' ability of observation and image thinking, guide students to see the essence through phenomena, find out the connection between art, determine the understanding of art, and summarize the methods and laws of art learning. To promote the training of students in art design for divergent thinking and to cultivate students' innovative ability.

5. Conclusions

With the development of digital technology and information technology, new media art has greatly expanded the content and scope of traditional visual art. The demand for digital media art talents in the society and the market is growing and the requirements are getting higher and higher. The realization of the use of new media art in art design is inseparable from the development of science and technology. Tell us that while ensuring the application of new media art in art design, we must also ensure the common development of new media art and art design teaching. Based on this background, reforming new media art education has become the first problem that needs to be solved in the process of training this professional talent. This requires us to continuously learn from and learn from the teaching reform experience of other disciplines in relevant professional teaching, and strive to explore scientific teaching methods, and further improve the construction of the discipline structure and curriculum system in order to better adapt to the opportunities brought about by the information age. And challenges to promote the sound development of new media art.

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