

Research on New Media Image Art Thinking

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Abstract. Starting from the creative activities of new media image art, this paper analyzes the ontological thinking, aesthetic thinking and creative thinking of image art, and discusses the role of image art in art creation, art performance and art communication through a comprehensive new media image art thinking mode. As the form of art expression and the carrier of social cultural ideal in the new media era, image art's thinking and creation mode will inevitably reflect and affect the social value orientation.

Keywords: New media; Image art; Thinking; Value.

1. Introduction

The research of Chinese new media image art is still in its infancy. New media image art originated in Europe and America. Its development in China is mainly influenced by Europe and America in thinking, construction and artistic expression. The research on new media image art is helpful to promote the literature, academic, education and system construction in this field in China. New media image art is a major art direction in this century, and also an emerging field of Chinese contemporary art. In addition to the unprecedented diversification in the form of expression, new media image art is more important for its anti tradition and deep excavation of soul and human nature. It can be interpreted from the spiritual connotation and creative thinking expressed by the visual language of artists' works. It can be said that image art is the art form representing the latest media evolution in all new media art.

2. The Emergence and Development of New Media Image Art Concept

New media at present, there is no unified conclusion. Generally speaking, if different from traditional media, it is called new media. The so-called "new media" is relative to the traditional media, which is a constantly changing and updated concept. The main forms of new media are network, outdoor, mobile, etc. New media has the characteristics of interaction, decentralization and autonomy, which is a historic change for the communication industry and even the whole cultural industry. As an image art, visual artists create art for the purpose of artistic concept and emotional expression. On the technical level, it includes dynamic image, picture image and new media image. Image art has experienced two historical stages: Video Art and digital art.

The stage of video art involves the features of video art such as shooting, imaging, editing, playing and demonstrating. There are two main conditions for the formation of video art: one is the popularity of television in the United States; the other is the commercial sales and promotion of Sony portable hand-held camera industrialization in Japan. In the mid-1960s, South Korean artist Nanhui Bai and others took the lead in using analog signal cameras and videotapes to shoot TV short films and use single screen TV to broadcast them. The short film about Pope Paul II passing by the Fifth Avenue in New York, which was shot by Nanhui Bai in 1965, is also considered as the first video art work. This film is the shot of Nanhui Bai extending from a taxi to a Sony camcorder to shoot a continuous image of the Pope.

In the digital art stage, after entering the nineties, the invention and popularization of computer vision technology and laser projection technology, have made a great leap forward in "new media art". Especially in computer image, video editing and game interaction technology, such as 3D virtual, computer animation, picture editing and digital editing, video interaction, game program, etc., video art began to be replaced by digital art, and with the rapid development of the network, more and more diversified carriers will emerge.

The main representatives of new media image art include Godard, the French pioneer director, and Andy Warhol, the leader of pop art in the United States. They used image art to create. Sleep is one of their representative works. With the development of new technology and the popularization of image equipment, Andy Warhol, who once gave up painting and image creation, focused on image art. His creation form became the leading figure of image art at that time, and he wrote *Andy Warhol's philosophy*, which aroused people's attention to modern art, pop art and image art.

3. Construction of New Media Image Art Thinking Mode

There is no complete theoretical system for the study of new media image art thinking in China, so we can only analyze the unique and diversified thinking mode of image art language in the domestic new media environment with the help of the research methods of traditional image art thinking in China and the relevant theories of international new media image art thinking. The construction of traditional image art thinking mode points out the direction for the research of new media image art thinking. The traditional image art thinking is the result of the research of film and television theory with the rapid development of film and television since the 1990s. The thinking mode of new media image art inherits video art, digital art and new media art, which can be divided into three modes: creative thinking, ontological thinking and aesthetic thinking.

3.1 Ontology Thinking Mode

As the most basic way of thinking in philosophy metaphysics, ontology thinking focuses on the ontological theme of "the existential is the existential", which presupposes the value rationality of controlling nature, releases human's impulse to nature, and is the most basic way of thinking for human beings. In the new media image art ontology thinking mode, including the image art ontology research and image art language research, from the perspective of new media image art ontology, the analysis of image art attributes, characteristics and narrative structure characteristics as a language is a narrative mode construction.

3.2 Aesthetic Thinking Mode

Aesthetic thinking is based on the understanding of ontology thinking, through aesthetic seriously, aesthetic thinking is fully applied to new media image art thinking. It makes aesthetic thinking explore along the track of film and Television Aesthetics, film and television cultural phenomenon and visual aesthetic psychology, and it is also an important path to construct aesthetic mode.

3.3 Creative Thinking Mode

Creative thinking in the new media environment, with the new media image art creation elements of diversity characteristics of creative thinking mode. Thinking is the product of matter. The self series and mutual system of all kinds of material forms determine the penetration characteristics of self series and mutual system of all kinds of thinking. Of course, the creative thinking of image art should also have such a model construction.

4. Comprehensive Expression of Diversified Thinking of New Media Image Art

In the era of new media, image art thinking is a comprehensive expression of comprehensive thinking. As the form of art expression content and the carrier of social and cultural ideal in the era of new media, image thinking, and creation mode will inevitably reflect and affect the social value orientation. As an expression form related to all kinds of artistic thinking, especially image creation, there must be genes of other artistic thinking and communication thinking in the blood of image artistic thinking. It inherits and develops the advantages of various expressive thinking and integrates it into its own image artistic thinking. Painting thinking, in two-dimensional space, takes paper, pictures and other media, uses elements such as point, line, face, light and color as modeling,

takes the moment of object movement as content, gives people association or hint while expressing their feelings, and realizes the aesthetic experience of new media image art. Music thinking is to use generalized, idealized and ordered sound materials to show the beauty of new media image art emotion in symbolism and uncertainty. Literary thinking experiences the transformation of image and character symbol in the audience and feels the expression function of text in the process of linear reading of text. It uses the unique rhythm and momentum of text to arouse the imagination and association of the audience and makes the new media image art translation rich in literary connotation. Drama thinking is a comprehensive artistic thinking combining time and space, audio-visual. In the plot distribution, language expression and operation program, it shows the comprehensive and unique of new media image art. Film and television thinking, organically unifies the time structure thinking of music, the space structure thinking of painting, the narrative structure thinking of literature and drama into the unique thinking mode that conveys the new media image art with the film as the medium, and integrates the thinking mode and creative expression techniques of various art forms or media styles into their own thinking, showing the uniqueness of the new media image art. Special development potential.

New media image art thinking has a high degree of unity and uniqueness in the comprehensive art form, and has a diversified and diversified development trend in the new environment of scientific and Technological Development and technological innovation. Therefore, image thinking, as a comprehensive expression of comprehensive thinking, is the carrier of the content form of art expression and social and cultural ideal in the new media era, and its thinking and creation mode will inevitably reflect and affect the new value orientation of the society.

5. Conclusion

Finally, the new media image art thinking has important academic value in the new media era. Through the analysis of the ontology thinking, aesthetic thinking and creative thinking of image art, we can get the following conclusion:

First, in the new media image art thinking, ontology thinking is of the first importance. Ontology thinking is based on philosophy, and then it transits to aesthetic thinking. Through the mutual penetration of ontology thinking and aesthetic thinking, it guides the production of creative thinking.

Second, creative thinking plays a decisive role in artistic creation. Artistic creation has certain thinking. It conveys language through artistic expression, and then forms the means of artistic communication by the relationship between language and behavior, which embodies the transformation process of ontology thinking.

Third, in the whole process, it is not only the process relationship from ontology thinking to aesthetic thinking and then to creative development, but also the promotion relationship between artistic creation (thinking), artistic expression (Language) and artistic communication (behavior), as well as the comprehensive application of concrete thinking, abstract thinking and inspiration thinking, as well as the expression of comprehensive thinking, including music thinking, painting thinking, Comprehensive expression of literary thinking, film and television thinking and other fields.

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