

Visual Art Innovation in The Context of Digital Media

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Abstract: The emergence of digital media has greatly enriched the connotation of art design and promoted the diversified development of artistic creation forms and design concepts. The emergence of contemporary digital media technology has affected visual communication, morphological characteristics, media content, and communication intentions in terms of concepts and methods, resulting in tremendous changes in the sensory experience of consumers. Just like the theory of "combination of engineering and aesthetics" by American electronic tycoon Steve Jobs, digital media is setting off a revolutionary wave of art design that fundamentally changes and influences the visual art form. Based on this background, the thesis explores how to innovate visual art in the context of digital media to promote the birth of more visual art works that are in line with the broad masses of the people.

1. Introduction

With the continuous development of the social economy, the level of digital information has been continuously improved, and it has been widely used in various fields of people's lives, especially the media industry. With the rapid development of global information technology, various media industries have also made great progress, and the media context has begun to shift to the digital media context. Under the influence of the digital media context, people's new requirements for the media context have promoted the development of visual art in the context of digital media in the direction of intelligence, information and networking. In the process of innovation and development of visual art in the context of digital media, it is necessary to rely on digital media technology, combine the development policy of social and cultural undertakings, and conduct research on visual art innovation work for existing problems to promote the innovative development of visual art.

2. Digital media concepts and characteristics

2.1 Digital Media Concept

The dissemination of information content requires the use of communication carriers and communication technologies. In the current development of digital informationization, the carrier form of human information transmission has not changed fundamentally, but the storage of information and its records have changed. The change is called digitization [1]. Digital media uses binary digitization technology to transfer and store information. In this way, the transmission speed and transmission quality of text, images, video materials and other information content can be greatly improved. At the same time, digital media has broken the traditional media's books, postal and other forms of communication, using Internet communications, network disks, computers and other electronic transmission.

2.2 Visual Art Features under Digital Media

In the field of art, New Media has emerged as a combination of concepts, including the words "new" and "media". The "new" here is relative and dynamic, while the "media" covers two aspects: the artistic expression carrier and the form of communication. Previous forms of artistic creation

were dominated by traditional, static visual representations, and occasional forms of motion images and devices were relatively "new". Nowadays, the rapid development of high technology, the current "new" is embodied in the digital media of network and computer architecture. Video, photography, installations, integrated materials, digital technology, etc. are widely used in contemporary art creation [2]. New art forms and means of expression emerge in an endless stream. At the same time, they have not abandoned the integration with traditional media. The new media has re-architected new contemporary art. Visual form.

Ken Jordan and Randall Packer generalize the characteristics of new media into five categories: interactivity, hypermedia, synthesis, narrative, and immersion. Digital media art is the perfect product of the combination of art and technology. It belongs to an instant, open, new art that spans different disciplines. Digital media art recombines the real world and virtual images, allowing for deeper exploration of the aesthetic value of images. In the process of continuous development of visual art, the integration of virtual art has become more and more extensive, and the public has also given positive and interactive feedback. The following features are mainly introduced here.

Firstly, hypertext features. Using the characteristics of "hypertext", viewers can appreciate the expression of art from multiple angles and multiple dimensions, without being limited to the traditional single linear viewing mode. The new model of "hypertext" realizes the function of letting viewers associate this wanted information through an imaginative and intuitive mode [3].

Secondly, interactive features. Use the computer's related input devices, output devices, etc. to conduct a new interactive session with the user. It refers to the use of some sensor devices, trigger devices and computers to form a system to detect and feedback the touch, position, sound and other parts of the human body. The terminal part on the computer network can realize functions such as receiving and transmitting information. For example, new media artists have created the human-computer interaction system of the "Life Space" series, as shown in Figure 1.



Fig. 1 Interactive video technology

Thirdly, the characteristics of virtual reality. Virtual reality technology mainly refers to the use of computers to simulate the real world. By creating some virtual three-dimensional space, the audience will experience an unprecedented experience of hearing, vision and touch, so that the audience can feel like the immersive feeling in the three-dimensional space. Unrestricted and timely observation of various elements [4-5]. For example, in the famous film Jurassic Park, the audience can see dinosaurs that have disappeared hundreds of millions of years on the earth, and bring a huge visual shock to the audience through virtual reality technology, which makes the Jurassic era truly reappear. In front of people. There is a certain relationship between virtual reality and real reality. It can be said that the former is a special part of the latter, and the two are parallel and mutually nested.



Fig. 2 Using VR technology to shape the image of dinosaurs

Finally, immerse the experience. The audience fully concentrates their attention on a certain level of thought or the state of mind in a realm. This state of mind can intuitively reflect the outward direction of the realm or the level of thought, so it is very meaningful to study this state. This "immersion" feature is also the highest pursuit goal of interactive virtual visual art in the creative process of digital media context [6].

3. Visual art viewing in digital media environment

"People use numbers to create images for the first time, rather than using light to make images. Cameras and cameras work on the interaction of real light and photographic film. "Reducing or reconstructing the "real" world is inseparable from virtual Reality technology. The moment of the unforgettable shipwreck in the film "Titanic" is also the most visually striking picture in the film. Although the sunken ship and everything on the deck are digital virtual products, the effect of the shipwreck is also taken by the model hull in the pool and synthesized in the computer, but it presents the audience with an immersive audiovisual experience. In the film "Inception", Leonardo's dreamer can sneak into people's dreams, create virtual space in it, create virtual stories, let the stolen people say valuable information or change the subconscious of the stolen. If there is an accident in the middle, they will live forever in a dream and cannot come out. The realm of the overlapping of the physical space created by the digital virtual and the fantasy space is more real than the real existence. It is difficult to distinguish between real and non-real in virtual reality. Virtual reality fully stimulates people's imagination and game psychology, and people's experience world is rebuilt. The new experience space inspires new feelings and new emotions. The real world and the virtual world are mixed in a new time and space, and become a social environment in which many virtual individuals are immersed in it. Different from traditional face-to-face interaction, virtual technology introduces an immersive experience of new cyberspace across time and space.

3.1 Seeing and being seen the interaction

Vision is a basic and important physiological and psychological phenomenon of human beings. As a physiological phenomenon, it is the visual organ of human beings - the embodiment of the role of the eye, forming a visual sense; as a psychological phenomenon, it is because vision has the functions of perception, thinking, memory, emotion, etc., forming visual cognition. The theory of visual thinking advocates the simultaneous effect of feeling and perception. It believes that vision is also a special way of thinking, with the power of choice and judgment, integration and organization. People live in a world full of objects, a visual world. The lingering impression of the textbook "Painted Skin" of the Liao Zai story in a young age is full of visual influence. Nowadays, the film "Painted Skin 1" and "Painted Skin 2" are successively displayed on the cinema. The moment of Xiao

Wei's suede, the 3D effect is very realistic, but it does not really bring people a shocking feeling. In contrast, it is not doubtful about your own vision. How does the same pair of eyes produce such a large visual difference? This may be the meaning and incredible part of "seeing" itself. People are trapped in the visual culture and are not aware of it. Therefore, it is only after we open the field of vision and change the perspective that we can re-recognize the relationship between visual art and human beings.



Fig. 3 "painting skin" video cut

The mass media has built the main bridge of interpersonal communication today, and digital media technology relies on the Internet to make interpersonal communication rise to immediacy, interactivity and global height. Under such circumstances, people realize the concern of others through remote communication. To show the possibility of "white" and "community", the virtual subject art has developed. Realize the interaction of reality with digital media technology, and truly construct the interaction between virtual subjects.

3.2 The visual experience of the creator

From film to digital camera conversion, the painter assisted in the creation of scenes from the sketch to the viewfinder using a digital camera. Science has changed our viewing and has changed the artist's view, and the scope of the artist's imagination has undergone subtle changes. Perspectives have shifted from an interest in the depiction of an image to an interest in the reproduction of a visual experience. The multiple choices of the medium and the multidimensional representation of the vision represent the way the artist views the world. Starting from the experience and feelings of the white body, sharing with the audience their creative concepts derived from exposure to digital tools and new technologies, as well as the background of the digital age, the understanding of the subjective consciousness and the expression of creation.

From the perspective of communication and acceptance, digital visual communication not only includes the relationship between traditional communication and acceptance, but also the inter-subjective interaction under the condition of new technology. This not only changes the way and concept of information dissemination, but also invisibly. Promote the differentiation of the audience and the development of individual communication. "Artists have a special appreciation for the medium they use, and they can feel special pleasures. Appreciation and pleasure are not only produced by the artist's actual creation process. The medium becomes the special body of the artist's aesthetic imagination, relying on the medium. Thinking and experiencing, the artist's aesthetic imagination becomes the sole soul of the media. Artists use different media and different media differently, and at the same time reconstruct the concept and media to form the artist's personalized language, thus gaining artistic personality and works form. The difference laid the meaning of art.

3.3 Consumers' visual experience

The visual form consists of figuration, which is conceptualized and symbolized, while the visual form in virtual is composed of numbers and is the representation of numbers. The online world not only displays the reality, but also shows the reality. In the virtual world, virtual reality can be compatible with reality, and the possibility of reality and the possibility of non-reality are integrated into the Internet, thus making the virtual more Colorful. The Internet can bring together people's past, present and future, and people's imagined lifestyles in a common virtual time and space to provide people with choices. As a messenger, the media should give consumers a more interactive and unique experience. Traditional media mainly uses the means of sound, image and text to influence the target consumer groups. It is very difficult to attract customers fundamentally. Therefore, it is necessary to emphasize two-way communication and interaction in communication. If, in the past, the creators, producers, aesthetic recipients, and consumers of visual activity subjects were the key elements of viewing; then, today, those who are created to better "watch" The technical means, which occupy the main position, not only create new images, but also force a fundamental change in the "viewing" approach.

4. Conclusion

From the above innovations in visual art in the context of digital media, we can see that the different forms of art, the expressions of art will also change, and subtly influence the development of culture and art in specific eras, and promote the progress of human society. The rapid development of science and technology has replaced the new environment of digital media with the Internet and mobile phones, which has brought unprecedented opportunities for the development of visual art. At the same time, challenges are inevitable. In the context of urban digital media, if visual art wants to develop healthily, it must be based on traditional art to get rid of the shackles of the negative influence of traditional art, carry out artistic innovation and change, and open a new era of visual art.

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