

Research on the Relationship between Modern Art Design and Traditional Culture Based on Digital Media

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Keywords: Digital media; Traditional culture; Art design

Abstract: Digital media technology specialty has the professional characteristics of producing cultural creativity and realizing experience communication, and has great development potential in the field of inheritance and innovation of traditional Chinese culture. Traditional culture is static and passive, which to a large extent limits the appeal of traditional art and hinders the spread and development of traditional culture. In the era of pursuing personalized product design, nationalization of design is an important direction of product design development. It needs a process from cognition to practice and then to innovation to realize the combination of art and technology, and the integration of tradition and modernity. It is a practical exploration to integrate traditional culture into digital media art education and teaching. This paper analyzes the influence of modern digital media on the promotion and dissemination of traditional culture, and puts forward the measures of effective dissemination of traditional culture in the era of digital media.

1. Introduction

Paying attention to ideological and cultural education with Chinese characteristics is of great benefit to the promotion and cultivation of socialist values and the cultivation of talents with both ability and political integrity in the new era. As far as Chinese traditional culture is concerned, tradition and culture are inseparable. Tradition is an important way to inherit our ancient culture, and ancient culture constitutes the main component of tradition [1]. With the rapid development of science and technology, a variety of new media forms emerge one after another, optimizing and reconstructing the transmission system and environment of modern information. No matter the capacity or the mode of information transmission, great changes have taken place [2]. In the era of pursuing personalized product design, nationalization of design is an important direction of product design development. Traditional culture is a kind of condensation and accumulation of material and spirit. At the same time, it is also our title for all the civilized achievements created in yesterday's human social activities and the civilized achievements created by later generations [3]. Digital media technology specialty has great development potential in the field of inheritance and innovation of traditional Chinese culture due to its professional characteristics of producing cultural creativity and realizing experience dissemination [4]. Achieving the integration of art and technology, and the integration of tradition and modernity, requires a process from cognition to practice to innovation. The integration of traditional culture into digital media art education and teaching is a practical exploration of college cultural heritage [5].

With the improvement of people's living standards, people began to pursue higher-level aesthetic needs. The application of Chinese traditional cultural elements in various fields can meet this personalized demand of consumers. The elements of traditional Chinese culture have a huge network, and these elements relate to all aspects of clothing, food, housing and transportation in ancient life. In this context, it is necessary to organically combine traditional cultural elements with public art, while improving the artistic beauty of the public environment, while increasing the public's sense of identity and belonging to traditional culture [6]. The application of traditional cultural elements in modern art design has prompted the further development of the modern art design industry and made design more artistic [7]. The glorious traditional culture has not disappeared with the turbulent wave of modernization and globalization, but has been increasingly re-identified and further affirmed [8]. How to integrate traditional cultural courses into the characteristics of digital media technology

specialty, take the unique cultural heritage as the advantage of the development of China's digital media technology specialty, and form a new international competitiveness has become a question worth thinking about [9]. This article analyzes the impact of modern digital media on the promotion and dissemination of traditional culture, and proposes measures to effectively disseminate traditional culture in the digital media era.

2. Teaching Practice and Research of Traditional Culture

The relationship between tradition and culture is mutual connection, coordination, interaction and common development. Tradition is the essence of inner and culture is the appearance of outer. The presentation of knowledge is related to the enthusiasm of students to participate in learning. How to realize the unity of science and the times and refine the perception of traditional cultural spirit in real life is an important part in the research of teaching reform. The first condition for the existence of modern art is spatiality, which means that only matter and events can exist. With the globalization of economy and the rapid development of science and technology, the wide and high-speed dissemination of information has intensified the agitation of the concept of openness. If the traditional culture curriculum only stays at the theoretical level, although it can enable students to form a broad superficial understanding of the topic content, it is insufficient in promotion and innovative application. The main function of modern art is to serve the public. It exists in people's lives in various periods of human history. The space of modern art is also the open space where others are present, and is perceived, recognized and identified through the spatial relationship with other things.

In order to improve the teaching effectiveness of traditional culture courses, it is necessary to formulate the course contents and design the application environment of knowledge according to the specific problems of professional personnel training, and to explore a new way for the organization form of traditional culture courses. Modern art design serves people's life. Good modern art design should satisfy people's aesthetic concept. Based on the software platform of parametric design, this paper focuses on the study of modern art design parameters and rules that have an impact on design. Using the existing technology to establish a multi-mode cooperative work community. Collaborative work support platform with integrated multimedia mode. The cooperative design and operation process is shown in Figure 1.

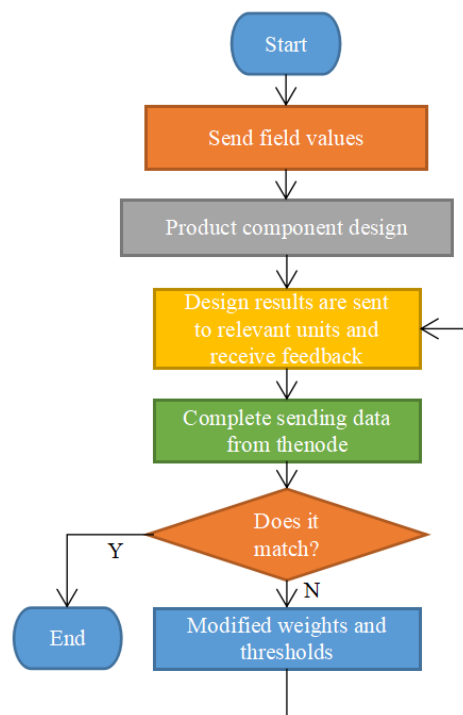


Figure 1 Cooperative design operation process

While China's design circle seems to be prosperous, it cannot avoid and must clearly face up to the fact that the overall design level in China is still unbalanced and some problems exposed therein. Modern works of art are the key to the self-construction of modern art by gathering and attracting the public to form a certain group to pay attention to modern works of art [10]. Traditional Chinese culture and modern Chinese art are closely linked and inseparable. Before the rise of digital media, traditional cultural communication methods mainly depended on interpersonal communication or newspapers, magazines, radio and television, etc. Traditional cultural communication forms were limited and communication channels were relatively narrow. Traditional culture refers to the sum of spiritual achievements created by people in history and representing certain national characteristics, such as mental outlook, mental state, mode of thinking and value orientation. There are many kinds of traditional culture in our country, especially the non-material forms of various traditional cultural skills are extremely precious. Digital media technology has effectively made up for the defects of traditional inheritance methods. It can record the traditional cultural skills in the form of words, pictures, videos and other forms, and form attention and popularity through network interaction. Finally, it has been widely promoted.

3. Culture and Design Course under the Background of Digital Media Technology Major

Judging from the teaching practice, it is still difficult to achieve such a training goal. On the one hand, due to the specialty's enrollment for science and technology, the inherent evaluation system mode makes students form a prejudice that emphasizes hard strength and belittles soft power. Urban modern art, like a mirror of a city, can reflect the city's modernization and cultural level. As a new art category, modern art is a bridge between art and society, environment and people. Its social effect will be higher than its own artistic effect. Students can be handy in the face of technical courses offered by their majors, adapt well to the course evaluation system based on scoring, and make progress and gain a sense of achievement in scoring feedback and self-correction [11]. Chinese traditional culture is also an important carrier for modern people to understand the past. Through understanding traditional culture, modern people can understand the past customs and cultural characteristics. The traditional culture courses of digital media technology specialty are suitable to be combined with design edification. One is to stimulate students' interest in traditional culture learning with excellent cultural creative design cases, and the other is to analyze the relationship between technical background and professional basic courses in design cases, so that students have a sense of mission to participate in cultural heritage work.

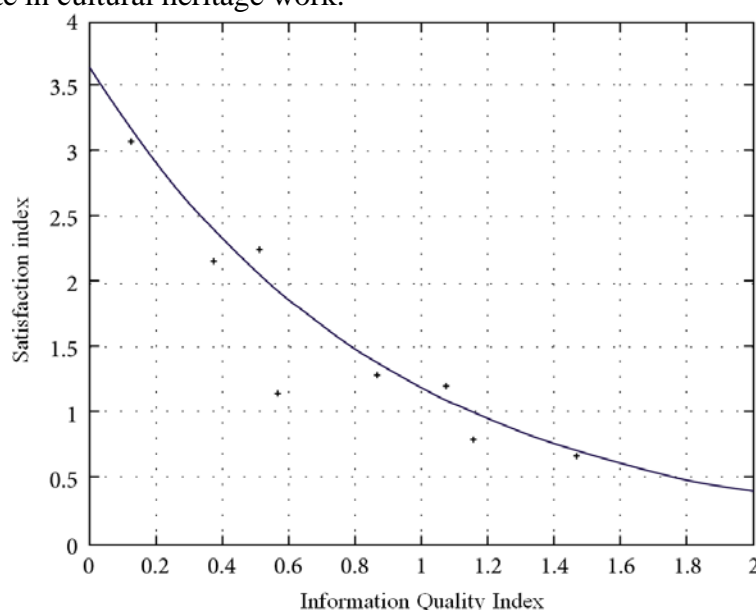


Figure 2 Relationship between quality loss of demand information and customer satisfaction

Traditional culture communication in China needs to be carried out in different fields of society, with the help of new media technology, communication concept and communication means, which requires cultural communication talents with professional knowledge. Modern art is not a specific art form, school or style, but to make modern art works and the social public in the sense of contemporary culture and emotion. Chinese traditional culture is the crystallization of the wisdom of ancient Chinese ancestors. From the traditional culture, we can understand the historical changes in China in the past period. When the extracted information is too different from the customer's original intention and exceeds the customer's bearing area, customer satisfaction will decline rapidly. When summarizing customer demand, the loss of demand information quality must be reduced, and the relationship is shown in Figure 2.

Cultural elements constitute the traditional external factors, and the spirit they embody is the essence of the tradition. The application of Chinese traditional cultural elements in the construction of urban modern art facilities can be described as achieving multiple goals at one stroke. This construction concept is worthy of being applied to urban construction in our country. The application of Chinese traditional culture in urban modern art facilities is conducive to the inheritance and promotion of Chinese traditional culture. From the aspect of urban modern art, it can highlight the characteristics of the city and improve the construction level of urban modern art facilities [12]. Modern advertising and Chinese traditional culture are inextricably linked. Chinese traditional cultural elements provide rich resources for modern advertising, which is one of the foundations of modern advertising. In the traditional Chinese plastic arts and culture, people attach great importance to the use of extension and symbols to play the power of moral symbols. Digital media has a strong advantage in information communication. However, in the process of its rapid development, there is no lack of phenomenon that the media resources are separated and the cultural communication system is split. In order to effectively spread traditional culture, we need to build a perfect cultural communication system around digital media, give full play to its communication advantages, and build a harmonious cultural atmosphere in the field of digital media.

4. Conclusion

In view of the current situation of cultural transmission, the modern digital media technology based on high technology is integrating with the harmonious traditional Chinese culture and invisible traditional culture. Chinese traditional culture is closely connected with Chinese modern art. The emergence of digital media art has played a role in promoting each other in the field of graphic design. Urban modern art, like a mirror of a city, can reflect the level of urban modernization and cultural level. On the road of persisting in the sustainable development of traditional culture, we should make full use of contemporary digital technology to carry out cultural communication and exchange, refuse blind imitation, and explore the possibility of modern media communication in the process of returning to the spirit of Chinese traditional culture. The application of Chinese traditional cultural elements in the construction of urban modern art facilities can be described as achieving multiple goals at one stroke. This construction concept is worthy of being applied to urban construction in our country. In order to effectively spread traditional culture, we need to build a perfect cultural communication system around digital media, give full play to its communication advantages, and build a harmonious cultural atmosphere in the field of digital media.

Acknowledgements

This paper is the research results of "Xiamen public talent training platform for service outsourcing" (Project No.: 50020202-3029907)

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