Research on Traditional Art Design and Creative Thinking in the New Media Era

Xu Wang

Department of Arts and Design Sciences, Shanxi Institute of Technology, Yangquan, 045000, Shanxi, China

Abstract: Under the background of new media era, traditional art design thinking has gradually influenced all aspects of people's lives, and it can be seen in graphic design, visual design and advertising design. The development of traditional artistic creative industries provides a necessary environment for the development of artistic design thinking, and also makes us realize that there is still more room for development of design thinking. A series of information revolutions formed by new media have changed people's psychological activities and behavior forms, which is the new media thinking, which is mainly manifested in two aspects. The first is peer-to-peer communication and thinking of seeking differences from the same. The new media has broken through the one-to-many communication form in the traditional media form and constructed a point-to-point communication form. In understanding the aesthetic value of digital art, we need to correctly understand the criteria for judging the beauty of digital art, strictly follow the law of aesthetic value, and pay more attention to aesthetic value. And subverted the expression form of traditional art visual aesthetics. Therefore, based on the influence of new media on traditional art design, it is of great significance to analyze the development of art design.

1. Introduction

The development of new media has driven the development of art and had a great impact on it. With the development and transformation of science and technology, artistic design is also undergoing a stepped transformation with the development of the times. New media art design is mainly supported by digital and information technology, and belongs to a new type of modern art form. It involves virtual design, virtual environment, games, advertising, animation, digital network, multimedia, information dissemination, human-machine interface, and visual art, and organically combines artistic thinking and modern technology[1]. In the context of the new media era, traditional artistic design thinking has gradually influenced various aspects of people's lives. Design thinking can be seen in graphic design, visual design, and advertising design. The development of traditional art and creative industries has provided a necessary environment for the development of art and design thinking, and has also made us realize that there is still greater room for the development of design thinking[2]. In the field of traditional art and design, design thinking places great emphasis on novelty. To some extent, the higher the novelty of design thinking, the stronger the creativity. Traditional art design thinking mainly includes two types, namely abstract thinking and visual thinking. In traditional art design activities, designers need to correctly handle the relationship between abstract thinking and visual thinking. Utilize technologies such as sound, sensation, animation, and virtuality to improve traditional artistic design effects. Reflected in the field of color, it is necessary to showcase the aesthetic value of art and design, and combine it with the audience's needs for color. By using harmonious and vivid color design, we can gain the audience's attention, enabling them to deeply understand, recognize, and pay attention to information. With the help of this media, artists spread their ideas and adapted to the changes of the times with various techniques and manifestations, changing the conservative information dissemination concept of Old media. In addition, the essence of art is aesthetics, and aesthetic value refers to the characteristics that can meet people's aesthetic needs and can cause aesthetic feelings [3-4]. When recognizing the aesthetic value of Digital art, we need to correctly understand the evaluation criteria of Digital art beauty, strictly follow the aesthetic Law of value, and increase the

attention to aesthetic value. Moreover, it subverts the expression of traditional visual aesthetics in art. Therefore, analyzing the development of art and design based on the impact of new media on traditional art and design is of great significance.

2. The Application of New Media in Traditional Art Design

2.1 Civilization of Artistic Creation Subject under New Media

After entering the new media era, with the rapid development of the Internet and the continuous improvement of digital technology, the subject of traditional art creation has become increasingly civilian. New media is interactive, shared and personalized. In the form innovation and content filling of art design, it is an opportunity for the creator of art design to express inspiration thinking more completely[5]. Art designers become the protagonists, grasping the design process, while manufacturers and users are in a passive state, accepting the design concepts and products promoted by art designers and unable to grasp the design direction of products. Compared with the possessive use of energy resources and material resources, information resources in the new media environment can be used by many people at the same time, and there is no contradiction between users. Different users of information resources will process, process and transmit information according to their own needs, thus forming new information resources. First of all, interactivity is one of the most remarkable characteristics that distinguish new media technology from traditional media. Interaction is mainly reflected in two aspects: first, the information transmission between the sender and the receiver is two-way; Second, the two sides of information transmission and acceptance have the right to speak and control each other in the process of communication[6]. As shown in Figure 1, the major of digital media art insists on "integrity and innovation" based on "drama discipline" and practices the inheritance, dissemination and innovation of drama culture. Cultivate high-level and distinctive innovative compound talents with artistic design ability and modern innovation consciousness. The teaching and research section has digital media art studio, virtual image studio, virtual studio and digital motion capture room.

Fig.1 "Dreaming to Wonder"

The work takes the traditional opera dream image in the classic play "Linchuan Four Dreams" in the dream play as the breakthrough point, deconstructs the story plot and the aria lyrics, and combines Visualization interpretation, so as to bring the audience an immersive artistic experience in the interactive experience through the presentation of interactive image devices[7]. At the same time, the new media environment helps various industries interconnect, learn from each other, and learn from each other. In this environment advantage, the product design industry should pay more attention to the reference role of new media for product design innovation.

2.2 Diversification of Artistic Communication Modes under the New Media

In the traditional media environment, whether it is newspaper, radio or television, it is impossible to realize personalized information transmission, and it is difficult to distribute and broadcast for an individual. However, new media can provide personalized customized services according to the needs of different users, and users can choose relevant information resources according to their own needs and interests[8]. "Media is information", which comes from McLuhan's short famous saying, clearly explains the timeliness of digital and networked dissemination of information. Mobile phones, tablet computers, notebook computers, mobile TVs and other terminals have the characteristics of wide coverage, rapid response and strong mobility, which have rapidly and deeply affected people's social relations and daily life[9]. The diversification of communication methods is more challenging to the development of art design, and it is also an urgent problem to explore how art design can stand out from numerous information more quickly to adapt to the fast pace of life[10]. The final design results should not only contain enough artistic flavor and innovative design, but also have corresponding cultural background. With the development of cultural and creative industries, the thinking mode of artistic design should be creative enough, that is, combining culture with innovative design to promote the development of design thinking according to the cooperation of various types of thinking modes.

3. The Manifestation and Influence of Creative Thinking in New Media

3.1 Expressive Forms of Traditional Art Design Thinking Patterns in New Media

The current research on new media mainly focuses on its own characteristics and forms, but the impact of new media goes far beyond that. In traditional art design, it is necessary to comprehensively consider the design of the structure, from the perspective of the user, create convenient conditions, bring comfortable user experience, adjust and improve the structural design, and gain user recognition, so as to form a good user experience and improve the use effect of the product and space[11]. The series of information revolutions formed by new media have also led to changes in people's psychological activities and behavioral forms, which is called new media thinking, mainly manifested in two aspects. One is peer-to-peer communication and the thinking of seeking similarities while seeking differences. New media has broken through the one to many communication form of Old media and built a point-to-point communication form. In Digital art design activities, creativity should be moderate, and certain methods should be followed.

To enhance creative thinking, it is necessary to expand creative thinking in multiple dimensions based on mastering traditional design creative methods. For example, brainstorming is a common creative thinking method that categorizes and integrates information in a certain way, diverges thinking, and organically connects associated symbols, substances, etc. to form effective information elements. As shown in Figure 2, through this theme, the formation of Beijing Opera is expressed through vivid and interesting dynamic illustrations. Because each screen presents different content, their combination can stimulate the interest of viewers. Traditional Chinese opera culture, through dynamic design effects and modern style, allows traditional opera culture to be seen by everyone while also having the willingness to actively discover and understand.

Compared with the audience in the traditional media environment, the audience in the new media environment is more easily influenced by others and homogenized. However, this phenomenon makes people more eager for individuality, that is, the psychology of convergence and difference. In traditional art design, only by mastering scientific creative thinking methods can we always keep the direction of progress. For example, when designing web pages, relevant designers should break through the traditional fixed way of thinking, classify and combine according to the color categories of online products, and build a good color system, so that the product categories can be seen at a glance and attract consumers' attention better, thus effectively increasing the sales of goods. The psychology of seeking similarities and differences leads people to expect personalized thinking that is different from others on the premise of meeting the standards of socialization.

Fig.2 "Face to Face"

3.2 The Influence of New Media on Creative Thinking

The development of technology has promoted the reform of art. As early as the end of the 19th century in the West, the development of modern industry and the progress of science and technology in the Second Industrial Revolution had a huge impact on art. Western modern art completely subverted the aesthetics of traditional Figurative art. The new generation of art designers boldly breaks through the constraints of traditional static flat graphics, attempting to extend dynamism and fun in space at the visual level. They not only use language, sound, and special effects to create an immersive atmosphere, but also spend a lot of effort on layout, structure, and color to stimulate the public's visual, auditory, and tactile senses, feeling the fun of dynamic experiences. New media art is the fusion of modern technology and art works expressed in new media forms, including digital art, computer graphics art, animation art, virtual art, network art, interactive art, electronic game art, 3D printing art, and so on. The dynamic experience not only arouses people's interest in viewing the logo, but also enhances the recognition and recognition of the logo in numerous works. It also promotes the corporate image and culture, and establishes a multi-dimensional and comprehensive intention transmission channel. The development of new media technology has provided new presentation carriers for art design, which means that art design requires new concepts, aesthetics, standards, and creative forms. People's appreciation habits and aesthetic levels have also improved, bringing new opportunities and challenges to traditional art design and creative thinking.

4. Conclusions

At present, designers' views on the aesthetic value of art design are gradually changing, and they begin to pay attention to the role of the audience. Art creation has been innovated, which has improved the level of art design, expanded the scope of the audience and enhanced the industrial competitiveness of art design. Good creativity and inspiration are the beginning of designing a logo, and good equipment and technology are necessary for making a logo. A good designer is to perfectly integrate himself with the first two, bringing good works and high returns to the brand and enterprises, and bringing good visual enjoyment and spiritual shock to the public. In the traditional art design in the new media era, the design patterns of information symbols are diversified, and designers should consider the individual characteristics of different audiences, including their education, environment, religious beliefs, psychological characteristics and age characteristics. The

rapid dissemination of information in the new media environment can enable different industries to grasp the market development trends at the first time, so as to adjust their own development direction in time. In the era of new media, we are actively carrying out changes, not only paying attention to the flowing changes of styles, but also focusing on the connection between thoughts and emotions, so that works can infect and convince the audience with connotations. Take advantage of the information sharing in the new media era to build an information interaction platform, and effectively improve the application of new media in the development of traditional art design.

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