

On the Integration of Digital Media Technology and Contemporary Art Design

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Abstract: In recent years, with the gradual maturity of science and technology and computer technology in China, digital media technology has been widely operated in various fields, which has a far-reaching impact on contemporary art design. The organic integration of digital media technology and contemporary art design has gradually formed an independent new art form, which is different from the general traditional art form. Art designers are no longer simply chasing after it Seeking the aesthetic feeling of art, we begin to pay attention to the accuracy and speed of art design, breaking the shackles of traditional art design, and providing a broad development platform for contemporary art design. This paper introduces the current situation of the development of digital media technology and its influence on Contemporary Art and design, puts forward an effective way to integrate the two, and promotes the progress of contemporary art and design. The integration of digital media technology and contemporary art and design is the general trend. At the same time, the combination of the two will promote the further development of the two, and also promote the development of society. Therefore, how to integrate digital media technology with contemporary art technology, and how to solve the problems encountered in the integration of digital media technology and contemporary art are the most important issues on the road of future development. This paper will focus on the topic of “exploration of the integration of digital media technology and contemporary art design”, and make new development ideas for the integration of the two.

1. Introduction

With the rapid development of society, digital media technology has become one of the excellent products of this new era. At the same time, digital media technology has also got a great development space, and its application has gradually spread all over the world (Figure 1). In the face of such rapid development of digital media technology, people are often more eager to combine contemporary art design with it, with the integration of advanced and contemporary, to produce a new art creation mode. At the same time of promoting contemporary art design, it also promotes the development of digital media technology, and achieves the goal of achieving more with one stroke.



Fig.1 Digital Media Technology is All over the World

2. Characteristics of Digital Media Technology

2.1 The Fictionality of Digital Media Technology

If we want to promote the integration of digital media technology and contemporary art design, we need to have enough understanding and cognition of them, understand their main characteristics and performance and so on. The fictionality of digital media is one of its main characteristics, mainly because in digital media technology, computer is the carrier, and contemporary art design is real. Therefore, the integration of digital media technology and contemporary art will also have some virtuality, and throughout the whole process of art creation, the computer in digital media technology will be used to design new contemporary art. Although the scene of this art design is fictitious to some extent, it can also bring artistic inspiration to the designer and help the development of his artistic creation [1].

For example, compared with the traditional design process, art works are truly displayed in front of everyone, infiltrating everyone's life with their unique beauty, gradually improving people's artistic beauty, and promoting the development of art creation. Like Leonardo da Vinci's paintings are all famous works of art and design, the beauty of which brings people a most intuitive feeling. If you want to integrate digital media technology into it, you need to use relevant software on the computer to program and make oil paintings and other art works, and then design a new art design scene. Therefore, the fictionality of digital media technology is real.

2.2 The Universality of Digital Media Technology

Due to the rapid development of information technology, digital media technology also has a very good prospect, so there are many options for employment (Figure 2). Most people can use computer tools to create new art. The addition of computer technology not only reduces the difficulty of art creation, but also improves the artistic effect of the whole art creation, breaking through the previous restrictions of art design. It improves the efficiency of art creation and brings people unprecedented experience of art design. The integration and application of digital media technology and contemporary art design are also gradually moving down. Not only advanced art creation can make use of the integration of the two, but also art creation in life is gradually benefited by the integration of the two.

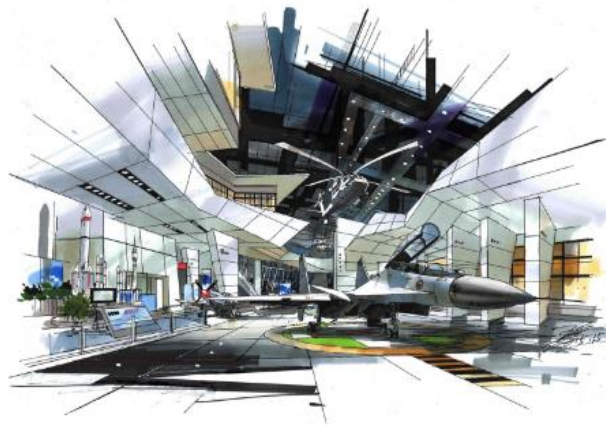


Fig.2 The Development of Digital Media Technology Provides Jobs for People

For example, in the photo gallery that is common in people's life, photographers usually use digital media technology to create new art. In the traditional camera shooting process, what the camera takes is what it is, without the opportunity of secondary adjustment and change, the light, secondary characters, image adjustment and so on can not be changed. But at present, due to the downward movement of digital media technology, it generally appears in people's living environment, so photographers can do post-processing for the photos taken before. The simplest is to use the PS software in the computer to adjust the light, brightness, etc., and to eliminate the secondary characters that affect the main characters, etc. In this way, it not only reduces the difficulty of photographers in shooting, but also can make more abstract design of art creation, and

bring people better artistic visual experience.

3. The Integration of Digital Media Technology and Contemporary Art Design

3.1 Training Related Technical Talents

The integration of digital media technology and contemporary art design is inevitable. In order to make it develop and grow better, it is necessary to cultivate relevant technical talents and improve the ability of digital media technology of the whole people. Because so far, the market of digital media technology is very wide, so the talent of related technology is very short. Relevant technical personnel not only need to be proficient in these digital media technologies, but also have innovative thinking ability, own artistic creation ability, understand the development of computer and other theoretical knowledge. In order to promote the integration and development of digital media technology, we should have enough talents reserve of both knowledge and theory.

For example, the rise of relevant training institutions, the establishment of relevant majors in Colleges and universities, and the platform for professional learning are conducive to the cultivation of relevant talents. Mainly because of the development of society, people's material pursuit has been met, so people tend to pursue some spiritual food to achieve their own satisfaction. The gradual improvement of people's aesthetic ability and the free blooming of various thinking modes are conducive to the development and progress of digital media technology. Therefore, all kinds of related institutions can be standardized, and gradually build a set of related teaching mode, with the study of digital media technology as the key teaching content, and also with the cultivation of aesthetic awareness as the auxiliary content of teaching. While ensuring the long-term development of digital media technology, it is also conducive to the integration of digital media technology and contemporary art design industry to a higher level [2].

3.2 People Oriented Consciousness

Contemporary art design is a development achievement of human science, so people-oriented is also the development principle of contemporary art design. Digital media technology and contemporary art design embody the human spirit. It is people who invent digital media technology and apply it to people's life to promote the development of society and make common progress in the society. Contemporary art design also shows people's thoughts in another form. Therefore, no matter from the starting point or from the destination, it is people-oriented, serving people and serving every user Business. People develop the digital media technology in order to better operate things, because in the traditional technology operation process, the links are cumbersome, time-consuming, inefficient and so on are the main drawbacks in the past. Now, digital media technology in improving work efficiency, but also convenient for people's lives, for every user has brought excellent experience.

For example, at present, the integration of many digital media technologies and contemporary art design has become more humanized. In the face of different users, exhibitions show different personal information of each person. And sometimes in the creation of digital media technology, everyone can customize according to their own will, so that everyone's will can get the most full and personalized expression. The same is true in contemporary art creation. Let art creation embody personality. Everyone can get more comfortable experience by using new technology, and gradually improve people's living standard [3].

3.3 Technology and Art Come from Life

People are good at finding beauty from life, and they will integrate another kind of beauty into life. At the same time, they will enrich people's spiritual world with a form different from life, no matter it is national or world culture. Therefore, art creation must come from people's daily life. Life is an excellent life tutor. In life, people can cultivate the consciousness of being good at discovery and develop themselves in life. A person at different ages will have different feelings, at this time, the artistic creation feelings are also different, so it can be said that life everywhere is a

new world, a new discovery. Contemporary art design not only embodies the spiritual pursuit of a class of people, but also is a new milestone in the history of human art creation, a sublimation of artistic spirit.



Fig.3 People's Dependence on Digital Media Technology

For example, it is also people's dependence on digital media technology, which makes people communicate more frequently and the world more closely connected (Figure 3). Different language types, different forms of expression are for different people's understanding, reflecting its unique characteristics, fully reflecting its personalized development and differential development. Moreover, different individuals have different artistic pursuits in life, which is also the information of big data, and it is quite difficult to sort it out. However, due to the development of digital media technology, large-scale and large amount of data can be effectively sorted out. It is not only convenient to find the individuation of culture and art, but also not easy to lose. It enriches people's spiritual life and gradually feels the infinite charm of life [4].

4. Conclusion

The integration of digital media technology and contemporary art design is really a big step forward in human history. Because the integration of the two not only fills people's original defects in technology, but also enriches the form of contemporary art design, promotes the progress of science and technology, and enriches people's spiritual culture. Therefore, digital media technology and contemporary art and design complement each other, promote each other's innovation and progress, enrich life and benefit mankind while developing.

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