

## Research on the innovation of art design in the context of new media

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**Abstract:** The concept of new media has not been put forward for a long time, but its impact on art design is becoming more and more important. As the result of human creativity, art design will be affected by networking and digitization. In this case, art design with the characteristics of new media came into being. This paper mainly takes the concept of new media as the starting point, analyzes the situation of new media and art design, and analyzes the specific direction of innovation and relevant countermeasures.

### 1. Introduction

In the new media era, digital magazines, digital newspapers, digital TV and mobile media came into being. New media art design has become an important direction of the development of design and new media practice, and has also formed a new research field. In recent years, with the rapid development of digital technology, art design thinking with new media as the main communication channel is becoming more and more popular. From the perspective of the cultural thinking mode of new media art design, the book puts forward the framework of the theoretical construction of new media art design, and provides theoretical suggestions for the integration of new media art design and Chinese traditional art forms. New media art was born in today's open, diverse and inclusive cultural context. It has never existed in the form of an isolated discipline. This discipline absorbs the internal essence of aesthetics, psychology, philosophy, natural science and other different disciplines, breaks the differences between cultures and generations, and adopts diversified and comprehensive research methods. It has formed a research space with broad prospects. With the in-depth development of network technology and digital technology, it has been widely used and promoted in all walks of life in China, which has changed people's traditional channels of information transmission and acquisition to a certain extent. In this environment, the concept of "new media" came into being. New media actually refers to the form of media, but with the effective use of new technology, it can show different media forms. The traditional media forms are mainly books, paper and newspapers, while "new media" takes CDs, mobile phones and the Internet as the carrier. In addition, new media does not exist in isolation. It is developed by the rational use of Internet technology on the basis of traditional media, such as digital broadcasting, e-books, mobile TV, e-magazines, etc. in short, new media is the innovation product of traditional media.

New media art design is an art form derived from the continuous progress and development of human social productivity. The characteristics of different historical stages are different. It is necessary to keep up with the development of the times and promote the optimization and innovation of expression forms to meet the diversified needs of art designers in different periods. New media art design covers many contents, and there are various kinds of art, including photography art, film art and various types of art, and so on. In order to promote the higher-level development of art, it is necessary to integrate the industrial technology of different times and gradually promote the formation of new media art design in practice. The art design of traditional media needs to bear high costs. In fact, a considerable part of this high cost is "passed on" to the audience - the audience can obtain relevant information only by paying a certain fee. However, in the new media era, the broad audience can obtain all kinds of art design information free of charge, which greatly reduces the expenditure cost of the audience in information acquisition. Secondly, the scope of information dissemination. The scope of information dissemination of traditional media is relatively limited. For example, the distribution of newspapers will be limited by regions. In most cases, local newspapers

only report local news comprehensively. The audience's access to information is relatively narrow and it is difficult to obtain richer information. In theory, the new media with the Internet as the carrier can reach all corners of the world. Finally, in terms of information transmission speed, traditional media often need to pass the links of news collection, news editing and reporting to the superior or headquarters before they can spread on TV, newspapers and other media. This process not only requires a lot of human and material resources, but also takes a long time. Compared with traditional media, the speed of information dissemination of new media is incomparable. The dissemination of information is not limited by time and place. It can even be said that as long as you want, you can share all information with people all over the world at any time and place. The existence of new media relies on the Internet, which determines to a certain extent that new media has a large amount of information, and everyone can transmit information. Not only that, new media also has the function of information preservation. Even after 8 or 10 years, information can still be found through this function, which can never be achieved by traditional media. In addition, new media release content through the Internet, such as animation, virtual reality, pictures, words, sounds and images, which can fully mobilize the active participation of the audience. On the one hand, it breaks the shackles of traditional media, on the other hand, it realizes benign communication and exchange with the audience, and meets people's various needs for information at present.

## 2. Practical application of new media art design

The development of new media art design is inseparable from the support of digital technology. In order to give full play to the advantages of digital technology, we should clarify the role of digital technology, grasp the requirements of the current era for new media art design, change ideas and methods, and improve the level of new media art design.



Figure 1 New media art design

### 2.1 Give consideration to aesthetic value and functional needs

New media art design under digital technology should be considered from the perspective of the times. While giving the functional value of art works, it should also deeply tap the contemporary commercial value of art works. However, from the actual situation, some art creators pay too much attention to the commercial value of art works, take interests as the guidance, ignore the aesthetic value of art works in essence, and have distinctive utilitarian characteristics. The aesthetic value of the works of art derived from this situation will decline greatly and gradually tend to be assimilated by thunder. The main reason is that the artists' own artistic quality is not high and lack of deep-seated artistic consideration and innovative thinking. At the same time, some art designs violate the law of art development, and the original intention of design is only to win attention. In new media art design, artists should clarify the principles of new media art design, give consideration to aesthetic value and functional needs, give full play to the advantages of digital technology and comprehensively improve the quality of art design.

### 2.2 Infiltrate the awareness of new media art design

Under the background of digital technology, the field of art design has taken on a new look, but

some art creators are firmly bound by the traditional form of art design. They do not know enough about the cutting-edge computer digital technology and are difficult to use flexibly in art creation, which hinders the development process of new media art design. In the process of teaching and talent training, we should strengthen publicity, train supporting art talents, inherit and carry forward the treasures of traditional art design, and actively learn new art design ideas and methods. Digital technology can be used to cultivate students majoring in art and improve their creative ability of digital technology. We can also establish a special new media art design website to fully grasp the key points and characteristics of new media art design.

### **2.3 Flexible use of computer network technology**

In the information age, computer network technology has distinctive characteristics. Its application to new media art design can meet the artistic aesthetic needs of contemporary people. Based on the traditional art design ideas, new media art design can organically integrate computer digital technology, enrich the connotation of art works, and deeply explore the artistic value and functional value of art works. The continuous innovation and development of computer digital technology provides a new development space for new media art design, which can meet the needs of people at different levels. In the 21st century, with the rapid development of digital technology and Internet technology, the birth of CG animation special effects has brought a far-reaching impact on new media art design and has become the main driving force to promote the development of new media art design. In art design and creation, artists should actively introduce computer network technology to constantly enrich the connotation and characteristics of works of art.

### **2.4 Develop graphic visual creativity**

Creativity is the core of new media art design. The development of graphic visual creativity can improve the innovation level of society and the graphic visual effect of new media art design. The continuous extension and expansion of the application field of digital technology has played a positive role in the development of new media art design, and it is an inevitable choice to promote the organic integration of the two.

## **3. Research on innovative methods of new media and art design**

### **3.1 Pay attention to humanistic care**

The art design of traditional media has certain defects, that is, the audience can only see the art design they can see, but it is unknown what kind of art design they want to see. New media provides people with more channels to obtain information. In this case, art design should fully consider the audience's perception needs and information needs, which is necessary to fully implement the people-oriented concept and pay attention to humanistic care. We should know that people, as the main body of art design, do not exist in isolation. A person's comprehensive quality is often affected by factors such as custom environment, cultural tradition and education, which reflects that people often have multi-level needs from the side. New media art design should meet people's various needs as much as possible and let people's emotion, will Cognition has been developed healthily to achieve psychological and physiological balance, so as to improve people's quality of life. The innovation of new media art design allows people to be influenced by culture on the basis of being satisfied with the current material life.

### **3.2 Fully learn from the application methods of foreign design**

The innovation of new media art design is not equal to making a car behind closed doors, but should be based on the national conditions and the basic situation of the audience, and selectively and conditionally learn from the design methods at home and abroad. It should be noted that we can neither copy nor abandon Chinese traditional culture. The art design of Japan, Britain and France does not separate its connection with the past, but reasonably applies the essence of traditional culture with the changes of the times and people's living and behavior habits. Admittedly, we can't deny that new media provides people with a way to understand the unknown world to a certain extent, but in

terms of the connotation of art design, it should effectively integrate into Chinese traditional culture and lay a good foundation for carrying forward Chinese culture. In addition, it should be noted that at present, a considerable number of art designers have only mastered the most basic graphic design theory, or have only a simple understanding of film and television, animation process, audio, etc. To seek their own development, the first thing to do is that art designers should break the shackles of traditional ideas, absorb advanced design skills and design knowledge as much as possible, and make full use of successful experience at home and abroad to enrich themselves, so as to realize the benign development of art design.

### **3.3 Pay attention to the talent training of new media art design**

In the context of the new media era, art design will face many challenges. In this case, higher requirements are put forward for relevant practitioners. They should make unremitting efforts to improve their professional quality and ability, so that they can comply with the development trend of the times and meet the needs of art design at this stage. Only in this way can they not be eliminated by the times, so as to realize their own value. In order to meet the various needs of new media, the working mode of art design should be changed to a certain extent, and the education of art design will also change. Today's media pattern has overturned the "hegemony" of traditional media. Under the mode dominated by new media, modern art and design education should also change ideas, comply with the development trend of the times, break the professional boundary of traditional art and design, no longer limit the classification of art, but really integrate art with other artistic directions. Organically integrate science and technology, absorb and learn from any theory and technology conducive to the development of new media as much as possible, so that the trained art and design talents can meet the development needs of the new media era.

## **4. Conclusion**

With the rapid development of China's social economy and science and technology, it has had a far-reaching impact on art design. In particular, the progress of science and technology has largely promoted the development of art and design in a more perfect direction, and new media is not the top science and technology. Sooner or later, there will be newer forms or technologies to ban new media. Therefore, we must keep pace with the times, grasp the pulse of the times, and make full use of advanced science and technology to realize the sustainable development of art design. On the one hand, we should highlight the connotation of art design, on the other hand, we should also face the market audience and win the attention and recognition of the audience. Only in this way can we achieve the great goal of art design at the front of the times.

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