

Research and Analysis of Chinese Elements in Digital Media Art Design

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Abstract: The arrival of the digital age has promoted the wide application of digital media in art design, and digital media art design has become a new form of contemporary art design. Based on the exploration of digital media art in exhibition design, it has very important research significance and value, and has begun to attract the attention of foreign designers. This is the case. Because the manifestation of traditional art has been difficult to meet people's actual needs, we combine digital media art, analyze the status quo and significance of digital media art design, put forward the innovative and aesthetic value of Chinese elements in modern digital media art design, and combine the questionnaires in real life, and go deep into it. Understand the use of digital media art design to study the penetration of Chinese elements in culture, the satisfaction of all age groups in daily life status and views. At the same time, the basic application of digital media art design in Chinese culture is discussed and analyzed.

1. Introduction

With the passage of time, digital media art has gradually penetrated into our daily life. It is not only a new technology, but also a new way of life and aesthetic form. After the 1970 World Expo in Osaka, people gradually realized that the World Expo was the best place to learn Western technology, because Westerners can be seen to show their comprehensive national strength by combining the latest skills with art, media and large-scale exhibition activities. Following the World Expo in Osaka, the number of World Expos has increased, and more and more new technologies and digital media have gradually emerged. For example, the use of digital media art is very common in the 2010 World Expo held in Shanghai. It is widely used in various pavilions. Digital media art is used in digital display, 3D virtual display, interactive display, guide system design and so on[1-2]. In recent years, digital media art has made great progress in exhibition design activities. Digital TV, digital broadcasting, digital advertisement, virtual reality technology, laser lamp, thermal sensor equipment and so on have been used more and more widely, which plays a vital role in improving the visual effect of display, creating atmosphere and promoting propaganda. With the rapid development of science and technology, the application of digital media art is more and more extensive. The application of digital media, a new form and new technology in art, has broad prospects for development and market appeal. It is developing vigorously in China. However, due to its initial stage in China, the relevant theories and technologies are not perfect enough. Mature. Under this background, this paper takes digital media art as the research object, deeply studies and explores the application cases of digital media art in display design, and summarizes the relevant theoretical exploration and future prospective prediction.

Digital media art is a media art based on digital technology. Digital technology is based on computers and covers all the art fields of contemporary technology, from film, photography, music synthesis, CD-ROM to more. The ability breakthrough brought by digital technology gives the image infinite scalability. Previously, visual information was static. In this sense, images are also fixed, although they can be edited in movies or incorporated into other images by montage. Once

transferred to digital language, every element of the image can be modified by computer. Images are information in a computer, and all information can be manipulated. "For the first time in history, images have become a dynamic system," said Peter Weibel, a pioneer in digital media[4]. Digital media art design is also known as a subject based on digital media, which intersects visual art, design science, computer graphics and image science and media technology. This is its essence and connotation. In fact, digital media art design uses digital graphics, images, sound and many other digital messages. Information element is a subject of art design. The development of digital technology has brought innovation to modern visual design. Through the application of multimedia technology, the flow of visual design has been simplified and accelerated, and more abundant forms of expression and communication carriers have been provided for creative design. The innovation of multimedia digital technology also provides a new way for the visual expression of art design, which makes art design rise from the traditional technological level to the digital level. The visual creative design based on digital image, image, video and audio as the carrier will become the inevitable trend of the development of modern and future design.

In the environment of digital media art, display design has become more and more complex. It not only depends on the overall grasp and creativity of display designers, but also needs the cooperation of relevant professionals. Only when the two cooperate closely, can they reach a consensus, display design can show its due splendor. On the contrary, if there is not a good integration and consensus between the two, there will be a situation of technology surplus and beauty deficiency. For example, in some display design, such as the guidance system, desktop touch screen, LCD, etc., the display equipment is clumsy in appearance and difficult to integrate with the display theme, resulting in some counter-productive results, which can not be recognized by people but also affect the beauty[3,5]. In some small and medium-sized exhibitions in China, many exhibition designs tend to pay attention to the display of technology rather than art, and technicians tend to be multitasking. When using the conventional methods on the market, different display commodities are the same, but when using new technologies and new means, they can not give people immediate attention. Therefore, in the future, more artistic elements should be added to the exhibition design, that is, the Chinese elements should be added while perfectly integrating the aesthetic value of modern media art design and innovating. At the same time, the integration of Chinese elements into digital media art design also has a very effective role in promoting the change of designers' design consciousness, and can effectively improve the Designers' own reflective ability. And innovative design forms can often attract more audiences, which is also of great help to the inheritance and development of traditional Chinese culture.

Technical design, further in-depth analysis of its application in Chinese elements, such as Chinese painted pottery pattern art elements, Folk Shadow Art elements, Buddhist culture and art elements, Chinese ink art elements in digital media art design. For example, the appearance of painted pottery pattern animation in Yangshao period is an experimental animation that uses modern digital media technology to disseminate and display Chinese traditional culture. The pattern of painted pottery with fish pattern on the face of Banpo people in Yangshao culture can be seen from the video. It can be seen that the origin of the Chinese nation has gradually become clear and the creation of our ancestors has been picked up. The original symbols of implication are based on modern technology, integrated into dynamic vision, narrated in new lens language, and let them change and wander in time and space [6]. For example, Bai Xiao's Records of Opera Friends, which perfectly combines shadow play with modern technology, uses ancient voice dubbing to enable people immersed in modern film and television entertainment to return to their old memories and relive the natural and primitive beauty, which is also a good protection and inheritance of intangible cultural heritage[7]. In modern dynamic design, such as a piece made by MTV, Buddhist architecture and the lotus pedestal commonly used to represent Nirvana are used. In the video, the Buddha statue is replaced by a real person[8]. The head is replaced by a TV set, modern life objects are combined with traditional Buddhism, and Buddhist vocals are added to the auditory field. A refreshing dynamic design is successfully realized. Of course, this is only an attempt. I believe that there will be a better combination in future research. And innovation. For example, Shanghai

studio in 1960 produced "Tadpoles Find Mother", a memorable, decades after the development, but rarely see similar excellent animation, but as a modern film and television art is also gradually groping forward in ink, such as CCTV "The First National TV Cooking Competition" video set. It is a new exploration to use ink and wash as the main component and to synthesize with real people[8-9].

2. Method

2.1. Contrast Literature Method.

Through literature review, the text can understand the current use of digital media art design in China's element research, which proves that our current Chinese culture goes out there are a series of problems and shortcomings, and for a series of problems and shortcomings, the corresponding reform is studied. It also preserves the relevant documents, collects the documents related to the research topics, and reflects the contemporary cultural activities, people, affairs and theories.

2.2. Questionnaire.

Release questionnaires to social workers, fill in them on the spot and collect them on the spot. Interested Internet users can be sent by e-mail.

3. Experiments

In the course of the experiment, 500 people were surveyed with questionnaires from real life. Among them, 250 were experimented and 250 were controlled. Men accounted for 54% of the total number, while women accounted for 46% of the total number. Between the ages of 18 and 65, 500 questionnaires were distributed and 450 questionnaires were collected. The recovery rate was 90%, 400 valid questionnaires were valid, and the validity rate was 80%, show in table1 and figure 1.

Table 1 Sex Satisfaction Analysis of Men and Women

| Gender | Male | Female |
|-----------------------|------|--------|
| Satisfaction Analysis | | |
| Satisfied | 160 | 132 |
| To be improved | 110 | 98 |

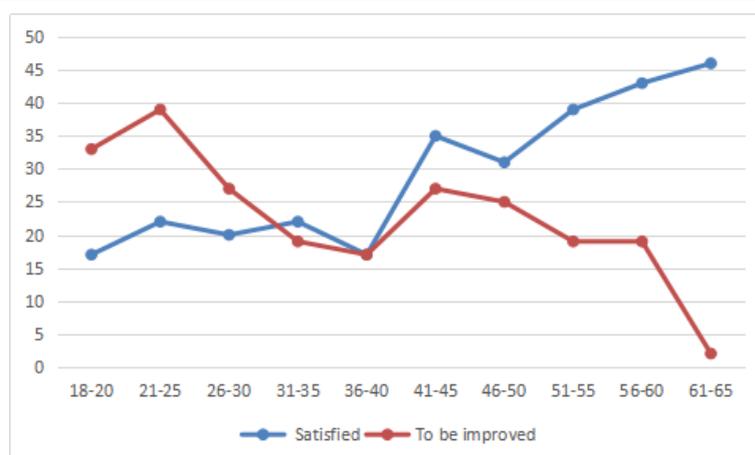


Figure 1. Satisfaction Analysis of Different Age Groups

4. Results and Discussion

4.1. Satisfaction Analysis of Chinese People with Digital Media Art Design.

The data show that although we have made some achievements in the dissemination of Chinese culture since the new era, about 40% of the people still hope to be improved. Our Chinese culture is

broad and profound, and worth more people being convinced by our 5000-year-old culture, especially in the younger generation, our young people. More imaginative and creative. The elderly and middle-aged witnessed the founding and development of our new China. They deeply understand the difficulties and difficulties of reform. They are satisfied with the achievements of our present development. They hope that our younger generation will shoulder the burden of becoming a powerful country and continue to carry forward the revolutionary spirit of the older generation. As the saying goes, "A strong youth is a strong country." As the largest developing country and one of the four ancient countries, China's culture is closely integrated with modern science and technology to the world.

4.2. Nationalized Development of Chinese Elements in Digital Media Art Design.

In today's society, with the continuous development and progress of the times, the use of new media and the promotion of traditional culture have become the trend of people's artistic aesthetic transformation and development. As far as people's aesthetic needs are concerned, a single form of digital media art has obviously been unable to meet. Integrating Chinese elements into digital media art design can enrich the form of digital media art design with its unique national art form and strengthen its own artistic expression, which is also one of the important ways to effectively carry forward and inherit traditional Chinese culture. In addition, it is also a breakthrough in the artistic characteristics and aesthetic implications of digital media art design. The reason why Chinese elements can be developed worldwide is mainly due to their artistry. The uniqueness of the art form and its typical Chinese artistic charm[10-11] . Therefore, the application of Chinese elements in digital media art design will fully show its nationalization characteristics.

4.3. Diversified Development of Chinese Elements in Digital Media Art Design.

The continuous development of network information technology provides tremendous space for the development of digital media art design, and also provides a powerful platform for the application of Chinese elements in it. As far as the essence of Chinese elements is concerned, besides their beautiful appearance, they often have a very far-reaching artistic conception. Therefore, it is more popular to apply them to art design. For this reason, it also provides a strong impetus for the development of cultural and artistic elements in China, and promotes its more diversified development within the scope of world art[12-13]. But it should be clear that the diversification here is not only the diversification of the development of digital media art design and cultural and artistic level, but also the diversification of the development of artistic design ideology, the diversification of the application forms of Chinese elements in digital media art design, and the Chinese yuan. The diversification of the overall form of expression in digital media art design.

5. Conclusion

Digital media art is a multidisciplinary and cross-disciplinary art form, artistic creation and science and technology. Connection, technological advances have spawned new forms of art, from film, television and video to video art and multimedia. Physical art and digital art are all the advances of science and technology which stimulate the birth of new art. The progress of science and technology has created a new platform and space for artists, enriched the forms of artistic creation and promoted the development of art. Digital media art is based on new science and technology to promote the establishment and expansion of new areas of art, such as digital newspapers, digital movies, three-dimensional virtual space, mobile digital media, etc. It has become an excellent way to develop new areas of art. It is a digital media art with cross-media communication, complete special art forms and language patterns, and is gradually being understood and used by more and more people. At the end of last century, the rapid development of multimedia information technology led to the emergence of digital media art design as a new design mode, which effectively promoted the development of our design industry. In the era of rapid development of global economy, in view of more and more frequent economic, political and cultural exchanges between countries, Chinese designers attach great importance to the application

of Chinese elements in modern digital media art design, and then disseminate and promote Chinese culture through art, a form without borders. Yang, and make use of the unique aesthetic connotation of Chinese elements in digital media design to improve China's position in the world art design circle, so that China can gain more advantages in the fierce international competition, realize the steady improvement of China's comprehensive soft power, spread culture, and cultivate more high-quality comprehensive talents for the society to go out. Prepare.

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