

Application and Research Direction of Digital Media Art in Public Art Field

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Abstract: The progress of society has led to the progress of many industries and the development of economic education. In addition, people will also have new psychological needs. Besides material needs, they also need spiritual needs for development. With the advent of the digital media era, public art is no longer limited to the original art form, and people have entered the information age. The use of digital media enriches the language of contemporary art, broadens the artistic thinking, affects the theme, form and significance of creation, and more importantly, it causes people to further change their understanding of art. In the era of digital media, public art embraces the concept of digital media and uses digital media technology, which brings new vitality to itself. At present, in the urban public art design, digital information technology is widely promoted and applied under the guidance of modern science and technology, and plays an important role in the stable operation and development of the city.

1. Introduction

With the development of urbanization, the significance of urban public space becomes more and more important and necessary. People's demand for environment has become an important part of urban spiritual life. The concept of public art arises at the historic moment and has gradually received more and more attention [1]. The concept of public space has changed with the continuous development of digital media technology. Some public spaces have been continuously changed into non-material spaces, and the concept of traditional public art has also been changed [2]. As an important foundation for the construction of urban culture, in the current cultural construction, public artistic and cultural creation needs to be taken as the key starting point, not only focusing on the achievements made in the development of science and technology, but also requiring people to improve their aesthetic concept of culture and art [3]. With the development of society, people have also entered the information age, and there are many applications of electronic technology in their lives. The most representative application of digital technology is the development of computer technology, and this technology plays a great role in weather, chemistry and other aspects [4]. In the current process of people's pursuit of culture and art, cultural development must not only satisfy economic and social development, but also enable more people to feel the charm and value of culture.

The era of digital media is an era of comprehensive development of information technology and digital technology. Digital media stores, processes, and disseminates information through computers, including images, text, audio, video, and other forms [5]. Public art forms are extremely rich, and its expressions include but are not limited to sculpture, murals, installation art, and other art types. The category of visual image resources has been unprecedentedly expanded due to the widely used digital media technology in public art, and human cognitive habits have been profoundly changed due to the digital atmosphere [6]. The use of digital media has enriched the contemporary art language, broadened artistic thinking, and influenced the subject matter, form, and meaning of creation. More importantly, it has caused people to further change their understanding of art [7]. The development of digital technology has changed the concept of public space, so that some public spaces have been transformed into non-material spaces. Because the audience of public art is an undifferentiated public with different aesthetic preferences and aesthetic abilities, public art

has the characteristics of diversification in content selection, serving the public, and guiding the public's aesthetic [8]. In the era of digital media, public art has adopted the concept of digital media and used digital media technology to bring new vitality to itself [9]. Public art works that use digital media technology have changed from traditional public art that uses only static materials to dynamic new public art that uses multiple materials across borders.

2. The Interactive Mode of Mass and Traditional Public Art

The first condition for the existence of public art is spatiality. Only when there is spatiality can matter and events 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. The main function of public art is to serve the public. It exists in people's lives in various periods of human history. The space of public art is also the open space where others are present, and is perceived, recognized and identified through the spatial relationship with other things. As for the public art in the digital media era, the characteristics of digital media art have become its new features while at the same time strengthening its original features. Digital media technologies such as human-computer interaction and virtual reality have enhanced publicity and virtuality for public art. With the support of such technologies, public art has become more open.

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. Public art design serves people's life. Good public art design should satisfy people's aesthetic concept. Based on the software platform of parametric design, this paper focuses on the study of public 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.

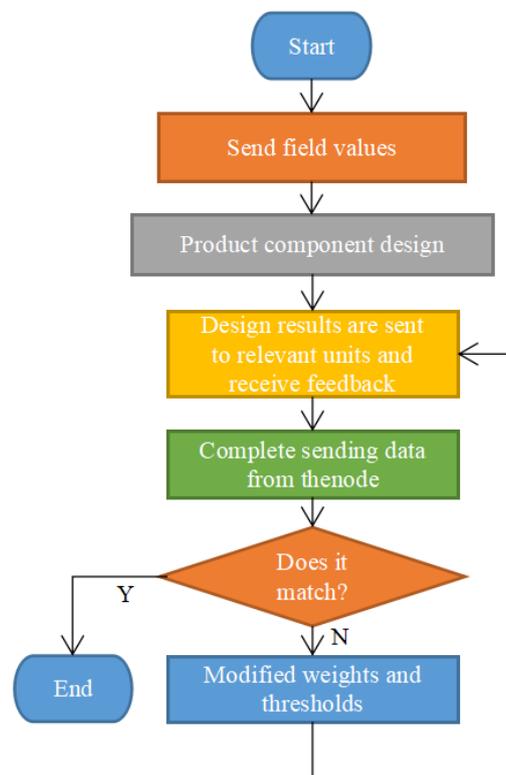


Fig.1 Cooperative Design and Operation Process

In the current process of scientific and technological development, the application of digital

media technology to public culture and art around the development trend of public art not only increases the speed and scope of cultural and art dissemination, but also enables more people to acquire cultural and art infection. At the same time that the current Chinese design circle seems to be prosperous, we cannot avoid and must clearly face up to the fact that the overall design level in our country is still unbalanced and some problems exposed therein. Public works of art are the key to the self-construction of public art by gathering and attracting the public to form a certain group to pay attention to public works of art. In the process of public cultural and artistic construction, more cultural pursuit and spiritual connotation should be provided for people, and the connotation and value of culture and art should be utilized, so that people not only deeply feel the spiritual enjoyment provided by culture, but also make the construction of spiritual civilization in cities more popular. 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. As a new mode of cultural and artistic communication, in the process of applying digital media technology, we must first clarify the meaning of digital media technology, distinguish digital technology from media technology, and at the same time integrate the two so that digital media technology can gain more value in the application of public culture and art.

3. Application of Digital Media Technology in Public Art Creation

Digital technology was applied in public art as an auxiliary method at the beginning. In the demonstration stage, digital technology is regarded as an important method, is also a part of public art creation, and even affects the form of public art works. Modern advertisement and digital media art are closely linked. Digital media art elements provide rich resources for modern advertisement, which is one of the foundations of modern advertisement. When developing related technologies, people pay more attention to the relationship between man and nature, in other words, man and nature should live in harmony, and the idea of harmony between man and nature should also be applied in public art. As a new art category, public art is a bridge between art and society, environment and people. Its social effect will be higher than its own artistic effect. The students are comfortable with the technical courses offered by their major, adapt well to the course evaluation system based on scoring, and make progress and gain a sense of achievement through scoring feedback and self-correction. With the development of the times, the artistry of lighting becomes more and more important. People have gradually mastered the relevant development rules of lighting, and then use some new technologies to enlarge it as a public art, enriching the manifestations of public art.

Public works of art perform better because of their artistic openness. They can use some specific methods to express their relevant information, and also let the appreciators express their own views and opinions. Even the appreciators are part of the works. Their views and opinions are especially important. Digital media has a strong advantage in information dissemination. However, in the process of its rapid development, there is no lack of fragmentation of the cultural dissemination system due to their own efforts to seize media resources. In order to effectively spread traditional culture, it is necessary 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 [10]. In previous art, many related works were displayed through screen art. However, with the development of modern technology, some new technologies have been applied in all aspects of life. Interactive technology can make more communication between people and enrich information. In digital technology, this interaction can make more communication between appreciators and creators, and in some aspects can make creators create more excellent works. The combination of projection art and digital multimedia technology can make the works more appealing and the forms of changes also have new changes. Its information content and transmission intensity are greater, which can ultimately make the artistic expression better.

4. Conclusion

With the development of society and the progress of science and technology, people's sense of art is also gradually increasing, so the requirements for related art are also constantly improving. Under this background, digital media technology is more and more widely used in public art creation. Contemporary public art has become an important part of people's social life and urban public space, and the expression methods of public art are influenced by social background and people's ideas, constantly developing new forms and new expression methods. Today's world is a digital world, and the future digital technology must become an indispensable part of our life. The modeling mechanism of multi-media integration and real-time interactive communication means of digital media art provide new possibilities for artists' creation, as well as rich image and material sources for public artists' creation. In the process of public cultural and artistic creation, we need to go deep into cultural and artistic creation according to the role of digital media technology. In the era of information globalization, digital media art is not only to use computer technology to create, but also to fully reflect the combination of science and art of human emotion, thought and wisdom, to create more exciting and full display of human wisdom.

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