

Research on the Innovation and Development of Huangmei Opera Stage Art Creation in the Digital Information Age

Hu Xiang

Academy of Fine Arts, Normal University of Anqing, Anqing, 246133 China

Keywords: Digital media technology; Huangmei opera; stage art

Abstract: Stage art design is an important part of Huangmei Opera, which plays an important role in the artistic plot, environmental atmosphere, historical background and the shaping of characters. However, there are many problems restricting the development of contemporary Huangmei stage art. Digital media art is the new trend of artistic creation. From audio-visual art to audio-visual interaction, from virtual reality to interactive media of communication between people and works, digital technology provides artists with more creative ideas. However, Huangmei Opera has a high degree of compatibility with digital media technology in stage technology. The promotion of stage expression by digital media technology has brought art schools and lost expression techniques to the stage, and promoted the integration of unique digital technology and the stage.

1. Introduction

With the rapid development of digital technology, digital creation and humanized design have become the core issues for artists to think about. The emergence of digital technology has greatly changed artists' creative ways and broken through traditional art. Digital media art is the new trend of artistic creation [1]. From audio-visual art to audio-visual interaction, from virtual reality to interactive media of communication between people and works, digital technology provides artists with more creative ideas. In recent years, digital media technology, as a new artistic language, has been increasingly used in the field of stage art, which has changed the traditional stage performance form and narrative mode, and promoted the innovation and development of stage art [2]. The effective application of digital media technology in Huangmei Opera and other traditional opera stage arts can effectively enhance the audio-visual effect of stage performances, improve the utilization rate of stage space and make traditional opera art more contemporary.

2. Development background of stage art in Huangmei opera

Huangmei Opera is the main local opera in Anhui Province. It has a history of more than 100 years. Its simple and sincere performance form and delicate and euphemistic singing are widely loved by the people. As one of the ancient opera operas, its earliest stage art style mainly follows the aesthetic thought of "emptiness is beauty" of traditional opera. This aesthetic principle is different from traditional Chinese painting, calligraphy Poetry, architecture and other artistic conception are interlinked, paying attention to seeing reality with emptiness, and the combination of emptiness and reality [3].

However, with the social changes, the stage art design of the traditional Huangmei Opera is inevitably affected, and media technologies emerge one after another. Holographic imaging, giant screen splicing, infrared tracking, 3D Mapping and other digital media technologies run through the live performances of the opera stage, constantly breaking through the performance space and visual performance boundary of the traditional opera stage art, and arousing the audience's perception in a deeper and more novel way. At this point, the stage art of traditional opera has undergone a qualitative change, from the simple background of actors' performances to an art form with dramatic significance and aesthetic value that directly participates in performances.

3. Development of digital media technology and integration of stage art

Opera stage art design includes scenery, lighting, clothing, makeup, props, effects, etc. Its comprehensive design is called stage art design, which is an important part of opera stage performance, which directly affects the presentation of opera performance and plays an important role in artistic re-creation. The important value of traditional opera stage art lies in having a complete language family that understands, explains and expresses the world, and a conventional expression rule. However, under the impact of foreign multiculturalism, the living environment of traditional opera art has changed greatly. Today, the traditional stage art design of "one table and two chairs" can no longer meet the audience's current aesthetic needs.

Stage art always adheres to the concept of serving the performing arts [4]: First, it focuses on the sense of time and space at the performance site. Traditional art pays attention to the expression of space and time in the design process. Second, attach importance to the rendering of environmental atmosphere. Performers perform in specific scenes, such as at home, under the moon and by the lake, etc., and most of them will use the stage scenery to set off the scene atmosphere, instead of completely restoring the real environment, and will perform relevant artistic treatments on the scenes according to the needs of stage performances, so as to achieve the effect of contrasting the scenery with the situation; Third, pay attention to the combination of reality and reality. In traditional stage performances, the stage space is limited, so it is necessary to give performers enough space to make the best use of their performance skills and show their acting skills.

The application of digital media technology on the stage has fast and dynamic scene changes, rich visual pictures, and rich sound and emotion. Compared with traditional stage art, it has greater expressive power. It can break the traditional linear narrative form, break through the limitation of time and space, complete the transformation of time and space, make the stage performance time more appropriate, and give people more real feelings.

4. Innovative development of stage art creation of Huangmei Opera in digital information age

4.1. Enhance the performance effect of Huangmei opera stage art

The traditional stage art of Huangmei Opera contains the aesthetic spirit of Chinese classical art, which generally has three characteristics: First, the virtual relatively free stage space. Second, the "stylized" scene layout and the application of building the end; third, the "decorative" stage picture. Through the figure modeling of traditional opera (clothing, helmet head, makeup, facial makeup, etc.), the curtain account, the pattern weaving and embroidery of the chair around the table, the process of building the end and the format of classical stage architecture, the performance scene with beautiful shape and brilliant color is formed together [5].

The virtuality of scenery, performance to convey authenticity. Any art has its standard of authenticity, and the stage authenticity of traditional opera is mainly based on the actors' performances. The characteristic of its performance is that it does not use stage techniques such as lighting and scenery to reproduce life, but the actors imitate life with performances and mobilize the imagination of the audience to create a picture of life on the stage together. The charm of stage art lies in that it can make the audience a common creator, mobilize people's emotions and imagination, and let the audience use imagination to supplement and sublimate their intuitive feelings. Any form of stage performance space needs to be expanded, enriched and associated with the audience's own aesthetic accomplishment and life experience.

When using digital media technology to design, we should first re-examine the "virtuality", "formality" and "decoration" of the traditional Huangmei opera stage art, and make an overall conception on the basis of in-depth understanding of the artistic style, performance form and plot connotation of Huangmei opera, and grasp the design principles and scales well. Based on the fundamental principle of not damaging the connotation of opera and the expressive force of actors, it should be treated as the extension and sublimation of actors' performing arts, connotation and aesthetic elements of opera. Virtual reality and augmented reality are used to form visual effects that conform to the background of drama story, the transformation of drama story and characters'

characters, which can highlight the performance of actors, set off the atmosphere of drama and the inner feelings of characters, and give the audience enough imagination space, thus realizing the induction and emotional resonance of audience's aesthetic perception.

4.2. Broaden the technical ability of Huangmei opera stage art

The characteristics of Huangmei Opera have strong adaptability to the times. Some people don't know how it evolved, but it is a wonderful work in traditional opera and has a large audience base. With the rapid development of the Internet, creators can't keep up with the needs of the audience, and autonomous communication is difficult to be accepted by the public in the information age. Therefore, the new stage manifestation and communication mode are particularly important. Based on this problem, we should get rid of the stage technical crisis of Huangmei Opera, make full use of the precise characteristics, fast transmission speed and digital technical characteristics of digital media, break through the defects of traditional opera technology, and let more people feel the stage technical charm of Huangmei Opera through digital technology.

After the emergence of projection technology, this technology is widely used in stage performances, and it is put on the screen by optical principle, presenting a two-dimensional spatial effect. Nowadays, holographic projection technology breaks the two-dimensional space on the stage, forms a three-dimensional or four-dimensional country, and creates a new time-space relationship for the stage. At the same time, holographic projection also formed a unique aesthetic value, which greatly changed the audience's audio-visual experience, stimulated the audience's psychological experience, and enhanced the audience's perception of stage performances [6]. The virtual scene under holographic projection replaces the physical scenery of some traditional stages, giving the audience a brand-new audio-visual perception and live experience.

4.3. Projection technology shows grand and shocking scenes

Huge wall projection technology is also a great embodiment of the innovation of digital media technology application, which is favored by more and more artists and paid more attention by performance companies. Huge wall projection technology can be divided into two forms: inside the building and outside the building. The technology of inside the building is the most mature and widely used.

This huge wall projection technology can better realize the high concentration of the creation and display of various artistic scenes, break through the limitation of real physical space, concentrate more artistic backgrounds to be presented in the building, and enable the audience to enjoy various cultural landscapes and natural landscapes, and fully display the grand technology of science and technology and the shocking effect of art. The application of giant wall projection technology in stage design can make up for the deficiency of stage physical space and various props, and more importantly, bring more colorful and shocking artistic aesthetic experience to the audience [7]. The stage art design of Huangmei Opera pays more attention to the integration with scientific and technological elements, and makes full use of digital media technology, so that the space and time conversion in stage art design is more convenient and quick, and the stage is more intuitive, bringing more artistic shock effect to the audience.

4.4. Using audio-visual technology in stage art design of Huangmei opera

Lighting technology and sound technology are the most used in stage art. On the basis of the initial conception of stage art design, lighting technology combines and transforms lighting effects from different angles and different levels. Although the combination transformation of lighting is rich and colorful, it can be switched at will, but it should be designed on the basis of fully understanding the theme and characteristics of performance programs to present corresponding lighting effects. This is also the design and creation of multi-level clarification and repetition of the content of stage performances. Only in this way can the design of lighting be unified with the theme of stage performance.

The visual effect and atmosphere of stage performance are mainly created by adjusting the light intensity and flashing frequency. Traditional lighting design mainly achieves visual effects by

replacing hand-made color paper, and manual operation and monotonicity of color paper are not conducive to the stage effect.

With the continuous development of China's economy, the cultural needs of the masses are growing day by day, rich stage performances are being carried out more and more frequently in various places, and the demands of the public for audio-visual performances are getting higher and higher. Designers in the field of stage art learn from the experience at home and abroad, constantly study and practice, and reform the traditional stage art design, enriching the color of stage performance and improving the lighting effect of stage performance. Nowadays, with the development of the times, people have higher requirements for the audio-visual effects in Huangmei Opera stage performances, which requires not only the stage designers of Huangmei Opera to change their traditional concepts, but also to speed up the renewal of media equipment, so as to combine the stage art of Huangmei Opera with new media technology.

5. Conclusions

Chinese opera art is the treasure of Chinese national culture, and there is no reason why we should not further inherit and develop this quintessence art. Opera stage art design is an important part of opera stage performance. Today, with the vigorous development of digital information technology, opera stage art design should have the attitude and courage to accept change. The audience put forward higher requirements for the stage art of Huangmei Opera, and only innovation can make the traditional opera regain its strong vitality. At present, the digital beauty of dance is still in the developing stage, so the artists should pay attention to and acquire the new knowledge and technology of the stage industry in time, strive to keep up with the pace of science and technology, and perfectly combine science and technology with stage beauty through novel design concepts and ideas, so that the audience can obtain satisfactory stage effects.

Acknowledgements

1) 2019 Anhui provincial universities humanities and social science research project "research on Huangmei opera stage design from the perspective of virtual reality", (SK2019A0346)

2) "ANqing Normal University VR Visual Practice Platform" project for industry-University Cooperation and Collaborative education project of Higher Education Department of Ministry of Education.(: 201801203008)

References

- [1] Kei Ma. (2019). Application of Digital Media Technology in Huangmei Opera Stage Art. *Journal of Anshan Teachers College*, vol. 021, no. 004, pp. 72-76.
- [2] Qi xinyue. (2019). application of digital media technology in Huangmei opera stage technology. *Yalu River* (second half), vol. 795, no. 10, pp. 94-94.
- [3] Yang Liu. (2019). On the application of digital media technology in stage art design. *Art Grand View*, vol. 000, no. 020, pp. 1-1.
- [4] Xu Xiaoqiang. (2019). Application of Digital Media Technology in Stage Performing Arts. *Youth*, 000(008), 73.
- [5] Zhao Mingming. (2019). The Influence of Digital Media Technology on Modern Design Art. *Literary Life Wenhai Art Garden*, vol. 000, no. 001, pp. 155.
- [6] BEAR Dai. (2019). Analysis of the Integration of Digital Media Technology and Media Art. *Media Forum*, vol. 2, no. 04, pp. 121-122.
- [7] Zhou Yuyao. (2019). Digital Media Technology in Contemporary Stage Art. *Artist*, vol. 000, no. 010, pp. P.66-66.