Research on the Application of Art Design Based on Digital Media Technology

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Abstract. With the progress and development of human society, high and new technology, digital products, the Internet and so on have been popularized, they bring benefits to human beings is obvious, such a big wave of digital waves affect all aspects of our lives, of course, also affected our life can not be separated from the media. However, the traditional form of media has been unable to adapt to this wave, must be changed, in the form of digital media to survive and develop, continue to play a role in our connection with the world. Based on this situation. We discuss the application of art design based on digital media technology.

Keywords: Digital Media Technology, Modern Art Design, Integration and Development, Application

1. Introduction

We all know more or less about media. In human society, information, as a necessary means of communication and connection, has a variety of forms of expression. Media is actually the transmission carrier or expression form of information. Media can include text, image, sound, animation, video and other different forms of information, the integration of these information into one is what we often say multimedia. With the addition of "digital" media, we can understand it as the information media stored, processed and transmitted by computers, this is digital media. Of course, when I say computer, I don't just mean personal computer (PC), which you often use, but all kinds of computers in general. Compared with traditional media, digital media, in addition to the more diversified information dissemination and the integration of multiple media, also brings more excellent features because it is transmitted through computers and the Internet.

2. The concept and specific features of digital media technology

2.1. Concept
At present, all the products of the information age in our society must go through the development process from generation to questioning [1]. Only through the outside questioning, can continue to grow, and then gradually mature. Digital media technology is the product of the Internet era. The application of digital media technology to the field of modern art design can effectively improve the creative inspiration and creative level of designers. It can be said that the emergence of digital media technology provides more and wider opportunities and prospects for the development of modern art design in China.

However, opportunities and challenges are often accompanied. At present, from the current situation of the development of digital media technology, because digital media technology is developed by relying on Internet digital technology, modern art designers will unconsciously rely too much on network technology and ignore the perception and pursuit of the unique charm of art.

2.2. Specific characteristics

At present, from the analysis of the actual situation of the development of digital media technology, the specific characteristics of digital media technology can be summarized into the following three points.

First, reflect the interactive [2]. With the development of Internet technology, people freely realize communication and communication with the outside world on the platform of Internet communication technology. Access to information is no longer limited by time and space, the speed of information dissemination is gradually diversified, people enjoy the convenience brought by the sharing of information resources.

Second, reflect the virtual nature. Digital media technology is derived from Internet technology in the final analysis, so it can not be separated from the virtual nature of the Internet. It's also because of this virtuality that people do n't have to worry about whether they have words to communicate on the platform

Body, the realization of people's desire to speak freely, at the same time in the reality of pressure, grievances can not be vented in reality, but on the network platform can be expressed.

Therefore, the virtual characteristics of network technology realize the wish that people are difficult to realize in reality.

Third, reflect the timeliness. Digital media technology is a network information medium that has only begun to popularize in recent years. The reason why it can be optimized and innovated in a short time is mainly because people widely recognize and support digital media technology. Because digital media technology has brought convenience to people's life, changed the traditional social manual work mode, reduced the social labor pressure, brought timeliness for the overall development of society, so it has been more and more popularized.

3. The fusion advantage of digital media technology and modern art design
At present, the organic integration of digital media art and modern art design can bring innovative [3] to modern art design. Therefore, the advantages of organic integration can be summarized into the following three points.

First, optimize the art design process. As we all know, the traditional art design process is cumbersome and needs to be revised repeatedly by various departments. One of the links has problems, which means that the whole needs to be redesigned, and the links and links are linked to each other. Since the use of digital media technology, unnecessary processes in design can be effectively omitted. If a process has problems, it can also be modified separately, without the overall redesign, saving time and effort. Improve the overall efficiency of art design.

The second point, innovates the artistic theme and the expression form. The traditional art design work has relatively few channels for obtaining creative themes, so the selection of materials can only be excavated in real life, which leads to a single theme of artistic creation and boring form of artistic expression. The application of digital media technology, with the help of rich and extensive media resources to select materials, can to a certain extent give more possibilities to the subject matter and form of artistic creation, and then create unique style. Various forms of art works.

Third, inject new vitality into art design. With the help of digital media technology, modern art creation can effectively enrich the external artistic expression. For example, digital music, digital movies. The combination of vision and hearing will bring the audience impact and shock from the senses, thus arousing the audience's resonance in artistic creation and the higher pursuit of the spiritual world.

Therefore, art comes from life and reacts on life. In the current era of Internet development in China, the organic integration of digital media art and modern art design has long become the trend of the times [4]. Therefore, in art design, workers should adapt to the advantages brought by digital media technology, conform to the development trend of the times, make positive progress and strive to innovate. In the process of art design, we always follow the principle of innovation, and make effective use of the advantages of network technology platform to spare no effort for the future development of modern art design in China.

**Figure 1. Integration advantage**
4. The deep influence of digital media on modern art design

From the concept and specific characteristics of digital media technology analyzed above, and the advantages of digital media technology and modern art design, it is not difficult to see that digital media technology can stimulate new vitality for any industry in China, but it is especially profound and obvious in modern art design. Therefore, the following is a detailed analysis of the profound impact of digital media on modern art design, from the following four aspects as shown in figure 2.

**Figure 2. Influence**

4.1. **Form-based communication**

First of all, digital media technology has a profound impact on the form of modern art design communication. Digital media, as a unique medium in the Internet era, makes information more convenient and efficient in the process of dissemination, and improves the speed of information dissemination without being restricted by time, place and space. Compared with the traditional information media, digital media technology gives more forms of expression to information dissemination.

4.2. **Space-based thinking**

Secondly, digital media technology has a profound impact on the thinking space of modern art design. As we all know, under the influence of the current Internet era, people have already broken the traditional solidified thinking mode, and the spatial thinking ability has been further improved [5]. Because of this, people in the Internet era, imagination has become active. Thus burst out many unprecedented unique inspiration, so that their artistic aesthetic ability, appreciation ability has been greatly improved. Designers have realized these diversified creative ideas inspired by the Internet era in artistic creation, not only to enhance artistic innovation, but also to give more vivid artistic expression to artistic design works. Ideologically for our contemporary works of art design and creation to provide some help.

4.3. **Based on linguistic expressiveness**

Third, digital media technology has a profound impact on the expression of modern art design language. Rather than bring profound influence, it is better to say that digital media technology brings innovation
in means for the expression of modern art design language. The traditional means of expression of artistic design language mainly focus on artistic creation, while the current organic integration with digital media technology focuses on artistic propaganda. Using the strong cultural connotation attribute of Chinese language to stimulate people's attraction to artistic design, endow art design with new expression content. For example, in the art propaganda with witty, aesthetic, pun language, fully arouse the interest of the audience, which is not only conducive to the dissemination of works of art, but also can stimulate people's love for the aesthetic sense of language. However, in the aspect of language expression of art design, we should pay attention to the grasp of language rhythm and balance, avoid counterproductive and self-defeating.

4.4. Classification-based approach

Fourth, digital media technology has a profound impact on the classification of modern art design. It can be said that the classification of modern art design under the guidance of digital media art, the way more and more diversified trend. On the one hand, art design belongs to the literary subject in the subject division, while digital media technology belongs to the scientific subject. The integration of literature and art and science and technology has been realized. Make the connection between different subject classification become closer [6,7]. On the other hand, the main forms of art design are mostly pictures and characters, especially the grasp of color and structure, and after a long development, art design has derived many forms, such as graphic design, spatial design, static design, dynamic design and so on. It can be seen that under the guidance of digital media technology, modern art design in China, whether in the division of disciplines or in the evolution of forms of expression, reflects the strong power of internal innovation and development. This is also the development of modern art design in China is becoming better and better.

5. Application of digital media technology in modern art design

The emergence of digital media technology not only helps people to better understand art, help modern art to spread better, but also greatly expands the thinking space of art design of art designers. This is because the multimedia image civilization brought by digital media technology has enriched the expression form of today's art and broke through the limited design thought of ancient art design. It uses data processing and standard speech to connect fictional characters, scenes with actual characters, situations and so on [8,9]. The infinity of virtual planning greatly broadens the original thought space of the grand art designers, and the creators can roam freely in the world of creation, which enhances the observability and artistic design of the works of art. At the same time, digital media technology has also changed the individual form of various art forms in the past, destroyed the limitation of ancient people's art categories, created a diversified artistic expression, and added the freshness of visual aesthetics. Bring people different visual feelings [10].

6. Conclusion

In this fast and diverse era, the media needs to capture the attention of people living in a fast-paced era through more diverse, more interesting and more efficient ways of expression. So digital media appeared, but it doesn't mean that digital media appeared after the arrival of the rapid digital age. In fact, digital media and digital age appeared almost simultaneously. In such times, it is natural to combine digital media technology with art design. We can find a balance between technology and art in combination
with the direction we want to develop. The two have similar directions and fuzzy boundaries, so it is more important to control our balance point. In short, don't confine yourself to the idea that technology is technology and art is art.

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