Using 3DMax Software to Assist in Researching the Application of Installation Art in Exhibition Design

Qingxin Lv

1Dalian Ocean University, Liaoning, China, 116023

*Corresponding author e-mail: 3258611945@qq.com

Abstract. In the art of installation, the environment is a very important part of it, and then people have changed into the active interpretation form of the content with this passive feeling of appearance and separation. Any type of art form, when mobilizing the human senses, is a special way of human understanding and communication, but it also includes the accepted information sensory system, the processing of the information system, and other thinking activities in the installation art. In addition, the display design generally involves a mobile space, at this time, as the main body of the whole display activity, the specific space formed by this display forms a high degree of interaction with the display activity. If the design of the exhibition space is reasonable and the theme of the space is very clear, then on this basis, this kind of exhibition space is very good and can be regarded as a perfect plastic art. 3DMAX technology can make the installation art more three-dimensional and clear. Therefore, the author discussed the use of 3DMax software to assist in the design and display of installation art.

Keywords: Installation Art, Display Design, Application, 3DMax Software

1. The Art of installation in the display—see the Big in the small

1.1. The Art of the Device in the Display of the Window

In the process of conveying information to the public, the display design analyzes its essence, and it can be seen that the scope of the display design has obvious extensive characteristics, such as large-scale museums, art galleries, medium-scale commercial display spaces such as the design of some stores, the exhibition hall of the Science and Technology Museum, and so on. In the display space, it mainly includes the rendering of the theme, as well as the planning and color of the display. In today’s society, display design belongs to a new industry, but from the analysis of the essence of display design, it includes a very large range, a variety of different art forms are also constantly...
merging and colliding, based on which the formation of continuous mutual development, thus in the internal concept, has formed a variety of other art forms with big and small views. [1] Therefore, with the development of today’s society, the display design and installation art have created more scientific and technological means, such as multimedia, electronic technology and so on, all of which have become the expression and creative techniques of installation art, display design and so on.

In the commercial space of the storefront design, the most important display space area is the shop window, the design most prominent is the interpenetration of a variety of things, such as the scenery, the prop, the commodity and the like, not only is it outstanding, but also can not snatch the two points of the commodity, In which a variety of visual symbols are applied to play a role in product promotion. The window design is part of the entire display space, so it is not possible to get rid of the specific environment space, and then the environment must be fused and the media communication with the person must be well done. [2] In the process of the production of the device, it is necessary to use a specific environment as the foundation, and based on this, there is a common characteristic between the two. Nowadays, the display of the shop window has not met the traditional simple display, but it needs all-round and multi-angle combination of new technologies, media, props, etc. to form an organic combination with the exhibits so as to reach a new state. In that display design, a good integration device art can be used to make the display space more interesting, so that the display space is more interesting, so that the deduction of the theme is taken, and a more aesthetic form is taken, so as to convey the theme content of the design to be displayed. In the end, the form and concept of the shop window can be well-defined, so that the design space of the window and the theme culture of the window-window can be brought to a high degree of unity (as shown in Figure.1).

![Figure 1. Chanel window display](image)

1.2. The art of installation in a museum or exhibition hall.

The essence of museum can be said to be the concentration of human history and culture, and its design is obviously different from that of exhibition design. This kind of design is mainly in the primary space design, first of all, it is necessary to analyze the main body of the blog. According to the difference of the blog, the difference of the functional partition can be divided, and the exhibition design is generally the design in the secondary space, [3] and it can also be regarded as the spatial design in the specific space. Therefore, the primary space design of the museum belongs to large-scale
design, its main body should be all kinds of exhibits, and through the application of props to enhance the richness of exhibits.

Installation art can be infinitely enlarged, can form the corresponding display space, can also be condensed to display in the display space, but also through artistic design to form the integration of installation art and space. Therefore, through the application of installation art in the exhibition hall, its interest, functionality and other characteristics can be well added. For example, in the military Culture Museum (Fig. 2), the cultural symbols of bacteria are extracted in depth, which is mainly based on environment, people and society. In the display space, the corresponding props, light belts and so on will form a good unity, at the same time, in the exhibition, the main use of local lighting to highlight the exhibits, all of these work to create artistic conception, only to highlight the exhibits, and then can promote visitors to integrate into this atmosphere, a better natural world and human cultural treasures.

Figure 2. Culture exhibition hall of the bacteria

2. Display in installation Art-see the small in the Big and the Middle

Based on the development of current device art, the concept of size and size in display design has become more and more vague, and based on this, the concept of size is only the concept of quantity, can be seen small in large and large, and in small, a large concept can be fully disclosed, This has gone beyond the category of the aesthetic concept, and based on the differentiation in the field, the concept is also different. Therefore, in the contemporary art of the device, it is necessary to draw on how to work in a large work, and it can well show its elaborate and delicate place. And the large concept and the gas degree can be seen among the small devices during the process of displaying the design. Therefore, in the process of appreciating the work, it should be carried out in all-round way, and in the process of creating the work, we should adhere to the good pioneering spirit. However, it should not be designed by the way of nativism, after all, it is an art form, and must be fully integrated in the theme to be displayed in the exhibition space, and also to highlight the important elements such as the goods and the enterprise image, and then make a corresponding high-efficiency evaluation, In that application of the device art in the actual display design, the multi-element material of the device is to be applied as much as possible, so that the strong concept guidance effect is exerted, so that the display design can be promoted, and the nutrient content contained in the device art can be absorbed as much as possible, thereby increasing the vitality of the display design.

The main purpose of the device art is that it can be expressed through its strong concept, and then the field sense produced in the stage design process is good, in addition, there are many very similar places in terms of its shape and structure. In the stage design, it has a very strong field sense, the main purpose is to render the emotion of the audience, therefore, in the stage design, the on-the-spot sense is
the necessary important condition, and in the exhibition space, the real character is its exhibits, and further, the space activities for re-engineering are also better outstanding items, and the display is provided with better environmental conditions, and when the visitors are integrated into the exhibition environment, the atmosphere of the exhibits can be fully felt, so that the psychology of the visitors can be achieved, An infection such as a mood or the like. In addition, if the art of the device based on the existing real material is used, the concept of the artist can be expressed through the method of transformation and recombination, so that people can feel the connotation of the work and the sense of the field to be expressed. in the stage design, the real character is the performance, so the stage design can be carried out by using visual element tools such as light, curtain cloth and the like, The main purpose of the design is to provide a better contrast to the leading role. The air-drop model is one of the most important static artistic expression modes, in the stage design, the sound design is mainly based on the "listen", and is a static emotion expression mode, thus the dynamic of the space is improved, and, [6]Todayundefineds display of space and device art has also applied more and more technology to create a more hierarchical space. Through the application of a large number of interactive devices and the technology of combining sound, light, electricity and the like, the multiple senses of the visitors can be driven in all directions, so that the visitors can form an active understanding effect with the device art, and then actively participate in the work (as shown in FIG.3).

![Figure 3. Design of the World Stage of the Game](image)

3. Conclusion

In summary, in the actual development process of installation art using 3DMax software, it can realize different positioning in different fields of society, and its surrounding environment has a great relationship with installation art. At the same time, the surrounding environment also determines the development of art, which is a successful installation art in China.

References

[1] Yang Jixuan. Application of Chinese Traditional Visual Symbol in Modern Device Art[J]. Chinese Journal of Multimedia and Network Teaching(Shanghai), 2019(08):235236.

[2] Zhang Ke. Another possibility of showing the form of celebrity residence[A]. Chinese Museum Association Celebrity Residence Professional Committee. Proceedings of 2018 Annual Meeting and Academic Symposium of China Museum Association Celebrity Professional Committee[C]. Celebrity Residence Professional Committee of China Museum Association: Celebrity Residence Professional Committee of China Museum Association, 2018:9.
[3] Gao You. China and France Automobile Technology and Art Exchange Exhibition Opening at Beijing Automobile Museum [A]. China Museum Communication (October 2018, No. 374) [C]. : China Museum Association, 2018:1.

[4] Yu Chunlong. Environmental Art Design Series Textbook: Computer Aided Environmental Art Design and Expression-Using 3dsMax8 Software to Assist Environmental Art Design[M]// Environmental Art Design Series Textbook: Computer Aided Environmental Art Design and Performance-Using 3dsMax8 Software to Assist Environmental Art Design. Xi'an Jiaotong University Press, 2007.

[5] Bi Fangfei. Computer Software 3DMAX Course Teaching——Take Environmental Art Design as an Example[J]. Times Education, 2017, 000(007):177-177.

[6] He Shuyu. Teaching Research on the Theory and Practice of Environmental Art Design 3Dmax[J]. Art Technology, 2016, 29(009):49.