Research on Public Art Design Based on Digital Media Assistance

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Abstract. As is known to all, with the development of society, computer multimedia technology in our country is becoming more and more mature, computer multimedia technology has been widely applied to all walks of life in today's development is becoming more and more fast, now is an era of information technology, in the new era, the digital media is becoming more and more widely applied in computer, involves the study of art influence is becoming more and more deep, the combination of digital media art and design studies, played a good boost to the development of art and spreading effect, today's art has to achieve the leap development of good in modern works, art occupies very important position. In this article, we have carried on the analysis to it, and has proposed the corresponding conception and the thought to the art design, hoped can have the promotion function to the art design development.

Keywords: Digital Media, Art Design Thinking, Vision Works

1. The concept of digital media technology
First of all, we need to understand the concept of technology, technology is some advanced technology through computer technology, video, pictures, text and other related processing, is the original content more perfect, abstract into concrete. It is easy for people to accept and recognize. A lot of hardware and software technology is used here. Digital media technology also has several obvious characteristics: high efficiency, interactivity, virtuality and comprehensiveness [1].

2. The role of art in work design from the perspective of digital media
Market economy is developing fastly, a lot of consumer is buying the product, also more and more strict with the appearance of the product, so a lot of the packing of the product still have a lot of room to improve, how involves some simple rustic product appearance each division should have to think, for a designer, must have the correct aesthetic, also should have good art cells.

2.1. The role of art
Art will display design of digital media involved the months rapidly nowadays China's economic development, more promote the social network era, the rapid development of information communication between people more and more, such as People's Daily on the phone to see video, listening to music, is a new way of information exchange, information has become the
multidimensional performance, such as video, images, text, the combination of environment and the nonphysical show to generate new ways and forms. In the process of dynamic display, gives more often changes, the simple text and graphics already difficult to meet the demand of contemporary people information and based on this situation, the static art show has become the era of the development of out products, and in time, space and technology level limit conventional image force, on the basis of art has the science and technology into the procedure clear. In the digital age, a new design form is born, that is, the immaterial form.

2.2. New functions into digital media art display design
while the development of computer multimedia technology is not because art ii, but it has made a great influence on the development of art, the development of computer Internet starting mode of transmission becomes a variety of art, promote the spread of art, and the best tool to do this to be an artist..art is the product of the combination of science and technology, modern media and art. A variety of unique artistic features, such as entertainment and commerce, have promoted new developments in exhibition design. In the process of product design, practicality is - only request, but as the consumer upgrades, more and more customers in addition to practical considerations products more pay attention to the appearance of the product design and production experience, but just in the era of digital media can be made in new functions into digital media design, bring people a feast for the senses and experience.

2.3. Digital media art has brought new changes to display design.
Since its birth, Structure of the design trend is changing all the time, many technological innovation also has been change, social thought and people's thought also has been changed, but we can also be seen in the process of the actual practice of some design content, can directly show the information transfer and social culture, let him become a testbed ideas.

We all know that now the technology development is very rapid, all kinds of emerging technology and the development and application of new media technology, we can also see in many aspects of life are the form of multimedia, now people's life has been inseparable from the multimedia, the interaction between people today have been gradually multimedia, people can online video chat, singing, calls, etc. Moreover, in the era of digital multimedia, many design works are displayed through multimedia. Meanwhile, multimedia can also be used to
display more and more information, so the power of display design has been greatly developed. In addition, visitors can also simulate the experience through visual, auditory, tactile and other senses [2].

![Figure 2. Digital media art professional design website.](image)

3. Conception of artistic thinking in visual works design from the perspective of digital media

Art is a very expressive vitality, expression is skilled, need to adopt the appropriate methods, different ways of expression, different skills will bring to the audience is not the same feeling, so want the audience to feel better the art, want white oh hit notes convey meaning, need every art designers to consider. Make, such ability shows the advantage of visual work incisively and vividly. Therefore, in terms of how to design, it is necessary to take the audience as the benchmark, think about the audience's feelings and thoughts on the basis of the audience, and fully apply artistic thinking to the design, which is not only responsible for the audience but also meets the aesthetic needs of the market. Although there are differences in individual audiences and no rules to follow, designers can still look for variables from various changes. Through a variety of ideas, the application of artistic thinking in the design of works is essential, but also can not be ignored. From the perspective of digital media, its artistic thinking expands the design of works, and integrates the design thinking based on modern demands and sensory concepts into the design of works [3].

3.1. Obtain more useful information through visual media

When art is being expressed, we can infer whether the artistic expression is correct and qualified through different reactions of different audiences. By observing and understanding the emotional state of the audience, we can obtain more additional information. For example, only after thinking for a long time can one infer the meaning of the work. The intention of name expression is not obvious enough, and the audience cannot have consistent experience. When the visual media obtains the audience's information, the combination of visual sensing media and micro-expression technology can enable the users of information to directly understand some important information, and these important information can realize fast and effective information transmission and information sorting under the transformation and change. For example, if the audience sees the work leaning forward, it shows curiosity about the work. If the audience turns sideways after seeing the work, it shows that they have a certain sense of defense. By observing the information of these audiences, the users of the information can effectively use reasonable information to adjust and strengthen the design ideas and patterns of the works [4].

3.2. Think from the perspective of the audience

Manager each person's life is different, different ways of thinking, treats the same thing also can have a different point of view, it is related to culture, cultivation, professional, so for an art designer, through multiple Angle to think, from the perspective of the audience to think in this way can the works better the feelings of the masses, becoming a good work. Designers have to stand in the Angle and position on the thinking of the masses, two elder sister off heavy think method and the concept of
attitude, we can also take a certain way, questionnaire form to understand the deep needs of audience, for example, try to avoid possible cause on the visual design of the elements of art, the audience through in-depth audience, communication way, more timely modification of design scheme. Under the influence of digital media art, modern display design has taken shape -- a new development trend, that is, the traditional only display design has gradually developed into experience: display. Its development goal can be said to be increasingly clear, namely people-oriented. No matter in content or form, the experiential display forms a sharp contrast with the traditional display. As is known to all, in the traditional exhibition design, the creator and the audience are independent of each other. The audience can view the exhibits in a gallery or summerhouse, but they are two separate parts. In the expression form of digital media art, people pay more attention to participation and feeling. The masses participate in and control the work through different sensory systems. The work can be triggered or driven by their own activities and become an indispensable part of it, or even become the theme of the exhibition.

4. Conclusion
Through the above, art in the development of the society has already occupied an important position, the combination of multimedia technology and traditional art spread to art form, great changes have taken place in art is becoming more and more into people's life, art and design in today's society development, has very important, a lot of art design work requires technical designers have a certain artistic conception, standing in the point of thinking of the masses, expression of art, to make more people [5-6].

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