The Application of Art Design Thinking in Visual Works from the Perspective of Digital Media

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Abstract: In the process of rapid development of information technology, the development speed of the information age is also relatively fast. In the information age, digital media has influenced modern design art to a certain extent. In the process of continuous development of media technology, visual works have developed and progressed significantly in terms of space. Because art has a crucial position in the design process of modern works. Therefore, we are supposed to study and analyze the application of art design thinking in visual works in the field of digital media, and explore the positive role of art in the design process of works. It is proposed that the application of artistic thinking in the design of works has a positive significance in enhancing the application effect of artistic design thinking.

1. Introduction
The rapid development of the social economy has led to the development of information technology more and more quickly, and the development of information technology has promoted the pace of the information age. The full application of digital media technology based on information modernization technology has greatly promoted the development and change of art design. The development of digital media technology can promote the innovative development of art design, can enhance the specificity of expression in art design thinking, and promote the development of visual works. The current visual works are inseparable from the expression of artistic design. However, the integration of artistic design thinking into visual works can make it better adapt to the visual field of digital media. Therefore, it is necessary to correctly understand the construction method of art design in visual works from the perspective of digital media, so as to expand art design thinking.

2. Digital Media Technology
Digital media technology is mainly developed based on computer technology, network communication technology, information technology, video and text processing technology. Using these technologies, we can effectively design and process text, promote the transformation of the abstract content, and enable the audience to directly perceive the content of the information through the senses. The application of digital media technology mainly includes information transmission, information processing, and corresponding hardware technology. The main characteristics of digital media are comprehensive and interactive. The key technologies and research contents involved in digital media technology are also extensive, as shown in Figure 1. However, the application of artistic design thinking in visual works in the field of digital media is one of the research directions.
At present, it is a digital era in which science and technology and information technology are developing rapidly. Digital TV, the Internet, and mobile phone terminals are relatively common, which has brought my country's media context into a brand-new development period, which is also the digital media context period. In the application process of digital media, cultural media technology is used as the medium. Digital media context refers to the use of digital media as a carrier to integrate various art forms such as text, graphics, images, sound, video, animation, audio and video, etc. The form of cultural context for interactive communication based on interpersonal communication and mass communication. The context of digital media is characterized by unbounded communication, participation of all people, timely interaction, and reproducibility. In the context of digital media, visual art spreads faster, and the channels of communication are relatively broad, the content of the communication is rich and diverse, the audience is relatively wide, and the information platform is also more open. In the context of the development of digital media context, 3d movies, games, anime, etc. are the main signs of the rapid development of visual arts. In the context of digital media, visual art is based on the development of high technology, which can enhance traditional art expression methods and can achieve freedom and innovation in art. This indicates that human society has also entered a new period of cultural development [1].

3. Influence on Art Design Thinking from the Perspective of Digital Media
During the rapid development of the market economy, consumers are paying more and more attention to the appearance of products. Therefore, designing simple and beautiful products is an issue that designers must focus on during the design process. From the perspective of digital media, the role of art in the design process of works has also changed. These changes are mainly manifested in the following aspects: First, the digital media display design is involved in the design process. The rapid development of the Internet era has led people to begin to complete information exchange in a completely new way. In this form, the presentation of information becomes a multi-dimensional presentation, such as the effective combination of video, images, text, environment, and non-material presentation, which can generate new ways and forms of information presentation. In the process of
dynamic information display, more changes will be given to the information. If you simply use text and graphics, it will not meet the information needs of that person. Therefore, people pay more attention to the use of three-dimensional animation and film and television special effects to create realistic virtual dynamic changes. In addition, digital media art can clarify the knowledge transformation process of science and technology. In the era of digital technology, the design form is more novel, and the immaterial form has become one of the main forms of information display. Non-material form can transform virtual digital design into a brand-new art design form. Second, digital media art can incorporate new functions into the display design process. Digital media artists believe that although computers and the Internet were not invented for artistic creation, in the process of continuous development of computers and the Internet, they have unique artistic characteristics and become the best design tools for artists. Digital media art is a comprehensive product of scientific and technological modern media and art. The unique artistic characteristics have promoted the further development of exhibition design. Practicability is an important pursuit in traditional product design, and it is also a necessary requirement. However, the upgrade of consumption level has led consumers to have a clearer demand for product design in addition to the practicality of the product. In the era of digital media, we can use the new functions of digital media to change the art design, thereby bringing people sensory and experience enjoyment [2]. Third, digital media art has changed display design. Display design has the dual needs of economic function and cultural leadership since its inception. Whether it is the development and change of design trends or the innovation of structural technology, the content of display design can be seen in practice. The content of the display design has the characteristics of direct information dissemination and sensitive response to social culture. Therefore, display design is an important testing ground for the development of social thoughts. During the rapid development of science and technology, the development of new technologies and new media has brought a new look to the exhibition design belt. The shadow of digital media art can be found in many display designs. The passive display design is transformed into multimedia dynamic virtual and interactive presentations. Under the influence of digital media art, display design can integrate technologies such as images and networks, and use the information that can expand the display content to further enhance the development potential of display design.

4. The Application of Art Design Thinking in Visual Works from the Perspective of Digital Media

4.1. Design Concept

In the process of art design, art needs to be effectively expressed and released, no matter which part of the design work will bring different feelings to the audience, and will affect some emotions of the audience. Designers need to accurately understand and master how vision acts on emotions in order to be able to choose visual design according to the purpose they want to achieve, and to be able to show the advantages of visual works as much as possible. Therefore, in the design process, the designer needs to take the audience as the main basis to consider the audience's feelings and ideas. Only in this way can artistic thinking be applied to it. This design is not only responsible to the audience, but also enables the visual works to meet the aesthetic needs of the market. There are certain differences in the aesthetic needs of individual audiences, there is no accurate rule. But designers can still find a fixed number from different changes, and use various ideas to apply artistic thinking to the design process of visual works [3].

From the perspective of digital media, artistic thinking can expand the design ideas of the works, and can integrate the design thinking of modern demand concepts and sensory concepts into the design process of visual works, in order to be able to build value for artistic perception. Digital media technology can also modernize the design ideas of visual works, and at the same time it can use information technology and personalized differences to complete the reconstruction of visual works. In this way, in the process of artistic thinking and experience, the characteristics of value difference and law difference can be more effectively integrated with the design of the work, and the level of
conceptualization of visual works can be improved.

4.2 Get More Information
When audiences watch visual works, they are mainly based on observation and their own emotional states. Designers can obtain more additional information by observing the audience's emotional reactions. How long does the audience use to recall the feeling when viewing the visual works is the main indicator to judge the communication effect of the visual works. If the audience can react immediately after watching the visual work, it means that the visual performance of the visual work has a consistent experience. If the audience takes some time to react after watching the work, it means that the visual intent of the visual work is not obvious enough, or the visual intent is more complicated. At the same time, we can also judge the communication effect of visual works through the body language of the audience. This is one of the main applications of artistic design thinking in the design of works in the visual field of digital media. It can use visual media to obtain more information from the audience. In the process of using visual media to obtain audience information, we need to fully integrate visual sensing media and micro-expression technology, so that the owner of the information can accurately understand the important information. In the transformation process of these important information, information transmission and information sorting can be completed. For example, when the audience is watching a visual work, leaning forward indicates that the audience has a strong sense of curiosity about the work. If the audience sees the visual work, it means they have a sense of defense. We can make information users have a deeper understanding of the effective application of information through observation of audience information. This can complete the adjustment of work design ideas and work design modes, and improve the design level of visual works [4].

4.3 Designers Design from the Perspective of the Audience
In the process of expressing opinions on a question, people are more inclined to the accuracy and directness of the question, and the answer to the question is best to be straightforward. If the answer is vague, it may result in the work not giving a clear feeling. For example, when asking questions to the audience, if you directly ask how the product feels to you. This open question will affect the audience's answer to a certain extent. The audience needs to organize their own vocabulary during the answering process, and this kind of answering may not allow the designer to grasp the real needs of the audience in a timely manner. However, if the questions are further processed and some options are used to let the audience answer, it can help the designer to understand the audience. Selective questions such as "Do you feel calm or upset about this piece of work" can make the audience have more accurate answers. Using these clear questions, the designer can reflect more details that the audience shows when watching the work. These details can allow designers to better understand the audience, so that designers can fully consider the aesthetic experience of the audience when designing visual works, and improve the design level of visual works. In order to understand the audience, designers need to use a lot of content to complete the assistance, and the use of digital media horizons can help designers fully integrate audience information when performing art design. For example, using digital media to display design frameworks and samples for consumers, and in the process of displaying samples, designers can simultaneously understand and master the selection information of the audience. This can provide designers with a more clear direction in the design process of the works, and can ensure that the designed works meet the needs of the audience [5].

The individual differences of the audience are relatively strong, and there are large differences in cultural accomplishment, professional level and world view. However, these differences are an important basis for designers to think from the perspective of the audience. Only by accurately grasping these subtle gaps and allowing designers to have a deeper understanding of the emotional state of the audience, can designers be allowed to think about issues from the perspective of the audience and design visual works. On specific occasions, designers must stand in the audience's position. Designers can use the form of questionnaires or interviews to understand and master the audience's deep needs to prevent the artistic factors that cause the audience's bad mood in visual
design. Besides, the designer can also modify the design plan in time through in-depth communication and communication with the audience.

In the continuous development of digital media art, the design of modern visual works has shown a new development trend, gradually transforming the traditional and unique display design into the experience display design. This kind of development goal is more clear and people-oriented. Regardless of the design content or design form, there is a prominent contrast between the experiential display and the traditional display design. In the traditional display design process, the designer and the audience are independent of each other. But the experiential display in digital media art can make designers pay more attention to the audience's participation and feelings. Audiences can participate in the design of visual works through auditory, olfactory, visual, and tactile sensory systems, and can be driven by their own activities to become an indispensable part of the design of visual works, and can even become the theme of the display. This experiential display has a two-way feature, which not only can meet the psychological needs of people to pursue participation and integration and self-realization, but also can greatly improve the reception and transmission of information content. Among them, virtual reality art is one of the more commonly used art types in experiential display. The main characteristics of this type of art are interactive, virtual, comprehensive and entertaining. The computer can be used as a window of the virtual world, and people can interact through the computer terminal. In addition, in the interaction process, you can have a deeper understanding and mastery of the audience, which can better enable the designer to stand on the audience and complete the visual work design from the perspective of the audience.

5. Conclusion
All in all, in the process of rapid development of digital technology, the development speed of digital media is also relatively fast. Digital media technology has a great impact on people's lifestyles and aesthetic concepts, and it also has a greater impact on the visual art's creative thinking communication methods and expression methods. Strengthening the innovative development of visual arts under the visual field of digital media is the main development direction of visual arts. Using digital media context can not only provide a platform for further innovation of visual arts, but also make visual art creation more adaptable to the needs of the audience in the development of the times. This has a positive significance for promoting the further development of the design field of visual works.

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