Research on Application of Digital Media Art in Modern Exhibition Design Based on Computer Information Technology

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Abstracts. Driven by the economic development of our country, the development of information technology is on the rise, and the derived digital media technology has also been popularized. As a product of the times, digital media art is in a vigorous stage of development. Digital media art is full of diversified development trend, which is deeply implemented and respected in the popular integration design. Under the derivation of information technology in this era, digital media technology of computer information technology began to be applied to display design, this gives the temporary design a more vivid and three-dimensional display.

Keywords: Digital Media Art, Modern Display Design, Application Research

1. Foreword
Driven by the development of the times, information technology has been gradually improved, and the raw digital media technology has also begun to be widely disseminated and used, and digital media technology can be widely applied and popularized. According to the development situation, the application display design of digital media technology is effectively integrated, with the integration of the two, resulting in a rich three-dimensional spatial design, in the innovation and reform. As a new industry technology, digital media has given the soul of display design, and many Chinese and enterprises have also seen the development prospect and economic benefit of digital media design\cite{1}. Under the digital media technology with diversified applications, it is closely integrated with the display design of enterprises, and endows the life of a new information technology product under the background of the new era.

2. The rise of Digital Media Art
In the traditional mode, the pursuit of the soul of display design is the application of digital technology, when the computer technology gradually emerged and extended into the application of digital technology in varying degrees to the traditional design display provided a new vitality and soul. Under the effective application of computer science and technology, the new pursuit of digital media art has been carried out,
and the main core control of digital media art is mainly computer, and gradually applied in display design under the popularization. In addition, the application of digital media art has been applied in various fields under the development of state-owned economy, and finally, the fusion of display design can be divided into several categories (as shown in figure 1)[2].

![Figure 1. Scope of digital media art](image-url)

This widely used process can not be separated from the driving force of scientific development. Through the extension of computer technology and digital media art, it can effectively complete the work and display benefits in various display designs. This kind of high-tech digital media art occupies a dominant position in the development of the times.

3. The Development State of Digital Media Art

3.1. The influence of artists’ own quality
On the stage of the development of state-owned economy, information technology has taken a new height, but at the same time, with the high development of information technology, there are also many potential problems[3]. When some artists make use of digital media art technology, they only have a temporary interest and adopt a new process technology that is not in line with each other in order to reach the benefit. This situation is absolutely profitable, but for a remote view, while blindly obtaining benefits, These artists have also lost the original intention of the art troupe, and the result of paying attention to economic benefits has forgotten the dominant position of art development.

3.2. The work lacks inspiration.
The application of the network technology is universal, and in a certain degree, the use of the digital media art is the need of the artist to have a certain design inspiration in the whole construction. But the disadvantage of the powerful transmission of the network technology is that the design work of the artist is missing the serious artistic soul, the artist gradually loses the original design method under the driving of the advanced science and technology, the design inspiration is also gradually degenerated, and the design works have no aesthetic feeling and soul, In a certain degree, the artists have lost their own artistic
knowledge, lacking the original design spirit, but in this new era, the network technology of the new era only pursues the benefit result, these mentality also makes the digital media art lose the original art design value. The wide spread of digital media art has a certain limit to the artist, leading to the gradual phase-out of the artists’ design[4].

4. Practical Application of Digital Media Art in display Design

4.1. Design and make dynamic Video
Under the development of high and new technology, the promotion and dissemination of contemporary digital media art can not be separated from the guidance of high and new technology. For the display design of art design works, it has the impact of visual beauty, which is based on the theoretical design concept[5]. Under the promotion of the effective development of digital media art, it can drive the development trend of China’s economic and social system. In recent years, multimedia technology has been gradually popularized under the promotion of economy, and has been widely used and respected in display design. In the design subject, the dynamic video is designed and produced according to the different effects of the display design works, and the corresponding music is used to attract the interest of the public.

4.2. The change of artistic form
On the impact of people's visual feeling, there is a certain aesthetic choice for the outstanding design products in vision, and the three-dimensional art design application of digital media art combines perfectly with the exhibition technology at a high level of modern information technology, to a certain extent, to the deep consolidation and development of digital media art, and in the combination of the main train of thought of display design. The research and utilization of digital media art should pay more attention to the structural change of design form, and should not benefit quickly[6]. The aesthetic feeling and soul of design should be fully displayed in the way of art form, so that the popularization and dissemination of digital media art can be more popular in modern display design.

4.3. Change the traditional carrier mode
The digital media art has a certain period of application in different degrees, and in the field of different industries and exhibition design, a clear classification is made. Under the continuous reform of the state-owned economy system, the human economy and the science and technology level are gradually increasing. People's life work is inseparable from the digital media art, while the digital media art itself is the application function of the virtualization technology, but at the same time has a double-sided nature, which can promote the perfect presentation of the art under the good application of the stage and the classification. It also creates favourable conditions for the development process of digital media art.

The digital media art itself is virtual, but in practical application, the data pattern is stored in the computer equipment, and the computer technology with digital media art is extended and extended to a certain extent.

5. The Development Prospect of Digital Media Art in Modern display Design
As a new design mode, digital media art has been widely used in display design in recent years. This new form of digital media art is the product of the extension of science and technology. Because of the universality of network technology, this kind of digital media art modern display design has obtained good development space and utilization value, and to varying degrees, it is also the perfect integration of digital media art and display design. It can also be said that it is the three-dimensional display of virtual data. The
structure and design space of digital media art are rich in diversified structure, so the pattern of modern display design can be applied in various industries and fields.

6. Conclusion
To sum up, this article mainly focuses on the in-depth research and discussion of computer information technology, digital media art and modern display design. In today’s society is the development era of information technology. Under the background of this rapid development, innovative design and communication means are the topics that we need to pay attention to. Under the combination of digital media art and modern display technology innovation, It can be seen that the technical level of our country under the development of information technology, this kind of digital media art modernization design display is not only the technical promotion, but also provides the income benefit for the social and economic development of our country to varying degrees.

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