Analysis of the present situation of the application of multimedia technology in art design

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Abstract. With the progress of science and technology, the application of multimedia technology is ubiquitous in today's society, especially in art design. When we use the multimedia technology in the process of art design, we must comply with the laws of science and technology and tap into the art feeling on design, then organize all kinds of media information and establish a new order of information structure and visual and auditory structure. In many multimedia design studies, more is the application of the computer. The design of multimedia is not only to master the use of some software, but also to understand the features, ideas and methods of multimedia design.

1. Introduction
With the development of economy and technology, the application of multimedia technology is ubiquitous in today's society. The high speed of development makes the information requirements of art design harsher and harsher, and the dependence is getting bigger. The multimedia technology based on computer is becoming more and more important in artistic creation. The excellence in science and technology is a new direction for the development of modern society, and it is also a new pursuit for people to develop in the information age.

Multimedia is a new form of media after newspapers, magazines, radio and television. Which has changed the way people live and will be more widely used. With the development of multimedia science and technology, the multimedia will become colorful and enable more functionality, which will bring greater convenience to people. In the process of multimedia development, the science and art promote each other, which express science in the form of art and reflect art in a scientific way. Therefore, when designing multimedia, it should not only be limited to technical operation, but should use existing science and technology to display the charm of multimedia art design. When we face the multimedia system, it is no longer a dull picture and simple functional operation. Instead, it brings people visual and spiritual enjoyment through beautiful, elegant and even interesting interfaces. At the same time, it can bring some commercial value to the work itself.

2. The application on art design of multimedia

2.1. Emotion is the blood of multimedia design
Multimedia design should integrate all kinds of media information, but it is not a simple information list and arrangement, which is a combination of information based on creativity. The integration of media is based on script content, while emotion is the blood of the whole media. Designers are rich in emotion as directors and composers, so they must have a certain passion for multimedia creation. Such as the directing want to show an emotion, the directing should to experience the emotion firstly, and
then integrate the emotion into his work. So that the final video can move the audience. In multimedia
design, we should be good at grasping the moment emotion, and use the beautifully designed images,
narrative and animation, and then doblaje a beautiful background music which can be used to express
the emotion and impress the audience.

2.2. Flexible application of the software
In the multimedia design, we should deal with pictures, words, sounds, video and other materials.
There is a lot of software involved in each material. So, in the design, we should constantly learn the
new software. After the work, we should learn various kinds of TV production software. Because
every piece of software has a lot of functionality, but most of the time we just use some of one
software. Every software has its main characteristic, we should seize the main functions. Such as
Photoshop is mainly used for processing images, Director is mainly used to integrate multimedia
creation, Flash is mainly used to make 2D animation and integrated multimedia creation,
Dreamweaver web design are mainly used for integration. If you need some more complicated
processing, you can continue to learn. It is important to master the learning method, not just some
software application knowledge. Because the software is constantly evolving, only after mastering the
learning method, we can deal with the software technical problems.

2.3. The whole concept runs through
In the design process, whether it is multimedia design or web design, we should have a whole concept.
There is animation in multimedia design, but the problem is that no animation is a bit boring and too
much animation is too messy. The animation should be coordinated with the whole media. Just like
drawing, if we need it, it stops at any time. The picture is a whole, if the animation destroys the whole
picture, it would be better to give it up. If we want to grasp the whole when making multimedia design,
we can start with a static picture. Multimedia design is a kind of derivative of graphic design, so the
graphic design is very important in the whole multimedia design. The interface design is related to the
quality of multimedia works. The static page is designed firstly, and then the animation of the picture
is made according to the static page. Add interaction, and finally synthesize the entire design.

2.4. Capture the essence of design
There are single-machine edition multimedia and network edition multimedia in the multimedia types.
Any type of multimedia is similar in design concept, design method, and design process. It requires
market research, data collection, scripting, framework design, interface design, animation design, and
so on. We must master the essence of multimedia design, and then take a step back.

It's similar in design, but it's very different in form. Just for the single-machine edition multimedia.
It should have opening design, the main body design and the design of the end. Which takes CD as the
carrier and make more detailed design including the running and CD packaging design, icon design.
At the same time, because the capacity of the disc is large and running on this machine only, it do not
need to think over the size of its media. We just need to think about the disc and the ability to run
smoothly on this machine. But for the network edition multimedia, it's very different in form. Because
the multimedia is on the Internet lastly, it needs to set up a site, design links between pages, database
in the background, application space and domain name. When all is completed and and we should
upload to the application space. Considering the download speed, the page can not be made too big,
the animation design is mainly Flash animation and some video files must be compressed and so on.
So, in the design process, we must grasp the essence of design and master different technologies. Only
this, we can deal with various types of multimedia design.

3. The Influence and development trend of art design based on multimedia technology

3.1. The Influence of art design
3.1.1 The experiential presentation
Under the influence of digital media technology, modern art design has developed a new direction and developed into an art exhibition that can be experienced. No matter the content or form of the art presentation, the experiential presentation is different from the traditional display. The experiential art design focuses more on individual engagement, visitors can feel the work through various sensory systems, such as vision, smell, hearing and touch, and become the subject of art works. The display design of digital media art can better communicate the content and information displayed. The virtual experience of the Forbidden City is very mature, and people can walk into the Forbidden City. The "tidal energy" displayed at the aizhi expo UK pavilion, as long as the visitors shake the handle, the display stage will turn back like the tide.

Figure 1. The virtual experience of the Forbidden City
Figure 2. "Tidal energy" displayed at the aizhi expo UK pavilion

3.1.2 Network show
Multimedia technology makes the presentation of art not only physical, but also network. The network display not only helps to preserve and disseminate world cultural heritage, but also will have more development space in the future. The 2010 Shanghai world expo has set up an expo zone on the Internet, which bringing many people who can't get to the expo site to see the wonderful world expo. The online virtual display zone enables the art to be created through multimedia technology. Network show guarantees the timeliness and randomness of people's artistic activities and works.

Figure 3. Shanghai world expo network show

3.2 The development trend of art design
Multimedia technology provides a convenient way for art design, while the appearance of digital media technology brings new changes to art design. Whether it is the change of fashion design or structural technology, we can see the shadow of art design. Art design has a directamente in spreading information and certain sensitivity in social culture. So, many social trends are designed to experiment with artistic designs such as the Eiffel Tower, the mechanical museum and so on. No matter what form of art communication, it needs to be made public through multimedia. It can be said that digital media technology has also created a new experience for art design to a certain extent. The
development of science and technology has promoted the progress of new technology and new media, and digital media technology has reflected the artistic design. Which gradually from the past silent, static, single-media, passive gradually turn to sound, dynamic, multi-media and active. Through the multimedia technology, it is not only enrich the information of art design, but also expand the potential of art design. Multimedia technology gives visitors a full range of sensory experiences, such as vision, touch and hearing, and their own activities become part of the display.

4. Conclusion
In a word, the relation between art design and digital media is inseparable, digital media art changed the content and form of art and design, and displayed more new features. Artistic design can help to study the application value of digital media. The future society must be the fusion of science and technology, and artistic design will continue in this direction. Art design and people's daily life will become more and more closed, and the integration of multimedia technology and art design will become more and more closed. Multimedia technology will also play a bigger role in artistic design.

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