

# Analysis on the Characteristics of Digital Media Art Design and Its Influence on Traditional Art Design

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## ABSTRACT

This paper starts with the analysis of the characteristics of contemporary digital media art design, and then makes a thorough analysis of the advantages of digital media such as high efficiency and comprehensiveness, including a detailed discussion of contemporary network communication technology, computer application technology and digital analog technology. Furthermore, the influence of this kind of digital media art design on Chinese traditional art design is elaborated in detail. On this basis, it is clearly stated that under the influence of digital media art, the creative thinking ability, creative content and methods of Chinese traditional art design have been improved.

**Keywords:** *digital media design, characteristics, tradition, art design, influence*

## 1. INTRODUCTION

With the continuous progress of the country, the Internet information technology has also been effectively developed. Human beings in all countries have entered the era of information digital media. It is a characteristic of digitalization today to convert the processing system of sound, light, electricity and other physical systems with computer application technology into digital codes or signals. Digital media art design is a new and unique art pattern emerging in the rapidly developing science and technology, mainly including web page design, animation design and dissemination, technical art, 3D model, video editing and other aspects. The emergence of digital media not only shows the development process of digitalization, but also shows the development direction of digitalization. With the rapid development of information technology, in order to make the perfect integration of information technology and design art, people need to strengthen the understanding of digital media art in order to strengthen the development of digital media art in today's society.

## 2. Characteristics of Digital Media Art Design

### 2.1. Analysis of Digital Media Design Art

It is a characteristic of digital media art design to create a unique design area with unique art and different innovative thinking ability, and to display it through information digital media. This characteristic makes art and technology linked and integrated continuously in development. Digital technology has brought a new spirit to artistic design, which has a certain influence on the content of

artistic design, whether in creating language or expression mode. Compared with other arts and technology, it has the characteristics of innovation, practicality and cross-era. As a new type of art, digital media design has certain significance to the development and progress of science and technology in our country.

### 2.2. Illusory and Integrity

Creating real and interesting pictures by simulation is the characteristic of digital media technology. Designers can quickly and accurately show their design style and expressed meaning by this method. Digital technology is magic in application. Toolbars in menus can be used to create unique color styles and grotesque patterns. Colorful virtual world can also be realized in modern high technology. From paper pattern to electronic pattern, from plane composition to 3D composition, from reality to imagination, digital technology is increasingly mature. In creation, designers can switch perfectly between reality and imagination, and create a more real virtual world through observation in reality and imagination in creation. At present, the continuous progress of digital virtual human body, digital virtual image and other technologies that have been studied in our country make virtualization technology gradually enter people's lives. Designers in a virtual world, through the combination of art and technology, design outstanding works that are difficult and demanding for traditional forms of network technology. Looking at the virtual world through the real screen is like looking at another digital world in the whole process. The designer's creative thinking ability, creative inspiration and creative characteristics have been developed and improved in this extremely real virtual world. This technology has also developed the designer's unlimited potential in creation.

With the continuous development and use of high technology, digital technology is increasingly complete. Digital technology is comprehensive and complete, especially in the use of contemporary art, which not only adds aesthetic experience and perception to contemporary art, but also effectively promotes the development and maturity of artistic value system. By using digital technology and the combination of contemporary traditional art and culture, the designer has completed the artistic expression effect with both sound and emotion by combining various systems such as sound, text and pictures into a whole. The development of digitalization not only makes art and science and technology get to know each other perfectly and merge, but also forms a new artistic aesthetic system with digitalization technology as the center and traditional art as the supplement.

### ***2.3. Intersection and High Energy***

Computer is a kind of high-speed, convenient and modern intelligent equipment, which has a large database inside. Many materials in the database have greatly improved the convenience for designers. With the rapid development of information science and technology and computer application technology, regional and limited information has been improved. It is helpful for designers to extract and use cross-cutting and multi-dimensional information so as to develop creative thinking ability and create excellent works with great inspiration. Digital technology has the ability of space opening and artistic processing, which is different from other technologies, making previously single-input programs multiple and reciprocal. It can change arbitrarily according to the design idea, which is the variability of digital technology. This kind of performance makes the communication between users and network design more real and convenient. Cross-regional, multi-directional and high-performance network technology is reflected and developed in the designer's creation. The cross-integration of network and art makes the sharing of hardware and software resources a reality and makes the creation more colorful. Therefore, the intersection of digital technology is of great significance in the creation of designers.

Computer software and hardware have become computer systems. With the rapid development of computer systems, there are many quick operations in the operating system. This fast and efficient operating system provides convenience for designers in their creation. Easy diffusion, easy creation and easy understanding are the unique characteristics of digital technology, which enable designers to display every imaginable picture in their creation on a computer, thus improving the speed of designers in their creation. Network science and technology has the function of instantaneous diffusion and reproduction. Through this function, traditional artistic design extends from individual to whole, and "artistic creation" has gradually become an important concept of contemporary digital technology. The creative content of art has changed from reality to digitalization and media.

Boring and trivial manual creation is slowly being surpassed and replaced by digitalization. The emergence of digitalization technology has brought convenience to traditional craftsmen, reduced the difficulty of works in creation and effectively improved the creation speed of designers. So that creators can have more time to construct their works.

## **3. THE INFLUENCE OF DIGITAL MEDIA ART DESIGN ON TRADITIONAL ART DESIGN**

### ***3.1. Enrich the Creative Content of Traditional Art Design***

After the innovation of contemporary information dissemination methods and systems, the design content contained in the visible art expressed through the screen has been enriched and expanded. The way and system of information dissemination are mainly network technologies such as virtual world, internet, film and television, scene animation, games, etc. Therefore, the old visual design has been hindered to some extent in the dissemination. However, with the maturity of digital technology, digital technology can already be used as a medium of dissemination at present, greatly promoting and expanding the development and content of visual design. The digital media design art under the Internet is only partially consistent with the traditional art design, so the traditional art design can still be used as the basic point of digital technology. There are similarities and differences between the two in content and creation methods. Digital media art design is proof of the rapid development of information technology. It is well known in the world for its unique artistic design flavor, cross-era, cross-regional, timeliness, rich content and other characteristics. Therefore, in order to inherit the traditional art design, digital media art design must adopt reasonable communication system, high-tech information system and other technologies, so as to make the contemporary and traditional art design mutually integrated and developed.

### ***3.2. Improve the Ability of Innovative Thinking in Creation***

Before the rise of digital technology, all artistic designs were completed by designers, and the creation efficiency was slow. After the rise of digital technology, not only the creation speed of designers was improved, but also great innovation and development were brought to the artistic design such as web page design, creation concept, work form, etc. It is of great significance to the traditional artistic design of our country. With the advent of the era of science and technology, many modern high-tech products have been brought in. Traditional art design has extracted more materials provided by modern information technology in its development, thus making traditional art

design modern in technology. The fusion of modern science and technology and traditional art design makes the products have warm feelings and can better reflect the designer's thoughts in creation, making people feel that even in an era full of high technology, there is still warmth. Therefore, modern designers pay more attention to the establishment of humanization in design. Digital technology is not only a computing and processing tool, but also a symbol of modern development. Its appearance has improved the creative thinking ability of designers, broadened the creative thinking of designers, and brought traditional artistic design into contact with the field of modern science and technology. It is of great significance to the development of creative thinking in traditional artistic design in China.

### **3.3. Improve the Design Method of Creation**

Designers use their hands to make design drawings, which is an essential step in traditional art design, such as transferring the plan, detail drawing and effect drawing in statistical drawings. Designing a complete product is divided into two steps: creation and manufacture, but the creator and manufacturer are not the same person. The designer defines the efficacy of the finished product according to its attributes and appearance. From the manufacture of manufacturers to the sale of products to the use of users, this process has relevance. Designers know the product effects of design through users' use and feedback, which makes designers irrelevant to users. Digital technology is widely used in the design of new media. With its characteristics of large stock, fast storage speed and stable design effect, it breaks the irrelevance between designers and users, makes the traditional artistic design methods innovative, and breaks the small-scale creative thinking of traditional artistic design methods. The rapid development of digitalization has made people have too much expectation of it. Some designers rely too much on digitalization to ignore the connotation of artistic design in the process of creation. The rational concept of products is more than the humanistic concept, which makes the created works lack the human touch. The combination with traditional artistic design not only makes the created works more human, but also innovates the design methods in traditional artistic design. Therefore, it is of great significance for designers to correctly understand and apply digital technology. Designers should have their own ideas stronger than digital ideas when creating, so as to improve the design methods and make the works more humanized.

## **4. CONCLUSION**

With the rapid development of contemporary information technology, digital media art design, as a new discipline, appears in people's eyes. It is widely used for its high efficiency, cross-era, practicality and other characteristics. In this high-tech era, we must keep up with the pace of the

times. In addition, the understanding of digital media cannot be limited to the present. If only the original retained art is analyzed, it is not only inconsistent with the scientific concept of development, but also inconsistent with people's consumption concept. Therefore, in order for digital media art design to keep pace with the times, it is necessary to deeply understand the connotation of digital media art design and related fields, promote the spread of the digital era, and make digital media art design more widely used.

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