

## Research on new media art based on diversified media

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**Key word:** diversified media; new media art; traditional media; audio-visual model; artistic experience

**Abstract.** It provides the material basis for a variety of means and methods of new media art and new media art, the use of new media is the formation of a new vitality, in the traditional media research, the introduction of non traditional media, creative expression. With the advent of the computer information age and the rapid development of electronic technology equipment, the means of artistic expression are becoming more and more scientific and technological. Through a variety of media devices, many possibilities of media can be displayed. This discusses the diversification of media to bring new media art of new creative artistic experience, diversified media transmission technology based on spread of new media art is not limited to the image and text, but participation through audio-visual perception model and their own experience, the new media art charm, has injected new vigor and vitality for the development of new media art.

### Introduction

With the continuous development of the advent of the era of information and network technology, has changed our lives, in the promotion of science and technology, development of productive forces and production technology, to produce a lot of new technology and discipline, this change also makes the new media has unwound the shaman's. Influence of media diversification on new media art, digital media to accelerate the speed of information dissemination, at the same time, the new media art is more virtual and interactive, to new media technology has brought a new artistic experience. In the information globalization today, the new media technology has also realized the global synchronization dissemination of information, and is the different region, the different experience audience, carries on the multiplex analysis for the same information.

### The connotation and present situation of new media art

The pluralistic media given the connotation of the new media art more, the traditional works of art, the audience is passive in appreciation, that is the attitude of the spectators is stationary, unable to participate in the work of the work of communication, opinion and not directly responded to work. And the diversification of new media art based on break the traditional art appreciation, appreciation through their views will participate in interactive works of art itself, is no longer just passively watching local. In this process, the work is not merely a static product, but a carrier of real-time changes, the virtual space and the change of the time, many of the audience to become the founder of art works.

In our daily life, the application of new media art is very extensive, such as in the daily mobile phone games, computer games, virtual landscape design, 3D 3D interactive and digital display and so on, now live in almost all aspects of use of new media technology. The new media art will perfect the docking of science and technology and life. With the continuous development of

information technology, the connotation of new media art will continue to spread and be applied to a wider field.

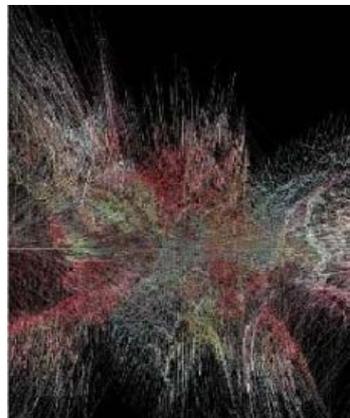
The combination of interactive multimedia art and reality, spawned virtual reality technology (virtualreality) VR development and popular, the use of VR technology can simulate aircraft or vehicle, according to the action and operation experience from the generation of dynamic scene real-time computer, and simulated results, and the reality is very realistic. In China, VR based multimedia art has many success stories, such as the area of the 3D virtual experience in the Imperial Palace, using 3D animation experience function can take visitors to open the gate, into the magnificent hall of Supreme Harmony, flew over the roof of the animal head Yanjiao, sitting in the emperor's throne overlooking the Taihe temple and scene. No figure of new media technology and multimedia art, these are certainly not implemented, and in multimedia art drive, which can do it easily.

### **The complex application of diversified media**

According to media diversified composite applications make the science and art of the perfect, diversified and digital media can make the image reconstruction and virtual simulation, which can thoroughly explore image potential, and its artistic value is extended to the peak of the traditional media of artistic expression.

The application of composite media diversification can use audio and video recording device, and projection, performances and 3D animation and other forms, to create unique works of art, interactive use of diversified media, can make more people to participate in the work itself, which makes the work of art is no longer superior only for people to appreciate things. But more interactive, entertaining and interesting, art as a whole, the ages of the game, so that more people are willing to participate in, and enjoy the fun.

In the modern multimedia art design, the use of multi media mainly focus on three aspects, the first aspect is the integrated use of technology and aesthetics, when the film making the introduction of more new technology, such as guerilla video, film and other experimental imaging experiments and so on, the second is to join the environmental protection consciousness, the works of nature art, and the use of 3D display technology, will bring visual impact to the hitherto unknown works. Finally, electronic technology can exhibit virtual dynamics, taking one of Kurokawa Yoshihito's works, for example, as shown in Figure 1.



**Fig.1 The rheology of Kurokawa Yoshihito's works**

As shown in Figure 1 is a work of Kurokawa Yoshihito, his work has a video of the sculpture, the comprehensive use of images and sounds in his works, works with the sound simulation image, let the image of the pursuit of sound, to achieve very good visual effect, the video display unique a

highly artistic charm of audio and video synchronization. But the expression of the perfect artistic effect cannot do without the support of digital media technology, the use of digital simulation in space can realize the three-dimensional display, also can bring dynamic changes on time.

### **New media art in the future**

New media art is an interdisciplinary subject diversification, with the development of science and technology, interactive technology is used in more commercial and scientific and research field, although the new media technology has not flooded into every corner of life, but in the future will become popular, there will be more people pay close attention to this technology, love and new media art, the public began to walk into the works of art exchange and creation process, the science and art of the simultaneous development of new height bring cultural art and technology cooperation in the new. New media technology is becoming a part of talk now indispensable, and new media art will be more and more people sought, with the platform of new media art, people can express their art, but also can satisfy the daily life and entertainment, it will promote the further development of new media technology.

The new media technology started late, but the speed and scale of development is very surprising, because of the popularity of the Internet and the continuous improvement of information technology, the development speed is accelerating the integration of global information, but also makes the media art has more style and means, inject more vigor and vitality for the development of new media art the. The development of new media technology enables people of different disciplines to carry out artistic design together, thereby colliding more beautiful artistic sparks, and having a very good market prospect and development prospect.

### **Conclusion**

Due to the emergence of new media technology, the combination of art and science as possible, is an inevitable trend, with the development of information era, a variety of media and the new media technologies continue to emerge, but also have a very big impact on new media art. According to the characteristics of the new media art can create more new mode of perception with works of art, which makes the media art has more development space, diversified media has injected vitality to the new media art contest. In the new media art works created using the new media technology, we can play fully the role of the media, but also not to lose the artistic creation flexibility, innovation of science and technology and art combine to make flexible, modern new media art to a higher level.

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