

Research on Digital Painting Art and Its Diversified Performance

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Abstract. With the rapid development of computer science and technology, professional painting art field has a revolutionary new breakthrough. In the digital age as the background today, digital art for the art of painting to add new content, expand the broader creative space, and as a new generation of visual art forms, digital painting art has become the current fashion with the mainstream art of painting, applied to the public. Up to now the art of digital painting is still a new art form to show to the public, its theoretical platform, construction concept is still in the initial stage. This paper discusses the art of digital painting and its diversified performance, and elaborates and prospects its development direction and the birth of new art form.

Introduction

With the rapid development of digital technology in the new century, the field of painting art ushered in a new look. Digital painting art as a new form of visual art, has become the mainstream of the current art of painting and can be widely used in a variety of areas. With the art market of commercial and popular development trend, digital painting art has ushered in its new development opportunity. At the same time, the various forms of digital painting art as a new cultural phenomenon in recent years, not only showing its unique characteristics of digital art, more importantly, it is the new era of artistic ideas of innovation and social culture.

As the art of digital painting is a form of time soon, the current ideological construction and theoretical level are not very high. Art theory is not a lot of attention to it. At present, the research results at home and abroad are mostly about the computer technology, ignoring the deep theoretical research on the art of digital painting. Chinese digital painting art creators are also an urgent need to accept a good theoretical education and guidance, through the study of digital painting art in order to inspire the creative concept of Chinese CG art industry, which has a certain theoretical research and practical guidance.

For the study of digital painting art, it cannot be said that it is still a new derivative of things, but because of the relatively short time, and domestic and foreign art theorists of its relatively little research, and attention is not high, according to online data shows that most of the research on digital painting is limited to the technical level, but also sporadic lack of exploration. However, since digital painting is produced in Western countries and has become the main way of visual communication design in Western countries, it is higher than the domestic level in its theoretical research. This also makes our country have to pay attention to the significance of digital art research, which is of great significance to the progressive development of Chinese culture and art and to enhance the soft power of Chinese culture and art.

The Definition of Digital Painting Art

Digital painting is simply a computer painting, in terms of production in terms of computer software and digital graphics tools on the computer to create the product. Chengdu University School of Fine Arts Professor Zhong Yuanbo's "Digital Painting" in the definition of digital painting art is a computer as a painting art creation media, the use of program editing, computer batch information processing, each tiny pixel element encoding to form a virtual the visual image, presented in front of the public. Professor Wang Daming, a professor of literature and art at the Southwest University for Nationalities, defines "digital media and art development". Digital

painting refers to a new form of computer science, which is based on computer, using drawing software, multimedia technology and network technology. Digital painting art is mainly based on computer technology and creation, to the network of new media as the carrier and the spread of digital painting from birth so far.

In the 1990s, with the application of computer technology, digital painting art was born, its full use of computer science and technology perfect painting art to a new realm, as the darling of the new era, covering many industries such as film, packaging, advertising, comics, animation, games, the Internet and so on. Digital painting art is not only a simple change in the traditional art of painting, but also the perfect fusion of science and technology and the representative of the development of space, large to we cannot imagine. With the development of computer technology, in the late 1970s, ultra-large-scale integrated circuit technology and micro-processing technology, the computer into the miniature era. During this period, the first PC to PC named personal computer came out. After this, the United States Apple is the technology innovation, invented the mouse and graphical interface technology, on this basis, suitable for flat image processing professional computer and computer software was developed, drawing art ushered in a revolutionary progress. The human visualization of science and technology never stops and professional visual art design system, the corresponding excellent image processing and painting software like spring bamboo shoots continue to be developed, making the visual language to computer virtual space as the main medium to the public exchange and dissemination.

The Diversity of Digital Painting Art

This paper focuses on the study of the diversification of digital painting art, and further promotes the development prospect of digital painting art. As one of the creative media of modern art and mainstream design, the diversification of digital painting and its many manifestations and forms have been recognized by the public. As mentioned in the film and television special effects of digital painting and concept design, game design which the original painting and concept setting, three-dimensional animation art part of the painting and other fields, all embodies the digital painting art figure. As the German philosopher Martin of the 1930s predicts that our world is entering a new era of images, this statement seems to have been confirmed today. In such a digital image of the outbreak of the era of science and technology, the greatest impact is the public's cultural needs and aesthetic complement each other.

The Masses Cultural Needs and the Digital Aesthetic. As a popular painting software Photoshop we are no stranger, layers, constituencies, mask, filter strong drawing function throughout the creation of the traditional painting art is unheard of. Relying on the power of computer technology, using a unique technical operation, accompanied by the painting is a new thinking. It is this technology and the art of the collision produced a digital art features. The public in the process of appreciation of art, with the progress of society, the pursuit of art is also rising and this digital art features never recognized to the recognition or even rely on the psychological process is the public demand for culture and aesthetic digital the process of. Science and technology to serve the public, the source of art and the public's cultural needs, digital art is fundamentally the face of the general public, is the tastes of the commercial arts. From the perspective of technological and style changes, its development and upgrading are in line with the aesthetic needs of the public, and it also affects the direction of public aesthetic, from which we can see that this is an interactive process. This interaction we can in professionals and non-professionals in the creation of the common participation can be seen, the current public for the CG art is not only the appreciation of consumers and consumers, and sometimes more participants and beneficiaries.

The Performance and Impact of the Cultural Needs of the Public and Aesthetic Digitalization. In the modern society of rapid development of digital technology, the public's aesthetic habit has long been subtle development trend, digital art diversification of the performance channels, as early as the hearts of the public take root, fans look forward to this thrilling Hollywood science fiction, Players are looking forward to their favorite game with the new version; anime fans look forward to more realistic CG animation; including popular VR, video technology, etc., can

explain the public's cultural needs and aesthetic digital interaction. In other words, the public aesthetic digitalization can be reflected through the public's attention and acceptance of digital art. The cultural needs of the public, the performance of the aesthetic recognition of the digital, which had a great impact on traditional art, but the impact is positive. With the public demand for digital aesthetic standards to enhance the consumption of human culture has changed. Digital art products, the market gradually increased, prompting the traditional cultural consumer market will be transformed. Such as comics, animation, games, represented by the form of ACG digital culture and entertainment, television, movies and other traditional entertainment are more to replace the trend. In general, the direction of the cultural needs of the public and the performance and influence of the aesthetic digital are complementary and mutual influence. At the same time, the pluralistic performance of the public on the digital digitization is the aesthetic trend of the contemporary society. Of the production and life of modern society have an impact. Which is the most influential non-ACG culture and industry must go. It is the most important aspect of the diversification of digital painting art in contemporary society.

The Development Trend of Digital Painting Art

Digital art has been widely used in the field of digital technology, digital art content covers from two-dimensional plane to three-dimensional and four-dimensional space, from advertising design, pure art creation to film and television production and other fields, our creative concept is no longer subject to conditions of the restrictions, digital painting art to form its unique visual expression language and a variety of forms of expression, reflecting the artistic value of their own. Each movement of the object, every angle, facial expression, body language can be fully drawn and simulated simulation. And in the multi-dimensional space, our perspective is more broad, the use of technology and the power of painting art knowledge in the virtual space, the environment of each object changes in detail, object display, fantasy performance, animation design, three-dimensional simulation, has become a new the art of digital painting has become the mainstream of modern painting art, it reflects the way people live, methods and behavior criteria, is a traditional art after the birth of a new form of artistic expression. Its development of diversification and diversity determines its future dominance, its own digital art features, comes with a strong business temperament, therefore, digital painting art field on the future impact cannot be overlooked.

The Impact of Commercialization. The public was instilled into a way of life, to make money, and then consumer products. Although this view is not without extreme, but with the improvement of people's quality of life and the formation of digital aesthetic tendencies, business value-added products, as a commercial operation of digital painting works of art is more because of its commercial value was recognized, at the same time have to ensure its artistic height. From the previous chapters we can see that most of the digital paintings are used for commercial production, from commercial illustrations, animation creation, game character set, film and television CG effects production, etc., from its date of birth, because of its own creation and dissemination of the characteristics, to bring a strong business atmosphere. So it is the art of digital painting and related CG art industry cannot be ignored.

The Impact of Industry Style Segmentation. Industry segmentation extends the market segmentation concept compared to market segmentation in marketing. From the perspective of CG art-related industries, the industries mentioned before are made up of factors related to their products or services. Which target audience and digital artist is the most basic factor. Differences in the behavior of the audience and the differences in the behavior of the artist not only affect the competition pattern of the whole industry, but also make the industry internal differences. This industry difference is reflected in the combination of part of the audience and part of the artist's behavior. This industry due to the development of the segmentation and further affect the characteristics of the phenomenon of industry development, in the more developed foreign CG art industry are relatively obvious.

New Technology and Art Nouveau. The continuous derivative of the drawing tools, so that more people can create paintings anytime, anywhere, do not need to be tied to the work table, for

the painter, designers and even non-professionals are very good change. Mobile Art is a new class of artistic performance in recent years, with the advent of a large number of touch-screen mobile devices, especially the US Apple iOS products (iPhone / iPod Touch / iPad), so that artists can anytime, artistic creation. As the modern mobile digital devices are mostly multi-touch capacitive screen, so the finger touch operation can get a sensitive effect, with your fingers on the mobile device painting makes a new term was born, that is finger painting. There is no need to question the 3.5-inch screen cannot create a beautiful works of art, in recent years, many artists with their fingers, in the square inch between the screen to create amazing works.

Conclusion

The art of digital painting came into being due to the emergence of computer science and technology, and it must develop due to the development of computer technology. Its performance of contemporary cultural heritage and its artistic value will be more public attention and research. Although its development history is short, but through its artistic form and design concept of diversified artistic expression, it has an irreplaceable position in the digital age and cultural value.

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