A Study on the Application of Chinese Elements in Digital Media Art and Design

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Abstract: *Chinese element is a kind of art element unique to the development of Chinese culture in China so far. It is not only the epitome of China's historical and cultural changes, but also the embodiment of China's unique oriental aesthetics and national spirit. Applying Chinese elements to digital media art design can not only improve the level of artistic expression, but also enrich the cultural heritage of art works and promote them to diversification. The article firstly interprets the Chinese elements in digital media art design, so as to pave the way for people to better understand the development of digital media; secondly, starting from the importance of applying Chinese elements in digital media art design, it analyzes the current situation of the application of Chinese elements in digital media art design, and analyzes the application of Chinese elements in digital media art design from the five aspects of painted ceramics, shadow, paper-cutting, ink and mural, and so on. The application of Chinese elements in digital media art design is explored in five aspects, such as painted ceramics, paper-cutting, ink painting and mural painting.*

Keywords: *digital media; art design; Chinese elements; application research*

1. Introduction

Relevant digital media art designers should apply Chinese elements in the field of digital media art design from multiple perspectives to promote the development of digital media art at a higher level and highlight China's unique oriental culture. This not only allows viewers to appreciate a small microcosm of China's 5,000 years of civilization history on digital media, but also highlights the national identity of the Chinese nation, which is of great significance for the inheritance of traditional Chinese culture and the promotion of the development of digital media art.

2. Digital Media Art Design and Chinese Elements Interpretation

2.1. Overview of Digital Media Art and Design

As a computer-mediated discipline, digital media art has the advantages of powerful communication ability, wide range of expression forms and rich artistic features. Digital media art is an art form that combines digital and traditional media, and with its rich expression, it not only provides a broad space for the development of media art, but also provides a new growth point for emerging industries. In today's rapidly developing society, traditional art has been unable to meet people's practical needs, due to the unique advantages of digital media art, has been widely used. Digital media art design is a cross-disciplinary cross of design, graphics, visual media and so on. Compared with traditional media such as newspapers, magazines and television, digital media art is more artistic and intellectual. Compared with traditional media, digital media is fast, expressive and widely spread, and with its rich expression and deep cultural connotation, it breaks the limitation of time and space and enters into people's daily life, which provides a development space for the understanding and development of contemporary art. [1]

2.2 Interpretation of the connotation of Chinese elements

Chinese elements are formed by the Chinese people in the process of development over the centuries, which condense the wisdom and spirit of the Chinese nation and reflect the cultural characteristics of the Chinese nation. That is to say, the contents created and inherited by the Chinese people, which are gradually formed in the process of development of Chinese national integration,

embodying the national humanistic spirit and popular psychology, and carrying China's own cultural characteristics, all of them have Chinese elements. Of course, Chinese elements cannot be compared with traditional Chinese culture. Chinese element is a very open and tolerant cultural element, which shows greater vitality and vigor in the new historical period. Inheriting and promoting Chinese elements is of great significance in enhancing mutual trust among Chinese people and promoting the influence of Chinese civilization in the world.

3. The importance of the application of Chinese elements in digital media art design

3.1. Carry forward Chinese culture

First, to inherit the essence of Chinese culture. The application of Chinese elements can not only inherit the essence of Chinese culture, but also effectively integrate traditional Chinese culture and modernized digital technology, so as to better meet the needs of contemporary society and let the younger generation have a better knowledge, understanding and acceptance of Chinese culture. For example, in digital art design, we can effectively integrate traditional Chinese painting techniques with digital technology to create digital oil paintings with Chinese characteristics; combine traditional Chinese elements such as dragon, phoenix and unicorn with digital games to show the profound and unique charm of Chinese culture to the world. Secondly, to promote the image of Chinese culture. Digital media art design is a kind of art with great visual impact and attraction. By utilizing Chinese elements, China's cultural image can be conveyed to the world. From an international perspective, Chinese culture has become a hotspot of the world's attention, and its unique cultural image and elements have penetrated into all aspects of art.

3.2. Embodying individuality and uniqueness

In this regard, some designers use Chinese elements to express their uniqueness and personality. Among the Chinese elements are traditional culture, folk art, history and natural scenery. China is a country with a long history and deep culture, which is also an important part of digital media art design. For example, adding Chinese calligraphy, painting and other elements into the design can reflect the designer's aesthetic interest and style. At the same time, taking traditional culture as the source of creation makes it more personalized and unique. In addition, introducing Chinese elements into digital media art design can attract the attention of audiences all over the world, such as Chinese classical music, tai chi, etc., which can cause emotional resonance and enhance its infectious force. [2]

3.3. Exploit market and business opportunities

Firstly, it can improve the brand's cultural identification and form a differentiated competitive advantage; under the environment of globalization, the differentiated competition among enterprises is intensifying, and the introduction of Chinese elements has become an important strategy for enterprises to carry out brand design. The expression of Chinese art is mainly manifested in landscape painting, flowers and birds, national patterns, classical furniture, traditional architecture, etc. It is not limited to this, and it has rich cultural connotation and aesthetic value. Appropriate use can give digital media art design a unique Chinese cultural flavor, enhance its cultural recognition ability, and form a differentiated competitive advantage in the market. Secondly, it adapts to the diversified needs of domestic and international markets; at present, the digital media art design market has reached saturation, and in order to find more business opportunities in this market, it is necessary to have its own unique products or design concepts. The use of Chinese elements brings a new vision and style to the diversified demands of domestic and international markets.

3.4. Promote cultural exchange

Chinese elements fascinate foreign audiences with their unique charm. Chinese culture has a long history and is profound, with Chinese calligraphy, Chinese painting, Peking Opera, folk art and so on, which have unique aesthetic value. Introducing Chinese elements into digital media art design can attract the attention of foreign audiences, and then arouse the interest and learning of Chinese culture. At the same time, the interaction and innovation of digital media art also creates a better interactive platform for foreign audiences to better understand Chinese culture and thus promote cultural exchange. In addition, Chinese elements can also convey the values and soul of culture. Chinese elements in

digital media art design is not only a way of artistic expression, but also a carrier to convey Chinese cultural values and spirit. For example, by integrating Chinese mythological elements into digital games, players can better understand Chinese myths and realize the moral education and philosophy of life contained in Chinese culture. There is also the application of Chinese elements in digital music, digital film and television, which can not only convey the aesthetic perspective of Chinese culture, but also play a role in promoting cultural exchange and interaction. [3]

4. The current situation of Chinese elements application in digital media art design

4.1. Excessive traces of imitation

In the field of contemporary art design, the effective combination of Chinese elements and digital media, there have been many successful examples to show that the application of digital media art in the field of contemporary art design has been better performance. Even in some specific buildings, Chinese elements can be seen. However, in a general sense, many designers still habitually copy the designs of Japan, Europe, the United States and other countries, blindly chasing after fashion, while ignoring the local Chinese design characteristics, and there are serious traces of imitation, which is a great impediment to the inheritance and development of traditional Chinese culture, as well as to the destruction of its inherent style.

4.2. Form over depth

Contemporary Chinese art design, more Chinese elements into the digital media, but many designers tend to reflect only Chinese elements in the design, focusing too much on the artistic form of the work, while ignoring the deeper connotation of the design. Chinese elements are used too much, but they are detached from the performance of the subject matter, and it is difficult to show the profound connotation of the subject matter. Currently Chinese elements are heavily used in digital media design, such as blue and white porcelain, tambourine, auspicious clouds, ink, etc. These elements are repeated, but not well integrated into the theme of the design, and some of them are even incompatible with the theme of the design. Designers need to change their design concepts, recognize and study China's rich and colorful traditional art and culture, recognize as a reflection and root of the national society, and fully demonstrate the profound wisdom of the people at large. To promote Chinese culture and art, we need to change the use of Chinese elements in the plane, we need to have a deep understanding of traditional culture, to refine it, so that it can be better integrated with digital media design.

4.3. Lack of the spirit of the times

The use of Chinese elements in digital media design is still in its infancy, and its overall development history is relatively short. Therefore, most designers directly integrate Chinese elements into their works without considering the characteristics of the times. However, some designers only focus on "surface engineering", often using a single "combination" approach, ignoring the modern theme of Chinese elements, it is difficult to express the spirit of the times of Chinese elements. Designers need to build a solid theoretical foundation on the basis of traditional culture, start from the perspective of traditional culture, try to explore and refine Chinese elements in an innovative way, integrate them with contemporary aesthetics, design contemporary digital media art, and think deeply about them, so as to promote the inheritance of the essence of Chinese culture. [4]

5. Application of Chinese elements in digital media art design

5.1. Application of paper-cutting art elements

Paper cutting is a handmade art with a long history. With the passage of time, this traditional art has not only not been abandoned by the times, but has gradually developed into an indispensable art form in the Spring Festival and various wedding celebrations. In ancient times in China, people used scissors to make red paper into various shapes of flowers, such as window flowers, ceiling flowers, lanterns, etc., which all had auspicious meanings or were strongly decorative. With the change of time, the art of paper-cutting has been constantly updated and developed. Nowadays, people are not limited to flower motifs, but use motifs such as characters, animals and plants, as well as different writing objects. The rich and diverse artistic images of paper-cutting are of great help to those who are engaged in digital

media art design, so that Chinese elements are fully reflected in digital media art design. The figure is shown in Fig.1:

Figure 1: Examples of paper cutouts in digital media

5.2. Application of colored pottery art elements

Colored pottery is one of the earliest and most distinctive types of pottery in China, and is a cultural element unique to the Neolithic period. The colored pottery has unique Chinese characteristics and is rich in connotations and patterns, and is a concentrated reflection of the social living conditions and historical and cultural background of the time. In the new era, the colored pottery is listed as cultural heritage and protected by museums, and the designer shows its unique artistic elements, explores the special significance of the artistic elements of colored ceramics in the design of contemporary art, and combines them with digital media art (as shown in Fig. 2), which can not only show the historical and cultural heritage figuratively, but also optimize the form of expression of the digital media, and enhance the public's understanding of the ideological connotations and artistic features of the works of art. Artistic characteristics. Therefore, the digital technology expresses the unique painted pottery elements of Yangshao in an animated way, especially the human face with fish pattern, which shows its unique flavor while displaying the Chinese traditional culture.

Figure 2: Painted pottery animation design

5.3. Integration and application of ink art elements

Traditional Chinese ink and wash elements are known for their unique visual effect, rich expression and unique artistic charm. The painting method of substituting water for ink is the best way to understand ink and wash. In this new era, with the help of ink and wash elements in modern techniques, the boundaries of the plane are gradually broken, and new spatial architectures and emotional atmospheres are continuously created. In digital media art design, the integration and utilization of ink art elements have been detached from the traditional framework, but more as a cultural symbol to be borrowed and expressed. Since the new era, ink and wash elements have been utilized to a greater or lesser extent in digital media creations such as TV commercials, online games and advertising videos. For example, applying ink to advertisements can give ink a dynamic image and create a profound

Chinese cultural atmosphere, which makes the advertisements more innovative, interesting and profoundly cultural. The integration of ink art elements into digital media art design will play a positive role in promoting its artistic value and cultural innovation and development. [5]

5.4. Integration and application of shadow art elements

Shadow play, is a kind of art form that takes shadow as the theme and interprets the story. Shadow art originated in the Western Han Dynasty of China, and is known as the trailblazer of modern television and movies, and is the earliest form of theater to appear in China, and is an art form unique to China. Characters in shadow plays are usually represented in various colors such as red, yellow, blue, black and white. At the beginning stage of China's film industry, designers tried to effectively integrate shadow puppets with digital media art and design (shown in Figure 3), which is a key link in the development and artistic use of contemporary film art. However, with the development and popularization of contemporary media, the inheritance and development of shadow puppetry has reached a dead end, and the development of its intangible cultural heritage is not optimistic. Since entering the new century, with the continuous innovation of digital media art and design, Chinese elements have been gradually integrated into it, and gradually become an important source of creation.

Figure 3: Shadow animation design

5.5. Integration and application of fresco art elements

Ancient China's brilliant murals are both a part of Chinese culture and an excellent traditional art. For example, the composition of algal wells follows a certain compositional pattern, such as the two glyphs "m" and "hui", which show the pattern of spreading from the mouth of the well to the surrounding area. In the digital media art design, the use of static, dynamic, interactive three. For example, in the static design, some elements that can reflect the Chinese style can be selected from the pattern of the well, and its elemental temperament and hidden design can be explored and portrayed, which can be disassembled and reassembled by using the graphical user interface (GUI) to create a highly recognizable interface icon style with a strong Carsonian style. In the dynamic design, the algal well pattern is decomposed, copied and processed to make it a distinctive and solid structure, and then recombined to give it a unique visual effect and modern sense. On this basis, combined with the dynamic nature of the building, the treatment of the space layout, scale and reality and falsehood in front of the building and thick, make the visual effect of the building more rich. Interaction design is a higher level of design, which is built on static and dynamic design. In interaction design, each element is carefully dissected first, and then computer technology is used to correct and adjust it, and apply it to the design and development process of the program, in order to truly combine digital media art and traditional elements. Interaction design is often used to complete the interaction between man and machine, for example, the skin design of some input methods extracts classical skin elements from Dunhuang murals and combines them with the editing and development of digitized software to create and display dynamic effects. [6]

6. Prospect of Chinese Elements Applied in Digital Media Art and Design

6.1. Nationalization of digital media art design

In the period of rapid development of society, people's exchange of information has had a great impact. Especially with the popularization and development of digital media, the transmission of information presents the trend of diversification, high efficiency and convenience. At the same time, the design and use of digital media art also promotes the change of people's way of thinking and artistic aesthetics. Therefore, in the future development, digital media art should assume greater social responsibility and greater social value. Among them, the nationalization of digital media art design is an important development trend in the future. In conclusion, integrating Chinese elements into digital media art design, using the design of digital media art to show and enrich the unique art of our nation, and enhancing the charm and expressive ability of digital media art. On this basis, traditional culture is inherited and carried forward, and content forms rich in Chinese artistic flavor are explored and screened out in Chinese elements, with digital media art design as the carrier, constructing the express train of digital development, promoting a deeper combination of Chinese elements and digital media art, and better reflecting its ethnicity. Digital media art design is becoming more and more national and localized, which is conducive to enhancing the public's acceptance of digital media art, and at the same time raising the importance of local art and culture.

6.2. Diversification of digital media art design

Introducing Chinese elements into digital media art design is very meaningful and a win-win way. Introducing Chinese elements into digital media art design can bring more creativity and elements to it, so as to be recognized and loved by the general audience. Chinese elements can also be used to inherit and develop Chinese traditional culture through the design and expression of digital media art, and to promote Chinese traditional culture to the world. The themes, contents and expressions of Chinese culture are colorful and still have their unique charm for thousands of years. While borrowing design ideas from Europe and America, it is also necessary to borrow Chinese elements in order to achieve better results, thus better reflecting Chinese cultural characteristics.

7. Conclusion

To summarize, introducing Chinese elements into digital media art design can not only improve the cultural value of digital media art, but also provide new ways and means for the inheritance and innovation of Chinese excellent traditional culture. Integrating Chinese elements into digital media design can bring more creativity and inspiration to designers. Chinese elements are a kind of cultural wealth created by China in the long process of development, which is a precious historical wealth of Chinese people. When designing digital media, it is necessary to fully explore the essence of traditional Chinese culture, conform to the development trend of the times, carry forward the Chinese elements and revitalize them.

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