

The Development and Effect of Digital Media Technology on Modern Design Art

Yanzhe Yang¹, Lulu Zhang^{2,*}

¹School of Network Communication, Zhejiang Yuexiu University, Shaoxing, China

²EIT Data Science and Communication College, Zhejiang Yuexiu University, Shaoxing, China

*Corresponding author

Abstract: *With the continuous development of science and technology, the field of modern design art has also undergone many changes, especially the emergence and application of digital media technology, which has had an important impact on modern art design. At the same time, it has also enriched the content of art design to a large extent and raised the level of art designers. With the development of the times, the people's demand for art design is also increasing. The introduction of digital media technology has become an inevitable trend to promote the development of modern art design. In this regard, this paper uses the research method of literature and logical analysis to start from the development and application of digital media technology, summarizes the characteristics of digital media technology, and specifically analyzes the characteristics of modern art design, and then analyzes the impact of digital media technology on modern design art, and puts forward the promotion value of the future development of digital media to modern art design.*

Keywords: *digital media technology, modern design art, characteristics*

1. Introduction

In the development of modern society, art design has become an important art form in people's life. With the increasing development of science and technology, digital media technology has injected fresh blood into modern art design, and has also spawned a variety of artistic expressions, which has promoted the development of the entire industry. It can be said that the emergence of digital media technology has not only innovated the traditional art design forms, but also added more fun to the public life and enriched people's artistic experience [1]. This paper mainly analyzes the impact of digital media technology on modern design art, aiming to enhance the role of digital media technology in the field of modern art design, and promote the mutual influence and promotion of the two, so as to develop together.

2. Development and application status of digital media technology

The so-called digital media technology mainly refers to the new information technology based on computer technology, network technology and other technologies. The realization of digital media technology requires the help of relevant hardware and software equipment, and finally presents the corresponding production of sound, image, video and other artistic design forms. The application of digital media technology to modern art design can promote the dissemination of modern art design works in more diverse ways, enrich and enhance people's sense of artistic experience. Tracing back to history, it is not difficult to find that, as early as the last century, the continuous popularization and development of computer technology has created a good space for the development of digital media technology, and to a certain extent, art design has undergone a certain transformation, gradually from traditional hand-painted design methods to film, virtual 3D and other forms. Although China's digital media technology started late, it has shown a relatively fast pace in actual development. From product design to some large-scale engineering project design, we can see the corresponding digital media technology "figure". Based on the perspective of digital media, it has played an important role in promoting television, network and other related fields [2]. However, from the perspective of specific application practice, we have to admit that there are still many aspects to be improved in terms of customer experience and related hardware facilities. At the same time, the demand for funds is also large.

The application of digital media technology has completely broken the previous limitations and greatly improved the work efficiency. For digital media, in the actual development process, it should not

only focus on technical improvement, but also pay attention to artistic effects, so as to promote the effective integration of images, sounds and other forms, so as to better improve the convenience of work. From the current development trend of the art field, the development of digital media technology adapts to it. As the main body of artistic creation, people need to be integrated into the creation in terms of thoughts and emotions. The introduction of digital technology can further broaden the thinking space of artistic design creators, at the same time, it can also improve the ability of designers to apply technology, and thus help the better integration and development between technology and art.

3. Technical characteristics of digital media

3.1 Interactivity

Relying on the development of Internet technology, digital communication technology has been widely used, which provides people with a broader communication platform. People can rely on the information platform to better improve the corresponding design art. More importantly, they can share and exchange information resources at multiple levels and in multiple fields anytime and anywhere according to actual needs.

3.2 Efficiency

Through literature review, it is found that digital media technology has a direct relationship with the development of computer technology, and computer technology has a huge impact on people's production and life. Therefore, the introduction of digital media technology into art design also has certain efficiency. For example, digital media technology can be used to duplicate design patterns repeatedly, or in the design process, design patterns can be forwarded online to communicate with people. Under the influence of digital media technology, it can greatly reduce the output of manpower, reduce the workload of art designers, and further improve the efficiency of modern design art [3].

3.3 Comprehensive

Applying digital media technology in different art designs can integrate graphics, sound, image and other elements according to actual needs, greatly enrich the design expression form, and further improve the design effect. In the process of practical application of digital media technology, art designers can cut off and make reasonable use of graphics, sound, image and other elements at any time, changing the limitations of previous designs.

3.4 Virtuality

In addition to the above features, digital media technology also reflects a strong virtuality. For example, designers can use digital media technology to create virtual scenes and present more three-dimensional visual effects, which will help designers design more comprehensively. At the same time, they can also use three-dimensional stereograms to observe the corresponding design effects, and make reasonable corrections to the problems in them to improve the design effect. In addition, relying on digital media technology, designers can build corresponding virtual scenes according to real people and objects, which helps to enrich design elements and enhance imagination.

4. Features of modern art design

With the development of society, modern art has been keeping pace with the times, and gradually highlights its own advantages and characteristics in continuous practice, which can be summarized as follows:

First, from the perspective of the development trend of modern art design, in addition to the original strong artistic characteristics, it also shows more practical features in the actual development process. I have to admit that with the rapid development of the current social economy, people's quality of life and spiritual pursuit are increasingly improving, which also makes people have a higher pursuit of art, which means that people are no longer limited to the pursuit of artistic works, but also pay great attention to the pursuit of practicality. It is also in this pursuit that the practical characteristics of modern art design become more obvious.

Secondly, the social characteristics of modern art design under the development environment of modern society are also obvious. In fact, the most important goal of modern art design is to meet people's needs and serve the society. From the perspective of the current social environment and people's demand for artistic works, if modern design art wants to better adapt to social development, it should actively adapt to social needs, provide different services for people at different levels, and play the role of modern design art. It is also in the process of changing the direction of development that modern art design reflects more social characteristics in the process of development.

Thirdly, promoting the organic integration of modern art design and digital media technology will help to further improve the effect of modern art design and promote the development of art design towards modernization. Due to the continuous improvement of people's appreciation level, the level of art design must also continue to develop according to high requirements. After the introduction of digital media technology, the effect of art design can be well improved and the role of art design can be better played.

5. The influence of digital media technology on modern design art

Through the above analysis of the development and application of digital media technology, as well as the characteristics of modern design art in the new era, it is not difficult to know that digital media technology is widely used in the field of art design. Both the form of expression and the method of creation of art design have undergone a certain change, which also leads to the corresponding changes in the aesthetic consciousness and concept of modern people [4]. Under the influence of digital media technology, great changes have taken place in the thinking and working mode of art designers, which has led to major changes in the whole field of modern design art, and also promoted social development to a certain extent.

5.1 Language level influence

The study of advertising language has always been another hot issue in sociolinguistics. Since the 1990s, the phenomenon of cultural differences revealed by Vijay Basrier's research on the structure of business promotional letters in genre analysis has played a great role in expanding the influence of sociolinguistics on the research of business communication patterns, caused positive reactions in the linguistic field, and become a new growth point for the interdisciplinary and applied research of sociolinguistics. In addition to the connections mentioned above, sociolinguistics, as an interdisciplinary, marginal and applied discipline, still has the possibility of extensive cooperation with other related disciplines and research due to its advantages in extension development space, good interdisciplinary compatibility, and openness in theoretical paradigm and research methods.

5.2 Impact of transmission media

With the development of economy and technology, the exchange of cultural information, the development and convenience of transportation, the intensification of social mobility, the rise of modern tourism, the cultural convergence brought by globalization and the "pursuit" of different cultures hidden behind the convergence, as well as the various markets built around tourism handicrafts, the regional national cultural system is no longer a relatively stable system, with strong regional characteristics. The national traditional folk arts and crafts and the popular art advocated by the current avant-garde artists have many similarities in their form, aesthetic function, market and consumption. The so-called tradition of examining national craft is no longer natural, inevitable and unchangeable. "In today's China, political, economic, market, and utilitarian ideologies are transformed into various 'fields', affecting traditional ethnic and folk arts and crafts with cultural characteristics. As living cultural symbols, traditional ethnic and folk arts and crafts are stuffed and accumulated with many specific contemporary connotations [5]." So it is necessary to introduce the concepts of cultural elements and cultural complex in anthropology here, A work of art can be regarded as an element. It becomes a functional unit when combined with other elements. Back to the concept of cultural cluster and the position that a functional unit is a collection of multiple cultural elements, they can provide further explanation. The process communication medium does not exist in isolation in its subordinate cultural model. It can perform the cultural functions required by the medium only when it is combined with specific concepts, specific styles, national aesthetics and ritual beliefs. Therefore, in the process of dissemination, symbols conform to its development and change, participate in the world "dialogue", and retain the essence of its tradition as an intangible cultural heritage. Conform to its development, not resist; The way to sustainable development is to accept change and

maintain the "culture" with its own most distinctive characteristics. While developing the "dialogue" with the world, the tradition of national unique craft is preserved. In the sense of cultural transmission, it is precisely the addition of the heterogeneous elements of human culture and the inheritance of the heterogeneous elements of human culture. From the perspective of humanization, national culture is rooted in national life and development. It is a living ecosystem that retains the heterogeneous elements of culture, that is, it increases the genetic types of human national culture, strengthens the vitality of national culture and responds to the cultural impact and challenges of the future world.

5.3 Impact of thinking space

For modern design artists, after integrating digital media technology, in addition to changing the form of communication and enriching the language, the more important thing is to promote the transformation of designers' thinking space. The design content and form under the previous inherent mode can no longer adapt to the development of modern society, and must be actively changed. Therefore, in the process of actual design and conception, design can no longer be confined to the present, but should actively use digital media technology to better expand design thinking, constantly integrate new content, actively integrate new elements with existing design, and constantly explore and try to build new design art.

5.4 Impact of design category

From the perspective of the traditional design art categories in the past, due to the great limitations in the performance ability, the category classification is very clear. The art forms that designers of different categories can contact in their daily work are very limited, and designers can not break the category restrictions for a long time. However, after the introduction of digital media technology, designers of different categories can integrate design content with multiple elements and thinking in the process of art design application, and then gradually build digital media art.

6. The promotion value of the future development of digital media technology to art design

The progress of digital technology has led to the development of art design. With the development of computer software and hardware technology, digital technology can be better integrated into modern art design, and involves many fields. This technology extends the audio-visual language and expression form of art design, enriches the design thinking of designers, and makes modern art design reflect the value connotation different from traditional art design. Digital technology provides a more suitable platform for the development of modern art and design [6]. Only the works of art expressed by designers with their advanced design consciousness and rich forms of expression can better serve the society and promote the healthy development of art and design. The digital age has changed the expression of modern art design. This art design is an interdisciplinary subject between computer and art. However, the author believes that digital art still focuses on art. Although technology is important, it is always just a means of artistic expression. Digital technology in the digital era provides a better platform and means of expression for art design. Art design has become more colorful because of the means of digital technology. Modern art design has entered a new era in the development of digital technology. With the continuous development of digital media nowadays, China has long said goodbye to the traditional era in art design. The education of art and design has also undergone corresponding changes. The focus of traditional education is to educate students in mathematics, history and other aspects. The learning content of students at school is only basic theoretical knowledge. Only through their continuous understanding and innovation of art and design can they improve their creative ability and constantly improve themselves.

Secondly, in the future development, digital media will continue to improve, and its reasonable introduction into traditional art will help to break through the bottleneck of traditional art and promote the development level of modern art design significantly. For example, art designers can use digital media technology to integrate text, images, music, animation and other elements, which can help further improve the effect of art design. In the whole process of practical application, it also fully exercises the creative thinking of art designers, expands the design vision, and has an important help to improve the comprehensive ability of art designers. Multimedia technology is included in digital media technology. Applying it to art design can enrich the artistic expression and improve the effect of works. In addition, after being processed by information technology, the artistic value of such works of art can also be improved, thus enriching the design concept of designers, promoting the appreciation of works of art to enhance the sense of experience, to a certain extent, more intuitively understand the ideas of designers,

and resonate with them. Therefore, the continuous progress of digital media technology in the future can continue to promote the development of modern art design. Digital media technology helps to provide new solutions for modern art design. In the process of practical innovation, it is not to apply technology mechanically in art, but to make full use of the role of digital media technology to convey designers' artistic innovation ideas. In the practice of integrating modern art design and digital media technology, designers should continue to innovate, actively apply digital media technology, and improve the efficiency of art design. Because the art design process in the past was relatively cumbersome and complex, including a large number of steps, once one link needs to be adjusted, it will directly affect other links, causing a lot of inconvenience. Therefore, digital media technology can be fully used to simplify the previous design process and further improve the design efficiency. In addition, designers can also use digital media technology to create artistic themes, such as augmented reality, virtual reality and other technologies to expand artistic design resources, and further enrich artistic design styles, create more possibilities, and promote the public to love artistic design works. Of course, integrating digital media technology into art design will enrich art design forms and enhance artistic value in continuous application, and then more digital media art will appear, such as digital music, digital animation, etc. In the process of continuous innovation and application in the future, the public's aesthetic ability has also been continuously improved and more attention has been paid to artistic enjoyment. Therefore, the continuous development of digital media technology and its active integration with modern art and design will help to promote the development of art and design, and at the same time, it will also promote the continuous improvement of digital media technology in practical applications to maximize energy efficiency.

7. Conclusion

The emergence and application of digital media technology has played an important role in promoting the modern design art, promoting the more efficient dissemination of modern art design, thus effectively expanding the dissemination of modern design art, and being more shared and discussed. Through the research and analysis of this paper around the impact of digital media technology on modern design art and other related issues, it is not difficult to find that digital media technology will bring great changes to the design art in the continuous application and development. In addition to enriching and innovating the expression of art design, it will also expand the thinking of art designers to a large extent, which plays an important role in improving the performance ability of design art, the integration of digital media technology can better enrich people's visual experience and bring people a visual feast.

References

- [1] Feng M Z. *Research on the application of digital media technology to modern art design [J]. Straits Science and Technology and Industry*, 2019, 12 (08): 123-124
- [2] Cao X L. *Thinking about the combination of digital media art and modern advertising design [J]. Tomorrow Fashion*, 2019, 23 (18): 122-124.
- [3] Zhu M H, Li M, Li M. *Research on the impact of interactive design on the development of digital media technology [J]. Information and Computer*, 2019, 12 (13): 213-214.
- [4] Man L. *Research on the teaching practice of integrating virtual reality technology into digital media design [J]. Education Research*, 2020, 31 (014): 147-148.
- [5] Zhang X N. *Research on the application of digital media technology in modern art design [J]. Science and Technology Innovation Guide*, 2020, 17 (21): 113-114.
- [6] Hu X P. *The influence of digital media technology on modern design art [J]. Journalism & Media Studies*, 2022, 9 (9): 121-123.