

Research on the Parallel Development Trend of Digital Media Art and Modern Science and Technology

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ABSTRACT. *From the development of computer to the combination of computer and art, this paper analyzes the practical problems of the development of digital art at home and abroad, as well as the development trend in the future. And find out the digital media art, the fourth category of art, in many aspects of collaborative development to explore a way of their own growth. Through the method of literature collation, this paper collects the production process of domestic digital media art and the basic law of the development of global digital media art, and from the development of exhibition, the situation of specialty setting, and the situation of domestic digital media art from education to mass communication. This paper summarizes the future path of the development of Chinese digital media art, and expounds the development trend of digital media in the parallel development of modern science and technology.*

KEYWORDS: *Art; Technology; Integration; Digital media*

1. Introduction

The integration and development of art and science and technology are closely intertwined with the development of computer, and there are different expressions of art and science and technology. we can see the breadth and breadth of this subject, such as digital media art, art and science and technology, interactive art, generating art, virtual reality, dynamic graphic art and so on. The great integration of art, The development of a variety of arts. Combination The plane vision of traditional arts and crafts, the packaging combined with illustration design, and the game development combined with computer technology continue to broaden our art field. All kinds of new art and new technology haunt us, and more knowledge is accommodated and absorbed.

2. The development process

In the development of digital art, first of all, On February 14, 1946, the world's first computer, ENIAC, was born at the University of Pennsylvania called ENIAC. In 1985, Apple computer Company of the United States took the lead in launching the graphical interface Macintosh series computers. In the summer of 1986, Thomas Knoll, a graduate student at Michigan University, developed a software called display, Later, this degree was discovered by his brother and developed jointly. EarlyPhotoshop software. In a demonstration of the product, it was suggested that Thomas could be called photoshop, Thomas satisfied with the name, which was later retained, and after being acquired by Adobe, the name was still retained. This software also lays the foundation for the development of digital art with the help of computer technology for image processing and rendering.

In the design circle of Chinese digital art, the earliest art research should begin with the earliest Chinese image, and the "front dust film event" should be displayed.170 years ago, China really broke through the boundaries of science and technology was the release of the king of kings, the first graphic online game in China. Its classification has occurred from the 21st century, and digital media art has become the fourth category of art after traditional art, modern design and image art. Although it is a new creative form independent of other art categories, it is also an art category with expandable and multi-disciplinary blending. With the continuous iteration of new technology, it is entering many fields in an acceptable and open way. A large number of new artists are also constantly exploring the way of presentation and expression, and can combine their own ideas and creative methods to form independent works of art. At present, digital art has received more extensive attention, it is used in digital film, radio and television, network media teaching and other fields of image art, but also in landscape planning display, interior design display, architectural appearance interactive display and other architectural fields. In order to promote the growth of digital art major in China, the Central Academy of Fine Arts, Shandong Academy of Arts and Crafts, Sichuan Conservatory of Music, China Academy of Fine Arts, Beijing Institute of Printing, Beijing University of Technology and other schools all offer courses in related fields. The purpose of the establishment of the Department

of Art and Science and Technology in Sichuan Conservatory of Music is to strengthen the integration of disciplines and the integration and innovation of emerging industries with new science and technology and art, and to train artistic talents with a broader vision and modern means of presentation.

China's entry into ChinaA large number of art exhibitions and exhibitions in the 21st century have appeared in front of the audience, and the exchanges in China have flourished with the help of successive events, such as the British Liming Digital Art Award, which was founded in Wales in 2011 by Ms. Carla Rapoport. Since 2012, the "lumen Digital Art Award" has been held in Hong Kong, China, and Shanghai, China, and so on. Local holding. The 2013 Beijing International Triennial Exhibition of New Media Art, co-sponsored by the Consulate General of France in Wuhan and other units, "2014 Sino-French Cultural Spring-French Digital Art works Exhibition", held in Wuhan K11 Art Village. In 2019, the Asian Digital Art Exhibition, one of the series of activities of the Asian Dialogue of Civilizations, opened at No. 6 Entrepreneurship Road, Haidian District, Beijing. Fan Dian, chairman of the Chinese artists Association and president of the Central Academy of Fine Arts, served as academic host of the exhibition, Song Xiewei, dean of the Design Institute, served as the general curator of the exhibition, and Fei Jun served as the curator of the exhibition. The digital art works of 30 artists from 12 countries and regions appeared at the same time, which is also the first large-scale art exhibition with the theme of "Asia" in the field of digital art. The scale and density of digital exhibitions in China are also increasing year by year, so it can be seen that the vigorous development of digital art creation in China and the promotion of economic and cultural exchanges.

Now, digital art has been applied in various industries, the product application of art and science and technology has developed by leaps and bounds, and many colleges and universities and research institutes in China are also stepping up the pace of its development, constantly integrating new technologies from abroad, and discovering new research directions and constantly improving their own design. At the mobile terminal and More interactive functions are implemented on web. However, few people will bring digital art into the category of art, such as the national art exhibition held in China, there is no separate category of digital art, but a variety of works created by means of digital art into different categories of art, including art works summed up in illustration art, clothing design, architectural design. In the current social development, perhaps many audiences are more used to drawing a clear boundary between design and art and computer and software and development, so that many digital artists are "computer-oriented" in the eyes of many people. Once an old leader of the design department even publicly rejected the qualification of the work to participate in the first prize with the argument that "digital painting is not an art work". Of course, society is constantly innovating and developing the recognition of this field from the avant-garde artists, concept artists and media artists. This year, there has been a gradual increase in digital media exhibitions such as "Da Vinci Digital Media Art Exhibition", "La Lutte Yonomami Digital Image", "Asian Digital Art Exhibition" and "Museum of Light". In the spiritual world to explore the integration of artistic aesthetics and technical concepts. This is not only the vanguard of digital art, but also the development of artistic significance and social and cultural significance.

Contemporary society is a flat era of globalization, all the information flow and dissemination are instantaneous synchronous completion, similarly, the information and knowledge about new art is also transmitted in China at the same time, even so, it is still necessary for the sensitive people of art to engage in the innovation and experimental cause of this art. In China, this is a pioneer, and the same is true in the world. The future of history will be written for them. Foreign art will also promote the integration and development of digital art and science and technology. Digital media artists will become professionals with the ability of computer application in development, and digital media art will also develop in parallel with modern science and technology.

3. Conclusion

In summary, the economic development of various regions in Southeast Asia has also improved rapidly. However, there are still countries with different social and economic development and large differences in cities. The introduction of the Belt and Road Strategy has benefited many countries. The reform and opening up of China has been arduous and fast, and has certain reference significance. Countries in Southeast Asia can learn from lessons of other advanced countries on the Belt and Road, so as to develop their own economy, rationalize urban design, and comprehensively improve national living standards.

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