

Preliminary Study on Domestic Digital Media Technology and Its Application Scenarios

Zhao Xingya

Qingdao University, Qingdaoshandong 266000, China

ABSTRACT. Digital media technology is an emerging discipline and industry in recent years. Traditional media is generally composed of physical carriers of information like traditional newspapers, magazines, discs, etc. By comparison, digital media is the process of spreading and storing information through digitization. Whether it is the advertising industry, the Internet industry or even the broadcasting system, the media are steadily transitioning to digital. We can see from the current development trend, Digital media has a large space for applications in visual design, product design, architectural design, advertising design, online games, animation, and digital TV. This article is a popular science article of an undergraduate author who is majoring in the digital media technology.

KEYWORDS: Digital media; Courses; Application scenario; Popular science

1. Introduction

The name of digital media technology, as an emerging discipline and industry in recent years, may be strange to many people. Where did the name digital media technology come from? What does digital media technology research? What is the development prospect of digital media technology? These questions are certainly many people who want to understand and want to further enhance their perceptual knowledge. As an undergraduate student majoring in digital media technology at a domestic university, I will combine what I have learned in the past few years to share with you the digital media technology and its application scenarios.

2. Digital Media and Digital Media Technology Concept.

2.1 What is Digital Media?

First of all, why is digital media technology called this name? Let us first understand what digital media is. What we usually call the media now refers to the media or carrier when information is transmitted. The name of traditional media is generally determined by the physical carrier of information, such as traditional newspapers, magazines, discs, etc. Obviously, in our daily life, most of the channels through which we obtain information have not passed through these traditional media. Even the elderly will obtain information through digital mobile phones and the Internet every day, which is what we call “digital media” as opposed to traditional media. Digital media specifically refers to “the information carrier that records, processes, disseminates, and acquires processes in the form of binary numbers, These media include digitized text, graphics, images, sound, video images and animation media, And presentation media (encoding) representing these sensory media, Collectively referred to as logical media, and physical media that stores, transmits, and displays logical media. In short, digital media is the process of digitizing information for transmission and storage.

2.2 Digital Media Technology Concept

Knowing what digital media is, it is not difficult to understand digital media technology. Digital media technology is the means and methods of constructing and displaying digital media in front of us. So what exactly do these “technologies” include? Digital media as an emerging industry, Digital media technology is an emerging technology. It’s essentially a “promotional tool” that helps users like companies and organizations get closer to their audience, It has a lower cost than traditional media, Whether it is time or economic cost, it has higher cost performance; At the same time, it also has a wider contact surface, which is easier to receive and spread by the public. With the development of technology and the increase in demand, it began to integrate with

various modern technologies. Increases the interactivity of digital media technology while showing its artistic beauty.

3. Examples of Application Scenarios for Digital Media Technology.

3.1 Application Scenarios of Digital Media Technology

Knowing digital media technology, what are the application scenarios of digital media technology? this can be learned from its development history. In fact, the start of digital media in China is relatively late compared to other countries. However, the rapid development is a progress and a breakthrough for the development of Chinese media. Regardless of whether it is the advertising industry, the Internet industry or even the broadcasting system, the country is steadily transitioning to digitalization. From the current development trend, digital media has a lot of applications in visual design, product design, architectural design, advertising design, online games, animation, digital TV, etc. The development and maturity of digital media technology is also promoting and promoting the rapid and better development of China's media industry.

3.2 Application Examples of Digital Media Technology

Digital media technology is widely used in our lives.

For example, when you open up a sci-fi movie, the magnificent scene in front of you, Whether it's the gigantic star destroyer in Star Wars, Or the talking raccoon in Avengers and the killer twice as tall as an average person, Are the result of the use of digital media technology, Specifically, it is the application of computer graphics related knowledge and some complex modeling software. Scene special effects such as the universe, space, and star destroyers are modeled using modeling software and rendered. Characters like Raccoons and Exterminators are shot by setting motion capture points on actors Later, the captured movements are synchronized to the established model to complete. The above is a way for digital media technology to be applied in film and television. In many other areas, there are also applications of digital media technology. For example, the popular online roaming museums in recent years, Without leaving home, we can feel like being in a museum and browsing freely from the perspective of a tourist. So digital media technology is everywhere around us.

4. Curriculum and Learning Points of Domestic Digital Media Technology Major

4.1 Curriculum of Domestic Digital Media Technology Major

As a student of digital media technology, our course is certainly the best answer to the question of “how to learn digital media”. First, computer knowledge as the cornerstone, Includes several computer languages from easy to difficult each semester, such as C language, C++ and JAVA. Basic computer courses such as data structure, computer composition principles, and computer operating system principles are also necessary. Secondly, after these courses have established a good basic understanding and use of computers for us, it's turn to the study of various application software. Almost all common software from Adobe Corporation in the United States, We all have courses for systematic learning. PS, Flash, Pr, AE, Maya edt. This part is the core of digital media technology learning. After learning how to use these software flexibly, we have already mastered the audio and video, pictures, and stereo modeling capabilities required by the digital media industry. So far, the core technology and content of digital media technology have been included. In addition, the school also offers some icing on the cake courses, such as modeling basics and design basics, aimed at improving students' aesthetic and creative abilities, Perhaps these aesthetic abilities and creativity can make us better when we face competitors with considerable professional strength. One of the most obvious characteristics of learning digital media technology is to keep learning, because it may be that the cutting-edge technology that few people can master now has become a very popular basic ability after a few years. At the same time, there is a wide range of knowledge to learn about digital media technology, such as computer-related knowledge, design, and animation knowledge.

4.2 Key Learning Points for Digital Media Technology

A graduate of a digital media major usually has a broader knowledge base than a graduate of a computer

major or a pure design major. But at the same time, this is also a double-edged sword, which can not only bring you more job opportunities, but also may not be favored by employers because of your extensive learning but inexact knowledge. Therefore, to learn digital media, it is necessary to cultivate a strong learning ability, not only to learn broad but also sophisticated, so that the employment prospects will be bright.

5. Development Prospects and Employment Directions of Digital Media Technology

5.1 Development Prospects of Digital Media Technology

Now that we understand what digital media technology is and how it should be learned, then we should be curious about its development prospects. In terms of employment, digital media technology will definitely not disappoint, because as an emerging industry, it has a great demand for talent. It has not been a few years for this major and industry to rise in China. The number of schools that can launch this major is limited, but the industry is developing very rapidly, which has caused a shortage of graduates. Next, digital media will surely develop steadily in China, and its development prospects are bright.

5.2 Employment Orientation of Digital Media Technology

There are many tasks you can do to learn digital media technology. These tasks can be roughly divided into four directions: Film and television post-production, game production, animation production and virtual reality technology. Post-editing, special effects production, dubbing subtitles in film and television post-production; Digital media technology learners can participate in almost all aspects of modeling, art, programming, and animation and virtual reality in game production.

6. Conclusion

The above is the employment direction of digital media technology. Digital media technology is bound to continue to develop in China. As a rapidly developing interdisciplinary and emerging industry, Its application scenarios will also become more extensive. Let us look forward to the magical role of digital media in various industries.

References

- [1] Liu Qingtang (2008). Chen Di. Introduction to Digital Media Technology. Beijing: Tsinghua University Press, pp.1-35.
- [2] Ma Yun, Li Qin (2013). Analysis of the Advantages and Development Trends of Digital Media Technology. Art technology, no.5, pp.43-44.
- [3] Ma Can (2018). Development Prospects and Applications of Digital Media Technology. DOC88.com, no. 2, pp.12-13.