

An Analysis of the Commercial Prospect of Digital Painting

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Abstract: *After more than ten years of development, digital painting has occupied a very important position in the field of commercial drawing, and has become the main creative method in the field of commercial drawing. At the same time, with the rapid development of computer technology, the continuous improvement of digital board technology and the increasing abundance of drawing software, all of these have greatly enriched the manifestation of digital painting. The concept of mass consumption of visual cultural products and the progress of science and technology have also made the commercial prospects of digital painting expand very effectively, and gained a broader development prospect, which also brings more possibilities and choices for the career development of relevant practitioners. This paper will discuss this topic. On the basis of analyzing the characteristics and development trend of current digital painting, combined with the development needs of the visual culture industry, it will conduct an in-depth analysis of its business prospects, with a view to providing some theoretical reference for relevant researchers.*

Keywords: *Digital Painting; Business Prospects; Marketability*

1. Foreword

The development of digital painting has always been closely related to the visual culture industry. Only when the visual culture industry of the whole society is fully developed, can digital painting obtain a wider development space, thus bringing more rich development opportunities for relevant practitioners. In recent years, with the continuous improvement of China's economic development level, people are no longer satisfied with simple material enjoyment, but will have multiple needs for spiritual and cultural aspects. Under this social background, digital painting, as an important visual cultural expression and transmission medium in modern society, is endowed with very important practical significance, so it has a very broad commercial prospects. At the same time, due to the continuous improvement of copyright awareness in the whole society, the copyright of digital painting has also been strongly protected, which has also laid a solid institutional foundation for its application in the commercial field.

2. Basic Concepts of Digital Painting

The alternative name of digital painting is CG painting, which is an abbreviation of the English word "consumer graphics" and is literally translated into digital graphics. At present, most of the works created in the visual society using computer technology are collectively referred to as digital painting, which not only includes the digital painting creation directly using the digital board, but also includes the use of some other modern technologies, such as PS, AI, to assist the creation of digital painting, so as to improve its creation efficiency and quality[1].

Digital painting is the perfect combination of modern technology and traditional painting art. Its creative process has a very significant advantage over traditional painting. With a simple digital board, painters can completely replace the necessary paper, brushes and canvas for traditional painting, and create freely in specific painting software. Artists can not only use rich brush tools to imitate the texture of traditional painting materials, but also use some scientific and technological methods to express the effects that are difficult to express in traditional painting, which greatly broadens the depth and breadth of painting art, allowing artists to more freely play their imagination.[2] In addition, compared with traditional painting, digital painting also has a very significant advantage in the modification of the screen. Since the physical limitations of traditional painting materials are not considered, but the screen effect is constantly enriched through the superposition of brush data, the creator can repeatedly modify

and adjust the content created, so that the screen can achieve unprecedented refinement and perfection. In addition to the obvious advantages in the way of creation, digital painting also has a strong advantage in the dissemination and reproduction of painting works. In the process of reproduction of traditional painting, due to the limitation of the level of reproduction technology, the quality of works will often produce color differences or insufficient details in works, which greatly affects the quality of work dissemination. However, since digital painting itself is a painting form that is directly completed in the computer, it omits the step of image acquisition. The details of the painting and the overall color change can be more stably displayed in front of the viewer, breaking the limitations of traditional painting in communication and expanding unlimited possibilities.

3. An overview of the creative methods of digital painting

The development of new technology has provided digital painting creators with more creative ways and methods. The reasonable use of technology can significantly improve the creation speed of artists, and also greatly enrich the performance effect of the screen, so as to achieve the effect that traditional painting is difficult to achieve. At present, the creative methods used in the creation process of digital painting mainly include direct drawing method, graphic processing method, comprehensive representation method and AI assisted drawing method.

The direct drawing method is the core technique of digital painting, that is, the brush in the painting software is used to directly paint on the virtual canvas. Its basic creation process is very similar to traditional painting. Although digital technology has brought greater convenience to digital painting, it is difficult to create excellent works if there is a lack of solid painting skills.

Image processing mainly focuses on the use of digital technology, rather than solid painting technology. The creators need to place specific materials (photography, paintings, etc.) on the image processing software for processing, so that they can show a unique artistic expression effect. This way of painting creation has been widely used in the field of graphic design, with low requirements for painting technology, but requires the creator to have a strong aesthetic ability and awareness of composition, and be able to process ordinary image materials into paintings with unique artistic expression effects.

The comprehensive expression method is not limited to a single creation mode, but will freely choose creation methods according to their own actual creation needs and use them in appropriate places. For example, in the creation process of a digital painting work with a broad background, if you want to paint the background by hand, the time cost for the creator is too huge. At this time, you need to use some background image materials to adjust its color and detail distribution through image processing, so that it can meet the needs of the picture, To a large extent, it has improved the creation efficiency and quality of digital painting.

AI assisted drawing is a painting expression method that has gradually emerged with the maturity of AI technology in recent years. The creator can get the image content that matches it through a few specific keywords. Although these images may not fully meet the needs of the creator, they provide a richer idea for the creator. And with the constant maturity of AI technology, this way has begun to occupy a more important position in the creation process of digital painting. Every creator needs to conduct in-depth research and timely application to ensure that their professional skills can meet the needs of the times.

4. Analysis of the Development Prospect of Digital Painting in the Commercial Society

4.1 Artistic and commercial nature of digital painting

The current digital painting can be divided into two categories: artistic and commercial, which represent two major painting categories in the current digital painting field.

Among them, most of the creators of digital painting who focus on artistry are amateurs or professional painters. When they create their own works, they do not focus on the commercial value of the works, but take their own aesthetic preferences and emotional expression as the fundamental motivation. Most of these works have unique and diverse design ideas, and their creative styles are also unrestricted, which can be both academic realistic style, It can also be a picture composition style biased towards post-modernism, and the specific direction of creation can be determined completely

according to the author's preferences. This artistic expression did not win the market's favor in the early days of digital painting, mainly because it did not meet the design standards of most companies and could not be directly used in their own products. However, with the continuous improvement of social and economic development, people's aesthetic standards for digital painting have also changed, and traditional commercial digital painting can no longer meet the needs of users. Instead, more diversified aesthetic styles are needed to mediate, which also brings new opportunities to these digital painting creators. More and more enterprises have begun to establish commercial partnerships with these freelance painters to enrich the visual elements of their products through their painting styles, so as to obtain more product users. In addition, the economic development has also brought about the expansion of the market in the field of digital painting. Many people who are interested in digital painting will also be more willing to pay for these digital art products. Many online contribution invitation platforms have also emerged as the times require, giving these digital painting creators the opportunity to directly contact consumer groups, effectively expanding their own development channels.

Digital painting creators based on business needs are still the most important development direction in the current digital painting field. These professional digital painting creators will directly serve the game or film and television development projects of an enterprise, and design illustration, original painting, separation, film and television posters, etc. according to the requirements of the development projects. The creators of this part of digital painting must design in accordance with the requirements of the project, and cannot add too many personal styles and ideas. It is necessary to ensure that the style of all digital painting works must be consistent with the requirements of the project. Most of the digital paintings that people currently encounter in life belong to this category of digital painting, which is the fundamental reason why most people regard digital painting as a commercial art.

4.2 The current market environment faced by creators of digital painting

Today's society is a typical "picture reading society". With the continuous popularity of mobile phones and other mobile information devices, people are mostly exposed to some fragmented information in their daily life. Many people do not have time or energy to read a large section of text carefully. The only thing that can impress them in the online world is the image information that is full of visual impact. Image has become one of the important ways for people to understand the world and obtain information. As Daniel Bell said, "Contemporary culture is becoming a visual culture, not a printing culture. The fundamental reason for the prosperity of contemporary visual culture is the inevitable result of promoting the development of visual media technology after the human primitive visual spirit encounters the post-modern spatial experience atmosphere." The image processing of information has become an important part of every game, film, television. An important issue that advertising and new media practitioners focus on has also widened the market of digital painting to a large extent, allowing creators of digital painting to have more choices instead of being confined to a single creative field. But at the same time, the rapid development of the "picture reading society" has also put forward new requirements for the creators of digital painting. Because the iterative speed of information is constantly accelerating, it requires creators to produce pictures as quickly as possible according to the requirements of users, and these works must be concise and eye-catching, able to catch the eye of the viewer in a short time, so as to better assist the dissemination of their own information. Therefore, digital painting creators in this market environment often have insufficient time to complete a perfect work, and must create on the premise of highly meeting the needs of investors. And once the project itself has changed, the painter's creative style will also change rapidly. Therefore, each digital painting creator must master a variety of commercial painting styles at the same time to occupy his own place in the increasingly complex and changing market environment.

4.3 Changes in business needs brought about by changes in social aesthetics

The final audience of commercial digital painting is undoubtedly the public, and the aesthetic changes of the public will also affect the creative style and development direction of commercial digital painting. More than a decade ago, people preferred the dark color and realistic digital painting style of World of Warcraft, but with the change of the overall social aesthetic culture, that kind of painting style has been difficult to win people's favor. At present, the main social aesthetic preference is the commercial painting style represented by Glory of the King, League of Heroes, and Genshin Impact. Most of the paintings in these games are fresh and bright, with rich dynamic changes. The portrayal of characters is not entirely realistic, but with an "ideal beauty", which is a beautification of things in the

real world. In the overall picture design, it also pursues higher picture integrity. The scene and character portrayal should conform to the characteristics of the characters in the game, so as to bring stronger visual impact to the audience. Finally, better publicity effect will be achieved. But this does not mean that the public's aesthetic will stay here. With the accelerating pace of people's life and the emergence of new social culture, people's aesthetic trend is also changing constantly. Digital painting creators need to pay attention to this change at any time, and optimize their own painting style according to these changes.

4.4 The impact of network communication on the commercial prospects of digital painting

In the traditional painting field, how to effectively spread their paintings is a problem that troubles every painter. If there is no smooth publicity channel, then the painters themselves will be difficult to be recognized by the market. However, the emergence of the Internet has brought an effective solution to this problem. The emergence of a large number of painting sharing websites and communication communities has brought a huge amount of publicity flow to digital painting creators. Human resource management departments of many enterprises will also screen talents on these websites and recruit them. Many digital painting lovers can also choose their favorite painters on these platforms, and can communicate with them directly, so as to establish a commercial cooperation relationship.

5. Conclusion

To sum up, it can be clearly found that the development of digital painting is highly related to social and economic development, and the development of social economy will inevitably bring about the improvement of social people's spiritual and cultural needs, thus expanding the commercial development space of digital painting and bringing more rich development opportunities for digital painting creators. But at the same time, the rapid development of society also brings about the rapid iteration of social aesthetics, and people's aesthetic trend will change under the influence of this development. Therefore, digital painting creators must always pay attention to the development trend of social aesthetics, and make targeted changes to themselves according to these trends, so as to lay a solid foundation for their future career development.

References

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