

The Innovation and Development of Art Design under the New Media Environment

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Abstract: Under the new media environment, the traditional art design has changed greatly in the design method and spread mode, which brings more new possibilities to the future art design. This paper analyzes the characteristics of art design from the perspective of new media. At the same time, it takes dynamic poster design as the entry point to explain the penetration and application of new media technology in dynamic poster design, in order to improve the innovative development level of art design.

1. Introduction

With new media developing fast in our country, at the same time, it also speeds up the development in the field of art and design. Mixing new media spread, new media art designers respond perfectly to the requirements of art design innovation under the development of time with a rich variety of forms and methods, and change the aesthetic expression of visual art on the basis of breaking through the traditional media information[1]. In general, the impact of new media environment on art design is profound and long-term, and it is of practical significance to analyze the innovation and development of art design around this topic.

2. The new Characteristics of art Design under the new Media Environment

2.1 Art Design Tends to be Populist

Under the new media environment, the rapid development of mobile network technology and the improvement of the degree of social digitalization also promote the subject of artistic creation to become more and more populist. For example, under the background of traditional media in the past, people who watched Tv would be affected by the limitations of the media, and they could only wait for the TV programs they wanted to watch to be broadcast on time. This kind of traditional TV media could not fully meet people's ideal demand for spiritual life due to its slow transmission speed and single transmission channel[2]. However, the difference is that under the modern new media environment, relying on smart phones, there are all kinds of media applications, especially Douyin, Kuaishou, Weibo and various video playing software. Some personalized and free art works cater more to modern people's spiritual interest and aesthetic style, and inspire people to start a new perspective on art design. The increasingly populist art design in the new media environment is promoting the innovative development of visual art.

2.2 Diversified modes of Spread

Under the new media environment, the network makes all kinds of media communication more timeliness, and all kinds of terminals such as smart phones, tablet computers and mobile TV have achieved comprehensive coverage[3]. At the same time, they also have many advantages such as strong mobility, sensitive response, wide spread channels, large scope and so on, which change people's life, study and work to a great extent. At the same time, the rich and diversified ways of art spread also make art design more and more challenging. How to make art design stand out in the sea of information with the power of lightning, and better meet the needs of modern people's spiritual life level, which has become a topic to be explored[4].

2.3 High Frequency Interaction Among Art Audiences

It is well known that traditional media limits the interactivity of information exchange. However, under the new media environment, artistic creation is no longer a one-man show of designers. Network virtual space characteristics make it a process become richer. New media technology can break through the limitations of time and space, use its super ability of information interaction to enable art designers to form timely and effective interactive feedback with onlookers and participants, which has a positive impact on art design.

3. Second, the Analysis of the Influence of new Media Environment on Art Design

3.1 Diversified new Ideas of Art Design

Under the new media environment, designers can make full use of the advantages of new media technology in the field of art design, so as to solve the problems of single design method and lack of content in the traditional art design[5]. In traditional art design, designers usually can only use paper and pen for manual drawing, which is rigid in design process, simple in method and less in content. Whenever there is a mistake in the design process, the designer has to spend a lot of time and energy to modify or even do it again. In the new media environment, relying on digital technology, designers can improve the efficiency of art design, and constantly optimize and improve the works of art. Secondly, new media technology also provides a broad support platform for the presentation of artistic works. Designers can evaluate and readjust the design at any time by creating virtual scenes on the network, and then make the design more humanized[6].

3.2 Conducive to the Further Development of Art Design

Through the promotion and application of new media technology, the traditional art and design environment has been greatly improved, making the design works more diverse and richer. For example, the application of network virtual technology and computer graphics technology in art design not only revolutionizes the media of art design, but also adds cultural connotation to design[7]. The new media platform provides an infinite space for the exhibition of artistic works. Smart phones and tablet computers can become important support carriers for the external exhibition of artistic works. At the same time, an innovative way of art design is also born, and the optimization and adjustment of art design scheme is realized on the basis of multi-channel expression. Under this background, the art design has an infinite space for exhibition, and the designer can also put their own artistic emotion into the art design at anytime and anywhere[8].

3.3 Improve the form of Expression of Art Design

As for the art designers, they need to give enough design elements to the design works, which is a key element to improve the level of art design. Influenced by the modern new media environment, the application of the new media technology in art design makes the original design environment and objects have enormous change. More designers try to combine art design with new media technology and digital means to create a completely different art experience process with the help of technical functions and advantages. For example, in art design, designers can add the sound of water, wind, rain, wheezing, barking and other different sounds to the work to create a better sense of artistic atmosphere; they can also cater to the needs of the audience and add some humanized elements to it, so as to change the problem that the designer's vision is too narrow under the traditional concept of art and design.

4. Innovative Application Cases of art Design under the new Media Environment

4.1 Take Dynamic Poster Design as an Example

In the context of the network information age, new media technology has become the most representative technological means in modern times. It emphasizes the rapidity and diversity of information transmission, which is complementary to the poster design in art design. The reason for this is mainly reflected in the following two aspects: Firstly, the high-speed and timely transmission of information. An artistic poster can present its connotation information with rich image, dynamic and accurate expression without description, which is the core of artistic design. Based on this, in the process of dynamic poster design, designers need to use the least amount of time to achieve the fastest information transmission. After determining the theme of the poster design, the designer needs to optimize the process of information transmission reasonably, so that the audience can extract the key information in the poster by themselves and ensure the ideal expression effect of the information needed to be delivered. Secondly, enhance the transmission effect of visual senses. With the support of new media technology, posters have dynamic three-dimensional characteristics, which can present a sense of change of picture information in front of the audience, and then generate intuitive visual stimulation. With the help of dynamic change characteristics, posters are more likely to attract the attention of the audience.

4.2 Dynamic Visual Innovation Mode

Under the application of new media technology, dynamic visual innovation mode has become more common in poster design, and dynamic poster has also become an innovative art form based on new media technology.

(1) Dynamic illustrated posters

From the perspective of art and design, the poster with illustration style is quite subjective and unique, which is more interesting and exaggerated. Under the application of new media technology, the presentation form of illustrated posters has been greatly changed. When drawing the basic elements of posters, designers can create the theme content through computer graphics software, and on this basis, dynamic processing is carried out for the visual elements to be highlighted. Therefore, in the link of art design, designers should first work out the first draft through computer graphics software, then integrate the dynamic elements in the picture frame by frame, and finally set the time axis through Photoshop software, adjust the dynamic change speed of the poster, and select the corresponding dynamic effect function.

(2) Dynamic 3D poster

Under the new media environment, dynamic 3D posters in art design are more endowed with the impact of visual senses, and designers usually use new media technology when designing such posters to help themselves create realistic scenes that are different from the real ones, so as to make the presentation of artistic pictures more interesting. In the design process, the designer should first model and make the original poster material, and create three-dimensional visual effects in the plane space according to the movement track of the image (as shown in Figure 1).

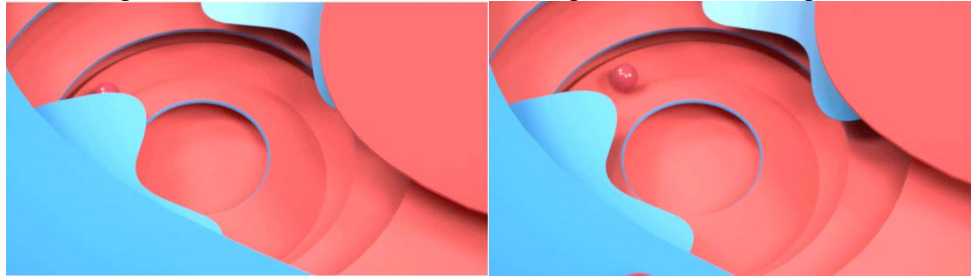


Figure 1: Schematic diagram of dynamic 3D poster

(3) Dynamic photography posters

Dynamic photography posters are usually used in film and television or advertising industries. In order to express the main intention of such posters more accurately in artistic design, designers often need to objectively interpret various things in life in the way of images. To be exact, each dynamic photography poster should be unique. It is the content of the poster formed through the processing of life photography materials, so that the real-life situation is presented in a picture different from the actual, and then the diversified art forms and contents are expressed. (as shown in Figure 2)



Figure 2: Schematic diagram of dynamic photography poster

4.3 The Innovation of Poster Release Form

Under the new media environment, the form of release artistic design posters has achieved innovation, which is mainly reflected in the following two aspects: The first is to release the new media through network channels. There are many forms of expression of new media on portal websites. Users can browse the interface posters and various consulting contents just by logging in to the website. The second is new TV media, including interactive network TV and digital TV. Compared with traditional TV, new TV media can fully combine users' preferences and habits to choose their favorite programs and content. In the field of art design, this new form of television media has realized the needs of users' personalized and free spiritual life.

5. The Innovation and Development of Art Design under the New Media Environment

5.1 Precise Analysis of the Preferences and needs of the Audience

New media itself has a strong ability to disseminate information. In the past, traditional art design must also face the difference of audiences, forcing audiences to passively accept the results of art design, which has become one of the objective factors that make it difficult for design works to be accepted by most audiences. The difference is that under the new media environment, this problem can be significantly improved, mainly because young audiences are in the majority under the background of the network era. To ensure the presentation of the effect of art design, new media technology can be used to fully cater to the preferences of these young audiences. Before the start of the art design, for example, through the network channels releasing sample design, allows the audience appreciate it at the first place, and widely listen to opinions from different audiences and different angle, prompting designers better understand the audience for popular design work, and then carry out the next design work.

5.2 Through new Media Technology to Achieve Design Scene Innovation

In the scene design of art design, the change of the audience's sense of time can be roughly divided into two situations: Firstly, the audience is immersed in the art scene for a long time but they do not know it, such as some experiential art design scene exhibition, film and television play and performance activities, etc. Secondly, for some art works that depend on the moment to determine the success or failure of the design and have a high demand for the speed of presentation, designers are required to seize every critical time point. The design concepts mentioned above will also have a certain impact on the application of new media technology. For example, in the design of a sports car game competition as the theme, in order to show the artistic effect of the game, the designer should use 3D image forming technology in the scene design to present the scene like the sports car on the track. In the application of new media technology, the scene effect can be synchronized through smart phones, tablets and other mobile terminals. The audience can simulate the whole game process of driving a sports car by adjusting the movement and orientation of the mobile terminal, so as to feel the constant switching of 3D scenes in the terminal.

6. Conclusions

In short, under the new media environment, the application of various new media technologies has changed the traditional ways of art design and production as well as the way of information transmission, providing a broader display platform for the field of art and design, and promoting the development of art and design with greater potential. Based on this, designers should take the initiative to cater to the new media environment, grasp the corresponding new media technology, understand the spread of new media characteristics, and so on, to improve and innovate traditional art design, and further widen the development space of art and design, through the efficient use of all kinds of advantages brought by the new media, ultimately achieve the improvement of art design. Therefore, new media can truly become an important tool in the field of art design, and promote the development of art design work in a comprehensive, effective and reasonable way.

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