Research on Digital Protection and Inheritance Measures of Shaanxi Shadow Art Based on New Media Times

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Abstract: In order to understand the digital protection and inheritance Countermeasures of Shaanxi shadow art in the new media era, this paper will carry out relevant analysis. Firstly, this paper expounds the bottleneck of Shaanxi shadow art's inheritance, then analyses the concept and development history of digital media art and shadow art, and points out their characteristics and status quo as the starting point. The existing problems and the difficulties faced by the current development in China. Then, based on the three different forms of digital media art: dynamic, static and interactive, this paper analyses the feasibility of shadow art in its application, seeks the opportunity of combining the two, and finally explores the path of Shaanxi shadow art's external dissemination. The development and inheritance of modern Shaanxi shadow play art has great limitations and is out of touch with the direction of social development. Therefore, in order to protect traditional art, we can improve such problems by studying the inheritance strategies in the direction of digitalization. The combination of digital media art and shadow art can provide direction for the future development of digital shadow art.

1. Introduction

Digital media art is a popular art form based on digital media technology. It is easy to make, fast to disseminate and rich in forms of expression. It integrates rational thinking with artistic perceptual thinking, which is the perfect embodiment of the combination of technology and art. Shadow shadow art is the traditional folk art of our country, which belongs to the intangible cultural heritage of our country. It has experienced numerous historical baptisms and accumulated many cultural connotations for thousands of years. It has a long history and cultural status in our country. In the digital era, digital media art is developing rapidly. How to make shadow play a traditional folk art develop in it, combine it with digital media art, and construct a new model of shadow play art has gradually become the focus of attention in the art circles of our country.

Traditional shadow art can achieve new development by means of digital means. Whether the shadow artists or the younger generation, they should make efforts to revitalize the traditional art, so that the traditional Chinese shadow art can regain its artistic glory and get a new life in the new era.

2. Difficulties and Reasons of Shadow Shadow Art Development

Shadow play, a traditional art form, originated in Shaanxi Province. It is also called "shadow play" and "shadow play". It is a kind of traditional opera art. Seeing shadow play was once a popular cultural activity among the masses. However, with the changes of the times, especially the popularity of mass media and the Internet, people's cultural life tends to diversify, and the living space of shadow play, a traditional art, is gradually shrinking. Shadow puppets tend to fade out of people's vision. Take Huaxian County as an example, there are few existing shadow puppet clubs, and they are generally in trouble. Nowadays, like most traditional arts, Shaanxi shadow play is leading the development dilemma, and its inheritance prospects are worrying. Fig. 1 Traditional Shadow Show Art Form [1].

Figure 1 Traditional Shadow Show Art Form

There are two factors that make the inheritance of Shaanxi shadow art difficult. One is the lack of creative subject and the other is the lack of acceptance subject. On the one hand, the inheritors of Shaanxi shadow art are green and yellow, on the other hand, the audience loss of Shaanxi shadow art is becoming more and more serious. A shadow play requires five people to work together, usually one person accompanied by several instruments, singing, pulling and playing. This shows that learning the traditional art of shadow play is not a matter of one day and one night. It takes at least three years to learn the production and performance of shadow play, which leads to fewer young apprentices to learn the art. Old artists want to inherit this art and teach young people. However, the long learning cycle and low economic income lead to the young generation's weak willingness to learn, and the shadow art inheritance is facing the predicament of no successors. Secondly, the loss of audiences also affects the inheritance of shadow art to a certain extent. As we all know, in the long years before the popularization of movies and TV plays, the entertainment mode of ordinary people was relatively single. Shadow plays in rural areas became a permanent activity in the festival and the red and white happy events of every family. With the development of the times, film and television art, as a rising star, has rapidly become the most popular entertainment and recreation object for the public. The popularity of the mobile Internet has made new popular arts such as film and television more attractive, firmly occupying people's leisure time, increasing entertainment methods, and facing a wide range of new forms of entertainment, traditional. It is not difficult to understand the tendency of marginalization of artistic forms such as drama and opera to decline.

3. Analysis of Digital Communication of Shadow Play

Digital media art can be divided into three forms. They are: dynamic form, static form and interactive form. The specific content is shown below.

(1) Dynamic manifestations

Dynamic media mainly refers to the dynamic video produced by computer. Such as animation, post-effects, column packaging, etc. Its main production tools include 3ds max, software image, Maya and other three-dimensional software, including post-production software (Adobe AfterEffect, Premiere, Nuke, etc.) and Adobe Flash and other two-dimensional animation software [4-6].

(2) Static form of expression

The final display forms of works of art are digital photographs, digital photographs, web images, single-frame three-dimensional rendering pictures, prints and so on. His main means of production

is through image processing and painting software such as Adobe Photoshop, Illustrator, CorelDRAW drawing, synthesis, editing, collage to complete. Although the single frame of three-dimensional rendering image is produced by 3ds max, Softimage, Maya and other three-dimensional software, but the output form is still high-definition static images, so it still belongs to the static form of expression [7].

(3) Forms of interaction

Interactive performance of art works is mainly based on interactive control and programming language, combined with computer animation, video, pictures and other works of art, through synthetic means to achieve the form of expression. It can further derive rich multimedia manifestations such as virtual reality art, online game art, web design art, Flash 2D art and so on. This form of expression has broad application prospects in contemporary architectural environment display, industrial product development and information service industry [8-9].

4. The Digital Communication Form of Shadow Show

At present, there are many forms of digital dissemination of shadow play, including digital animation, digital music, online games, virtual reality. The specific content of each form will be analyzed below.

(1) Digital Animation

Digital animation, also known as computer animation. It not only replaces manual work in traditional animation, but also produces visual effects that traditional animation can not compare with. It makes animation production easier. At the same time, the application of digital technology also gives animation a new meaning, but also has more and more manifestations. As a rising star, digital animation is playing an increasingly important role in the global cultural industry. In China, animation industry has become one of the sunrise industries. In animation creation, art and technology are indispensable. Technology is the basis of animation creation, and art is the soul of animation creation. Only by combining art and technology and giving full play to their due effects, can excellent animation works be created. As a traditional Chinese image art, shadow play is particularly prominent in the application of digital animation. Nowadays, many shadow animation works have appeared. These works are not only unique in character shape, action and language, but also unique in the form of traditional Chinese art. These works have aroused strong repercussions both at home and around the world. Figures 2 and 3 illustrate digital animation.

Figure 2 Digital animation illustration(Story of the Peach Blossom Valley)

Figure 3 Digital animation illustration (Chinese Zodiac)

(2) Digital Music

Digital music refers to music stored in digital format. It is an irresistible trend after the invention of computer. It abandons the physical carrier to transmit data and network. It not only transmits fast, but also does not cause loss of sound quality because of time. With the rapid development of the Internet, the production of digital music has become more diverse. Because of the characteristics of regional culture, shadow play art not only has a variety of musical instruments, but also has the theory of nine tunes and eighteen tunes. The singing tunes and genres of Chinese traditional shadow play have formed various styles according to the different regions of our country. In singing and rhyme, they absorbed the essence of their local operas, folk songs, quyi and even dialects. For example, the old tunes in Shaanxi are mostly performed with laryngeal sounds, and their melodies are rough and bold. The bowl cavity is graceful, gentle and delicate. In addition, there are warm and high characteristics of the chord board cavity, true and false voice combined with the A uterine cavity, the vast and powerful Qin cavity and so on. These tones all have strong local characteristics of Shaanxi. Figure 4 Digital music in Landscape.

Figure 4 Digital Music in Landscape

(3) Online games

Nowadays, online games are popular with more and more young people. On the contrary, shadow art is on the contrary. Many shadow artists and shadow fans are generally on the high side, and less and less young people like shadow play. This has resulted in the current situation of the shadow art. If the art of shadow play is embodied in the form of games, and some stories are added to it, so that people can imagine themselves as a role in the shadow play, and operate through the network, they can live, learn, make friends, and unfold their own stories in the world of shadow

play, just like the reality. In this way, it will not only eliminate some of the negative factors in the game, but also let more young people come into contact with shadow art and understand it. It can even involve foreign friends, so that Chinese shadow play can go to the world and lay a good foundation for the future inheritance and development of shadow art. Fig. 5 Shadow Show Online Game Modeling.

Figure 5 Shadow Show Online Game Modeling(Shadow Opera)

(4) Virtual Reality

In virtual reality, users can enter the virtual space, interact with and manipulate various objects in the virtual world, so as to realize realistic feelings and experiences, as long as they wear specially made sensors such as helmet and gloves, or use keyboard or mouse devices. With the development of interactive 3D technology, the technical characteristics of virtual reality are becoming more and more obvious. It is based on human visual and auditory characteristics, and then the computer produces a realistic effect. Users bring some special equipment, and they will be in the virtual environment and become one of them. As in real life, when the user moves his head, the virtual environment will change, and he can also hear the sound of simulation, and he will feel realistic and immersive. The virtual technology of shadow play is to establish real-time three-dimensional visual effects by calculating graphics. First, we need to use three-dimensional production software to generate shadow, which is commonly known as modeling and rendering. Then the virtual performance environment of shadow play is also generated. Because it is a virtual dynamic environment, it can change at any time according to the needs of the scene, so that the shadow play can be better integrated into it. Shadow art presented in this environment is not only more shocking, but also easier for young people to accept and appreciate, which plays an inestimable role in the dissemination and development of shadow art. Fig. 6 Virtual Reality Shadow Show Modeling.

Figure 6 Virtual Reality Shadow Show Modeling

5. Shaanxi Shadow Art's External Communication Path

In today's new media era, the network and the new media will coexist in a variety of ways of communication in the past. Shaanxi Shadow Art's future external communication can not only follow the old road, but also must take the new media platform as an important channel for external communication. Can be used: focus on creating Internet + shadow show industry, Internet + shadow products sales industry, Internet + shadow play peripheral industry development. Sha In the future, Shaanxi Shadow Culture's external communication needs to make further use of the network new media platform. In addition, with the development of society, the style of farming civilization is gradually fading away. Now shadow artists are facing challenges from various audiovisual ways. There is a gap between the old artists and the inheritors of shadow art. Shadow has become an art that is about to disappear. In view of the current situation of Shaanxi Shadow Culture, we must build the Shaanxi Shadow Tourism industry, increase the income of Shadow artists, promote the development of Shadow Art, widely disseminate Shadow Art and promote national culture.

6. Conclusion

In the current fierce competitive social environment, if the traditional art represented by shadow play art wants to gain a place and further development, it is necessary to maintain its own unique style and innovate boldly. Only by keeping pace with the times and satisfying the aesthetic demands of the audience with innovative artistic forms, can it be possible to glow new. Vitality. The contemporary inheritance and development of traditional art is by no means an easy task. It requires many efforts. It requires not only the shadow artists to sit on the cold bench, but also the contemporary audiences to listen to the old tunes calmly. It also requires ingenious use of resources, with the help of multiple channels and platforms such as movies, animation and television programs, to jointly promote the transmission of traditional art and the current public. Interconnection and win-win of broadcasting media. The combination of shadow art and digital media art is not only manifested in various forms of expression, but also strengthens the protection of shadow art and promotes the development of shadow art while improving the national characteristics of digital media art. With the construction of virtual museums and the improvement of virtual reality technology, people can get close contact with shadow art without the influence of time and space. Therefore, their combination is a practical and innovative new idea.

Acknowledgement

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