Performance Analysis of Digital Media Art

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Abstract: With the development of society and science and technology, information technology is more and more developed, and the expression of art is becoming more and more diverse. Art creation has entered the digital age. The development of technology is conducive to the advancement of art with the times, which in turn affects the development of art and promotes the internationalization of art. The article discusses the expression of digital media art from several dimensions.

1. Introduction

Digital media art is an emerging discipline, the result of the integration of technology and art. It involves a variety of subject knowledge and embodies the integration of multiple ideas. Cross-border art in the new situation of digital media art is a brand new field that needs to be explored. Only by finding out the general laws of digital media art can we better serve the society. Therefore, the understanding of the universal law of digital media and the study of the characteristics of digital media art are particularly important.

2. The basic theory of digital media art

With the development of computer technology, people have established multimedia networks, and many things in the human world can be represented by numbers. Digital media art has also developed, and it reflects the ideas of science, art, and humanity. Digital media art is a comprehensive discipline that includes natural and social humanities. Among them, the digital role is the role of science and technology; the media emphasizes that the main body is the media industry; art shows that the field is aimed at many fields of artistic creation such as art works and digital products.

As the name suggests, digital media art is a modern digital processing technology with a unified digital tool and technical language in the creative process. In general, digital media technology has the following performance elements: 1. Digital dynamic digital motion means that in digital media art, pictures can be switched anytime and anywhere, creating a variety of picture subjects that can be displayed. A variety of time and space changes, picture changes, and a variety of unexpected shots are likely to be seen. 2. Digital Sound In digital media art, sound includes a variety of vocal phenomena, such as voice, music, natural sound, auxiliary audio and so on. Digital sound means that the production of these sounds can be done in digital form, not only to deal with sound, but also to create a variety of subjective imaginative sounds and beautiful music. 3. Digital Stunts Digital effects refer to digital technologies that process people, scenes, animals, and scenes using modern technology and a variety of suitable software. Through a variety of digital processing technologies, you can present a wonderful picture. 4. Digital Colors In everyday life, people often see colorful pictures. The emergence of computers and related software has enabled the rapid development of art, combining science and art to create a variety of colors that meet the aesthetic needs of people. Therefore, people often see colorful advertisements, movies, and TV pictures in their daily lives.

3. The characteristics of art through digital media

The most basic technology of digital media art is digital technology. With the birth and

development of computers, digital technology has emerged that allows all elements to be represented numerically. This technology can use a certain hardware to convert sounds, pictures, texts, and images into numbers, so that computers can be quickly identified, calculated, stored, modified, communicated, and restored. The development of digital technology has made a great contribution to the convenience of audience use. Traditional art has its own unique performance materials and tools. The creators use these performance materials and tools to create art, so that each art has its own unique temperament. For example, when it comes to Chinese painting, people will think of pens, ink, paper, and enamel; when it comes to shadow play, people will think of all kinds of dancing paper people; when it comes to sculpture, people will think of wood, knives, marble, and clay; etc. Wait. But in the digital media art, these unique performance materials and tools will not appear, replaced by computers and related software, as well as programming languages, while computer operations have become more convenient and efficient.

Digital media art can be copied and transmitted because of its similar tools, software, and programming language. It can use all kinds of communication carriers to reflect the diversity of digital media art. Although the drama has been loved by many people, with the development of society, the influence of digital media art on the form of traditional theater performance is growing. At present, the integration of digital technology and modern technology into traditional stage performances creates an atmosphere and visual effects that traditional stage performances cannot match, and the forms of expression are more diverse and more shocking, attracting more and more audiences.

The completion of all works of art requires many modifications and even re-productions. The formation of traditional media art takes a long time, and digital media art is based on digital technology, which is convenient for creators to modify, and the effect can be seen in a short time after modification, and the content of the expression can be restored and modified almost without limitation. WYSIWYG. Therefore, the production process of digital media art is more efficient. The development of science and technology has made information dissemination more rapid. With the help of the Internet, digital media art can spread to all corners of the world. However, in order to gain people's favor, digital media art must conform to the public's taste and fit the public's aesthetic characteristics. Digital media technology has made art more accessible to the public, and the art of the masses is the art that can better serve the people. (1) Creative Popularity Before the popularity of computer and digital media technology became popular, people felt that people who made artistic creations had high artistic talents. But with the development of computer and digital media technology, ordinary people can express their ideas through some related software, and can also create digital media art. (2) Appreciation of popular digital media art spread through the Internet and spread to all corners of the world. In the past, people used to go to art galleries, museums, and libraries to enjoy art. Now, with a computer, you can enjoy a variety of digital art works anytime, anywhere, including shared art galleries, museums, and libraries. s work.

4. Performance characteristics of digital media art

Through the use of computers and information technology, people can virtualize objective substances, which is the essence of digital media art. In this way, not only can digital objects of various types of reality exist, but also imagine the non-existing objects and create a virtual world. Therefore, the effects of digital media art are affected by computer information processing. The virtual nature of digital media art is represented by avatars, virtual space scenes, and virtual reality. For example, the movies that people usually watch, many of which are not in real life, but can be displayed through digital media technology, and in line with people's imagination, they also have certain artistic attainments. Digital media art determines what you want, virtual scenes are not affected by the objective world, as long as people can think of it, they can be revealed through digital media art.

Digital media art has a very good integration, it can be combined with different art and different digital media. This is because digital media itself is a universal platform that provides a convenient condition for the fusion of art. For example, the 2008 Beijing Olympic Games embodies the

integration of digital media art. Thousands of killings, countdowns, and thousands of long scrolls are the combination of digital media art and a variety of traditional arts, combining digital images, lighting, sound and traditional dance art. To provide a visual feast for the audience. The interactivity of digital media art is reflected in three aspects: First, technical interaction. Digital media technology can interact at multiple levels. Second, the interaction of art forms. Artistic creation reflects the author's thinking and ideas, and the author expresses his ideas through art and becomes a sensible thing. In addition, you can also create inspiration for other authors. Third, the interaction between the creator and the audience. With the development of the Internet and self-media, art creators can brainstorm and combine the various ideas of the audience to create more outstanding works. After the audience sees these works, they can extract their essence and combine their own ideas and skills to create more and newer art. The interactivity of digital media needs to be realized by using some technologies, such as computer technology, digital technology, information processing technology, etc., to process images, sounds and words to make the abstract content concrete and make the impossible possible. Interaction. Artistic creation reflects the author's thinking and ideas, and the author expresses his ideas through art and becomes a sensible thing. In addition, you can also create inspiration for other authors. Third, the interaction between the creator and the audience. With the development of the Internet and self-media, art creators can brainstorm and combine the various ideas of the audience to create more outstanding works. After the audience sees these works, they can extract their essence and combine their own ideas and skills to create more and newer art. The interactivity of digital media needs to be realized by using some technologies, such as computer technology, digital technology, information processing technology, etc., to process images, sounds and words to make the abstract content concrete and make the impossible possible. Interaction. Artistic creation reflects the author's thinking and ideas, and the author expresses his ideas through art and becomes a sensible thing. In addition, you can also create inspiration for other authors. Third, the interaction between the creator and the audience. With the development of the Internet and self-media, art creators can brainstorm and combine the various ideas of the audience to create more outstanding works. After the audience sees these works, they can extract their essence and combine their own ideas and skills to create more and newer art. The interactivity of digital media needs to be realized by using some technologies, such as computer technology, digital technology, information processing technology, etc., to process images, sounds and words to make the abstract content concrete and make the impossible possible.

The performance characteristics of digital media art have a lot of inspiration for art work, mainly reflected in the following aspects: First, it fully embodies the virtuality of digital media, boldly imagines, and creates a colorful art world. Second, paying attention to the integration of digital media art, combining traditional art with digital media art, with diverse forms and rich content. Third, firmly grasp the interactivity of digital media, let creators interact with creators, creators and audiences, brainstorm ideas, and combine ideas to create more inspirational works. This will fully cater to the interests of the audience and ensure the steady development of digital media art. Fourth, attach importance to the universality of digital media. Nowadays, all the people participate in art creation, and through the recognition and operation of digital media art by various industry people, make up for the shortcomings in the work and maintain the advanced nature of digital media art creation.

5. Conclusion

Digital media art is in the stage of rapid development. Digital media art practitioners must master the characteristics of virtual media, integration, interactivity and nationality of digital media art. Using the most advanced technology, the current work should be checked for leaks and improvements. Their own artistic accomplishments; they must combine technology and art to give full play to the advantages of digital media art, thus promoting the development of digital media art.

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