The Application of Digital Media Art and Design in Cultural and Creative Industries

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Abstract: Along with the deepening of reform and opening-up and the development of technology, Chinese economy and people's life have gained dramatic increase. And our cultural and creative industries have ushered in a new development opportunity. It is irresistible to apply more digital media art and design to cultural industries, but there are still numerous problems needing to be solved. This paper aims at promoting the development of cultural and creative industries, and national economic development and urban construction by analyzing the existing problems and putting forward strategies to apply more digital media art and design.

1. Introduction

Recent years have witnessed the rapid development of Chinese scientific technology and economic level, and urban construction has been an urgent issue to be solved. Cultural and creative industries are the signifiant part in shaping urban culture. Designers' concepts and ideological connotation are included in the field, which can effectively beautify urban environment, shape urban culture, and enhance people's ideological and mortal qualities. Therefore, we should keep up with the times, apply new information technology and Internet to the development, and take advantage of digital media art and design to serve urban development, to make the buildings equipped with beautiful appearance and profound humanistic connotation.

2. Meaning of digital media art and design

Digital media art and design means that we use multimedia, Internet and information technology to comprehensively describe design concepts and help audiences have direct understanding with the overall outlook and intension of our design, and realize its humanistic value.

Traditional art design usually adopts picture and character description, and the work amount is very enormous. It often takes a designer several months to finish a blueprint, and obscure description cannot present three-dimensional design effect. The overview of the design product can be seen only after the accomplishment of products. Digital media art and design is related with the development of Internet, and the computer has been the common thing in every household. Various applications in the computer have provided more methods for our art and design, greatly improving the efficiency and giving people more perspectives to see the blueprint and understand the product. It is also beneficial to the development of our cultural and creative cause[1].

In addition, digital media art and design is not a simple concept but full of the application of various technologies, such as computer, Internet, image acquisition and image editing. Although it takes a long time to skillfully use these technologies, it can greatly promote the development of art and design. Cities, as the integration of rapid development, have urgent needs for cultural and creative industries, which provides wide market for the development of digital media art and design. Therefore, it is necessary for us to apply more digital media art and design to cultural and creative industries, and promote better development of urban and spiritual construction.

3. Relationship between digital media design and creative industries

Cultural and creative industries include various design knowledge to meet with the demands in

all aspects, all of which needs the design of digital art to present. Digital media art and design can better integrate resources and concepts, and help products get better manifestation. For instance, in the image editing of digital media, the blueprint can be changed and optimized, and the integration of creative industry concepts and design can make products more aesthetic and thoughts more popular[2]. So the development of digital media design and creative industries are mutually reinforcing. Even though digital media art and design is a new industry, it is connected with traditional art and design. The application of computer and Internet technology in traditional manual design can improve working efficiency, and more creative elements can help creative industries gain better development.

4. The effects of digital media design on cultural and creative industries

4.1 Highlight the cultural property of cultural and creative industries

We have briefly analyzed the effect on creative industries, namely, promoting the cultural and ideological communication and making creative industries full of cultural atmosphere. Digital media art and design is a new means and concept, which uses new information technology and Internet to redesign the art, and improve the artistic and humanistic value of products. So we should integrate the design and its cultural property to make products more interesting and attract lots of attention. In the development of cultural and creative industries, we should integrate digital media art and design with the cultural property of products so that they can become more interesting and popular. In addition, the characteristic of locality can connect local culture and quality with digital media art and design, deepening people's understanding with urban culture[3]. For example, the unique scenic spots in Shannxi province, like Muslim Quarter, Terra-Cotta Warriors, Red Yan'an, and Journey of Long March, manifest the local characteristics. People can deepen their understanding with the great history of our predecessors and their love for our country with the help of newest electronic technology, which spreads the positive energy and promotes the construction of socialist cause. Therefore, we must apply digital media art and design to show the culture of creative industries, promote local cultural development and socialist positive energy, and match creative industries with national socialist construction.

4.2 Shape the innovation of cultural and creative industries

If we want to use digital media art and design to serve urban development, it is necessary to promote the innovative construction of creative industries. Art products should be eye-catching, innovative and original so as to absorb people's attention and form continuous influence in the public. Compared with traditional design, this new mode can greatly improve working efficiency and save design cost. It is convenient for changing the blueprint and expressing its innovation[4]. For example, it is hard to excavate the true and in-depth news with the traditional systems and formal interviewing methods in the field of TV and news. On the contrary, deeper contents by means of new methods and angles can inspire people's interest and promote the development of news industry. So we should give full play to creative thinking, and use it to better serve creative industries and shape the innovation in the real application of digital media.

4.3 Make the cultural and creative industries more economic

In order to acquire long development, economy should be highlighted as culture and innovation[5]. Without economy, an industry cannot make ends meet and acquire new growth impetus, and working staff will reduce their enthusiasm with work. Therefore, we should save the cost as much as possible when making art design with digital media. At the same time, the product quality should be remained to maximize the economic profits. For instance, Avatar is popular around the world, but it took lots of money to produce this film due to its costly 3D shooting and motion capture technique. Eventually, it turns out to be a box-office blockbuster, not only recovering the cost but making filmmakers gain lots of money. Therefore, we are supposed to make cultural and creative industries more economic, and help industries acquire benign and sustainable

development when making digital media design with the newest technology. It requires us to pay more attention, gradually adjust the development direction, use digital media to enhance economic profit, and make cultural industries get prosperous development.

5. The methods of using digital media art and design to promote creative industries

5.1 Enhance the cognition with digital media art and design, and improve employees' ability to apply digital media

Along with the increasing application of digital media in reality, we need to strengthen related employees' ability to apply digital media and help them better finish design on a higher design level. So we should train workers' application ability. In the current era, promoting the quality of related employees is helpful to the development of creative industries. So creative companies are supposed to strengthen the staff training, launch more lectures about digital media teaching, and make staff realize its advantages and disadvantages and skillfully use it. Meanwhile, working staff cannot overly depend on digital media, for instance, the design inspiration cannot always come from network. They should know that digital media is just a means of aided design, and they should rely on themselves to finish the concept and expression model of art and design. This way, we can guarantee related employees equipped with perfect ability to apply digital media and promote the development of creative industries[6].

5.2 Strengthen the supervision with digital media design and creative industries

Development of creative industries has widen the application range of digital media. However, due to its rapid pace, our corresponding laws and regulations are still imperfect, which causes the shortage of supervision and regulation for industry development. So we need to strengthen the supervision with digital media art and design industries, make timely response for some illegal operations, and guarantee the products to effectively promote the socialist positive energy and the construction of harmonious society.

Besides, there are some bad appearances in some cities such as prestige project, and those products fail to have aesthetic value and waste national capital, which is hurtful to the healthy development of creative industries. So we must strengthen the relevant regulation and strictly deal with disobeyed behaviors to ensure the healthy development of cultural and creative industries.

6. Conclusion

Digital media art has acquired great development along with the constant social and economic development, having greatly significance to our cultural and creative industries. They are mutually reinforcing, so we should use digital media art and design to strengthen the cultural, economic and creative construction. In order to reach this goal, we should strengthen employees' ability to use digital media and cognition with digital media and art. In addition, the supervision with creative industries and digital media design should be reinforced to promote the development of related cause and socialist culture.

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