

Research on Art Design Innovation in the Context of New Media

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Abstract: With the rapid development of the network, the media industry has undergone rapid and profound changes. The new media represented by network media has gradually replaced the dominant position of traditional paper media and television media, and we have ushered in the era of new media. The special nature of media determines the higher requirements of media for art design. In the new media era, information is full of all surrounding contexts, and the quality of information directly determines the value and popularity of information. Therefore, designers in the new media era must pay attention to what needs to meet the audience when developing products, and the aesthetic values of designers in art design will directly determine the design of designers, and then affect the social influence of products. Therefore, this paper will explore the artistic innovation in the context of new media from the characteristics of art design in the context of new media.

1. Introduction

As a new category of art design, new media art design is a product of the rapid development of the new media era. By using various computer software, it can transform and update the two-dimensional picture again, so that it has more artistic beauty. This has a certain impact on the traditional visual communication design based on two-dimensional graphic design. In the face of this impact, it is of great significance to explore how to deal with the two-dimensional visual design calmly for its future sustainable development.

2. Characteristics of Art Design in the Context of New Media

2.1. Interactivity

The interactive characteristics of new media add new development ideas to art design, and promote art design to also show interactive characteristics. On the one hand, new media has changed the presentation context and form of traditional art design achievements. In the context of new media, art design has the interactive characteristics of combining the viewer's feedback and the response of art works. For example, integrating intelligent gesture programs into art design can strengthen the perceptual connection between art works and viewers through gesture recognition and intelligent program design, so as to increase interactive behavior. On the other hand, new media technology has changed the classification of traditional art and design works. With the digital algorithm and blockchain technology, the art design program can collect and sort out the personal preferences and personalized needs of viewers, and finally analyze the design concept for specific groups. Specifically, designers and staff in related fields can provide targeted services by using digital programs, so as to strengthen the interaction between consumers and designers in the process of design work and design work presentation.

2.2. Technicality

Computer network technology and digital technology provide new technical support for art design, making art design show technical characteristics. Firstly, new media has changed the traditional art design form through cloud database, online editing, intelligent search and other computer network technologies. Thus, the preparation work of material acquisition, sorting and editing presents technical operational characteristics. Secondly, new media promotes the expression

form of art design through computer image technology, 3D image processing technology and multi-dimensional space construction technology. The presentation of various videos, images and 3D entity designs depends on new media technology. At the same time, the perfect presentation of designers' aesthetic ideas also requires the empowerment of various new technologies. Finally, new media enhances the operability and development of designers' subjective design ideas through virtual imaging technology and accurate data analysis technology. On the one hand, through virtual imaging technology and accurate data analysis, designers can establish virtual model design and virtual data calculation to enhance design operability. On the other hand, using virtual imaging technology, designers are inspired by thinking and examined the results, and then optimize and adjust the design ideas.

3. New Ideas of Art Design in the Context of New Media

3.1. Cross Joint in Multiple Fields

Strengthening the combination of computer, art, design, photography and other fields is the future direction of innovative development of new media art design. In traditional art design, the integration of new technology and art field is conducive to the innovative development of art design. On the one hand, in the digital vision of visual design, the field of visual communication design is organically integrated with the field of computer. Strengthening image creative design, font creative design, color matching design and spatial composition design is an important need to meet the innovation of visual design. On the other hand, strengthening the integration of multi field technical means can enhance the fluency and efficiency of the digital development of art design. In the context of theoretical and practical innovation and development in different fields, efficient allocation of advantageous directions in different fields can promote the optimization and innovation of the overall process of art design, processing and presentation.

3.2. Static and Dynamic Combination

In art design, static visual image is the main form of traditional creation. Static visual images have the effect of strengthening the composition thinking of words, images and colors, and can increase the aesthetic appreciation of artistic conception. Dynamic visual image is an innovative form of artistic creation from the perspective of new media. Dynamic visual image can not only move the position or change the shape of static text, image and color, but also design the overall action of the work. Dynamic processing at the overall and specific levels can strengthen the transmission of design ideas and improve the overall level of artistic performance. On the basis of static and dynamic design, the organic combination of the two is another idea for the innovative development of new media art design. The organic combination of static and dynamic can not only express the beauty of static artistic conception, but also further increase the hierarchical and synergistic effect, so as to strengthen the intuitive perception intensity of art design.

3.3. Multi-sensory Experience Interaction

In the context of new media, viewers' needs for sensory experience are increasingly diverse. On the basis of traditional two-dimensional visual communication design, designers can strengthen the aesthetic experience and emotional experience from different sensory levels, supplemented by the artistic techniques of new media technology. First of all, in art design, new media technology is used to allocate visual elements reasonably, and on this basis, audio-visual elements such as natural sound, music or specific sound effects are added, which can enhance sensory experience and attract the attention of the audience. Secondly, through the design of situational experience in art experience, we can promote the generation of emotional and psychological interaction, so as to promote the humanized development of art design. Finally, the combination of 5D scene experience and digital visual experience can make art design highlight the characteristics of the times, strengthen the audience's multiple sensory experience, and further promote the innovation of art design.

4. Innovative Strategies of Art Design in the Context of New Media

4.1. Improving Traditional Art Design Means

With the development of the new era and the constant change of the media context, art design has gradually undergone diversified changes according to social needs. Based on the context of new media, art design should apply the advantages of new media technology in design. On the one hand, designers should achieve diversified development. In traditional design, designers rely on pure manual design through simple tools such as paper and pen. Not only is the design process relatively simple, but it is difficult to modify once problems occur. Now, new media technology can diversify the presentation of art and design works, show the traditional design as real animation, video, 3D and other effects, completely change the traditional manual drawing method, and then more efficiently complete the designer's preset design work goals. In addition, designers should actively use new media technology for artistic design. Designers can use new media technology to make more accurate and detailed modifications and improvements to the wrong art works, so as to achieve the most ideal effect of designers. On the other hand, design means should not be limited to a certain region or scope, but should realize diversified cross-border learning. In the current context of new media, the demand of society for design talents is diverse, and a single traditional design talent can no longer meet it. In addition, the aesthetics of designers should be improved. With the increasing development of the new media context, the public's aesthetic has gradually changed with the development of the times, which requires innovative design, humanistic design and humanized design with a stronger sense of responsibility. Therefore, to enhance the traditional art design means, we should not only have more professional design ability, but also carry out cross-border learning and development, and put forward systematic design schemes.

4.2. Enhancing the Interactive Experience of Art Design

The emergence of new media art has gradually led digital technology to the field of art design, and the new language expression and innovative techniques of digital technology have also changed the context of traditional art design. Art design in the context of new media should dare to break through traditional art forms and create new art forms that are accepted by the public. In other words, designers should fully present the advantages of artificial intelligence through new media technology, so as to enhance the interactive experience of art design. From the perspective of Media Archaeology and media ecology, it can be interpreted as the high integration, upgrading and reorganization of traditional art in the new context. In recent years, new media art represented by virtual reality VR technology has gradually become popular. At the same time, it also represents that the door of new media art is opening and sprinting towards a more advanced innovation field. In practice, designers should make full use of VR technology to create game pictures or illustration designs, establish 3D models to increase the visual effect of movies, and open up new artistic space and thinking for the audience through this human-computer interactive experience. In other words, designers should use new media art to break the boundaries of time and space, let information circulate internationally, provide frequent human-computer interaction dialogue, and promote the innovative development of new media advertising art. For example, the Qingming River map in the China Pavilion of the World-expo is the effect of the designer's digital dynamic evolution through traditional calligraphy and painting works, so that the audience can personally experience the prosperous scenery of Kaifeng in the Northern Song Dynasty (see Figure 1). Designers should learn this interactive experience mode and fully implement it. This interactive experience has gradually become the inevitable trend of the development of new media and intelligent era in the future.



Figure 1 Digital dynamic effect of Qingming River map

4.3. Improving the Core Concept of Art Design

Art design in the context of modern new media should not only provide convenience for traditional design and make it concise and practical in the specific operation process, but also fully improve the core concept of art design and make art design ideas more diversified. At this stage, with the advent of the new media era, digital technology has completed many creative tasks related to designers, greatly improving the efficiency, methods and core concepts of art design, and creating different contextual features for it. Therefore, the current artistic design context and creative objects need to be changed. For example, traditional design can absorb digital technology through the context of modern new media to make art design works more scientific and technological, and meet the preferences of the audience. Specifically, new media art and design works should be more humanized, and can accurately capture different tiny moments within a certain time, such as the sound of wing amplitude, different breathing sounds, water flow sound, wind and other subtle sounds. In a word, art design in the context of new media should expand the innovative thinking of art design and create fields that are difficult for traditional art design.

5. Conclusion

To sum up, new media technology has changed the traditional art design methods and provided more diversified display forms for art design, which is feasible. Therefore, relevant personnel need to improve and expand the art design mode on the basis of mastering the communication characteristics in the context of new media, so as to better use the context of new media, and finally comprehensively improve the level of art design, so that new media can become an important driving force to promote the full development of art design.

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