

The Research on the Status Quo and Problems of the Emerging Digital Media Art Major Teaching

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Keywords: Emerging media, Digital media, Art major, Art teaching

Abstract: New media art is a very comprehensive form of artistic expression, which belongs to the field of interdisciplinary disciplines, and includes multiple technologies and multiple media. At present, the society's demand for digital media technology talents has gradually increased, and major universities have opened corresponding majors, which fully reflects the social function of education. The opening of the digital media technology major should fill the gap in the talent market. However, in fact, students in this major still have the dilemma of not being able to find a suitable job, forming a situation of digital media technology talent surplus. With the development and popularization of computers, digital media art has also gradually flourished. Combining digital technology with modern media can help us achieve the organic combination of emotional and rational thinking, and on this basis, fully charm the culture. Based on the analysis of digital media art, this article conducts a simple study on the development status and problems of Chinese digital media art.

1. Introduction

In modern society, digital media technology has developed rapidly, has been widely used in various fields, and has achieved good results. New media art with digital media art as its core has become the core part of the digital creative industry. It is a new type of industry with low energy consumption, low pollution, and high employment [1]. It has played a very important role in China's economic development.

The idea of “digital media” is gradually gaining popularity. What we have to admit is that humanity will usher in a brand new era-the era of “digital survival”. It enables everything to be expressed as “digital” and constantly beautifies data with special meanings, leading to digitalization also moving to the forefront of art. It is precisely because of the comprehensive use of digital media that many related ancillary products have been produced [1]. Due to the rapid progress of the three technologies of computer, network, and digital communication, the previous media have gradually become digitalized. This and the new generation of computer animation and virtual reality have formed a new type of communication media.

2. Digital Media Art Overview

Compared with other forms of art, digital media art is more comprehensive. It is a collection of science, art, and humanities. The design process is not only by drawing traditional manuscripts, but by integrating modeling, interaction, digital image processing, information, communication and other disciplines. Among them, the numbers represent the scientific and technological aspects of the art, the media represent the industry in which the art is based, and the art represents its nature. The above-mentioned technologies are applied to artistic creation [2]. Moreover, unlike traditional hand-painted, artistic creation using computer technology, it can also be repeatedly edited, reorganized, and can deconstruct moving images, integrate various types of media with strong time correlation, and use “interactive” methods to achieve audience “Zero distance” from the works, so that the audience can get a better art appreciation experience.

3. Characteristics of Digital Media Art

Digital media art itself has distinctive characteristics, mainly virtuality, integration, interaction and nationality. Its virtuality is manifested in the use of digital technology to express the world imagined by the creator, “materialize” the things that originally existed in the creator's mind, and reflects the creator's artistic thinking. Fusion is the fusion between art and digital media. With the help of digital platforms, traditional art and digital technology are merged together to produce a new kind of creation that will make the audience refreshed [2]. Interactivity, on the one hand, refers to the interaction between digital and realistic images, and on the other hand, the interaction between creators and viewers. Nationality, that is, with the development of information technology, digital media art is welcomed by the public. Both the creator and the viewer have achieved nationalization. On the basis of the above, China's digital media art has derived national, global and comprehensive characteristics. The emergence of new technology and new creative thinking has brought new challenges and opportunities to the field of Chinese art. Chinese art creators have absorbed the essence of traditional Chinese culture and incorporated it into the modern design of digital media art, which reflects China [1]. The characteristics and national personality have also given China's native culture a strong vitality in the international universal design concept, which has been further recognized by the world.

4. Development Status of Emerging Digital Media Art

At present, the development status of digital media art is not optimistic. There are many phenomena such as lack of advanced creative ideas and cultural heritage [2]. The existence of these problems has hindered the development of digital media art, and therefore it should be given high attention.

4.1 Lack of Advanced Creative Ideas and Insufficient Innovation Ability

Compared with the development of digital media art in some developed countries, it is not difficult to find that the creative ideas of most Chinese artists are relatively backward, and they lack the necessary understanding of digital media art design content, and it is difficult to accept and understand the creation of digital art. In the creative process, the traditional creative concept is still adhered to, which makes it difficult for his works to meet the needs of the market [3]. Not only that, because of the lack of innovation in digital media art creation, the assimilation of digital media art works on the market is relatively serious, which has hindered the sustainability of China's digital media art industry to a certain extent.

4.2 Lack of Profound Humanities

Nowadays, digital media and art are developing rapidly, and are moving towards diversification. As an ancient civilization with thousands of years of cultural heritage, China should give full play to the positive role of digital media art to promote traditional Chinese culture [3]. However, contrary to expectations, China's digital media art is still unable to meet the international community and present a marginal development trend. In order to promote the sustainable development of digital media art, we should take traditional culture as the foundation, avoid blind worship of western culture, realize the organic combination of traditional culture and digital media art, and comprehensively and deeply understand Chinese traditional culture.

4.3 Reliance on Computer Software and Other Technical Means is Severe

As one of the important forms of the organic combination of art and science, digital media technology embodies human wisdom on the one hand, and enriches the thinking of artists on the other, but it is worth noting that if you rely too much on technologies such as computers, It is not conducive to the improvement of the personal technical level of the artist group. This phenomenon is very prominent in the group of young artists [4]. For the majority of young artists, computer software and other technical means are very convenient to apply and can greatly improve work efficiency. In the

long run, it is not conducive to the improvement of the creative consciousness of the artist group, it is difficult to make the spiritual realm reach the expected goal, and it is very unfavorable to the improvement of the level of artistic works.

5. Problems in Emerging Digital Media Art Teaching

New media art is a new art discipline in China. The author's investigation and research in the teaching of this discipline found that there are three main problems: teaching orientation, teaching content, and teaching resources [5].

5.1 Unclear Teaching Positioning

New media art is a very comprehensive form of artistic expression, which belongs to the field of interdisciplinary disciplines, and includes multiple technologies and multiple media [4]. Due to the unclear positioning of the subject teaching, the curriculum structure is unreasonable, the curriculum teaching goals are not clear, the teaching reform direction is inaccurate, and the lack of pertinence of the teaching content affects the healthy development of the new media arts discipline.

5.2 The Teaching Content is Unreasonable

The unreasonable content of art teaching in new media is mainly manifested in two aspects: the lack of emphasis on theoretical teaching and the poor handling of the relationship between art and technology [5].

1) Ignore theory teaching. New media art is a subject with strong practicality, but because of too much emphasis and practice, neglecting the study and research of theory, it is extremely unfavorable to the teaching development of this subject. Teachers of new media art should first pay attention to the more advanced art criticism and art theory research results in this field, and then guide students to learn certain theoretical knowledge before conducting practical activities in teaching new media art [3].

2) The relationship between art and technology. The teaching content of the new media art major is mainly divided into two aspects: art and technology. Art is mainly focused on the creative level, while technology is more mainly practical. The relationship between art and technology in the professional setting is without clarity, the teaching process will fall into a state of no purpose. Emphasizing art or technology is closely related to the academic advantages, professional characteristics, and teaching resources of various colleges and universities [6]. The priority and proportion of art and technology should be determined according to actual conditions. In teaching, the unreasonable or unscientific handling of the relationship between art and technology has become a major problem in the teaching of many new media art majors.

5.3 Shortage of Teaching Resources

The lack of teaching resources of new media art is mainly reflected in the three levels of teachers, teaching materials and equipment. If these three aspects cannot be solved in the teaching of new media art, it will directly affect the effectiveness of teaching.

1) Faculty. In the teaching of new media art, the art creation and production links in different fields such as digital imaging, installation art, three-dimensional animation, and interactive media are formed according to the differences in the use of technology and interdisciplinary subjects [5]. Therefore, the new media art major has high requirements for teachers. The teachers of the courses not only need to have a high degree of professional arts, be able to use a variety of software and hardware, but also need to have a diverse knowledge structure and theoretical foundation.

2) Ancillary teaching materials. The high-level supporting textbooks that can be applied to the teaching requirements of new media arts are extremely scarce. This is also a very important issue that affects and restricts the development of new media arts teaching [4]. With a high level of supporting teaching materials, a reasonable talent training model can be realized, and a course structure can be set up more reasonably.

3) Teaching equipment. New media art is a comprehensive art form based on technology and characterized by high technology. The requirements for professional teaching equipment are very high. In the promotion of new media art teaching, various training studios and high-end workstations need to be established, such as photography training studios, special effects studios, installation art studios, and interactive audio and video studios [6]. The establishment of these studios they all need highly-configured computers as the basic conditions. At the same time, they need to be equipped with relevant professional technical equipment in order to truly complete the practical training part of practical teaching, instead of teaching on paper. Therefore, it is necessary to invest heavily in teaching equipment for new media art. The aging and shortage of teaching equipment will directly affect the final quality of talent training.

6. Development Prospects of Emerging Digital Media Art

6.1 Closer Integration with Traditional Art

At present, China's digital media art is only in its infancy. Faced with many problems and deficiencies, professionals in related fields are also researching and exploring. Professional technology needs to be strengthened, and the digital art needs to be further improved. However, China has a cultural heritage of 5,000 years. With the continuous pursuit and exploration of art workers, Chinese digital media art absorbs many excellent elements from traditional culture and promotes its continuous development. Its connotations are richer and more national.

6.2 Double Integration between Disciplines in Different Fields

Everyone understands that digital media art encompasses many disciplines. With the advancement of computer and Internet means, there are more and more similarities between divergent disciplines, and the mutual integration between disciplines has become closer, and digital media has been stimulated at a higher level [5]. At present, digital media art places higher requirements on the quality of talents, requiring learners to strengthen communication with personnel in other disciplines, and at the same time carry out studies on the culture of related disciplines and promote integration.

6.3 Diversity of Digital Media Art

Digital media art has many characteristics such as openness, interaction, and diversity. In the process of continuous development and progress, it will certainly contribute more artistic expressions, provide more new forms, and bring more to consumers artistic experience. Digital media art, a new art form, has made rapid progress, and has a very broad space and highly anticipated development prospects [7]. Looking back on the development of digital media art over the past decades, the interaction between traditional and modern culture, the combination of science and art, and the continuous updating of digital technology and computer software have become the main driving forces for the development of digital media art. It should be said that contemporary society has entered the era of digital media art.

6.4 Create More Miracles and Achievements

Digital media art has the characteristics of openness, interaction, and integration, among which the characteristics will change with the change of the times, showing more and more art forms, and finally realizing any combination of art forms. In recent years, China's computer network technology has developed rapidly. Its application in the creation of works of art can effectively combine computer technology with works of art [7]. When people watch, they seem to have a good experience visually, and simulation virtual effects appear.

7. Summary

In this modern society, strengthening the dissemination of digital media art can effectively combine traditional Chinese culture with social marketing channels, and lay a good foundation for the

revitalization of the cultural industry. This article conducts a simple study on the current status and problems of digital art development. There are still some shortcomings in the article. I hope that Chinese professional and technical personnel will strengthen their research on the current status and future development of digital art.

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