On the New Aesthetic Features of Digital Media Art

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Abstract: With the rapid development of economy, science and technology have made unprecedented progress, and people's life and the development of industries have changed. In this case, artistic creation has gradually entered the digital age from traditional production, which is the trend of the times. Digital media art is the product of conforming to the trend of the times, is an important part of today's art, and has unique artistic charm. With the development of new media information technology, digital media art has been gradually applied to various fields of modern art creation, and it has a well-deserved place in art creation. Starting from the main concepts of digital media art, this paper analyzes the aesthetic features of digital media art, and combines the traditional art display forms with digital media organically, so as to promote the further development of students' ability to comprehend art and add color to people's daily life.

1. Introduction

With the development and progress of the times, artistic creation has entered a digital era. Since then, the traditional artistic creation pattern will be broken and the traditional artistic creation style will be compatible. In the digital media art era, new aesthetic features will gradually appear in front of the public [1]. The traditional art creation mode has gradually revealed its limitations. The limited elements and expression methods can not fully express people's spiritual thoughts. However, digital media art came into being in the network era. Its various aesthetic characteristics can not only meet people's sensory requirements, but also constantly refresh people's cognition of aesthetics [2]. In the process of the development of digital media, digital media art, a new art display mode, has emerged, which complements the defects existing in the traditional art display form, makes the art display mode more diversified, and has an impact on the traditional art display form [3]. Digital media is a media form established by computer, and its artistic characteristics are unique. The advantages of this media form are mainly reflected in the combination of information technology and meeting the development needs of the information society. Digital media art is the culture represented by science, technology and art, and science and culture are the two important cornerstones of human development. Therefore, digital media art is necessary for National Development [4].

With the rapid development of economy, science and technology have also developed unprecedentedly, and the development of people's life and industry are changing. In this case, artistic creation has gradually entered the digital era from traditional production, which is the trend of the development of the times [5]. In the new digital era, the design inspiration of art creators is richer, and art creators can get more inspiration, so as to enrich the connotation of works and ensure the quality of works. Digital media is widely used in all walks of life, especially in TV news, film and television animation, which has brought the best quality service to the public [6]. It is a type established by computer, showing a unique art type. In order to better meet the requirements of the public, some excellent artists began to use the new digital media technology to complete a wealth of art works, and also showed characteristic aesthetic value and diversified art style types [7]. Digital media can enhance the artistic perception and display art comprehensively from vision to touch, so as to explore the potential artistic characteristics. This paper analyzes the new aesthetic characteristics of this new design mode and its practical application, so as to lay a foundation for better enriching the human spiritual world.

2. Concept of digital media art

With the development of digitalization, virtual technology has developed rapidly. People can complete their works according to the actual situation through virtual technology, and their visual perception is more intense, which is extremely helpful for the creation of artistic works. The network has made people accept many unprecedented new things, and made people feel tired of traditional art. The appearance of digital media art just makes up for this defect, makes artistic creation richer and more diverse, and makes people feel the beauty of art beyond words. Digital media art is an art form based on the digital age. Compared with traditional art forms, digital media art mainly relies on computer technology, so its technical content is higher than the design of traditional media art [8]. With the rapid development of Internet technology, digital media art can integrate a large number of scientific elements and artistic elements, and evolve into a new digital media art. Digital media art, developed on the basis of computer network technology, uses digital technology to express various elements such as color, graphics, images and sound effects, and realizes the integration of various elements, so as to create and make people feel more beautiful and true. Figure 1 shows the design works of students majoring in digital media art.

Figure 1 Design works of students majoring in digital media art

Digital media art is an innovation based on traditional media art, which is not only an inheritance of tradition, but also an innovation of tradition. Digital media art adapts to the development of the new era. Digital media art is a kind of artistic creation form which integrates perceptual cognition and rational technology. Different from the traditional artistic creation form, this artistic creation form is more dependent on computer technology, more dependent on processing means such as images and information, and its forms of expression are more diversified, and its creative fields are more diversified. Therefore, its aesthetic features are also different from traditional artistic aesthetics. Its unique expression forms and distinctive expression techniques combine science and technology with art, which brings people sensual enjoyment.

3. New aesthetics of digital media art

3.1. Popular beauty of digital media art

Art comes from life and feeds back into it. When developing digital media art, using various scientific and technological equipment can show people more charm and attract people to participate in the process of appreciating and creating art. At the same time, digital media art not only exerts its own appreciation value, but also cultivates an artistic atmosphere more in line with the unified appreciation level of the masses, which makes the artistic features of digital media art show more civilian characteristics. With the convenience and practicality brought by media information technology, the digitalization of society is deepening day by day. Everyone in life is the receiver and user of multimedia information. Combining media technology with art with high quality can meet people's demand for high quality art. The effective combination of media and information technology and the development trend of digitalization have been highly recognized by people, and can also meet the high demands of people for art appreciation today.

The art forms displayed by digital media can meet the appreciation standards of different ages and salary classes, thus showing a popular development trend. However, the traditional art form is

relatively high-end, and there is a certain gap with the development level of civilians. Digital media art provides a variety of creative forms and methods for art creators. In terms of crowd satisfaction, it can cover most people in society. Different people of different ages and different economic levels can find their own artistic appeal in digital media art, which is characterized by popular development. Different art forms can be transmitted to different audiences more quickly through specific media platforms, and the works are continuously improved and innovated through the audience's evaluation and suggestions by relying on media technology, so that art can jump out of the shackles of traditional ideas and ideas, and continuously improve the public's cultural aesthetics and acceptance of art and culture.

3.2. Dynamic beauty of digital media art

It will have a great impact on the classics reading of the space viewer. Whether it is painting or sculpture, it is necessary to deeply interpret the artistic thoughts from the space. With the digital media entering the art field, the spatial structure of works has been solved in a way. Network technology has also reformed the way of presenting works. The presentation of works of art is no longer restricted by geographical location, but can be displayed to the whole world in the virtual space developed by network technology. Traditional art forms can only bring specific and single sensory experience to the audience. With the introduction of new media technology, the art form combined with it can often bring intense stimulation to various senses of the audience at the same time, so that the traditional art works can be changed from static to dynamic, so that the audience does not need to be isolated by drawing paper or words when appreciating art, and show the audience different dynamic images, different light and shadow environments and different display rhythms of the art works, so that they can be understood by the audience in a more detailed and intuitive way [9]. For creators, virtual space may also be a source of inspiration, a place to collect creative materials, a place to test special creative methods, etc., and expand the aesthetic accomplishment of creation. Scenes in virtual space can be designed casually according to the subject's own wishes and thoughts, which is conducive to enhancing the imagination of viewers and creators.

3.3. Technical beauty of digital media art

In the past, if a work of art wanted to be perfect, it must have appropriate and reasonable technical support. The new era is the era of great development of digital media technology. If a work of art wants to stand out among other works and attract audiences, it must be combined with digital media technology. Through the application of information technology and combining with many disciplines, digital media art realizes the reasonable construction of digital media, which makes it present unique artistic features compared with the previous art forms, and it is precisely because of its unique artistic features that it has been widely used. In the process of the development of digital media art, people develop digital media art from various forms by further supplementing the traditional aesthetic concepts and the connotation of artistic language.

Because digital media art often needs to be applied to various contents when it is displayed, and it needs to organically integrate natural science and humanities, and when it establishes its own aesthetic characteristics, it applies various knowledge, so it has certain multimedia characteristics. The introduction of digital media technology can greatly enhance the immersive sense of substitution brought by works of art to the audience, so that works of art can not only be confined to the sensory level of vision and touch, but also be added with a certain interactive experience. Through media technology, the audience and art can communicate deeply in spirit and thought, thus fundamentally enhancing the artistic level and cultural aesthetic feeling of works at the sensory experience level. Compared with the traditional art display methods, it can be found that the use of digital media art can break through the limitations of previous art forms, and make cooperative use of multiple disciplines and learned knowledge, which makes the artistic momentum of digital media more vigorous.

4. Conclusions

With the rapid development of network technology and its wide application in various fields, the effective innovation of digital media has presented people with a new artistic impression. Compared with the previous media forms, the artistic forms presented by digital media are more in line with people's aesthetic needs, and the artistic connotation of the works is deeply understood through vision and hearing. By analyzing the new aesthetic features of digital media art, it can be found that digital media art breaks through the traditional art display mode, puts forward multiple possibilities for artistic creation, and enriches the creative process of artists. The new artistic tendency and aesthetic characteristics of digital art show the audience the variety of artistic skills, and let the audience know the beauty of artistic works. Combining digital media technology with animation design can not only significantly improve the picture sense of animation, but also help highlight the value atmosphere of Chinese animation. In this process, creators need to truly understand the connotation of digital media art, understand its aesthetic features, and make rational use of technical means to maximize its aesthetics. Authors should also realize that while creating new works, they should make use of their aesthetic characteristics to promote the promotion and inheritance of traditional art, so as to realize the further development of modern art.

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