

Digital Media in Urban Cultural and Creative Industries: Postprint

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Abstract

With the advancement of science and technology, urban cultural and creative industries have witnessed new developments. In the process of developing creative cultural industries, digital media plays an increasingly important role. Through a combination of the author's research and experience, this article analyzes the application of digital media in urban cultural and creative industries, providing references and insights for relevant practitioners.

Full Text

Digital Media in Urban Cultural and Creative Industries

Abstract: With the advancement of science and technology, urban cultural and creative industries have entered a new phase of development. In this process, digital media plays an increasingly important role. Drawing upon the author's research and practical experience, this article analyzes the application of digital media in urban cultural and creative industries, providing valuable references for relevant practitioners.

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With social development, the cultural industry has made tremendous progress, and technical requirements continue to rise. Against this backdrop of technological advancement, urban cultural and creative industries have emerged as a new type of industry. These industries achieve organic integration of culture and economic development through new technological means, forming a sector that transcends geographical boundaries and traditional industries. For urban

cultural and creative industries, creativity is the core. With the development of digital media technology, it has become an important method for information dissemination, holding significant implications for the development of urban cultural and creative industries.

1. The Status and Role of Digital Media in Cultural and Creative Industries

Digital media encompasses many forms and can digitize information dissemination through images, audio, and other means. In fact, digital media has influenced multiple sectors of society, being widely applied in film, television, advertising production, and other fields. At present, digital media serves as an important information carrier and has tremendous impact on urban cultural and creative industries.

1.1 Digital Media as a Key Carrier for Cultural and Creative Industries In recent years, communication media have continuously evolved, and multimedia technologies have influenced traditional culture. Digital media serves as an important carrier for disseminating cultural and creative industries, enabling better distribution of urban cultural and creative products. Digital media is a crucial vehicle for information transmission, and urban cultural and creative industries often take the form of images, videos, and other content that can be displayed through network technology. Through the internet, people can download their favorite files and obtain needed information via mobile phones. Overall, our daily lives are becoming increasingly dependent on networks. Through online multimedia, diverse creative information is better integrated, facilitating more effective information dissemination. Network media is instantaneous and diverse, making information transmission in urban cultural and creative industries more fluid.

1.2 Digital Media as the Primary Technical Means for Cultural and Creative Industries To promote the development of urban cultural and creative industries, we must first leverage the driving role of technological innovation. In technological innovation, digital media content design is a crucial component. Through technological innovation, digital media achieves organic integration of data and enables communication and complementarity among various media forms, breaking past constraints of culture and art, which benefits the development of urban cultural and creative industries. In fields such as online gaming and advertising, digital media plays an important role in data and information collection, processing, and dissemination. With the continuous development of cultural and creativity, technical requirements are increasing, and against this backdrop of technological improvement, urban cultural and creative industries will achieve further development.

1.3 Digital Media Art Design and Urban Cultural and Creative Industries Digital media art design technology is inherently virtual. Therefore,

to disseminate specific design content using this technology, certain carriers are necessary, and urban cultural and creative industries serve as important carriers. Digital media art design is highly specialized and demands advanced technical expertise. However, due to the current shortage of high-level technical talent in society, urban cultural and creative industries emphasize that personnel must have a deep understanding of urban culture and master advanced digital media art to make positive contributions to the overall development of these industries. In promoting the development of urban cultural and creative industries, some highly popular sectors such as animation design, film and television industries, and advertising design can all utilize digital media art. This not only enables better application of digital media art design but also facilitates the establishment of a digital media art design industry system characterized by animation, film/television, and advertising design within urban cultural and creative industries, thereby better promoting their development.

2. The Impact of Digital Media on Urban Cultural and Creative Industries Development

Digital media refers to information carriers that record, process, disseminate, and acquire information in binary form. These carriers include digital text, graphics, images, sound, video, animation, and other sensory media, as well as representation media (codes) that represent these sensory media, collectively known as logical media, and physical media that store, transmit, and display logical media. However, digital media commonly refers to sensory media. For urban cultural and creative industries, low cost creates a development advantage. With the development of science and technology, product differentiation holds greater value. For creative cultural industries that require three-dimensional imaging technology, enterprises must have their own distinctive features and differ from others to achieve further development. How to innovate existing creative concepts through digital media to serve urban cultural and creative industries is a challenge many enterprises must now address. The digitization of digital media well demonstrates its cost-effectiveness, increasing promotional efforts while saving on marketing costs. With improving digital technology levels, urban cultural and creative industries can achieve sustainable development.

Since the 21st century, digital media has included cultural content products and services generated, produced, managed, disseminated, operated, and consumed through digital technology, possessing attributes of high value-added, strong radiation, low consumption, broad employment, and soft penetration. Digital media art design is highly advanced and influences many popular industries, with significant development in first-tier cities like Beijing, Shanghai, and Guangzhou. Through digital media technology, entire urban cultural and creative industries are flourishing, developing better through video websites and social media. Currently, many cities in China have established their own digital media urban cultural and creative industry zones, with Hengdian Film and Television Industry Base being an important example. Under the guidance of

relevant national policies, digital media will inevitably play a greater role in the future. Through continuously developing digital media art, urban cultural and creative industries can unleash their creative potential, helping to reflect the unique cultural characteristics of cities and further demonstrating their artistic value.

3. Application Pathways of Digital Media in Urban Cultural and Creative Industries Development

In today's society, digital media plays an increasingly important role in urban cultural and creative industries. Through digital media technology, the innovative and cultural characteristics of these industries become more prominent. Therefore, for each city, it is essential to combine digital media with the city's own features, reflect its cultural characteristics, further research scientific cultural and creative industry projects, and promote urban cultural and creative industries through digital media. The following analysis of digital media application pathways in urban cultural and creative industries development is based on the author's practical experience.

3.1 Integrating Digital Resources to Form Industrial Clusters and Achieve Differentiated Development For various cities, it is necessary to leverage regional advantages, scientifically integrate digital resources, form distinctive cultural and creative industry clusters, and further develop digital media technology to better serve urban cultural and creative industries and promote their advancement. To facilitate the development of urban cultural and creative industries, relying solely on enterprises is insufficient; regional resource integration and inter-industry cooperation are required to form complete industrial and service chains, enabling common development in surrounding urban areas. Through industrial clustering, industrial upgrading becomes more dynamic. In the digital media era, urban cultural and creative industry clusters are developing well. Through these cluster zones, organic integration of culture and consumption can be achieved, bringing together design companies, technology firms, art companies, and others in one area, allowing the entire industrial ecosystem to encompass more content and form diversified development. Meanwhile, urban cultural and creative industry development can promote differentiated development. For different industries, specific industrial layouts should be clarified in the industrial chain links to achieve specialized and innovative development models.

3.2 Using Digital Media Art Design to Showcase Urban Cultural and Creative Industry Culture Urban cultural and creative industries involve the exhibition of cultural products, the reprocessing of current art, and the manifestation of beauty. Therefore, in urban cultural and creative industries, digital media can enable more people to obtain visual aesthetics and fully experience the cultural nature of these industries. In fact, since digital media technology

differs from mundane text, it should utilize digital media animations to create visual impact, better promote culture, and intuitively display the cultural products and spirit of urban cultural and creative industries.

3.3 Using Digital Media Art Design to Realize Economic Value in Urban Cultural and Creative Industries [Content appears to be missing in the original text]

Through the above analysis, we can see that digital media plays an increasingly important role in urban cultural and creative industries, promoting the transformation of China's social and economic structure. Amid the vigorous development of urban cultural and creative industries, digital media applications should be used to disseminate products and information across all stages. In other words, digital media provides strong momentum and guarantee for the development of cultural and creative industries. This article, based on the author's practical experience, analyzes the impact, status, and role of digital media on urban cultural and creative industries development and proposes applications of digital media in these industries, providing references and insights for relevant practitioners.

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