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Post-print of Innovative Visual Art Analysis in the Context of Digital Media

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Abstract

Currently, China's social economy and technology are developing rapidly, and people's living standards are gradually improving. With material needs satisfied, demands for quality of spiritual life are becoming increasingly diverse. The emergence and development of digital media have also provided visual arts with broader scope for development. In this ever-changing era, visual arts should keep pace with the times, continuously undertake effective reform and innovation, thereby adapting to the development of the digital media era.

Full Text

Preamble

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Innovative Visual Arts Analysis in the Digital Media Context

Abstract: With the rapid development of China's social economy and technology, and the gradual improvement of living standards, people's demands for spiritual life quality have become increasingly rich as their material needs are satisfied. The creation and development of digital media have provided visual arts with broader space for growth. In this ever-changing era, visual arts should keep pace with the times through continuous and effective reform and innovation to adapt to the digital media age.

Keywords: digital media; context; visual arts; innovation

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Visual arts, with their rich artistic connotations including performance and animation, have long been popular among audiences. However, in the digital media context, visual arts must not pursue artistic goals alone; they should more importantly integrate with technology for rational innovation, creating indispensable and wonderful content in people's lives under relevant applied technical conditions [2]. Therefore, innovation in visual arts constitutes a crucial component of this integration within the digital media context.

1. Digital Media Context

Throughout history, art and media have maintained an inseparable relationship, with media serving as the key to artistic practice and dissemination. Digital media refers to carriers that record, process, disseminate, and acquire digital text, graphics, images, sound, video, and animation information in binary form [1]. As an entirely new form of media, digital media offers significantly increased information capacity compared to traditional media, along with precise search functions and accurate information classification. Under these multifaceted advantages, it has become a crucial factor in contemporary life and artistic dissemination. Influenced by digital media, various users can directly operate and select artworks of interest for appreciation, and interact with artists or other audiences through new features such as “bullet comments,” “messages,” and even “forums,” transforming art from a one-way release and dissemination by artists to audiences into a two-way or even multi-way communicative artistic activity.

3. Current State of Visual Arts in the Digital Media Context

Examining the development history of the media field, mass media art has exhibited different characteristics across various periods, yet certain commonalities persist—namely, their impact on people's lives and entertainment. Whether in newspaper printing, television broadcasting, or cinema screening, all have transformed humanities, arts, and social thought. In today's world, with the rapid development of science, technology, and information technology, advancements in digital television, digital cameras, mobile software, and network development have brought enormous opportunities and challenges to visual arts innovation [3]. Initially, visual arts centered on images, providing visual experiences through image creation and processing. Visual arts have since evolved from static images to animation, later incorporating stage elements to produce film and television dramas, and subsequently generating various games, advertisements, and simple video shooting and beautification software within the digital media domain. These developments have enabled visual arts innovation to transcend age, geography, and ideological differences, facilitating communication and exchange across different cultures and languages. Digital media has opened up infinite possibilities for visual arts.

4. Forms of Visual Arts Innovation in the Digital Media Context

In this rapidly changing era, no art form can survive in a fixed posture, and visual arts must similarly undergo transformation from old to new. First, while no art form can remain unchanged forever, the innovation and development of visual arts also require a process from new to old that should not be underestimated. Throughout continuous renewal and change, the classics and essence inherited from old arts should not be abandoned but rather carried forward, as they will play a crucial role in future updates. On the other hand, infusing “old arts” that were once widely popular in visual arts with new ideas, new content, and new forms of the current era can sufficiently perfect the expression of classical arts and enable new visual arts to be sublimated through inheritance. Second, we recognize that art itself possesses certain humanistic colors and reflects social values; innovation in the digital media context should not depart from these inherent colors and values but should combine art with the soul, presenting inner beauty to audiences [4]. Finally, traditional visual art resources should be classified and integrated, then effectively fused according to new modern concepts, transforming their expression and dissemination methods into digital media forms to satisfy people’s needs for appreciating traditional visual arts using modern digital media technology.

6. Development of Visual Arts in the Digital Media Context

The emergence of digital media technology has significantly reduced resource consumption and waste. In the global environment advocating a low-carbon economy, digital media—leveraging high-speed network dissemination, low-cost equipment, and efficient and convenient software platforms—has thoroughly freed people from the environmental troubles caused by past paper-based media and resolved the cumbersome technical processes of visual arts. Visual arts innovation relying on the digital media context has thereby strengthened artistic and ideological exchanges between different cultural concepts, enabling mutual understanding and eliminating differences among different countries and nations worldwide. Meanwhile, the combination of contemporary social innovation and new technologies will be an important development direction in the future, and artistic creative industries will gradually become the mainstream direction of economic and cultural development. The brand-new digital media serves as an important pathway for information dissemination in the digital and information age. Developing visual arts innovation around the digital media context represents not only innovation in artworks themselves but also the future development orientation of the art industry.

In today’s new media era, the focus of visual arts reform must address humanity’s instinctive visual needs and viewing desires. In fact, visual arts will gradually influence people’s aesthetic and cognitive methods. In the digital media

context, visual arts are endowed with entertainment, commercial, and efficient characteristics, which conflict to varying degrees with traditional artistic concepts. Therefore, innovation should deeply explore artistic connotations, refine the essence of traditional arts, and integrate them with contemporary ideas, enabling audiences to resonate with them and thereby effectively improving visual arts quality.

Digital media has brought splendid screens to every corner, and the film industry has attracted considerable attention alongside digital media development. In recent years, the audience for films has continuously expanded. As a traditional visual art form, cinema is influencing the development of arts and the direction of social entertainment. Consequently, film and television works have sprung up like mushrooms after rain. With increasing viewing demands, film and television works are no longer limited to the interpretation and depiction of domestic and foreign classics; many new scripts and new themes have evolved through generations of development, promoting the careers of actors and artists to varying degrees. Simultaneously, because the film industry can generate extremely high returns, it has also created powerful momentum for the development of similar visual arts. Under the influence of high return rates, investors have substantially increased their investments in the film industry, which will inevitably obtain a faster and better development environment in the digital media context [5].

Nowadays, online video, as one of the representatives of visual arts in the digital media era, possesses tremendous vitality. The rise of video websites such as Youku, Sohu, iQiyi, and Miaopai has brought a qualitative leap to the dissemination and innovation of visual arts. Beyond the convenience of pause and fast-forward/rewind functions, these platforms have adopted new forms of “comments” and “bullet comment” systems that integrate art into people’s lives and communication. Miaopai, in particular, has lowered the threshold for visual arts to zero, allowing all art enthusiasts to publish and share their works through such software. They can receive audience feedback through message functions, subsequently improving and optimizing their artworks, enabling more art lovers to join the art industry and achieving better innovation effects.

7. Conclusion

With the development of the information age and the perfection of the media industry, traditional visual arts must inevitably change under its influence. Visual arts innovation in the digital media context will become the core direction of this transformation for traditional visual arts. In the digital media environment, the innovation process possesses more stable and broader development space. Under the influence of digital media technology, visual arts can accomplish work dissemination and communication more rapidly and effectively, achieving continuous improvement through innovation and sublimation through improvement, enabling them to face the opportunities and challenges brought by the digital media era with stability and better promote the development of the art

industry itself.

Digital media has brought splendid screens to every corner. With the development and popularization of computer application technology and network technology, digital media has experienced explosive growth. As an important component of digital media, social media has also achieved extremely rapid popularization. From earlier platforms like QQ and Renren to current Weibo and WeChat, social media has become an indispensable part of people's lives due to its convenient usage and contact methods, extremely fast information dissemination speed, and information popularization capabilities. Coupled with their complex friend relationship networks and unique sharing functions, such software can become important channels for visual arts dissemination, allowing artworks to reach the masses at the fastest speed through numerous social software platforms.

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