



Creative Design of Visual Art in the Context of Digital Media

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Abstract—With the development of modern science and technology communication technology, computer network technology, digital media applications have been widely used, human society is constantly moving towards the digital era, which also makes visual arts constantly refresh the public's vision. At the same time, the traditional visual arts can not meet the new situation of digital media innovation, and there is no more feasible solution in the industry. Therefore, how to innovate Visual Arts in digital media is still a hot issue to be solved. This paper expounds the current situation of the development of visual art, focusing on the problems faced by the development of visual art under the context of digital media visual art innovation design.

Keywords— Digital Media, Visual Art, Innovative Design.

I. INTRODUCTION

With the development of social economy, people are more pursuing the quality of spiritual life, and the development of digital media has greatly opened up people's horizons[1]. As the main way of communication, vision is the important foundation of the development of digital media. Therefore, innovation of visual art in the context of visual media can improve the development speed of digital media, but also promote the development of social and cultural undertakings, and provide more colorful spiritual and cultural life style for the people. When carrying out the visual art innovation in the context of digital media, the relevant departments must combine the specific problems in the development process to make an in-depth discussion, so as to achieve a great breakthrough in the visual art innovation ability in the context of digital media.

II. THE DEVELOPMENT OF VISUAL ARTS

The traditional visual art is based on certain material, which makes people feel all kinds of art forms intuitively[2]. Since ancient times, people have transmitted information through creating visual images, including films and television, paintings, sculptures, handicrafts, buildings, etc. these visual images have been called "visual art" by people's image since their development, which plays a guiding role in the later visual development.

Today's visual arts are mostly based on digital media. The development of digital TV, Internet and mobile phone system makes digital media enter a period of development and prosperity. In short, the context of digital media is based on digital media, through the Internet and mobile network, to achieve the high-speed transmission of images, audio and text. The visual art innovation in the context of digital media has already broken away from the expression form of traditional visual art, and has a more profound and specific impact on people's lives[3]. After going through several important stages, it can usher in another innovation in today's high-tech rapid change and development, which means that it can represent the sign of human society entering a new cultural era. But in recent years, under the influence of the malpractice of the development of digital media, the trend of entertainment, reproduction and commerce is becoming more and more obvious, which is also influenced by people's aesthetic concept and cultural concept, making the development of visual

art face a huge challenge[4]. Therefore, in the face of such an opportunity and challenge, we should take the essence, discard the dross, and develop the visual arts in the context of digital media reasonably and efficiently.

Digital media is a process of recording, disseminating and acquiring information carriers in the form of computer binary. These information carriers include text, pictures, audio, video and other contents. These carriers are all displayed in the form of digital. As a foundation of information communication, digital media context has the characteristics of rapid and timely communication, and also can achieve better interactivity, with the characteristics of national interaction. The openness of information platform, the speed of information communication, the richness of communication content, the universality of audience area and the diversity of communication methods make the context of digital media an indispensable part of the current information age. The context of digital media realizes all-round digitalization, which includes the production, generation, promotion, operation and management of digital platform. "Culture as the body, technology as the medium" is the purpose of digital media [5].

III. CREATIVE DESIGN STRATEGY OF VISUAL ART IN THE CONTEXT OF DIGITAL MEDIA

Technology Innovation Design of Visual Art

To a great extent, the innovation of visual art is in direct proportion to the development of digital media. Therefore, the premise of the development of visual art is to vigorously develop digital media, and skillfully combine digital media technology and visual art to play the largest role. In fact, scientific and technological innovation provides more tenacious vitality and richer forms of expression for visual art. Effectively combining high technology with visual art can present people with a clear and full sense of art and reality, and bring a huge visual feast. In the context of digital media for visual art innovation, some innovative ways should be added to meet the needs of different aesthetic methods, and at the same time, an interactive art can be constructed. For example, through the establishment of a visual art communication website, all people interested in visual art can interact and communicate. Secondly, combine the traditional visual arts effective resources with modern visual art forms, extract the essence, remove the dross, and update their expression so as to make it more in line with the development trend of modern society. Finally, visual art can be combined with VR technology to create a more three-dimensional visual environment. Through real-time computer control, people can more intuitively understand the image to be displayed and bring a new experience. Using some computer means, we can make more virtual things with computers. In changing time through virtual art, we can put things in different time and space into one space, so that people can receive different things at the same time.

Form Innovation Design of Visual Art

The important foundation of visual art innovation in the context of digital media is the continuous change of people's visual needs. The renewal of visual art also affects people's life style and aesthetic needs in different degrees. For example, the visual art innovation in many digital media has the characteristics of entertainment, commerce and replication, which affects people's visual cultural concept in different degrees. In essence, visual art still belongs to the category of art, and still has the essence of art, that is, creativity. This feature can make the visual art make unprecedented changes in both the form of expression and the aesthetic way, and the artistic features will gradually appear. In this process, the first thing is to carry out the form innovation of visual art, that is, to give people a strong visual impact through different innovative ideas and ways of thinking. The visual art innovation under the digital media needs to be selectively integrated into the innovative cultural factors according to the existing resources, influencing people's life style imperceptibly. In addition,

visual art innovation should be based on specific real life, so as to integrate into life faster. Therefore, in the process of visual art innovation in the context of digital media, we should pay more attention to the development of visual art form innovation.

The Concept Innovation Design of Visual Art

In order to realize the visual art innovation in the context of digital media, we need to strengthen the concept innovation of visual art in the context of digital media. In the context of digital media, the concept innovation of visual art gets rid of the traditional form of visual art, and the new form of visual art is widely accepted, which makes the visual art go deep into life. Therefore, it is of great practical significance to strengthen the concept innovation of visual art in the context of digital media.

IV. CONCLUSION

The application of digital media context is gradually integrated into people's life style, and in this trend, in order to make visual art more integrated into real life, it is necessary to constantly innovate digital media. Although facing a series of difficulties and challenges, visual art will be paid more and more attention as long as it can conform to people's aesthetic style and the trend of the times, and finally can realize the effective combination of digital media and visual art.

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