Research on the Application of Chinese Elements in Digital Media Art Design

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Abstract: The development of science and technology drives the progress of all walks of life. In the design industry, the traditional hand-painted design method has gradually transformed into the digital media art design method using electronic equipment for artistic creation and design. As a country with a history of more than 5000 years, China has many unique cultures. Therefore, Chinese elements have become the favorite of the design circle in the world. Chinese elements can be seen in many designs. These designs with Chinese elements can not only show the unique artistic charm of China’s culture, but also make international friends feel bright. Therefore, the designs with Chinese elements are quite popular with people from other countries in the world.

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Chinese elements are an art in themselves. With the development of the Internet, there is a lot of multimedia information related to Chinese elements on the Internet. In the era of convenient access to information, more and more foreign designers begin to use Chinese elements for design. The Chinese elements commonly used in digital media art design are also the Chinese elements commonly used in traditional art design, but the difference is that digital media art design will try to use Chinese elements more abstractly. Therefore, this paper studies the application of Chinese elements in digital media art design. Firstly, it summarizes the digital media art design, and then analyzes the common Chinese elements in digital media art design. Finally, it puts forward the application strategy of Chinese elements in digital media art design, hoping to provide some help for designers around the world who use digital media to apply Chinese culture for art design.

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1. Overview of Digital Media Art Design

The so-called digital media design is developed on the basis of design, visual arts, computer graphics and graphics and media technology. Its connotation and essence are a discipline formed by the intersection of these disciplines. Digital media design art is the use of rich and diverse digital information elements for design, including sound, image, digital graphics and image and so on. Modern visual design is in the stage of continuous innovation, with the support of digital technology, its design process is simpler, the design speed is faster, and has more abundant communication carriers and forms of expression, reflecting more and better creativity. With the development of network technology, traditional TV movies have also undergone great changes. Their forms of expression do not conform to people’s modern needs. On the contrary, digital media design can better express people’s ideas with its rich ways of expression and high communication performance.

2. Common Chinese Elements in Digital Media Art Design

(1) Shadow Play Elements
The most common element in China is shadow play. Shadow play has a long history and is loved by people because of its unique lines and edges. Moreover, there is a story behind each figure in shadow play. If shadow play elements are used in digital media art design, the connotation of the designed works can be effectively enhanced. People can think deeply about the works according to the role of shadow play, thus increasing the artistic value of the works. Moreover, if the selected shadow puppet elements are not character elements, but other items in the shadow puppet, it will increase the sense of historical age of these works and make people feel nostalgic. For foreigners, shadow puppets need to use the various items they have not seen, so they will feel very fresh and interesting.

(2) Peking Opera Elements
Peking Opera is also a common element of Chinese elements in digital new media art design. This is because Peking Opera has its unique charm, and Chinese Peking Opera has set off an upsurge all over the world, which is also a major representative of the Chinese tide. For artistic design, it should have an international level, so if Peking Opera elements can be incorporated into the design, Peking Opera lovers all over the world can have strong interest. Moreover, the dress and makeup of Peking Opera characters have very distinct characteristics, and the colors are very rich, which can show the individuality of the works. Like shadow play elements, the characters in Peking Opera also have their own stories, so the use of
Peking Opera elements can also enhance the connotation of the works. At present, Peking Opera elements have been widely used in design, such as clothes, tableware, bookmarks and the like. These works of artistic design are of great appreciation value and have been widely used in the world before the rise of digital new media art. As a long-lasting Chinese element, Peking Opera should also be widely used in the artistic design of digital new media, because the design efficiency of digital new media is higher and the adjustment of color is more detailed, thus showing the charm of Peking Opera elements more deeply.

(3) Ink Painting Elements

Ink painting elements are also the elements often used by Chinese elements in digital media art design. Because ink painting can give people a sense of detachment from vulgarity, and the color of ink painting is also very simple, it will make people feel simple and generous, and can effectively reflect the rich cultural charm of Chinese elements. This kind of ink painting element is a very typical Chinese element, because Chinese ink painting has long been famous in the world. People will think of China as soon as they see the works integrated with ink painting. Furthermore, because of its changeable contents, ink painting elements are also convenient for designers to arrange different ink painting contents according to the actual needs of their works. It is very convenient to apply ink painting elements in digital media art design. Directly adjusting the color of ink painting with color plates can more efficiently reflect the hierarchy of ink painting.

3. The Application Strategy of Chinese Elements in Digital Media Art Design

(1) Get the information of Chinese elements through the Internet.

The most convenient point in digital media art design is that a large number of Chinese element information can be obtained directly on the Internet. However, it should be noted that the use of Chinese elements, cannot involve the issue of infringement. You can learn, but you can’t use it directly. Designers can search for the information of Chinese elements they are interested in on the Internet, screen these information, and select the most suitable Chinese elements for their works. Moreover, because there are some factors inducing thinking in the developed Internet, it is inevitable that some designers will have similar design ideas. In order to avoid the embarrassment of similar works when using the Internet to collect Chinese elements, designers need to understand the relevant designs on the Internet to ensure that there are no similar designs before starting the next work. If similar designs are found, the design scheme needs to be adjusted in time.
(2) **Using computer technology to compare and analyze the design schemes of Chinese elements.**

Digital media art design can use the computer to adjust the work, so compared with the traditional design, this method of color adjustment and creation by computer and electronic equipment will be more efficient. At the same time, designers can complete more projects according to their own ideas. This makes it convenient for designers to open their minds and complete different schemes for the application of Chinese elements in different works. The first draft of each scheme is compared to select the most satisfactory works for further improvement. For those schemes that have no choice, they can be stored in the system first, so that when they have the idea of perfecting the scheme, they can seize the inspiration and adjust the scheme in time.

(3) **We should use Chinese elements in design.**

Because digital media art design supports repeated and rapid revision of manuscripts, the withdrawal function can be used to cancel the unsatisfied modifications, and designers can more confidently and boldly try to match the Chinese elements in the design. Therefore, designers in the use of digital media art design can be diversified in the design and use of Chinese elements, so as to create more artistic works.

4. **Conclusion**

Compared with traditional art design, digital media art design has more efficient and convenient advantages, so it is currently loved by various art designers. Chinese elements are often used in artistic design. After years of development, many Chinese elements are still used frequently in digital media artistic design, such as silhouette elements, Peking Opera elements and ink painting elements. In order to better use Chinese elements in digital media art design, we can obtain the information of Chinese elements through the Internet, use computer technology to compare and analyze the design schemes of Chinese elements, and use Chinese elements in diversified design.

**Works Cited**

