

The Influence of Digital Media Technology on Animation Arts

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ABSTRACT

At present, digital technology is in the ascendant, intelligent software and equipment are constantly upgraded, and the level of digital technology is constantly elevated to higher degree. Digital media technology is more and more widely used in modern animation design, and animation art has become an important form of cultural expression in modern life. The application of digital media technology in animation design has huge development space, and will be more widely used in virtual reality scenes such as the meta universe in the future. The application of digital media technology has laid a solid foundation for the continuous innovation of animation art. As a tool, digital media technology is bound to improve the level of animation production. However, creating an innovative image of animation art and creating animation art works that are popular with the audience requires more innovation and creativity in the content of the works.

KEYWORDS

Digital media technology; Animation art; Animation design

1 Introduction: digital media and digital media technology

Digital media is the most common and commonly used information carrier in today's communication field. Digital information media is generally an information processing carrier used to record, process and deliver digital information in binary digital form. Usually, these information carriers mainly include information physical processing media, sensory processing media and information logic processing media. The narrow sense of digital media also refers to various communication media, mainly including various digital TV images, sounds, influences and digital animation. It is mainly divided into the following types : (1) Important sensory medium refers to the sensory media that had a direct impact on the main sensory structures of the human body at that time and could enable people to obtain a series of important senses at that time, such as digital audio-visual, olfactory, tactile, etc. (2) Direct expression sensory medium mainly refers to an expression medium developed to directly transmit other sensory media, which can efficiently store other sensory media and directly transmit other sensory media from one sensory place to another. (3) Display sensory medium, that is, the display device that can display other sensory media can be mainly divided into two types: one refers to the display sensory media at the input end, and the other refers to the display sensory media at the output end, which can directly convert the radio signal with other sensory display media. (4) Media storage medium refers to a kind of encoding storage media after some sensory information media is digitized, which can be decoded and stored, and is the encoding carrier of some sensory media. (5) Physical transmission audio medium is a physical transmission carrier used to transmit audio signals.

Digital media technology combines traditional digital media technology with other modern information media technology, which is a comprehensive and interactive embodiment of modern

people's ideal life thinking and artistic thinking. Digital multimedia art not only has its own unique artistic and cultural charm, but also has good artistic application language technology and various expression skills. It can be said that digital multimedia and art design are a very dynamic and potential part of the university art design field. The main cultural feature of digital multimedia art is to realize a digital media art with various modern computer technologies. Digital media visual art mainly refers to the use of various digital media technologies and other digital network media technologies to create works of some visual artists. The use of these digital media technologies can create or re-express visual art forms, which is an important core of the current digital network media visual art. This new core design realizes the perfect combination of modern computer communication technology and digital art design, thus fully demonstrating a digital communication media or electronic media.

2 Animation art communication and its feature

Animation, as a borderless art form, is popular all over the world with its unique artistic charm. Compared with other art forms, animation has relatively high plasticity and innovation, therefore its artistic value has great room for improvement. With the rise of new media, new media animation has gradually become the mainstream of the animation industry. This art form not only allows people to see more artistic value of animation, but also enriches the form of expression of design art, which greatly speeds up the spread of design art. To this end, the relevant staff must recognize the internal link between the new media animation and the communication of design art, organically combine art and technology, create an animation art image that is impressive and popular with the audience, and constantly explore effective communication methods, so as to give full play to the art communication value of the new media.

2.1 Interactivity

Compared with traditional media, the most prominent feature of new media is its strong interactivity, which has changed the one-way communication mode of traditional media to a large extent and provided more possibilities for people to exchange art. Specifically, the new media animation is mainly shown in two aspects: first, the new media provides designers with more design methods. Designers can communicate and interact with the audience in a variety of network platforms to master the artistic needs of the audience, so as to design animation works that meet the aesthetic needs of the public. On the other hand, the new media provides more viewing platforms and communication platforms for the audience. The audience can watch animation works anytime and anywhere with the help of mobile devices or network devices, and can also put forward personal views and opinions. While strengthening art communication, it can also strengthen people's artistic literacy, so as to truly display the artistic value of new media animation.

2.2 Derivativity

In fact, in the animation industry, in addition to animation works having the value of art communication, their derivatives also have the value of art communication. From the perspective of art, animation works are the core of design art, and their artistic value is beyond doubt, while their derivatives are the auxiliary content of design art. Although their artistic value cannot be compared with animation works, they have greater economic value. With the integration of new media, the technical value of the animation industry has also improved. Whether animation works or their derivatives, their intrinsic value has improved significantly. This requires relevant staff to recognize

the derivative nature of new media animation, strengthen the development and mining of derivative products, and strive to form a systematic industrial chain while enhancing its artistic value, so as to promote the long-term development of new media animation.

2.3 Virtuality

The main audience group of traditional animation design is children. With the continuous development of new media animation, the audience group of animation design is not only children, but also many adults have become loyal supporters of animation works, which is due to the virtual artistic characteristics of animation. With the support of new media technology, animation design incorporates more virtual elements, realizes the organic combination of animation and real people, and makes people see more "impossible" and "possible". In the virtual animation world, people can deeply feel the artistic experience brought by science and technology, which not only enriches the expression form of art, but also expands the space for people to pursue art, which is very important to strengthen people's artistic literacy.

2.4 Diversity

Traditional animation design mainly focuses on hand drawn animation, which is not only simple in form, but also limited in design content. With the continuous development of new media technology, network technology, mobile devices, sensor technology, simulation technology, etc. provide the possibility for the diversified development of animation design, but also provide designers with a variety of design methods, and ultimately obtain a variety of animation works. In addition, with the integration of new media and animation industry, the presentation of animation works has also undergone tremendous changes. In addition to traditional TV animation, mobile phone animation, demonstration animation and other presentation methods have also emerged, greatly enriching people's artistic experience.

3 The Influence of digital media art design on animation art

3.1 The traditional art design method being changed

In film and television design, digital media art has many application values, such as the use of digital media art in the production process of late films, which is an important improvement of traditional art design. The use of digital media design better shows the animation film and television design, and better expresses the feelings and spirit that you want to express. In traditional art design, makeup and model design are mainly used to attract the attention of the audience, so as to achieve a higher audio-visual effect. However, the digital media art has replaced the traditional art design, and more realistically presents the animation picture. For example, the dangerous scenes in movies cannot be avoided in traditional ways, but the current animation design can create an image scene using digital media to bring a better visual experience.

3.2 Advertising mode being changed

We all know that advertising is to attract consumers through various forms of publicity, and at the same time, it can guide consumers to consume through in-depth understanding of products. In today's animation design, manufacturers can add more animation design to the advertisement to show better effects. Therefore, digital media art design can make animation more distinctive, more unique to show animation art, and bring different visual impact to the audience. In addition, it can

also add scientific and technological elements to animation design, and use various special effects to arouse consumers' interest, thereby changing their consumption interest, so that they can more easily accept the products in the advertisement.

3.3 The games being made more realistic

The application of digital media art in game design has made remarkable achievements. Using the virtual scene of animation design to design characters and arrange scenes can make tasks more distinct, and more vividly and concretely describe the characters' characters, bringing players more real experience. Under the current development of the game industry, the cost of computer games has been quite large. Using digital media technology to transform computer games can promote the further development of computer games, enrich the structure of their game scenes, and constantly enrich the emotions of characters, which has attracted more game lovers' attention.

3.4 The animation technology being promoted pluralistic

Under the influence of digital media art design, animation design has also been developed rapidly, widely used in various fields, and opened up many new fields. Animation design can bring a new development mode to all industries, and at the same time, it can develop from a diversified perspective, and constantly improve the animation scene on the basis of basic design.

4 Making full use of digital media technology to position and promote animation art

Animation itself is a form of expression of design art, and its presentation form affects its artistic value. Therefore, in order to give full play to the artistic value of animation, the relevant staff must strengthen the introduction of new media technology, constantly improve the diversity of animation forms, and strive to expand its artistic space while also meeting the actual needs of people's artistic pursuit to the maximum extent. At present, with the development of film, television network and other communication methods, the presentation of animation is becoming more and more diversified. In order to achieve the wide spread of new media animation, relevant staff need to make artistic positioning for animation from the presentation form, and design diversified animation content in combination with different presentation methods, so as to promote the artistic expression of animation to the highest level.

With the continuous development of new media animation, the goal of animation design has changed greatly from simple viewing to artistic communication. In view of this, the relevant staff needs to make an artistic positioning of animation design from the perspective of communication channels, so as to better play the effective value of its artistic interaction. The emergence of new media has greatly enriched the communication channels of animation. The audience can obtain artistic experience through mobile phones, the Internet and other media or channels, and express their views and opinions in the information technology platform, thus activating their artistic cells in animation art. Therefore, when communicating animation, the relevant staff must give play to the advantages of new media technology, change the traditional communication concept, pay attention to both the level of animation production technology and the creativity of animation art image, and create more animation art works that the audience likes to hear and see.

In the development of animation industry, art design plays a key role. It not only enriches the content of animation works, but also brings beautiful visual effects to the audience. Therefore, in the future development of film and television animation art, designers should constantly improve their

art design ability, apply advanced science and technology to art design, and promote the rapid development of animation industry. Compared with the audiences of other art forms, the audiences of film and television animation in China are younger, and their aesthetic views are more intuitive. The appreciation concept and standard of cartoon audience are not immutable. Over the past 30 years, the audience of Chinese film and television animation has experienced many changes in aesthetic concepts. The evaluation criteria of each stage are very different, which is related to the marketization of animation works on the one hand, and the positioning of animation works themselves on the other hand. Corresponding to these changes is the lack of changes in the guiding ideology of animation production and design in China, which still stays in the late 1980s. The audience is mainly young children or preschool children, and the content is basically based on the promotion of traditional morality. Children at this age are basically unable to consume and passively accept under the guidance of their parents. At the youth stage, there are basically no domestic animation works to adapt to it, but at this time, this group has begun to have a sense of consumption. This market gap has been filled by foreign animation works and game markets. China's animation industry has not gained much benefit in this consumer market. Obviously, the difference between the animation production concept and the audience's appreciation concept will inevitably lead to the gradual loss of the voice of the animation film market, which will inevitably affect the positioning standard, market operation and expansion of China's animation industry. This situation will also be transmitted to the animation industry over time and have a negative impact. Therefore, we should constantly learn from the successful experience of the United States, Japan, South Korea and other digital media technology developed countries, vigorously develop China's digital animation art, and establish the market position of China's digital media technology in the animation field.

5 Conclusion

In recent years, creative and cultural industries such as the animation industry have been strongly supported by the Party and the government. The number of film, television and animation works and related peripheral products in China is on the rise year by year, especially the production and length of animation has surpassed other countries, but China, which has become a large animation production country, has not become a powerful animation country. In recent years, there are few Chinese animation art works with influence among the audience. China's animation industry has not formed a perfect industrial chain like the developed countries such as the United States and Japan. This has an important relationship with the audience positioning of animation art design in China. In order to make the animation industry of our country develop continuously and healthily, we must attach importance to the audience orientation of film and television animation art design and art image. The extensive application of digital media technology is a mainstream of the future information development of human society. At the same time, people are more and more accustomed to coexist with other digital information media. The development of digital information media has strengthened the network communication and information exchange between people in society. Nowadays, the digital information environment not only greatly improves the daily life of modern people, but also profoundly affects the development direction of animation design professional education. The traditional digital media art design can no longer fully meet the needs of art worthy of deep appreciation. The implementation of modern digital media art design education will certainly be a new historical development trend.

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