

# Influence of New Media Art on Art Design and Art Education

Prof. Zhang Chengyi<sup>1</sup> and Li Qunying<sup>2</sup>

<sup>1</sup>College of Textiles and Clothing, Qingdao University, China

<sup>2</sup>Department of Textile and Clothing Engineering, Shandong Vocational College of Light Industry, China

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## **Abstract:**

*The rapid growth of scientific technology, to a great extent, has promoted social development and human advancement, from which also arisen the innovation and evolution of media. The birth and application of new media have a tremendous impact on people's work and daily life and have gradually become the backbone of human development. The new media, with its unique advantages, has won widespread favor, and thus the introduction and application of it in the field of art creation has become an overwhelming trend. However, this does not mean that new media subverted the status of traditional art. What the innovation and evolution of new media art needs is not only the deep root in culture, but also the support of tradition and the moisture of our national culture. We can say that it is traditional folk art that gave birth to new media art, and new media art, in turn, promoted its development. The birth and application of new media art encouraged the innovation and evolution of traditional art, which greatly pushed the reform of art education.*

**Key words:** New media art, Art, Art design, Art education;

The rapid development of scientific technology has accelerated the innovation and evolution of art design, and one major achievement of this development is the birth and application of new media art design. It is certain that the new media art design is the product of our scientific development and the times' progress. It closely follows the pace of the times and is very contemporary while at the same time has a strong commercial atmosphere [1]. Therefore, new media art design needs the awareness of keeping pace with the times, meanwhile continuously innovating and developing. The formation of digital technology has facilitated the artistic communication mode to transform, which means that there will be more diverse and creative works of arts in the future. Conventional art forms can't efficiently satisfy the growing needs of people [2], while as a major achievement of the times' progress and development, new media art has satisfactorily met the increasing needs of people by virtue of its current sense of the times, vast amounts of information and varied forms.

The birth and application of new media art not only exerted a great impact on traditional art, but also accelerated the transformation and innovation of art education. It greatly expanded the field of art. Previously, classic art works seemed totally unfamiliar to people and existed only in the minds of us, but new media art broke the embarrassing dilemma. Relied on advanced digital and simulation technology, it restores the artworks vividly. This has provided with people the convenience to enjoy great artworks [3]. With the continuous improvement of scientific technology, the new media art has gradually become one unavoidable trend in art industry. Especially today, when people from all fields pay much attention to it, the new media art education shows great vitality [4]. What needs to be aware of, however, is that although new media art education has been fruitful in current social environment, it also has shortcomings. For art practitioners, it is a must to emphasize on cultivating new media art talents, to build and perfect the education platform, and to create a rigorous and reasonable system of art education to further push their new media art design to develop [5].

### **1. The characteristics of new media art**

Compared with traditional media, the new media presents the following three major characteristic and advantages: First, it spreads fast and is free of the constraints of time and space. Relying on advanced digital technology, new media art has broken the boundaries in traditional media and established a convenient bridge for people to share information rapidly and maintain close communication. It uses the well-developed network as a vehicle to quickly show people more artistic content with ease while traditional media, including radio and periodicals, need to go through a series of processes. For example, journalists are required to compile and edit the content firstly, and then the organized content is sent to the headquarters and then to the media in all prefecture-level cities or counties through the headquarters. In addition, typesetting and printing and other related processing need to be done, otherwise no way of spreading. New media shows its strong advantages both in terms of speed in communication and modes of transmission. As long as there is a network, new media can spread in a wide range. It has ample forms of communication. Not limited to traditional forms of texts and pictures, it can also resort to audio, video and other means of communication; Secondly, it needs lower

transmission costs. Compared to traditional media, new media, both for production and broadcast cost, is significantly cheaper, and its audience can often easily see all kinds of content in time and at no additional cost. Thirdly, the information is of a large scale and convenient retrieval.

## **2. The impact of new media art on traditional art design**

The innovation and development of design cannot be separated from the help of art and technology while art and especially technology are not immutable, but always in a state of change. At present, an era when all kinds of technologies grow rapidly, the development of scientific technology keep on altering people's internal thinking and living habits. For designers, we must be sensible of the time, and be able to keenly grasp the changes of it. The birth and application of all kinds of new technologies have greatly enriched the forms of artistic expression.

### **1) To enhance the idea of traditional art design**

The application of new media art design has, to a great extent, improved the efficiency of design and promotes the transformation and sublimation of art design idea. Especially in today's society where digital technology is widely used, designers are capable of carrying out a wide range of artistic creation activities with the help of the powerful digital tools, which greatly improves the efficiency of the creation. Today, with the rapid development of information technology and digital technology, the traditional design has suffered a great impact. Technical atmosphere begins to fall upon today's artworks while their humanization features are thus even more prominent. Digital technology can capture many moments that are uneasy for human beings to detect, such as the moment of blooming, which often leaves a deep impression on people. The emergence of new media art design has made up for the defects of traditional design, and has changed and expanded the thinking dimensions of art design.

### **2) To enrich the contents of traditional art design**

In the strong support of digital technology, new media art design has made great progress. The work styles have become more and more plentiful, while the contents are more connotative and diverse. This has provided with the designers a new mode of creation. Of course, this has had a significant impact on traditional art design. As we all know, the traditional art designs are mostly hand-based creation. Designers need to concentrate on producing, so the performance practices are relatively few. However, new media art design is to break the above limitations, since it can not only highlight the artistic effect, but also enrich the means of expression, and most importantly, be modified at any time. This helps to make an exceptionally broad creative space for designers and their better works.

### **3) To add the means of traditional art design**

New media art design draws on the big advantages of digital technology, and has broken the shackles and limitations of traditional art design. Before, when people do their creations, they needed basic tools like paper, pen and ruler. Most of their works were created by hand painting. The whole design process was relatively

simple and it was very difficult to modify the whole design. The new media art design, on the contrary, is available of repeated modification, and the artistic effect it presents is much too vivid and lively. In addition, the new media art design does not require paper, or any conventional tools like pens and rulers. It can be modified freely according to the designers' thoughts with the help of digital technologies to create more satisfying works.

### **3. The impact of new media art on art education reform**

With the continuous improvement of scientific technology, the new media art has gradually become one unavoidable trend in art industry. Especially today, when people from all fields pay much attention to it, the new media art education shows great vitality [6]. What needs to be aware of, however, is that although new media art education has been fruitful in current social environment, it also has shortcomings. For art practitioners, it is a must to emphasize on cultivating new media art talents, to build and perfect the education platform, and to create a rigorous and reasonable system of art education to further push their new media art design to develop [7].

1) Colleges and universities must pay attention to the selection of professional devices when setting up new media art courses. In order to change the current situation of backward art education, many colleges and universities in our country have set up new specialties. However, the new media art profession has stagnated due to the lack of preparations, the unreasonable allocation of teachers and the incomplete deploy of facilities. Therefore, there was no way to get good results of all-round development.

2) New media art covers multidisciplinary content, so its education should highlight the overall awareness. The comprehensive colleges and universities with adequate strength need to promote the development of art education design courses through the rational allocation of existing resources. They should attach importance to the joint application with other related technologies, especially digital technology and information technology, so as to cultivate and deliver a batch of outstanding compound talents for the society.

3) Art educators should enhance their learning awareness, keeping with the pace of the times and learning and updating their cutting-edge knowledge on the basis of this. If colleges and universities want to establish the new media art course, they need to create a good teaching environment and build a team of teachers with strong skills and professionalism to lay a solid foundation for improving their teaching level. New media art design is based on the traditional design but developed a more diverse form of its representation. The information it conveys is also vaster, so the continuous improvement and optimization of the art education mechanism is needed in its education reform process.

### **4. The new media art is the inheritance and development of traditional art design**

New media art breaks through the limited transmissions of traditional art design and emphasizes on the interrelationship between its audience and the related media. Target audience who want to fully and deeply

understand new media need to blend themselves into the artworks, and dig into the works' inner expression rather than just having a superficial look at them. New media art changes the audience's ideas through the effective interaction with them, thus generating new concepts and perceptions. It is clear that the existence of new media art broke the traditional watching style and made convenience for people to excavate the connotation of artworks and appreciate the designers' feelings.

New media artworks convey the designer's emotions to the audience through advanced technology, which helps people to more deeply experience the connotation of the work, while traditional works of art usually use a few words to convey the thoughts and attitudes of designers to people. However, the words they employ are relatively abstract, and the terminology is rather obscure, which makes it hard to understand. New media art can lead people to integrate with the works through a series of modern technologies, to feel the connotation and profound meanings in them, and then to resonate emotionally. In addition, the new media art gives people a visual feast by means of advanced spatial expression forms, giving people a visual enjoyment. This also helps guide people to set up positive values and aesthetic values. Therefore, designers need to pay active attention to advanced technologies and use them, while striving to innovate the existing behavior patterns and the mass media in order to promote the further development of art.

### **5. The prospect of new media art**

In the course of human civilization's development, scientific technology and arts have always maintained a relationship of mutual promotion and common development. However, due to the constraints of related technologies, the evolution is actually not obvious. However, the formation and application of digital technologies greatly promote art's development. In today's society, new media art fundamentally changes art's way of thinking and dissemination. Now art has become an important part of people's work and life. People can use this as their vector of inner feelings. As an important product of the development in scientific technology, new media art design adds much beauty to people's work and life. In the current environment of development, especially with the rapid development of digital technology and information technology, much convenience is provided for information dissemination. As to the development of digital arts education, we should keep pace with times and be adept in capturing favorable opportunities to create a broader developing space for new media art.

### **6. Conclusion**

At present, great changes have taken place in both science and media, and diversification has become the developing trend in all fields around the world. Art is no exception. Nowadays, when all kinds of advanced scientific technology is well-developed, new media art reveals the characteristics of the artworks exhaustively and makes a qualitative leap through the rational application of information technology materials. New media art is not a separate discipline. Instead, it is a comprehensive discipline that integrates media, art and technology. For designers, to create quality works that resonate with the audience, it is necessary to follow closely the pace of times and pay special attention to the relevant technologies as well as master them. The designers need to learn to use advanced technologies to create better works. New media art enhances people's

experience feelings relying on advanced and powerful scientific technology. Its unique artistic charm not only improves the audience's aesthetic level, but also plays a guiding role in the development of mass culture. Although the future development prospect of new media art isn't clear and its intrinsic meanings and values cannot be genuinely sensed, what needs to be cleared is that no effort should be spared to analyze and explore the new media art. Only in this way can we more deeply and more accurately grasp its intrinsic characteristics and create a rigorous and rational new media art system.

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