The Influence of Digital Media Art on Animation Design

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Abstract：With the rapid development of Internet technology, digital media technology has been widely used in all walks of life. Digital media art has gradually penetrated into people's lives. The application of digital media art in animation design has become an important trend in the animation design market. Digital media art has a great influence on animation design. Practitioners related to animation design should understand digital media art, attach importance to the influence of digital media art on animation design, and rationally apply digital media art to animation design.

Keywords：Digital Media Art; Animation Design; Animation Industry

With the development of the society, the progress of the times, digital media art came to be used in the design of our country's animation industry, which not only has brought new opportunities for animation design, and also to a certain extent, to expand the border of the animation design, increased the animation design artistic effect, and given the connotation of animation design more, as well as promote the development of animation industry in China to a great extent. Digital media art is the inevitable trend of the development of art design under the background of today's times, and the animation industry is an important component of China's emerging industries. Good animation design needs digital media art as technical support. This paper mainly discusses the influence of digital media art on animation design.

1. The concept of digital media art

Digital media art refers to the application of modern digital information and media technology in artistic design, which is an innovative form of artistic expression. Digital information technology has brought new prospects for the development of traditional visual art forms, increased the vitality of art design, for the long-term development of art design. The main forms of digital media art creation are digital technology and media technology, and the creative medium is computer. In terms of digital media, it mainly includes photography, animation, film, television, network and other forms, which can be divided into five categories: sensory media, presentation media, display media, storage media and transmission media. And digital media art involves a wider range of industries, digital media art and animation design integration. It can form a new cultural industry and affect the whole cultural market.

Digital media art combines art and information technology perfectly, making it present more excellent works. The rapid development of information technology promotes the development of digital media art, and also promotes the progress of animation design. Digital media art can make animation design more dynamic, in line with the trend of the times, and the combination of digital media art and animation design is the inevitable trend of the development of animation design industry.

2. The influence of digital media art on animation design

2.1 Making a new breakthrough in animation design

In the traditional animation design in the past, animation designers often use manual painting, which runs through the whole process of animation design, making animation design difficult, consuming a lot of manpower, material resources and time, and inefficient animation design. Nowadays, the application of digital media art in animation design can make animation design through

digital media technology, which reduces the difficulty of animation design, saves manpower, time and other resources and improves the efficiency of animation design. In the traditional animation design, it is very difficult to modify the animation because of the manual drawing of the staff. After the application of digital media art, the animation modification can be completed directly on the computer, which reduces the difficulty. To the traditional animation design, the drawing ability of the animation designers is required to be higher, and the animation design under the digital media art requires the designers to have rich and innovative design concepts and ideas. Digital media art provides a broader development platform for animation designers. The animation design has changed from the traditional manual painting to the computer painting of modern technology, and the digital media art has made a new breakthrough in animation design.

2.2 Enriching the form of animation design

Digital media technology has changed the traditional way of animation design. It can combine the image and sound in animation perfectly and efficiently. The design of animation is also transformed from a single image to a variety of images through digital media technology. The animation design with the application of digital media technology is advancing towards the direction of diversified forms. Animation design through digital media technology into a variety of elements, can be diversified in front of people. For example, in animation, color matching is no longer a single black and white, but many color combinations. Animation is not just a single scene, can be paired with a variety of scenes and background music. These changes reflect the influence of digital media art on animation design, which makes the form of animation design richer and more appealing, and enhances the appeal of animation to the public.

2.3 Adding dynamic effect

Digital media art adds movement to animation design. The application of digital media animation design will always be loved and supported by the audience, one of the very important reasons is that digital media art adds dynamic effect to animation design, making it conform to the trend and development of thetimes. In today's society with advanced information technology, traditional animation design has been unable to meet the needs of the audience, and has gradually withdrawn from the market. The 3D animation design integrated with digital media art adds the dynamic effect of animation design. In 3D animation, landscape, character shape more vivid image. This way of animation has a strong innovation, in line with the development trend of the times, widely loved by the masses. Digital media art has produced a great positive impact on animation design, and many films in the animation design have also adopted digital media art.

2.4 Putting forward higher requirements for designers

The application of digital media art in animation design also puts forward higher requirements to animation designers. In the traditional animation design, the designer often uses the way of hand drawing, which mainly requires the designer to have higher painting skills and level. The animation design under the digital media art not only requires the designer to have a certain hand-drawing ability, but also requires the designer to have a strong innovative idea and a higher level of computer processing. The rise of social and economic level makes people have higher requirements for spiritual and cultural life, and they are more in pursuit of creative and innovative things, which put forward higher requirements for designers' ideas and concepts. At the same time, with the development of science and technology, animation from 2D to 3D and then to 5G, the image is more vivid and the visual effect is more shocking. However, the progress of design mode also brings more challenges to designers, requiring designers to have a higher level of computer application ability, and can continue to progress with the development of science and technology for improvement.

3. Application of digital media art animation design

In the new era, digital media technology is widely used in a variety of art and design forms, and digital media art and animation design complement each other and promote the development of each other. The development of digital media technology in China began in 1980, when digital media technology was introduced from abroad and applied in animation design. Compared with foreign countries, China's digital media art application of animation design time is short, lack of experience, and China's animation design can reasonably learn from foreign experience to learn from each other. The integration of digital media technology and animation design has become a new development direction of animation design.

In its application, advertising and games are two important forms of application. Advertising is a very important business in animation design, and the purpose of advertising design is to attract people's attention. In the application of digital media art in advertising design, the cost is lower, and the color is bright, which can bring greater visual impact to people, and enhance the attraction of advertising. At the same time, attention should be paid to the close to people's lives in the advertising design, otherwise

the advertising animation will appear too formal, unable to make the audience to achieve emotional resonance. Game is also one of the main business directions of animation design. In the past, when the level of science and technology and economy was still underdeveloped, the form of games was very simple. In today's new era background, the game industry ushered in the development of the spring, more and more people began to pay attention to the game, and participate in the game. However, animation design in games has high requirements for technical personnel, which requires game animation design practitioners to constantly improve their ability and level, develop more and better games works, and enrich people's lives.

4. Conclusion

Nowadays, with the continuous development of economy and technology, animation design industry is gradually moving towards a new situation of integration with digital media art. Digital media art provides animation industry with new development opportunities, but also brings some challenges. This paper mainly studies the influence of digital media art on animation industry, introduces the concept of digital media art, and puts forward the influence of digital media art on animation design, as well as summarizes the application of digital media art in animation design. It is hoped that this paper can provide some reference for related theoretical research and practice.

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