

# Research on the Value of Digital Media Art in the New Media Era

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**Abstract:** At present, people are living in an era where the level of informatization is gradually improving, and digital media art has also emerged and developed with the continuous development of the times. As a brand—new artistic expression form that can fully integrate Internet technology and traditional art, digital media art is attracting attention with its own unique artistic expression techniques and rich expression charm. Although there are a lot of traditional art, everyone still retains their views on digital media art, but it is undeniable that such a new form of artistic expression can continue without shaking the authoritative background of traditional artistic expressions. Create miracles in art. This article focuses on the cultural value of digital media art itself, hoping to help digital media art gain a higher degree of recognition.

**Keywords:** New Media Era; Digital Media Art; Value

With the ultra—high—speed development of science and technology since this century, digital media art has not only been regarded as a very abstract concept. With the rapid progress of the overall technology of the computer and the Internet and other related information industries, digital media art has so far shown a very vivid and three—dimensional current situation, and has formed a very unique and novel form of expression in front of people. Since the emergence of novel forms of artistic expression, it has been loved by consumers.

## 1. Overview of digital media art

### 1.1 Definition of digital media art

Digital media art is a subject that is formed by the intersection of science and technology and art. It mainly uses technology as the most important means of expression and completes the creation of art through some specific software apps. In addition, because digital media art has relatively high requirements for talent training, it is necessary to focus on both the artistic quality of talents and the improvement of talents' professional quality. The biggest feature of digital media art is that it has strong compatibility and is a very open technology carrier that can be shared with everything. Digital media art is the use of computer binary language for digital processing, through the addition of some carriers, the ultimate realization of the perfect combination of technical means and art.

### 1.2 The current overall development status of digital media art in China

The emergence of digital media art in China started in the 1980s when my country's computer industry showed rapid development. In the beginning, digital media art was only known to a very small number of people. It was only in the mid—1990s that digital media art became more and more popular in China and began to step into many industries. Since then, due to the continuous maturity and development of computer three—dimensional technology, digital media art has also been widely used in many industries such as industry, construction, and design. After that, with the further improvement of my country's economic and technological situation, the application of digital media art began to proliferate relative to the cultural and creative industry, but there are still many remaining problems in the entire development process. On the one hand, digital media

art has broken many traditional shackles and has become more and more civilian. On the other hand, it relies too much on technical means, but lacks professional and technical talents in this field.

## **2. The profound cultural value of digital media art in today's era**

### **2.1 Promote diversified cultural development**

The opening and popularization of the Internet has significantly lowered the threshold for creating online cultural works. Various diversified art works have also emerged, and the overall development of culture has also shown a diversified trend. With the continuous development of Internet technology in today's society, it has also promoted the popularization of a new type of social ecological culture, which has had a great impact on people's thinking. People are often able to convey more diversified concepts and ideas to the general public through the Internet platform, thereby continuously accelerating the overall development and prosperity of culture.

### **2.2 Injecting more spiritual connotations into the current social culture**

The emergence of digital media art has impacted people's concept of overall cultural consumption. In the past, people's requirements for film and television works were often relatively single, but with the development of digital media art, people have more and more expectations for film and television works, and people are eagerly looking forward to getting more emotions while watching film and television works. The resonance of the above, which also reflects the importance of the spiritual connotation of the current social and cultural works.

For example, take various film and television animation works produced by various countries in the contemporary world as examples. They all reflect the cultural characteristics of various countries and regions to a certain extent, and also fully reflect the types of social culture circulating in the corresponding era, and they are also fully reflected. It shows the values of the creators of the works, and the diversification of film and television animation works also fully demonstrates the multicultural characteristics of the times. Through the full integration of artistic expressions and cultural characteristics, more spiritual connotations can be injected into the current social culture, and the people's diverse needs for cultural works can be more satisfied.

### **2.3 Promoting the inheritance of traditional culture in a more diversified manner**

Art works will contain many detailed manifestations of the cultural environment in which the creator lives, and digital media art is no exception. Digital media art has been spreading rapidly through the network platform, and has been able to achieve extraordinary effects that traditional media can hardly match in a relatively short period of time. Digital media art is deeply loved by young people with its cutting-edge performance technology. Digital media art can be based on the background of traditional culture and continue to create, so as to produce more favorites by young people.

## **3. Relevant strategies to promote the cultural value of digital media art**

### **3.1 Increase the interesting elements in artistic creation**

For a work of art to be widely disseminated within the community, the most important thing is to be easy to understand, so that the public is interested in the work. As far as the past is concerned, the ideas contained in traditional art works are too profound, making it difficult for the public to fully understand these works from their own perspective in a short time, and the seriousness of traditional art will cause a certain degree of seriousness to the public. Psychological pressure, so the dissemination of traditional works of art is restricted by these factors. One of the original design concepts of digital media art is to facilitate communication. Therefore, the expression of more digital media art works is relatively simple and direct, and occasionally there are more euphemistic expressions that can be understood through simple thinking.

In addition, entertainment is also an important feature of digital media art. Most of the film and television animation works are popular because of their entertainment and popularity. For example, the cartoon "Bears Infested", which is simple and interesting. The intuitive and easy-to-understand content is deeply loved by parents and children. The good and evil set in the meantime help children to better establish correct values, and the popularity of this comic has also made the episodes and related games and other works become popular in a

short period of time, and are deeply loved by people. The main reason for the success of these films is that they are very easy to understand, and the forms of creation and expression are very interesting.

### **3.2 Pay attention to the convenience and interaction in the form of artistic creation**

Digital media art has the characteristics of convenience and interaction, and these two points also bring great convenience to the creation of digital media art. In the process of creating a work, by shaping interactive works, the cultural value expressed in the work can be better conveyed. These interactions allow people to have a more intuitive experience of the work of art, thereby promoting people's understanding of this work. Kind of understanding of works.

For example, the Terracotta Warriors and Horses of Qin Shihuang, a scenic spot with extraordinary artistic value, was time-consuming and labor-intensive to produce. It took nearly 40 years to construct in ancient times. However, the emergence of modern techniques can greatly change this situation. The skillful use of molds and electric engraving technology can often achieve a high speed of tens of pieces per hour. With the continuous creation of convenient works, the spread of digital media art has also been improved accordingly, and this convenient feature has also fully overcome the limitations brought by space, thus making the overall art work, the speed of transmission becomes faster. Through the organic combination of these two characteristics, very favorable conditions have been created for digital media art to exert its cultural value.

### **3.3 A reasonable balance between artistry and commerciality in the process of artistic creation**

With the overall development of the current domestic economic level in China, the creation and dissemination of domestic works of art in my country is no longer purely pursuing the artistry of the works as in the past, but opportunities are also challenges. The cultural works of today's era are sitting excessively. The phenomenon of commercialization has greatly weakened the artistic value of the artwork itself.

For example, there are many excellent contemporary film works, such as "Fast and Furious", "Captain America", "Star Wars" and so on. These works have gorgeous special effects and are very realistic, with high artistic value, at the same time they are commercial. Considering that many of the artistic effects and thrilling scenes are synthesized by computer technology. Therefore, for digital media art, both artistic and commercial nature should be considered, and the two should be properly combined, so as to ensure that digital media art can have a broader space for development in today's rapid economic expansion. Contains very rich artistic value, so these works will not disappear with the changes of the times, thus ensuring that they can obtain long-term benefits.

## **4. Conclusion**

In summary, digital media art, as a product of the rapid development of the Internet in the new era of development, must integrate China's excellent civilization in a timely manner. Only through the inheritance and development of traditional high-quality culture, the long-term effective penetration of humanistic spirit, and the correct guidance of current mainstream values, can we truly achieve long-term, stable, and benign integrated development, so that digital media art can be better. The service of today's society.

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