

Application of Digital Media Art in Display Environment Design

Tiangang Wei, Di Yang

Shaanxi University of Science & Technology Xi 'an, Shaanxi 710000

Abstract: In the background of the continuous development of science and technology in our country, information technology promotes the transformation and optimization of each industry. The rational use of network technology can provide people with better services. In the process of exhibition design, the application of digital media should be strengthened to better meet the requirements put forward by modern people and ensure the effect of exhibition environment design. Digital media art has a very important impact on display environment design. How to do a good job in the comprehensive use of digital media needs the relevant personnel to carry out a comprehensive analysis and research.

Keywords: Digital media; Network technology; Display design

Introduction:

Generally speaking, digital media technology has a very wide range of applications in various aspects, many industries will use digital media for transformation and optimization, digital media has the characteristics of convenience, speed and so on, is accepted by more and more people, and in the process of traditional display design need to carry out a series of preparatory work, need to grasp the scientific and appropriate way of display. Digital media technology can break through the shortcomings of traditional technology. At present, the exhibition design of our country has a certain lag, adopting the traditional way of exhibition, in the future, the relevant personnel should strengthen the comprehensive application of digital media technology, to ensure the scientific environment design.

1. Overview of digital media

Generally speaking, digital media technology is a combination of traditional technology and digital technology, which basically uses computer technology to carry out the analysis, design, creation and optimization of images and pictures, so as to produce a more three-dimensional and intuitive scene for people to better understand. It can be seen that digital media technology includes visual, auditory and other aspects of art, which undertakes more content than traditional art, but also designs role image, role type and other aspects. Generally speaking, digital media art involves digital image, digital animation, virtual reality network digital, media art, network digital art creation, digital audio, digital media, art synthesis and so on^[1]. In essence, digital media art mainly refers to the use of computer technology to do a good job in various work, grasp the main performance of computer technology in various fields of application, so as to meet the needs of modern aesthetic, improve the overall design effect.

Fundamentally speaking, digital media art is also a type of art produced in order to meet the audience's aesthetic taste. In the process of design, we need to grasp the public aesthetic, which is a process of modern people's perception of objective knowledge and experience of beauty in the process of social life practice. In the process of aesthetic appreciation, people form an image and emotion relationship between nature and society, so as to achieve the unity of subjective and objective, the combination of reason and emotion. The aesthetics of digital media art mainly refers to that the audience can better feel the beauty brought by the works created by digital media and artists through watching them. Under the background of modern information technology, digital media art with computer technology as the core has made up for the deficiency of traditional art and produced certain qualitative changes, thus having a profound impact on artistic aesthetics.

2. The development of digital media art

Now is the information age, with the continuous development of science and technology, the network resources are also further popularized. In combination with the current situation, the development prospect of digital media arts of our country is very good. In the past, people have not enough understanding of advanced science and technology, and lack of understanding of the new concept of digital media arts, which greatly restricts the development of the new digital media arts. Not conducive to ensuring the final effect of design display. Modern society is the golden age for the development of digital media art. It is necessary to do a good job in advocating new art of digital media comprehensively and strengthen the training of professional talents. Relevant personnel should seize the development opportunity and do a good job in the comprehensive application of digital media art scientifically, so as to guarantee the overall display design effect.

3. Features of digital media in display design

3.1 Digital media art is more technological

Digital media art is an organic combination of art and technology, breaking the restrictions of traditional art. Compared with other art forms, the sense of science and technology displayed by this art form is very sufficient. The comprehensive application of digital media art in the process of environmental display design can guarantee the dynamic display design, break the traditional zero-technology display way, and guarantee the sense of science and technology of the works.

3.2 Digital media art is more interactive

Compared with traditional media art, digital media art is relatively strong interactive, can do a good job of information dissemination, has a certain degree of feedback and interaction. At present, under the background of continuous development of science and technology, people now combine digital media and traditional media together and integrate some new crafts, so as to form a brand new art. In the process of traditional display, it is generally necessary to put the displayed objects in the display cabinet, and people can only observe them through their eyes, so that they cannot understand the connotation of things more deeply. Therefore, the comprehensive use of digital media display can stimulate people's initiative, and facilitate people to communicate and exchange in the process of object display.

3.3 Digital media are more entertaining

At present, with the development of more and more science and technology, the application of new technology in the process of environmental display design can guarantee the overall display effect. Virtual technology is a new technology with relatively high technical content. Virtual reality technology mainly refers to the reality of things through the way of virtualization, such as VR technology, mixed reality technology, holographic projection and so on. At present, some science and technology museums, libraries and museums have applied digital media technology to do a good job of product display, and also applied virtual simulation technology to achieve better display effect. In the process of display, there will be entertainment, which can ease people's mood.

4. Application of digital media art in display design

4.1 Space display

Space display is the most common way to display modern digital media art works. Relevant personnel need to comprehensively consider various factors, fully grasp the scene, change space, area, space size and other contents, in the same space environment, different digital media elements will also produce great differences, give people the visual effect is different. Therefore, relevant personnel should do a good job in the actual investigation and analysis of the site, and do a good job in the limited space to adjust the form of space display, so as to play a good visual effect ^[2]. Relevant personnel actively adjust the space distance, space size and lighting effects, with the help of indoor lighting comprehensive design work, so as to bring good visual feelings to people.

4.2 Two-dimensional display design

In the context of the continuous development of digital media technology, two-dimensional technology, three-dimensional technology and animation technology have become more and more mature. These display methods bring more real and intuitive feelings to the audience, and the forms of expression are diversified ^[3]. However, the two-dimensional display design has strict requirements in the process of application. The staff should have strong professional quality and technical knowledge, develop rich imagination, and comprehensively use animation, cartoon, online games and other forms to do a good job in two-dimensional display. The main advantage of two-dimensional display design is that it is more vivid and three-dimensional, which can display scenes, sounds and other contents three-dimensional in front of people, so that people have immersive feelings.

4.3 Network display design

The Internet is closely related to people's real life. According to some surveys, the number of Chinese netizens has reached 1 billion. Therefore, in the process of display design, it is necessary to make full use of the characteristics of big data of the Internet, keep pace with The Times and combine with the rhythm of the development of The Times to ensure the effect of display design ^[4]. Interactive display is a common form of modern digital media art, including graphic design, 3D production, web design, animation production and other types, relevant personnel should be combined with relevant technology to do a good job of comprehensive use, do a good job of big scene display work, to bring people a stronger sense of impact. In 2017, Germany exhibited high-tech interactive display platforms, thus effectively realizing the organic integration of humans and devices. Interactive display platform also provides our country with a learning opportunity, the relevant personnel should strengthen the study of various technologies, and make full use of the Internet to do a good display work, innovative display design methods.

Concluding remarks:

In a word, against the background of continuous development of science and technology, the digital media industry has also achieved further development. Digital media art is the product of the development of modern science and technology, and there will be a better space for development in the future. Therefore, the relevant personnel should fully grasp the advantages of digital media art, and do a comprehensive job of innovation and optimization of the design industry, so as to better serve the public. At the same time, relevant departments also need to do a good job of training professionals, actively adjust advanced technology, and promote the development of digital media.

References:

- [1] XIAO Houting. Analysis of the Application of digital media art in Display Design [J] Modern Decoration (Theory), 2015(02) :110.
- [2] Zhou Shiming, Jia Wenqi. Analysis of the application of digital media art in display design [J] Science Popular (Science Education), 2017 (03) :143.
- [3] Chen Jingwen. The Application of Digital Media Art in Display Design [J] Mass Literature and Art, 2018(15):71.
- [4] Wang Xueyin. Research on the Application of digital Media Art in Virtual Display Space [J]. Art Science and Technology, 2016(9):1.