

Practical Exploration of Integrating Traditional Elements into Digital Media Art Design

Xiangjin Zhu

School of Design, Hainan Vocational University of Science and Technology Hainan Haikou 571126

Abstract: Digital media art and design in the current socio-economic and people's awareness of the level of progress in the context of access to the focus of attention in various fields. With the continuous advancement of economic globalization and the continuous improvement of people's living standards, countries have had a certain collision in culture and other aspects, and the advantages of the traditional Chinese culture have gradually been demonstrated during this period. For this reason, relevant art designers should consider integrating traditional elements into the design of their works, so that the traditional culture of the Chinese nation can be spread more widely, and at the same time, countries around the world can have an in-depth understanding of Chinese traditional culture and realize the development of traditional culture.

Keywords: Digital media art design; Traditional elements; Integration strategy

The extensive application of the Internet makes people in the new era have a certain understanding of digital media art. The expression form of art design can organically combine people's current cognitive needs and real emotional needs in the process of social development. On this basis, if relevant art designers can integrate traditional elements with them, they can realize the diversification of the content of their works, at the same time, it can also promote the further inheritance and promotion of traditional culture with the help of this form of artistic design expression, enhance the design ability and aesthetic level of designers, and promote the organic integration of Chinese traditional culture with world culture.

1. Effective Innovation of Art Design Content

Traditional elements are diverse, and traditional elements in different regions, different historical periods, and different cultural backgrounds have unique manifestations and connotations. When digital media art design integrates traditional elements, it is necessary to excavate the diversity of traditional elements and deeply excavate the cultural connotation of traditional elements, so as to create more innovative works. Digital media art design can use a variety of digital technology to innovate. Such as virtual reality, augmented reality, artificial intelligence and other technologies, through the use of digital technology, traditional elements can be transformed, sublimated, refined, and formed more modern and fashionable works. When traditional elements are integrated, multi-cultural elements can be integrated for innovation.

For example, combining western art, popular culture and other elements with traditional elements to form works with multicultural characteristics, so as to enhance the innovation and attractiveness of the works. Introduce new methods of expression, such as animation, video, music and other techniques, to re-interpret traditional elements to form more expressive and infectious works. Therefore, in order to enhance the innovation of traditional elements into digital media art design, it is necessary to excavate the diversity of traditional elements, use digital technology to innovate, integrate multicultural elements to innovate, and introduce new expression techniques to innovate. Only by continuous and effective innovation can the traditional elements shine more brightly in the digital media art design.

2. Fully highlight the theme of art and culture

When integrating traditional elements in digital media art design, it is necessary to dig deep into the connotation of the theme, find out the common points between traditional elements and themes, and show the diversity and intrinsic value of traditional elements through in-depth understanding of the theme, so as to better highlight the theme of art and culture. Through the use of digital

technology, the theme can be more vivid and intuitive performance, so as to better demonstrate the effect of traditional elements into the theme of art and culture. When the traditional elements are integrated in digital media art design, new expression techniques can be introduced for innovation.

For example, animation, video, music and other techniques can be used to re-interpret traditional elements to form more expressive and infectious works, so as to better highlight the theme of art and culture, highlight the visual effect of the theme, and highlight the theme of art and culture through the prominence of visual effects. Such as innovation in color, shape, composition and other aspects, highlighting the characteristics and connotation of the theme, so as to better express the effect of traditional elements into the theme of art and culture. Therefore, in order to enhance the traditional elements into the digital media art design of the artistic and cultural theme of the highlight, need to dig the theme connotation, the use of digital technology for performance, the introduction of new means of expression, highlighting the visual effects of the theme. Only by fully considering and making efforts in these aspects can traditional elements and artistic and cultural themes complement each other and create more excellent works of art.

3. Effective extraction and reconstruction of traditional elements

Effective extraction and reconstruction of traditional elements is one of the necessary ways to integrate traditional elements into the practice of digital media art design. In the process of extraction and reconstruction of traditional elements, it is necessary to deeply study the historical and cultural connotations of traditional elements and understand their origin, evolution and significance. Only in-depth understanding of the background of traditional elements, in order to better effective extraction and reconstruction. Digital media art design can use a variety of digital technology to extract and reconstruct traditional elements, such as digital scanning, three-dimensional modeling and other technologies. Through the use of digital technology, traditional elements can be transformed, sublimated and refined to form more modern and fashionable works. When traditional elements are extracted and reconstructed, multi-cultural elements can be integrated for innovation.

For example, it can be combined with western art, popular culture and other elements and traditional elements to form works with multicultural characteristics, so as to enhance the innovation and attractiveness of the works. And the extraction and reconstruction of traditional elements can introduce new expression techniques for innovation. Such as the use of animation, video, music and other techniques to re-interpret the traditional elements to form more expressive and infectious works. Therefore, in order to improve the effective extraction and reconstruction of traditional elements into digital media art design, it is necessary to study the historical and cultural connotation of traditional elements, use digital technology to extract and reconstruct, integrate multicultural elements to reconstruct, and introduce new expression techniques to reconstruct. Only by fully considering and making efforts in these aspects can traditional elements and digital media art design complement each other and create more excellent works of art.

4. The accumulation of previous practical experience

In the previous practical experience, we should summarize the use methods and effects of traditional elements in digital media art design, explore new methods and technologies of traditional elements and digital media art design, and share practical experience and experience. In the process of practice, the operation and results of each step should be recorded, including the way, tools and methods of using traditional elements. Recording this information can help us review the whole practice process, find out the problems, and summarize some effective methods and techniques. For each practical experience, it should be analyzed, including the integration effect, application scope, novelty, expressive force, applicable scene and so on. Through the analysis of practical experience, we can identify the factors of success and failure, further summarize the experience and lessons, and provide guidance for the subsequent practice. In practice, we should summarize which successful cases and analyze the reasons for their success.

For example, which traditional elements are more suitable for the expression of digital media art design, how to use traditional elements to integrate into the artistic theme; whether the integration effect of traditional elements and digital media art design can achieve the expected effect, and what factors affect the integration effect; how to use VR technology to reproduce traditional elements, and how to use new digital technology to enhance the expressive force of traditional elements, integrate traditional elements into the practical experience of digital media art design to share with others, exchange experience and experience, so as to continuously improve their practical ability and innovation ability.

5. Use of the symbolic meaning of traditional elements

Traditional elements often represent a kind of cultural, historical or spiritual connotation, which requires in-depth understanding

and analysis of its cultural connotation and symbolic meaning. According to the cultural connotation and symbolic meaning of traditional elements, we can determine how to combine them with digital media art elements to achieve better artistic effects. Secondly, after determining the combination of traditional elements and digital media art elements, innovative design is needed to achieve better artistic effects.

For example, digital media art can be used to recreate, re-interpret, or digitize traditional elements to produce new artistic effects. In the process of using traditional elements, it is necessary to emphasize its cultural characteristics and historical evolution in order to make the works have more profound cultural connotations. Relevant words, images or other elements can be added to the work to highlight its cultural characteristics and historical evolution. Use the symbolic meaning of traditional elements to integrate traditional elements into digital media art design and establish emotional resonance with the audience. In the design process, the audience's cultural background, psychological needs and emotional experience need to be considered to make the work more attractive and infectious.

Conclusion:

To sum up, in the practical exploration of the integration of traditional elements into digital media art design, it is found that the combination of digital media technology and traditional elements can produce new and unique ways of artistic expression. at the same time, it can also enhance the power of cultural inheritance and innovation. Through continuous practical exploration, we can better understand the relationship between traditional elements and digital media art design, better tap the connotation and value of traditional culture, and at the same time, we can continue to expand the innovation space of digital media art. In the future practice, we should continue to explore, continue to innovate, constantly tap the potential of traditional elements, create more colorful digital media art works, and make greater contributions to cultural inheritance and development.

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About the author:

Xiangjin Zhu , 1989, female, Han, Xuzhou City, Jiangsu Province, School of Design, Hainan Vocational University of Science and Technology, 571126, lecturer, graduate student, art design