

Original Paper

A Study on the Application of Chinese Cultural Elements in Digital Media Art Design

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Abstract

In the past few years, China's digital media art has been moving forward rapidly, and this field has been developed rapidly. For digital media, it contains many aspects, just like the rise of the animation industry cannot be separated from the union of modern science and technology and animation elements, and of course the addition of Chinese elements, so it is important to conduct an in-depth study of these aspects. Adding Chinese elements to digital media art design is a good way because it allows the outside world to understand the teaching word media, and more importantly, China, giving the audience a better visual experience.

Keywords

digital media; Chinese culture; design applications; design explorations

In daily life, many aspects of art design about digital media add Chinese elements. Better linking digital media and Chinese elements together can strengthen the overall feeling brought by digital media art design, enhance the sense of picture, further satisfy the spiritual needs of the audience, bring a better visual experience to the audience, and let the audience better understand digital media and better understand China. This will not only increase the audience's high evaluation of China's digital media field, but also promote the rapid development of China's digital media business in real life and bring better development to the development of China's digital media business (see Figure 1).



Figure 1. From the Network

1. A Brief Overview for Digital Media

First, a brief discussion about digital media. Digital media contains many, like graphic design, animation design, interface design, etc. Let's take graphic design as an example. While the Internet has entered millions of households, people are no longer limited to receiving information only through traditional media such as TV, radio and radio. As visual animals, human beings tend to receive information more visually, so graphic design work was born. The most fundamental difference between graphic design and other two-dimensional designs is accuracy and uniqueness. The meaning of the existence of sub-facet design is to correctly convey the design information to the audience, through the limited space and design sense, to convey more information content that the graphic advertising designer wants to express. Accuracy is the basic concept and work content that every sub-facing designer upholds. A designer who cannot even correctly convey the graphic theme and information content to the audience is definitely not a qualified and excellent graphic designer. Every designer should observe the professional ethics of correctly conveying information in the process of practice, which is also the most basic and important professional quality of this job. In addition, the uniqueness of graphic design is that it has more obvious advantages with other textual pictograms. The sub-facial design engineer can understand and elaborate the product connotation and customer's business philosophy from more perspectives and angles, help the audience change their previous impressions of the company as well as the product, give the intuitive feeling of surprising pictures unexpectedly and uniquely, and add Chinese elements effectively, so that the audience can receive the maximum product information in the process of enjoying the pictures, and also understand to a great extent China, achieve the expected presentation effect and level, and successfully complete the work objectives set by the client. Graphic designers in the work process, should focus on personalized development and training, so that they are always in a humble and good working condition, proactively meet the requirements of the customer, so that the final early graphic creative play a better effect, in the implementation process, to ensure the implementation of the creative concept of graphic design and rationality, so that more

people in the viewing process to feel the quality of the product and the concept To ensure the success of graphic design creativity. Among them, hand-drawn illustration in the sub-facing poster design has a pivotal position, it is the art workers in the process of graphic design, through a novel and chic way, to the outside world to convey the message of information expression process, the core content of graphic poster design highlight, in the design of the unique graphics about Chinese elements, help to give the audience a more profound impression, in the hearts of the audience to form a relevant impact. In other words, it clearly presents the theme and mood of this design and gives a beautiful visual feeling. Based on such a scenario, the application and exploration of Chinese elements in graphic poster design is necessary to be studied in depth, and the most reasonable and optimal practical suggestions and application strategies are given as much as possible. This is a very important day for the development of digital media art design (see Figure 2).

2. Problems Faced in Digital Media Art Design

The continuous development of the new media era has a certain impact on digital media, which can be analyzed here by the following aspects. First, with the rapid development of this era, the forms of digital media can be said to be increasing, and people can access the relevant design content through a variety of methods, so in this way, the variety of information is very complicated, and the quality of art and design is not very effective guarantee. The current reform of digital media does not take into account this aspect, teaching them to apply better design elements and improve their overall literacy; second, in this society is constantly driven by these industries in order to be able to meet the needs of the public, they need to constantly innovate design, improve design, add new elements, such as Chinese elements, which has a very positive impact on promoting the development of this industry.



Figure 2. From the Network

To better incorporate Chinese elements into digital media art design the first thing to do is to do a good job of penetrating Chinese cultural concepts in this field of digital media, highlighting Chinese culture and even cultural concepts of various countries can broaden the appreciation horizon of the designer. The designer must have a good guide, who is the inheritor of the entire digital media multiculturalism. As long as the designer is able to accept the concept of diversified culture when conducting digital media art design, in order to repair the design in the speaking line, the penetration of this diversified thought culture into the design, these contents mainly contain the national regional culture, as the Chinese first to do is to apply the Chinese elements into the digital media design. As we all know, culture and science have no national boundaries. We should always maintain a receptive attitude towards diverse cultures, so that we can better appreciate the spiritual culture of other countries, so that we can broaden our cultural horizons and improve our ability and level of appreciation of digital media. In the process of integrating Chinese elements into digital media design, designers are only exposed to a basic Chinese culture, but not to the deeper cultures of other countries, nor are they able to know the richness of foreign cultures in digital media of other countries. Therefore, designers should understand the culture of other countries in depth when integrating Chinese elements into digital media design so that the creators will have inspiration in digital media design and can make the digital media develop better, and then bring Chinese business cards out to others to understand and remember.

3. The Use of Chinese Elements in Digital Media Art Design

For digital media design, we then move on to the study of graphic design in animation as an example. When planning and constructing animations, using flat graphics is a good way to go. The planar shapes look very simple. For example, rectangles and squares are closed shapes with straight lines, which gives a very intuitive feeling; circles are closed shapes drawn with curves, which makes people feel very comfortable. If the circle is used in the design of animation, it can be used on those fat anime characters and steaming characters and add Chinese elements; if it is a curve it gives a more casual feeling, so it can be used in animation design many times. If you are drawing anime characters, you can use the curve to draw those open and free abstract paintings, using this idea as a base, and then effectively add something that belongs to China. If a figure is presented, it is much better to show it through a sub-surface image than some old-fashioned flat images, and the Chinese elements are more recognizable than other graphics. Whether it is an animated masterpiece in literature or a mathematical problem in science, the use of graphic design is very extensive. For example: when we create an animation video with a long history or representing the evolution of history, we can use a bar graph or a line graph in a chart, adding a small logo belonging to China, both of which can make us understand more clearly the information contained in it. In today's society, the use of graphic design is becoming more and more widespread. Graphic design also plays a big role in animation, giving people a better visual effect. The composition of graphic design is indispensable in all our surroundings. For example, when some characters in animation are exaggerated, graphic design drawings can make use of Chinese

elements. When this character comes out, the character can be designed in a very exaggerated way or with a shocking music. If the animation is to show a beautiful scenery, then the graphic design should show a comfortable picture to people. Of course, in the process of designing the animation, small details should not be neglected to bring the audience a more realistic emotional experience. Every place should be done carefully so that the audience can enjoy the fun in animation and the beauty in design. When we watch the animation, we will find that it is not made up of a picture with Chinese elements, but of a video that is edited and stitched together. Because every part of the animation is different and every plot is different, a lot of time is spent on the animation design. Although it will take a lot of effort to splice the animation together, the splicing of the video together will better express the author's emotional attitude, and the addition of Chinese elements will also trigger the patriotic feelings in the audience to a certain extent: and it will save a lot of time in the later playback, the continuity of the video will be better, the video effect brought to the audience is more perfect, and the emotional communication between the audience and the characters in the animation will be more perfect. In this way, it also promotes China to a certain extent, and the digital media design also injects new inspiration, which can be said to be a double harvest (see Figure 3).



Figure 3. From the Network

4. Concluding Remarks

In a word, in the era of “Internet+”, digital media art design is the key to support enterprises in creating and promoting design, and by analyzing the development of digital media art in the era of “Internet+” from the perspective of the development of Chinese cultural elements, we can By analyzing the development of digital media art in the “Internet+” era from the perspective of Chinese cultural

elements, the future development direction of design can be further clarified. We believe that as more people realize the value of digital media art and design, the development of Chinese culture will become better.

In terms of digital media art and design, in order to make the industry develop better, it is necessary for the people involved to think more and look for things that can easily resonate with the audience's emotions, such as Chinese elements. This will definitely allow digital media to develop to a higher level.

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