The Aesthetic Features of Digital Media Art

Huan-huan CHEN¹ and Jun-mei ZENG²,*

¹School of Apparel & Art Design, Xi’an Polytechnic University, Xi’an, 710048, China
²Apparel & Art Design, Xi’an Polytechnic University, Xi’an, 710048, China
*Corresponding author

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Abstract. Digital media art is an integrated discipline that crossing natural sciences and social sciences and artificial science and exemplifies the concept of “science, art and people centered”. The aesthetic features of digital media execute the dominant factor which directs its development in the process of the development of digital media art. We are going to discuss the aesthetic features of digital media art in this paper.

Introduction

With the comprehensive development of science and technology, the traditional broadcast, telecast and film industry are rapidly developing to digital audio, digital video and digital film, digital media art together with the increasing popularity of computer animation, virtual reality and so on have created the new generation of digital communication media, which shows that our lives have advanced to the age of digital. And also the artists are transferring theirs creation concept from tradition to digitization and their creation technique possess the character of digitization and the study of aesthetics. At the appearance of this new artistic sty le provides aesthetic features. We are going to analyze and elaborate the digital media art for the features of multimedia, popularity, virtual reality, interactivity etc.

Character of Multimedia

The First characteristics of it is multimedia. Digital media art embodies strong visual elements in the ever-changing space and movement, the specific performance is mobile phone animation and 3D experience supplied by computer, comparing with the pictures of traditional art, its more visual impact because it contains not only contains light, composition, Color and other elements, but also has other unique artistic features like space, time, sports etc., the realistic effect of digital media art gives us the immersive feeling. Its artistic elements are not limited at one point, but has a rich variable motion, sometimes it is accelerated motion, sometimes it is slow-down motion, sometimes it is uniform motion with the constantly changes of time. virtual reality is kind of advanced intermediary that has the important features of multi-perception, Sense, interactivity, autonomy and others, because it is realized by 3D model and provides all the users with visual, listening, touch and other intuitive and natural real-time interaction of feeling. In fact, the technology of virtual reality technology is not generated by a single technology, but a synthesis of variety of technology, the pivotal five technologies are dynamic environment modeling technology, three-dimensional display and sensor technology, system development tool application technology, real-time three-dimensional Graphics generation technology, system integration technology. As illustrated in Figure 1:
Popularity

Popularity equates to civilianization means somethings new are recognized, familiar and accepted by the public, digital media art has developed to a great change up to today. It is a long period for the public to familiar with digital media art after creation and its population is highly related to the repeatedly cooperation and experiment, so that they can create a serial work by the improvement of proficiency in one work, so we say that the characteristics of popularity of digital media art was developed on the base of the development of digital processing technology and interactive art. 2016 is defined as the first year of virtual reality, the virtual reality is inundated with all kinds of exhibitions, the virtual reality has become an indispensable creative popular, for example the Buy + program appeared on a website recently, which sparked a lot of consumer’s enthusiasm, competing experience through the virtual reality Shopping. By this taken, digital media art and our lives are closely related. the enthusiasm of mass consumers for the virtual reality has been universal and the value of digital media art is beyond all doubt. As illustrated in Figure 2 and 3:

Technical

Digital media technology is a new, integrated technology that involves and synthesizes the theories, techniques and achievements of many disciplines and research fields. It is widely used in the fields of information, communication, film and television, advertising, publishing and education etc. Art and technology are increasingly close, their aesthetic taste gradually integrated, Technology and art are closely linked, science and technology are the foundation of new works of art, while science and technology are media of art works’ performance. The biggest feature of digital media art is the development of technology and fusion of art works and technology gives art a unique technical beauty. Therefore, compared with the traditional art the aesthetic value of digital media art performs as the beauty of technology. Such as the famous director Tim Burton created a hit 3D movie film "Alice in Wonderland", we can enjoy the final film screen which supported by the new 3D digital
special-effects like the synthesis of image matting of the real role Alice and virtual background, and also the digital modeling of the virtual character (Cheshire cat). These shooting techniques and special effects are unthinkable in previous film and television works. With the support of lots of digital media technology these true and refined wonderful visions, together with the new 5.1-channel AC-3 sound surround sound effects provide the film a huge shock. As illustrated in Figure 4 and 5:

The Virtual

Virtual reality technology simply VR for short, also known as artificial environment, it providing users with the visual, auditory, tactile sensory simulation by using computers or other intelligent computing equipment simulation to produce a three-dimensional space of the virtual world, so that users feel like immersive in real environment. virtual reality is kind of advanced intermediary that has the important features of multi-perception, Sense, interactivity, autonomy and others which provides all the users with visual, listening, touch and other intuitive and natural real-time interaction of. At present, the main development trend of digital media art is the virtual shopping, virtual travel, virtual game and virtual entertainment, so that people really feel the immersive happy game, as well as homes for sightseeing, so that some like home at home Willing to go out of the people who can also buy clothes on the Internet instead of the street. We are getting further from the real world and entered into neither a real nor a fantasy virtual world away from the real, but we do not have expected imaginative fantasy realm. The immediate reality is often a high-definition digital virtual reality in the virtual world. As illustrated in Figure 6:

Interactive

Digital art works is kind of art model that the creator and the audience have relationship of common participation, communication interaction and roles transposition. In the Microsoft internship visit,
the robot “chubby” which invented by Beijing Evolution Robotics Technology Co. Ltd for the elder, children, family, etc. He can achieve the target of voice interaction. Counseling homework, storytelling, inform the travel weather information, dance with children, provide emergency alert and plays the roles of intimate baby-sitter, super steward, private secretary, reception and so on. Chubby keeps interacting with human all the time. In this process of interaction, both the original and the artist play the role of the guide, each participant enjoy the pleasure of artistic participation and the glory of the artist, and every viewer can find the art work that having something in common with ourselves, we have the greater right of changes and choice, which leads to the interaction between artists and non-artists, so that artists achieve opportunities of empathy and sincere dialogue when they are creating. Hence digital media is performing the beauty of interaction and provide us with mental and emotional cultivation and satisfaction. As illustrated in Figure 7 and 8:

![Figure 7. Game interactivity.](image1)
![Figure 8. Virtual color world.](image2)

**Conclusion**

According to the discussion above, aesthetic features of modern digital media art, comparing with traditional operational art, each of them have their unique features but the modern digital art is more superior. The aesthetic features presented by digital media art play important roles for the development of contemporary art.

The aesthetic features of digital media art offer convenience to mankind, they helped us to open up our horizons, providing artists and scientists with various forms of artistic expression, enhance us a further understanding and exploration for the world while we enjoy the mystery it brings to us. So that art lovers embarked on a higher level of artistic creation in order to facilitate them to make changes in their future art creation and then have a different positioning, and then we can combine the technology of digital media art with art and make new breakthrough and development.

**References**


