

The theoretical construction of new media art design and cultural thinking

Xiaomeng Xu

Beijing Yiqi Network Technology Co., Ltd

sammulhsu@163.com

Abstract

In recent years, with the continuous development of new media art design, new media art design whether from the cultural thinking direction improvement, or the shaping of cultural image, has reached the peak of the extent. The dialectical thinking of Chinese traditional culture mainly includes three principles, namely, the theory of change, the theory of neutralization and the theory of contradiction. Therefore, the analysis of Chinese traditional culture thinking is mainly carried out from the three aspects of "overall observation", "the same and different communication" and "the right words if the opposite". This paper mainly analyzes and studies the relationship between Chinese traditional cultural thinking and new media art design and creation thinking, and provides a bridge for opening up the channel between new media art and culture by strengthening the understanding of new media art and culture thinking, so that the digital media art designer industry can become a culture and art design pursuer.

Keywords

New media art design; Cultural thinking; Theoretical construction.

1. Thinking horizon and research content

Due to the impact of the worldwide cultural wave and the creative transformation and revolutionary reconstruction of the values of art and design, the culture concerned by the Institute of New Media Art and Design Culture has stepped into the foreground from the traditional background material of design, and has become an important role directly related to the prospect of society and life. The cultural thinking mode of new media art design is based on the international art and design platform with a high starting point, built on the basis of cultural research, transcends the traditional visual communication art design, and makes contemporary new media art design practice a comprehensive and interactive process of perceptual collection, rational research and perceptual construction. The development law of human history shows that any art design is not a static and isolated existence, but is in intricate connections and continuous and eternal movement changes. Therefore, when we position the research object of new media art design practice and cultural thinking in time and space, Must be based on the contemporary new media art design and culture inherent connection and development of dialectical nature.[1-3]

From the perspective of spatial latitude, when determining the research content of new media art design practice and cultural thinking, we should not only carefully analyze the external

relationship between new media art design practice and cultural thinking, but also carefully study the interrelationship between various internal media and ways of thinking. In terms of external connection, the research content of new media art design practice and cultural thinking includes the cultural background of new media art design and the overall style of contemporary society. In terms of internal connection, we should base on the fact screening and sorting of contemporary new media art design, and analyze the three key art design types of new media art design -- interactive art design, video art design and network art design. (see Figure 1).

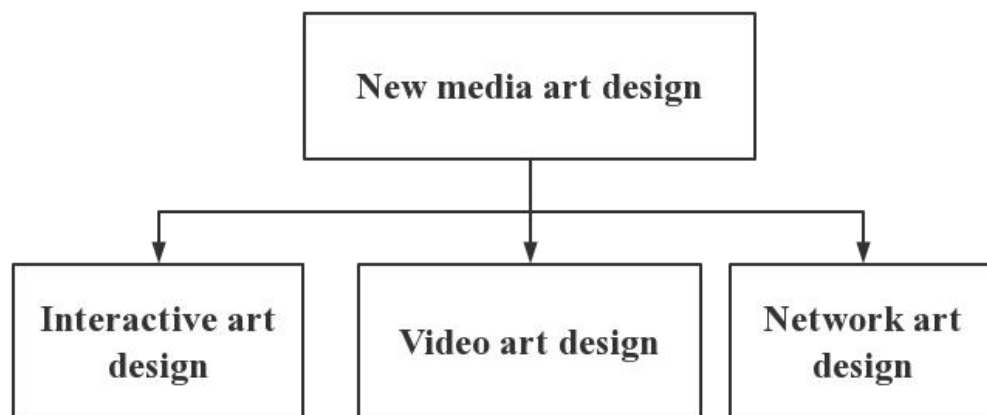


Figure 1 There are three types of new media art design

2. Thinking concept and research basis

From the perspective of thinking concept and research basis, in the study of new media art design, culture has been elevated from the study of art design works to a higher level of research consciousness. It dominates and regulates all social behaviors and involves all fields of social life. Therefore, the research on the practice of new media art design and cultural thinking must first pay attention to the values, ways of thinking, design forms, aesthetic orientation and other cultural contents of new media art design (as shown in Figure 2), and carry out an in-depth and comprehensive interpretation and analysis. From this point of view, the study of new media art design culture is not only a philosophy of art design, but also a philosophy of culture, or in other words, a study of cultural poetics, which is permeated with strong and conscious cultural consciousness.

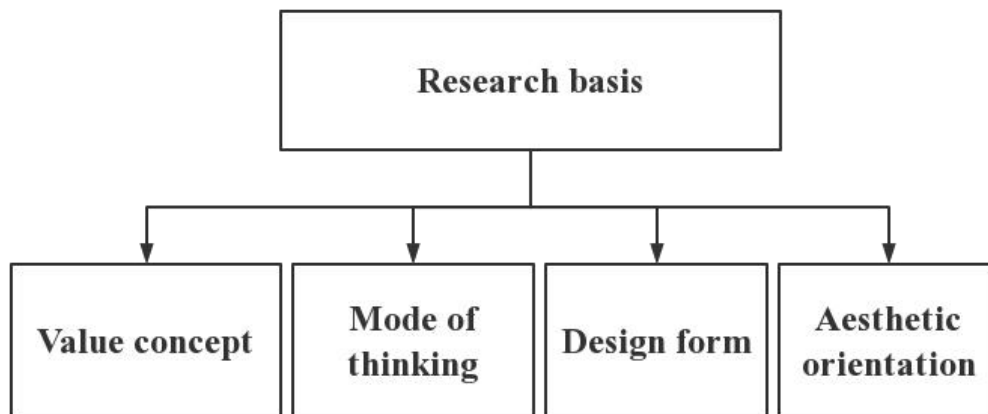


Figure 2 Research basis of new media art design

3. The influence of Chinese cultural thinking on new media art

"Holistic observation", "harmony between the same and different" and "right words if opposed" are traditional ways of thinking in China. After thousands of years of historical accumulation, they have been internalized into their own thinking characteristics. This paper mainly explores the enlightenment of Chinese cultural thinking mode on the design and creation of new media art (as shown in Figure 3) from the three aspects of "overall observation", "the same and different communication" and "right words if opposed"[4].

3.1. Overall Observation

New media art moves forward with the pace of modern science and technology. After combining creative thinking, new media art breaks the limitation of single media in the past, connects art with science and technology as a whole by integrating the concept, grasps the creative ideas of new media art design from the multi-dimensional structure of time and space, forms an organic theoretical system, and forms the main way of thinking of "holistic observation". New media art is different from traditional art in its unique creative thinking mode, which reflects the integrity and comprehensiveness of Chinese cultural thinking, explains how art and science and technology, as well as how people and things influence and interact with each other, and inspires the future possibility of new media art design and theoretical innovation. In the future, art and science and technology will promote and integrate each other.

3.2. The same and different

New media art examines the relationship between material and non-material, life and non-life with the way of thinking of "same and different". New media artists first realize that the progress of science and technology has a decisive impact on artistic creation, and each stage of the occurrence, development and maturity of new media art has a special corresponding relationship with certain media technologies.

3.3. A right word is a wrong word

The way of thinking is like fallacy, but the content of thinking is truth. In the case of Daniel's

wooden mirrors, the close-up wooden mirrors are pieces of wood that rotate very mechanically and irregularly. The audience cannot imagine that they are an important part of the "mirror" that makes up the distant view effect. The telephoto allows people not to look close enough to know that it is actually a "mirror" made of wood blocks. Viewers need to keep their distance from Daniel's wooden mirror to make out the figure in it; Get too close, and the individual's image becomes roughly blurry, while the otherwise indistinct block becomes clearer. The images in the mirror are always full of ambiguity and multiple meanings, so Daniel does not just use the mirror to reflect things, but to give them multiple meanings. People standing in front of the mirror no longer focus on their own details, but the pixelated overall appearance, as well as the mirror itself.

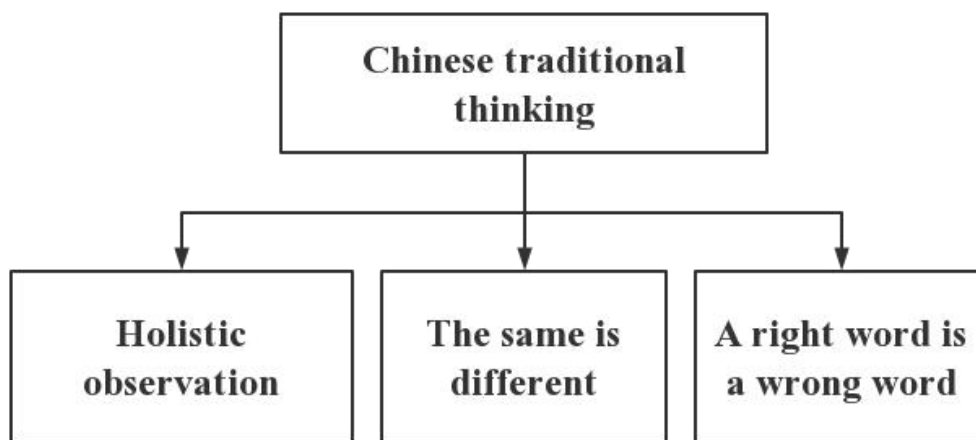


Figure 3 Types of Chinese cultural thinking in new media art design

Conclusion

Mode of thinking is the product of history, the accumulation of social culture in the depth of people's thinking, is the gene of national culture. The understanding of the thinking mode of new media art and culture provides the basis for interpretation and exploration for the creation and research of new media art to break through various barrier walls and open the connection channel between new media art and traditional culture. Facing the current society, the collision between new media art and traditional culture is quietly replacing the fruits and dreams of technologism, and promoting new media artists to become a culture and art shaper, creator.

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