



How to Present the Evolution of Visual Images in the Context of Digital Media Art

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Abstract: With the rapid development of digital media technology, the expression of images has also undergone great changes. Digital media has made the boundaries between different media clearer, and digital images have been expanded through digital media. However, due to the change of image expression form, it needs to be established on the basis of digital media. From the perspectives of the evolution of visual media and the development of image representation forms, this paper points out the role and development of media in images, as well as the representation forms and characteristics of images in various media.

Keywords: visual image, art media, form of presentation

1. Introduction

Visual media is a medium for conveying artistic information. In the process of communication, media can be divided into four periods: writing, printing, electronics and the Internet. In the middle of the 20th century, a new technological revolution appeared in the world, and computer technology and network technology developed rapidly. With the popularity of digital products, people's thoughts and behaviors are constantly changing.

Digital media refers to the medium that uses digital technology and other scientific and technological means to provide information to the public through mobile phones, computers, digital TV and other means. Digital media has had a profound impact on human daily activities, especially on information exchange. In today's era, digital information transmission is an important means for people to communicate, while visual communication is dominated by images. Digital technology is characterized by creativity, experience, inclusiveness and interaction. Compared with the traditional art media in the past, digital media has shown its great advantages in technology: it has higher visibility information, provides more personalized information for the public, and enhances the possibility of people participating in information and communication.

2. Traditional presentation forms of visual images

The media of different periods have had a profound impact on contemporary culture and art forms. From the perspective of human development, it is carried out with the development of science and technology, and in the development of society and people's own thinking, the form of images is also changing.

Analyzed from the expression forms of visual images such as murals, paintings, poster advertisements, and photography, visually, it presents the flat visual characteristics of the plane in a static, instant, and linear manner. Whether the visual elements used are real or abstract, what the public sees are flat images, and they all have the same feature: they are all material and have a physical entity.

With the enrichment of people's spiritual culture and material life, people's demand for visual stimulation is increasing, and visual images must have more connotations and forms to endow audiences with greater visual appeal.

With the development of electronic media, such as the development of electronic devices such as televisions, the generation and development of visual images has become a new trend. Nam June Paik, a well-known art master in the 21st century, took the lead in applying new art ideas to the real world, creating a new art form of new media, and is known as the founder of new media art. He pioneered a new type of imaging device. It combines images with TV devices, uses certain technical means to transform the images on the fluorescent screen, reconstructs its internal structure, and integrates the two. With the development of computer technology, he once again used digital technology to realize the display of images.

The rise of electronic media such as TV and video recorders has made the visual pictures active, and the continuous moving pictures have conveyed more visual information.

3. Presentation forms of visual images in the era of digital media

Digital technology provides a new way of expressing visual images. Digital media includes the combination of multimedia and cross-media. Due to the diversity of media, images can be expressed in various ways.

Digital technology has freed the visual art medium from its previous shackles, but it has not completely abandoned the traditional media form, but has combined traditional image media with digital media. Therefore, the image expression method does not completely abandon the previous expression method, but uses digital technology to digitize the image data and present it in a multimedia or cross-media manner.

For example, Internet pages, now is the era of the Internet, and the pages on the Internet already have many traditional visual representation methods, such as photos, paintings, posters, etc. However, this traditional visual image no longer has physical characteristics, and it is transformed into a real image by digital technology.

The website also contains some images that can interact with the viewer. By clicking on the screen, etc., the picture can be changed to some extent, thereby forming an interaction, which is a brand-new form of expression of digital technology. Take DADA-DATA as an example, as long as you slide the mouse on the screen, you can see the position of the screen, and then press an icon on the screen, the screen will automatically go up, down, left, right, That way you can watch it freely.

With the support of digital technology, visual images have also completely broken through the previous expression methods. Virtual reality, augmented reality, holographic projection, etc. are all visual images characterized by digital, showing unprecedented forms. The VR animation “Henry” won the 26th Emmy Award and was selected as the best original interactive category. Although there is no position or physical contact in the video, it can give the audience a sense of immersion.

4. Features of digital visual image presentation form

4.1 Blurring of the boundary between subject and object

The objects of the visual image are the presenter and the observer, both of which are individual manifestations. The audience captures the information of the image while observing the image, which is a kind of information that accepts the image actively, naturally, and passively. And the audience gets a positive external expression from there. In a certain sense, traditional image presentation is a passive and mandatory way of information transmission.

The digital medium gradually blurs the boundary between the subject and the subject. In the visual image, the boundary between the object and the object is gradually merged, and both the expressing object and the receiving object have become a binary role that can be selected. Due to the participatory nature of digital media, objects can cut the received images through their own channels, thus forming visual image producers and showing them new images, thus realizing the role change of visual image recipients.

4.2 Interactive development of visual images

Through digital media, a one-to-one, one-to-many, and many-to-many communication is formed between the audience and the images. At the same time, this interaction has also led to changes in the language of images.

Interaction is the hottest concept in the digital age, and technological progress has made interaction more real. VR technology is the most popular way of interaction in the world today. The simulated scene is generated by the computer, and the user can experience the real action in the virtual process.

The interaction of digital media has brought people new ways of expression and aesthetic experience, and also provided audiences with more interactive experiences.

5. The creative process of different presentation forms of visual images

5.1 Presentation of visual images in traditional art media

5.1.1 Painting

Painting is a traditional method of picture composition, redrawing a work with watercolors, and blending the whispers between mountains and rivers with mountains and rivers to present the implication of the picture. The representation of the image is planar.

5.1.2 Printing

The emergence of printing technology has promoted the development of paper media, and at the same time, it has also changed and developed the way of expressing images. Printed products such as advertisements, books, magazines, etc., are reusable.

On the basis of understanding the historical background of “Five-Colored Birds” and the romantic mythology of “Shan

Hai Jing”, it has carried out specific content planning. An ancient banner mural is used, which depicts the mysterious mystery of Yunshan in “Stories of Mountains and Seas”.

The major axis is an oriental form of a straight line and is static. Although this scroll-shaped structure has been finalized in space, it has relatively vague characteristics in time, allowing the audience to obtain more viewing opportunities. The content of the work is through the integration of text and images, complementing each other, reflecting the subject and emotion. Because of its continuity, viewers usually read the episodes in sequence, so it has a forced one-way visual message. (Figure 1)



Figure 1. Content design of long scroll picture book

5.2 Presentation of visual images in digital media

With the development of electronic media, visualization presents a new form, and dynamic changes can provide more information for the visual information conveyed by images. Make the picture have a more realistic picture effect, and make the picture more interesting and attractive. Dynamic posters, dynamic advertisements, and dynamic visual images are all new forms of visual expression. Photoshop and After Effects are used to realize the generation and display of dynamic images. The generated moving images are used for holographic projection. In the installation, one can see a picture with space and virtuality.

6. Conclusion

This paper focuses on the discussion and analysis of the evolution of film and television media and image forms. With the continuous development of visual media, the expression of visual images has also changed from pure static to multi-dimensional, dynamic and static. The form of communication has also changed from “forced” to “acceptance” and “communication”. Although digital media can enhance the performance of images, the development of technology in the digital age often produces mechanical copies of images, which makes images lose emotion, and then corrodes and disintegrates the public’s aesthetic perception. The dependence on technology in the digital age and the development of digital media does not mean that it will disappear, but its advantages must be absorbed. Therefore, when making visual images, technology is only an aid, and technology and art must be combined.

This article starts from the practical application of the image of “Shan Hai Jing”, and integrates traditional media and

digital media to show the image expression methods in various visual media. This paper lays a solid theoretical basis for the development of visual imaging in the future, and can serve as a reference for the creation of visual images in a variety of visual media environments.

References

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