



# Analysis on the Development Strategy of Traditional Chinese Opera Based on Digital Media Technology

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**Abstract:** With the development of the times and the acceleration of urban modernization, a lot of excellent traditional culture gradually fade out of our daily life due to the lack of propaganda and practical application. Against the background of the continuous development of contemporary digital media technology, the development of opera has ushered in a new era. Chinese traditional opera culture is one of China's excellent traditional culture. The integration with modern digital media technology and analysis of development strategy can bring new visual sense and sensory experience to the current opera culture. Based on the historical background of digital media technology, this paper analyzes the bottlenecks and problems in the development of traditional Chinese opera and the strategies for the application of digital media technology is put forward in the development of traditional Chinese opera with summary of the application strategies of traditional Chinese opera in digital media technology platform and media. It is our hope that the analysis and development strategy of this paper will provide some reference value for the application of digital media technology in the development of opera in the future.

**Keywords:** digital media, traditional Chinese opera, development strategy

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## 1. The background of digital media technology

At the outset, the application of digital media technology is narrowly confined, which is frequently disseminated and applied in the film industry and visual communication design to conform to the rapid development of information in the digital era. Then, it is gradually applied in various design and cultural fields, which has brought a certain degree of impact on the original traditional production technology. The application of digital media technology can achieve a more perfect effect in visual image vision. In today's digital era, digital media technology can open up a new design direction and ideas for artistic creation, cultural communication and visual sense, as a result, a better result can be generated.

Currently, the application of digital media technology can demonstrate the presence of a unique visual charm of art forms. In modern design, digital media technology has been widely used in different fields, from plane to three-dimensional, from interface to interaction diversified development, the application of digital media technology is gradually popularized, and people begin to realize the importance of its application. Digital media technology can be presented in diversified manners, which can bring people immersive sensory experience for enjoyment of the shock brought by technology. The various ever-changing technology, media, communication are adopted in digital media technology to carry on the diversified display of artistic creativity. In our daily life, we can have access to 3D movies, VR real-life experience, animation production, ground interactive projection and wall interactive projection in museums, etc. Digital media technology is affecting all aspects of our lives.

## 2. Bottlenecks and problems in the development of traditional Chinese opera

Traditional Chinese Opera is one of the outstanding traditional cultures in China, which is characterized by the aggregation of many art forms in a standard, reflecting their respective individuality in the common nature. Traditional Chinese Opera includes music, art, dance and other arts, which is a combination of arts. The variety of opera is characterized with abundance. Moreover, in addition to many different kinds of local operas, it can be said that opera culture is a huge and cultural connotation of the assembly. At present, due to the changes of The Times, there are bottlenecks and problems in the development of drama.

The application and dissemination of traditional culture and art in modern life itself has certain limitations, we should pay attention to the inheritance and development of traditional culture and art. With the development of modern information technology and the Internet, mobile phones, tablet computers and other devices with a large amount of information are very convenient and fast for transmission. These instant messages can easily influence the audience and flood people with a large

amount of information, thus hindering to a large extent the audience's attention to and recognition of opera cultural images with small flow. Excellent opera culture is worth spreading and developing. However, if opera is no longer distinctive in its future development and cannot find a way to adapt to the modern social environment, it will be difficult for it to take root in the public impression and fail to leave a good visual effect, as a consequence, it is a great hindrance to the development of opera in the future. It is urgent to find a direction to adapt to the characteristics of the times for the development of opera and analyze the strategies for the development of opera.

### **3. Overview of the development status of the traditional Chinese opera based on digital media technology**

With the popularization of digital media technology, there shows no lack of innovative application in the development of opera. Digital media technology has given opera more forms of expression and new visual feelings in its development. The application of digital media technology has not been developed for a long time in China, but it has become an indispensable part of the development of opera due to its powerful influence. The application of digital media technology can not only better spread opera culture, but also inherit and innovate traditional culture.

As an indispensable creative means in modern art design, digital media technology plays an extremely important role. The visual expression of digital media technology can be presented in a diversified and rich manner with a strong visual impact in visual expression, which can make the audience leave a deep impression and feel its charm in art. The stereo map created by digital media technology can give viewers an immersive visual experience and experience. The use of digital media technology in the development of opera can make its visual image more vivid and leave a deep visual impression on the public.

Nowadays, China is vigorously promoting the development and inheritance of traditional culture. The traditional Chinese opera serves as an indispensable part of traditional national cultural elements. The application of digital media technology in opera culture aligning with the times can show unique visual charm and attract people's attention. In the current development of opera, the application of digital media technology has spawned many new application fields, such as opera animation, opera games and a series of creations of opera IP, etc. The application of digital media technology has added new elements in opera that conforms to the aesthetic and visual feelings of people in the times.

### **4. Strategies for the application of digital media technology in the development of the traditional Chinese opera**

#### **4.1 Application strategy of digital opera image**

In the development of the traditional Chinese opera, digital media technology can be applied from the image of digital opera. Digital opera images are created by using Photoshop, CorelDRAW, InDesign and other image processing software, which can show the new visual perception of the combination of culture and science.

In the design of digital opera image, the unique strategy of "hard edge" which is described by digital technology can show the distinctive visual image. The adoption of image processing software to draw drama images, opera masks or opera characters can be selected to show the characteristics of patterned with strong decorative effect. Different characters in opera have distinct color and modeling characteristics. In the design of digital opera images, the color and modeling elements of opera characters are extracted to create the design of opera characters in line with the aesthetic of the times, which can expand the audience and influence of opera. Digital opera images can be widely used in packaging design, poster design, advertising design, fully show the charm of opera culture, but also reflects the visual advantages of digital media technology.

In the development of traditional Chinese opera, the application strategy of innovative design is also needed in the design of digital opera images. Although the digital opera images that are purely copied from the figures of traditional Chinese opera have certain merits, the application strategy of innovative design is still needed in the long run. The application strategy of innovative design requires adding new ideas in the design of digital opera image, presenting different opera culture and bringing refreshing feelings.

#### **4.2 Application strategy of opera animation**

The traditional Chinese opera based animation is a Kind of Chinese styled animation. It mainly takes traditional Chinese opera as the background of animation, and the specific animation characters are selected as the opera characters. In traditional opera animation, Synfig Studio, 3D Max, Maya, ZB, Marvelous Designer and other software are used to make 2D or 3D animation, and the application of digital media technology shows lifelike animation effects. There are many familiar

themes in opera animation, such as "Uproar in Heaven", "Prince Nezha's Triumph Against Dragon King" and so on.

The traditional Chinese opera based animation draw upon the advantages of elements of stage performance and appearance design of opera to show different animation expressions. At present, most of the existing opera animations show opera stories and contain opera elements. For example, Dongding Animation Co., LTD., an animation studio specializing in Flash animation of traditional elements, is a perfect combination of traditional opera and modern Flash animation. The opera animation created by Dongding Animation Company is close to life, with profound cultural connotation, and has a far-reaching impact on the spread of traditional opera culture.

The application strategy of breaking content limitation should be applied in opera animation. In many existing opera animation, its creation has not broken through the mode of "animation as the form, drama as the content", with serious restriction in its development. In the future development of opera animation, we should be committed to applying new forms and contents. Only by breaking through the content limitations, we can better integrate into daily life in the future development, which is conducive to the communication and development of opera culture.

#### **4.3 Application strategies of opera based games**

Traditional opera games integrate the visual image and cultural connotation of traditional opera, and spread traditional opera culture in a form close to the life of modern young people. Visual Studio, Direct eXtension, Box2D, CoCOS2D-X, 3ds MAX and other digital media technology software are usually used in the creation and design of traditional Opera games.

In the application strategy of opera games, we should follow the design principle of grasping cultural connotation, give consideration to culture and game fun, and learn relevant knowledge about traditional opera culture in a relaxed and entertaining atmosphere. Game design is widespread domain in digital media technology. The design of opera games enables people to have interactive experience with opera, as if they can talk with opera characters through time and space. The immersive game experience can instantly shorten the distance between the current young people of traditional opera culture, which enables people to be eager to learn more about opera culture, deepening the participation of opera culture in modern society. As a result, it is conducive to the development and inheritance of opera culture.

In drama game, application of digital media technology, the development for the young audience cultural connotation and unique visual effect of the traditional culture of the game, such as "Wangzhe Mandou" is a perfect fusion of opera characters element card based adventure game. Among them, the application of classic Chinese opera elements, combined with the card collection and turn-based combat play that are popular with young people at present, is a perfect combination of the opera and modern daily life.

### **5. Application strategy of opera in digital media technology platform and media**

In the development of opera in the future, the application of digital media technology platform and media proves to be a better way. Through the network platform, opera can be brought into our daily life. In modern society, people have a high degree of dependence on the Internet. Through the Internet media, opera culture can be displayed in an all-round way.

The application of digital media technology platform and media can be conducted with the abundance of the adaptive application strategy. Operas with different themes are applied on different platforms and media. This modern media has a certain popularity. "Chinese Opera Network", "Culture Network for The traditional Chinese opera" and other opera culture websites spread opera culture-related information, which has been widely concerned and praised by the majority of opera fans, which has played an important role in the network communication of opera.

At present, the application of opera in digital media technology platform and media remains to be explored, and there is still a large space for design and application. The integration of traditional Chinese opera culture elements with modern society enriches the design connotation of opera culture by combined design method, integration of digital media technology and acquaintance of people's needs for cultural connotation of the traditional Chinese opera based on opera elements.

### **6. Conclusion**

Opera culture enjoys a long-standing and well-established history with rich connotation, which profoundly affects our national spirit and national character and shows the excellent culture and art of the Chinese nation. Under the background of information digital age, digital media technology has been widely used in various fields. Based on the widespread application of digital media technology, it provides new ideas and methods for the development of digital art display of opera culture, and spreads and develops opera culture in different directions such as digital network, animation and games. Digital media technology has not only changed the traditional display mode of opera, but also added new visual feeling and interest. In order to enable the traditional Chinese opera culture to show its advantages and characteristics in modern society, it must adapt to the current background of the times, digital media technology can be adopted to the maximum extent in the future

development of opera. The digital art display of opera culture is integrated into people's daily life and into more fields. The application of digital media technology can usher a new direction for opera in design and application in the development.

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