

Research on the Transformation of Artistic Creation Methods Based on the Development of Online Media

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Received: 15 August 2021; **Accepted:** 2 September 2021; **Published:** 13 September 2021

Abstract:

Artistic creation refers to that artists create artistic works with various forms of art language. In addition to specific historical and cultural factors, the artistic creation methods also change with the development of media. As one of the traditional artistic creation forms, painting is also keeping pace with the times as well as learning from and integrating with other artistic creation forms, so the content and form of its artistic creation are becoming richer and richer. Moreover, the combination of art and new media presents a new form that affects the creative way of artists. In this paper, not only the development of artistic creation methods and the impact of media on artistic creation are analyzed, but also how artists can better carry out artistic creation under the new media art is explored.

Keywords:

Media, Artistic Creation, New Media

1. Development of Artistic Creation Methods

Clement Greenberg, an American art critic, once put forward the theory that “art is media”, and that art is inseparable from media. Media is the creative way and communication carrier for artists to concretize artistic emotions and views, that is, the artists display the artistic emotions and views to the audience through the dissemination of media and the materialization of art forms such as painting and sculpture.

Different forms of media have different effects on human’s way of thinking, thus affecting artists’ creative activities. In a sense, the development history of human society can be understood as the reform history of media, so the development history of art can also be regarded as the reform history of art media. However, the ways and characteristics of artistic creation are determined by different media.

In the primitive society, primitive people communicate with symbolic language. In religious ceremonies, they use body language as a medium for information dissemination. In addition, they use symbolic languages such as knots and marks, and draw with natural media from nature. There are painting symbols left by humans in

ancient times in the Altamira Cave in Spain, such as bison and other beasts. These painting symbols are not only the way they record their activities before and after hunting, but also the earliest artistic creation of mankind.

By the third or fourth millennium BC, the four ancient civilizations created hieroglyphs carved on objects such as leaves and stones or recorded on sheepskin, paper and cloth. With the continuous development of media technology, the Orientals formed the creation form of ink painting, while the West formed the painting form of oil painting.

In the 20th century, with the rapid rise of science and technology, human society entered the stage of electronic digital media communication, and new art forms began to develop with the emergence of new media such as computer, Internet and mobile phone. With the involvement of new technology in artistic creation, a new artistic sensory experience going beyond the traditional social culture and ideology and developed into a new media art was formed.

2. Influence of Media on Artistic Creation

The advances in science and technology has not only driven the development of the media, but also broadened the train of thought for composition of arts and promoted the transformation of artistic creation methods. When radio was used on a large scale, electronic art began to develop. With the maturity of video and television technology, the art of video installation gradually emerged. At the end of the 20th century, the emergence of computers and the development of Internet technology induced network art which has developed to this day. With the development of the times, artists' cognition and creative methods are also improving. The artists constantly try new forms of art creation and boldly use new technologies (such as machinery, lasers, video, etc.), thus making the development of new media art begin to take shape. With the development and maturity of new media technology in the middle and late 20th century, the artists have become more proficient in applying new media technology to artistic creation. Therefore, the artistic creation forms have burst out of unprecedented flexibility and diversity.

Having reviewed the development of some art schools, we can see that the progress and development of media promote artists to constantly try new media in artistic creation, so as to promote the transformation of artistic creation mode. In the new media era, the artists flexibly use new media for creation, making the boundaries among different art forms such as music, film, television, sculpture and painting gradually blurred, while the audience, a part of artistic creation and works, realizes the secondary creation of art through the communication between works and artists.

New media has brought artistic creation into a new field. In today's new media era, the linear narrative structure is broken, where hyperlinks and various platforms make the acquisition and exchange of art information freer; network and mobile communication technology make the dissemination and exchange of art more convenient; people can create art through various software programs, or shoot and produce various audios, and then publish them on various platforms of the Internet through mobile phones, so that everyone is possible to become the creator and publisher of art.

3. Emergence and Expression of New Media Art

The development of science and technology is the motivation for the emergence of new media art, while the advances in science and technology has opened up new possibilities for artistic creation. In the new media era, digital technology and mobile communication technology have laid the technical foundation, and the dependence on digital technology has become a major feature of new media art. With the continuous progress and development of new media, new media art has become an important part of contemporary art.

3.1. Digital Art

Digital art is a digitized art, which completes artistic works with digital technology, that is, the computer software, such as Photoshop, a picture editing software, analyzes and processes pictures, while the 3D digital software can construct 3D objects and scenes. In today's digital age, digital technology is developing more and more closely with art. Therefore, digital tools are indispensable in artistic creation.

3.2. Network Art

Network art, just as its name, is the combination of network and art. Network art is usually digital works. As the network is the carrier and media to present and exchange art works, the creation and dissemination of network art are inseparable from the network. While creating, artists have been exploring the communication mode for art information. In addition, the new technologies and new media have enriched the expression forms of art.

3.3. Digital Image Installation Art

Digital image installation art is produced through the combination of image installation and image art. With the continuous improvement of image generation technology, the creation forms of image art have also begin to diversify, and the artistic connotation and characteristics are becoming richer and richer. Due to the artistic interaction of digital image installations and the characteristics of image installations used, great importance is attached to the concepts of time and space during creation. Digital image installation uses image installations to play videos or put multiple images into space to form its unique artistic tension.

3.4. Virtual Reality

Virtual reality simulates the sensory experience of human reality with a variety of computer technologies, that is, the audience can get the sensory experience close to the real world by connecting the device with the computer in the virtual space, while the virtual reality art realizes multi-sensory interactive space with high immersion through modeling, spatial tracking, visualization and other technologies. In addition, some highly sensitive artists have combined virtual reality with art to create a new art form with unique sensory experience.

4. Conclusions

Though subjective and abstract, artistic creation is inseparable from the help of media and technology. Artistic creation can also be seen as the process where the artists articulate different media. The emergence of new media each time will also induce and form a new art form accordingly, thus broadening the way of artistic

creation. New media art is the combination of art and technology, and art works are the combination of media, technology and artists. While producing new art forms, the combination of modern science and technology and art creates new artistic ideas and aesthetic concepts.

However, art information cannot always be disseminated by suitable media in art dissemination. Artists mainly judge whether the artistic creation media used by them is suitable for the display of artistic works and the transmission of artistic information based on intuition and some creative habits, but they may sometimes ignore the environment and other factors when the audience appreciates the works. Sometimes, the changes in the environment may lead to a mismatch between the artistic information and the medium, thus affecting the transmission of artistic information. What the creators consider is whether the media can properly transmit creative ideas and artistic ideas. If the viewer cannot pay attention to the artistic information or even observes it, the viewer cannot have a strong sense of resonance and personal ideas. Therefore, artistic dissemination researchers shall pay more attention to the matching of artistic works, media and viewer's appreciation state. It can be seen that information affects the media to make it more suitable for their own survival, while information shall also adapt to the media to achieve more effective dissemination.

Technology leads art, while art inspires technology. The development of technology and media has promoted the generation and development of new media art, and the thinking from the change has given new connotations to the current art. As the new media technology is still developing, its impact on artistic creation will be more in-depth. With the continuous update and progress of technology, the cross-border integration of art and technology is very expected. To integrate art with more new technologies and media and to try more changes and possibilities are the right way to develop art in the future. However, we cannot replace art with new media while integrating. As the essence of art is still human, only by using the concept of "people" to apply new media technology can it become a form of art. Therefore, the artists need to regard new media as a form of artistic creation at present instead of regarding art as technology. In addition, the development of art through new media provides more possibilities for artistic creation.

Conflicts of Interest

The author declares that there is no conflict of interest regarding the publication of this article.

Funding

This work was supported by the result on the project of Modern Public Visual Art Design Research Center for the Key Research Base of Humanities and Social Sciences in Colleges and Universities in Hubei Province. The project name is Research on the Transformation of Artistic Creation Methods Based on the Development of Online Media, grant number JD-2020-16.

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