

Digital Art: the Digital Design and Innovation Road of Ceramic Art

Haiying Liu ^{a,*}, Ronghua Lu ^b

Jingdezhen Ceramic Institute, Jingdezhen 333403, China

^ahaiyliuky@163.com, ^blrhlucy2003@163.com

Abstract

The so-called digital art can be interpreted as such an art form: The artists use various digital information processing equipment with the core of computer, through the construction of the authoring platform based on the digital information processing technology to describe and achieve their own creative ideas, so that they can finally complete the works of art based on digital technology. Also through various media related to digital technology (mainly network), the artists release works to appreciators to let them appreciate these works in a participatory and interactive way, so as to complete the artistic aesthetic process in interactive mode. Digital technology is widely used in all walks of life because of its powerful functional utility and expressiveness. It became attached to the artistic designing in the middle of the last century and quickly became an indispensable auxiliary means of ceramic art design. The artistic designing and creation of ceramic art in the information age from conception, design, manufacture to production effectively embodies a new art form—digital art.

Keywords

Digital Art, Digital Design, Ceramic Art, Ceramic art innovation.

1. The Evolution of Digital Art

1.1 The Evolution of ideas, forms and efficiency of artistic creation

1.1.1 The Change of Creative Concept

In combination with the concept of time and space, the digital technology creates a new art form in the virtual interface by using computer technology and reconstructs the “real” design images, which causes the reform of the artistic creation in method and thought. For the ceramic design, the artists create, change and collage images according to the need in order to provide the flexibility of high sensitivity for the visual level of digital art works in lines, light and shade, hue, light and shadow, space and other visual attributes.

Due to the raising of the importance of the direct use of digital media creativity, conception and imagination, digital art works can be personally and freely produced and spread, which brings great changes to the visual art of the masses. The interactivity of digital technology is not only a possibility, it brings about the change of skill value and makes the tendency of non specialization of artistic creation more and more clear, and the creative idea has changed.

1.1.2 Diversified Creation Forms

Digital technology provides us with a rich variety of forms. The artistic creation based on computer and network makes artists free from the work of complex manual molding, ceramic molding, stained paper design, pigment collocation, glaze blowing and so on. Highly interactive human - machine dialogue authoring platform enables ceramic artists to complete the creation of ceramic works by simply clicking and moving the mouse. Art creation involves more and more categories, and the scope is more and more wide. They learn from each other and fuse with each other, therefore the new creation forms emerge.

1.1.3 The Improvement of the Creation Efficiency

Digital art can enlarge or reduce the size of the work according to the conception. At the same time, computer and multimedia replace the artificial drawing in the process of traditional art creation and

optimize the selection of ceramic image elements by using different design software. The creative process is no longer an one-way development, but the multidirectional and repeating development. In addition, the communication between ceramic designers and customers becomes clearer, more convenient and more accurate. The design draft can often be done almost the same as the actual effect. Therefore, the digital art accelerates the production cycle of ceramic art and improves the efficiency of ceramic design and creation.

1.2 The Evolution of the Artistic Dissemination System

Digital art has the characteristics of unlimited replication and network communication. The art extends to the Internet in order to pursue a new communication system. Art communication is based on the use of digital technology to communicate simulation extension and reshape widely. The structure of communication information is not plane but three-dimensional. The communication channel is not a dendritic authoritative structure, but the reticular pluralistic structure. The deficiency of traditional art in interactivity, visibility, interest, richness of material, convenience of research, integration of different artistic categories and other aspects is the advantage of digital art in communication. The development of the virtual reality technology of digital information is building a new platform for art communication and makes the digital art works with strong interactivity become possible.

1.3 The Reform of the Art World Structure

In the online platform, the personal expression and originality of ceramic creation have been extended to the audience from ceramic artists. The demand of people for ceramic art is no longer a rich content of creation, but the artistic design environment and creative space, so that the audience can participate in it. What the artist is doing now is no longer “sampling” in the real world to reflect his personal views, but to construct frames that allow viewers to create their own worlds. It is the real meaning of the digital revolution that enables individuals to build their own reality, re-create themselves and make full use of the freedom of cyberspace. Flash software let many people know how to make network animation in a short time, thus a dramatic art group was born— “flashempire”. The digital technology has made it possible for everyone to engage in art and realize the aspirations of showing their works to the world, and the structure of the art world also changes.

2. The Relationship of Technology and Art in Digital Art

Although digital art reflects the artistic creation, art exhibition and dissemination and other artistic activities, when people talk about the digital art, they pay more attention to the problems of applying digital technology and mastering media. They rarely talk about the artistic creation and pay less attention to the erosion and decomposition of the new technology to the artistic sensitivity. Therefore, digital art is mainly on the technical level. The humanistic and artistic performance has yet to be explored. Nowadays, man is a scientific and technological person and science and technology are humanized science and technology. It can be seen that the rise of digital art has accelerated the phenomenon of excessive participation of science and technology in art. The power of science and technology is to abolish the individual and discover, seek and reshape the general. Art is the opposite: art seeks beauty in technology, seeks novelty in order and shapes character in a standard. Although the digital art must rely on science and technology, the excessive influence of science and technology on art will become a negative trend in the development of art. It is unfavorable for science and technology and art to create the popular art works which are lack of connotation and aesthetic value by using high-tech methods..

Benjamin Weir is the director of the new media department of the British contemporary art research center. In 1998, when he planned the New Media Exhibition of Digital Art in Shanghai, he pointed out that the art work first need to put forward the artist’s idea, and then the technology should put forward the most ingenious and clever solution to complete it. Artistic works are related to each person’s way of thinking. The creation that is driven by ideas is the artistic creation, but the creation

which is realized just through technology can't be called the artistic creation. It exactly illustrates the relationship between artistic creation and the application of technology in digital art.

3. Digital Art in the New Age

The innumerable facts in the development of human art have constantly proved a rule: art innovation is always very closely associated with the technological progress. On the basis of the birth and perfection of the new technology, there are always new art forms that come into being and develop, or the new technology leads to profound changes in the existing art forms, so as to inject the connotation of humanistic spirit to this new technology. These new technologies may play the role of the new means of creation, new forms of expression or new ways of communication according to their different inner attributes. The ceramic art is a branch of human art. The use of the digital technology in the design and creation of ceramic art provides the rich design skills, flexible creative space, efficient creative efficiency for the creation of ceramic artists, which impacts and even changes the value judgment of human to ceramics and ceramic design. In the digital era, the pursuit and rejection of the ceramic industry and ceramic artists to digital technology showed their shock and fear: the inherent characteristics of technology makes the technology display reject the other display methods, so as to make the science and technology communication become the only true connection between man and world. However, when technology breaks through all boundaries and dominates everything, it will lead to the crisis of human civilization. Heidegger once said that the essence of the technology is the display method of things, that is "technology display". Leading to the negative effect of technology is not the technology or technology display, but the unique and new things which are different from the art display, myth display and the previous technology display in the display of modern social technology. All sorts of artistic tendency and aesthetic characteristics displayed by digital art show us the various styles of contemporary art, at the same time, also let us feel the current situation of art and the future challenges, impact and repositioning which come from the science, humanities and itself.

Digital art has become an important part of ceramic design and manufacture. Accurate, intuitive, efficient and repeatable features and good human-computer interaction environment have made ceramic artists and ceramic enterprises more and more apply the digital technology to the design and production practice. The gradual perfection of the integration of technology and ideas is the inevitable result of the collision of the technology and thought, traditional culture and high technology, and the necessary requirement of interdisciplinary integration. In the field of ceramic design and creation, in addition to mastering the software operation technology, we should possess a higher artistic pursuit. Graphic rendering, color adjustment, modeling, mapping, rendering and compositing reflect the level of technology. The preliminary conception and schematic drawing are the embodiment of the artistic creativity. Therefore, the grasp of art is the key to the level of ceramic design. While mastering the digital technology, the designers should constantly improve their artistic quality, incorporate traditional, modern and regional cultural characteristics and need to be innovative and realistic.

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