

# Research on Innovative Design of New Media Intervening in Campus Culture

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**Abstract.** This study combed the development process of campus culture design and new media technology through literature research, analyzed the design techniques of traditional campus culture and the artistic characteristics of multimedia, cited it in the theoretical basis of campus culture innovation design, and elaborated its research purpose and significance. Through systematic study of new media application in the design of campus culture, from the design theory and design principles, design strategy, design content, through new media in the construction of campus diversity, art is changed, the respect such as transmission efficiency into consideration, it is concluded that the new media involved in design of campus culture and innovative theory basis. Final design practice method, in order to finally have a system planning design of campus culture, finally combined with the present development of the campus, field orientation, the education idea, the development present situation characteristic and delve into aspects such as teachers and students demand, summed up the new media culture value, education value in design of campus culture and the development trend of the future. According to the previous theory and case analysis, the design innovation practice is carried out, and the new design expression is carried out on campus by combining the new media elements. Then, through the investigation of the development trend of modern campus culture design, the sketch is drawn, the design scheme is deepened, and the final landing is made. Through the design of the campus culture under the multimedia intervention innovative research, to improve the teaching quality, beautify the campus environment, rich cultural connotation and effect, for the construction of campus culture, cultivating innovative talents, promote the school connotation development, and promote socialist core values, the road of construction of cultural power.

**Keywords:** New Media Art; Campus Culture Design; Optimization Strategy; Cultural Development.

## 1. Introduction

With the development of the Internet and information technology, new media has gradually become the mainstream media in the ideological fields of news communication, cultural exchange, art display and so on. It plays an important role in people's thought, work, life and study. New media technology has been used in the construction of university campus.

New media is a new media environment which contains a variety of media forms. It has the characteristics of diversified processing methods, efficient communication and artistic display. At present, the design of campus culture in domestic schools mostly tends to be flat. The intervention of new media can make the construction of campus culture take on a new look, and make breakthroughs and innovations in the aspects of personality, humanity, diversity and network communication, which is also the key to the advantage of new media in the construction of campus culture. Therefore, how to make scientific use of new media to promote the construction of campus culture is of strong research value.

With the advent of the information age in the 21st century, the emerging new media art, with advanced technical means and catering to the contemporary aesthetic trend, has gradually penetrated into the design field of campus space. The digital characteristics of new media art perfectly match the goal of the construction and development of smart campus culture. The development of VR experience technology, AR naked eye holographic projection technology and artificial intelligence interaction technology promote the diversification of campus culture communication forms and the transformation of efficient information communication, and also put forward new adaptation requirements for the early design and implementation of campus culture construction [1]. Therefore, this paper focuses on how to cooperate with new media exhibition art in the construction of

contemporary schools, and give full play to the rich display and communication effects of new media art to further build a smart campus space with sufficient experience, rich interest, fast cultural transmission and high artistic quality [2].

## **2. New Media Art**

New media, an environment in which everything is now media, is an update of the previous media. For new media art, it refers to the digital technology as the core, interactive as the basic feature, the use of the latest scientific and technological achievements such as computer, network as the creative media of art form. The audience can connect to the digital works through the five senses, and then interact with them, so as to achieve an art form of immersion, experience and emotional resonance [3].

## **3. Development Status at Home and Abroad**

### **3.1 Foreign Related Research**

Canadian professor Steven Lick test in "my opinion Oxford" when it comes to "really something of value to the university student, is refers to the environment around him" the "environment" refers to the campus cultural atmosphere, foreign school attaches importance to cultivating students' innovation, personality development, different universities will be more of their research is suitable for the development of culture, the construction of the campus culture has its own.

The German existentialist philosopher IELTS Behrs put forward the famous idea of "holistic education", thinking that university education should be a comprehensive education, not only to develop science education, but also to attach importance to humanities education, art education. Later, more and more philosophers, higher education scientists and some scholars gradually realized the importance of university campus culture, and began to take university campus culture as the research direction of special research, and many scholars linked university culture with national rejuvenation, national rise and fall, traditional culture. For example, American educator Cole elaborated the significance and role of university from the perspective of university nationalization and internationalization. He mentioned that "university culture should radiate society and lead social culture. University culture should become the center of knowledge industry and serve the country and society.

Meyer published "Multimedia Learning: Are We Asking the Right Questions", which stimulated the research passion of scholars in related majors for multimedia technology-assisted learning. In 2001 and 2005, he published two books, "Multimedia Learning" and "Multimedia Learning Manual" respectively. Which mainly explained the application prospect of multimedia technology on campus, related theories, cognitive principles and so on.

To sum up, foreign scholars have been very mature in the study of campus culture, which has a good reference for our scholars to study campus culture.

### **3.2 Domestic Related Research**

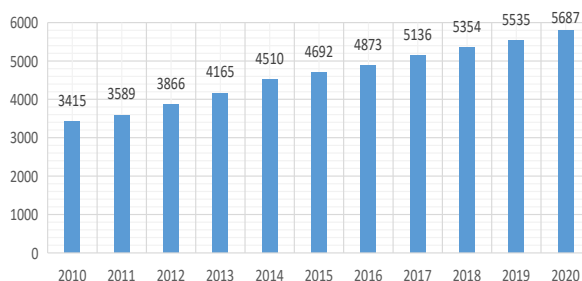
In August 2014, the Fourth Meeting of the Central Committee of Shenzhen Reshuffle deliberated and approved the Guiding Opinions on Promoting the Integrated Development of traditional Media and new Media. The Guidelines set out clear requirements and detailed plans on how to promote the integrated development of media under the new situation. "Media integration, combined with China's social transformation and national strategic development, has begun to carry significant and far-reaching political and social significance. It is expected that China's new media industry will continue to maintain rapid and steady development in the coming years.

In 2015, Ping Xianfeng pointed out the positive influence of new media on college students in the Research on the Ways to Use New Media to Serve the Growth and Development of Students, and put

forward some management countermeasures for the construction of new media for the development of college students, but the discussion is not detailed and in-depth.

In 2016, Wei Mengyuan talked about the opportunities and challenges brought by new media to the management of college students, as well as the transformation and innovation of new media to the management of college students, in *Some Thoughts on the Management of college Students under the new media environment*. In *The Influence of New Media Culture on College Students and Education Research* (2015), Yu Yao talked about the positive and negative effects of new media culture on college students, and then put forward some ways to explore. In addition, some scholars have also conducted researches, such as Wang Qingjun's *Research on Online Public Opinion Processing Strategies of Colleges and Universities under Social New Media*.

In summary, scholars' research on new media has been very mature and in-depth, but the research on the correlation between new media and campus cultural design mainly focuses on ideological and political education, teaching methods and student management. There are not many related studies on the combination with campus cultural design, which lags far behind the development status. Therefore, this topic has a certain research value. From 2010 to 2020, the number of registered campus cultural construction in China has reached 5,687 (Figure 1).



**Figure 1.** Trend of the number of campus cultural constructions from 2010 to 2020 (Unit: home)

#### **4. Popularizing the New Traditional Culture and Creating a Good Learning Atmosphere**

Before the new media art was involved in the design of campus culture, the construction of campus culture was mainly based on the visual transmission of campus culture wall to spread cultural ideas, and the display form was flat and single. The intervention of new media art breaks the convention and carries knowledge and correct values in the form of installation, guiding students to absorb knowledge and establish good values at all times. Experiential features of new media art people-oriented and pay attention to the interactive features into the design of the campus culture construction along with all the properties in the campus culture in the visual, auditory, tactile and culture on the design concept and connotation of synchronous injection into the form of new media art as the theme of space, lets the student feel involved, interactive, In the process of playing, knowledge is imperceptibly transferred to children, so as to achieve the effect of embellishing things silently.

For example, in 2020, wuhan textile university of art and design institute design studio in wuhan have been an art design of foreign languages school campus culture design exhibition wall, I participate as a full case designers follow the concept of the culture of new media art in design, due to interior space for piano room, corridor walls we extract the inspiration of vinyl elements, We designed an interactive wall of vinyl records to communicate with music in sound. Play your favorite music by tapping, and create a creative interactive space for students.

The form and function are combined to enhance the overall interaction, the cultural wall shape appears more interesting, and a series of interactive sensing devices are installed inside the vinyl device, which can capture the behavior of students and give the corresponding sound and light feedback. Students feel as if they are listening to a concert. Through this interactive media simulation of tactile collision, students' visual and auditory dual immersion perception can be realized. In this case, the function of the body according to the space, to extract the first element of creative design,

shaped by technical means of the new media culture wall form the blessing, the relations between the arts and culture are closely connected, as a modern design innovation hub of campus culture and the carrier, knowledge, cultural connotation of external rendering (figure 15).



**Figure 2.** Interactive wall of music installation

## 5. Conclusion

Based on the actual cases, this paper explores the innovation of new media art in campus cultural design, which is helpful to the innovation of campus culture, the dissemination of educational ideas, the improvement of teaching methods, the improvement of students' self-discipline consciousness, and the development of good living and learning habits. In the environment of new media art, it is helpful for teachers and students to face the impact of campus culture design involving new media art on traditional campus culture design. It is an inevitable trend to combine traditional culture with new media art to build modern campus culture.

In short, the exploration and application of new media art in campus culture design is the mission given to us by The Times. Students go into the campus to learn cultural knowledge and humanistic quality, but also deeply influenced by campus culture, so the application of new media art in campus culture design, campus culture in the way of new media to teachers and students, to create a good learning environment for students, to build a harmonious and healthy campus has very important practical significance.

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