

Research on Scene Simulation Construction of Digital Cultural and Creative Industrial Park from the Perspective of Intelligent Media

Bing Li *

Liaoning Communication University, 110136, China

* Corresponding author Email: 59578968@qq.com

Abstract. With the innovation and development of technology, digital media is entering our lives at an alarming rate. Digital media technology is highly intelligent and networked, and has been widely used in various fields of society. It not only promotes the development of society, but also causes an information revolution involving all fields of society. In this case, art design has also changed. In digital media, the introduction of cutting-edge technology to provide diversification and wisdom for urban cultural and creative industries is very important to improve the design and artistic level of urban creative industries.

Keywords: Digital Media Art Design; Urban Cultural and Creative Industries; Practice.

1. Introduction

Urban cultural and creative industries are gradually diversified in the current development of digital media art. Cultural and creative industries involve a wide range, including radio and television, animation, process design, environmental art, etc. In the era of digital media, the cultural development of the city gradually extends to the creative direction. Combining digital technology with media technology, innovating the expression of art design, and then applying it to the development of urban cultural and creative industries, can show the cultural needs, artistic needs and production needs of contemporary urban construction. Starting from the basic characteristics of digital media art design, this paper studies the urban cultural and creative industries in the era of digital media art, hoping to promote the sustainable development of urban cultural and creative industries.

2. Basic Characteristics of Digital Media Art Design

2.1 High Efficiency

In the current digital media era, the speed of information dissemination is faster. In particular, the relevant content of the media art design industry, through computer software can carry out art design, using digital design forms, improve the efficiency of related industries. In the network environment, rich art design materials can be established for search and reference in related industries.

2.2 Virtuality

Digital media technology can provide many virtual environments for art design and help designers display art works better. Designers can show their works through 2 D plans and 3 D stereoscopic renderings, so as to show their creativity better. In the traditional art design work, some of the designers' ideas and ideas can not be fully displayed, and they use pictures, sound, animation, video and other forms to show instead, which not only provides designers with more opportunities to show their creativity, but also improves the efficiency of designers.

3. The Positive Impact of Digital Media Art Design on Urban Cultural Industry

3.1 It is Conducive to the Formation of a Three-Dimensional Information Dissemination Network for Urban Cultural and Creative Industries

Digital media art design relies on contemporary art design elements to show the development characteristics of contemporary network environment. The development and innovation of urban cultural industry, without the support of digital media art design, such as computer technology, multimedia technology, etc., for the expansion and innovation of urban cultural and creative industries, cultural publishing, visual design and artistic creation and so on. These contents are inseparable from digital media art design. There is a certain connection between urban cultural and creative industries. The use of digital media for information dissemination and exchange, including dynamic advertising, virtual technology production and short video network platform construction, etc., all spread the information of various industries through a variety of different forms, forming a more three-dimensional information dissemination network.

Digital media art shows the traditional art in a new way, which makes the original monotonous art form radiate new vitality and narrows the distance between urban cultural innovation and the public. From the perspective of visual communication, digital media is an important carrier, which integrates with people's daily work, life and entertainment activities, and greatly enriches people's spiritual life. At the same time, due to the low cost and high efficiency of digital media, it can be used as an important way to promote urban cultural products. This is a huge and sustainable development space for art design and urban cultural and creative industries.

3.2 It is Conducive to the Ecological Development of Urban Cultural and Creative Industries

As a product of the contemporary era, urban cultural and creative industries need to adopt the concept of ecological development and make corresponding sustainable development strategies. With the help of digital media art design, we continue to adhere to the form of network technology assistance to promote cultural innovation. Digital media technology integrates image recognition, image-text conversion and digital communication into the development of urban cultural innovation industry, and promotes the optimization and upgrading of the industry. Digital media art promotes the rise of the short video industry. On the other hand, digital media art design transfers the development direction of urban cultural and creative industries from cultural development to cultural products. In order to promote product innovation and cultural communication, it can not only promote the sustainable development of regional economy, but also provide the feasibility for the ecological development of urban creative culture industry. In the sustainable development of digital multimedia art, it promotes the connotation development of industry and improves the value of virtual products in digital media industry.

3.3 Provide Extensive Resources for Urban Cultural and Creative Industries

In the digital era, media communication and art development have created new forms, and the content of urban cultural and creative industries has also diversified. For example, under the integrated development of digital media art design, the environmental design industry has not only made changes in content creation, but also enriched its manifestations. In the design of urban environmental space, more attention is paid to the layout of public space, and the 'people-oriented' environmental design concept is fully brought into the environmental design of public space, providing a wide range of design resources. In the application of urban environmental space design, digital media art design pays more attention to the interaction between environment and people. The main purpose of design is to promote the harmonious coexistence between people and environment and maintain the sustainable development of urban ecological environment.

4. Development Countermeasures of Digital Media Art Design in Urban Cultural and Creative Industries

4.1 Fusion of Digital Media Art Design Features

The city's cultural and creative industries need to keep pace with the times, especially under the integrated development of digital media art, focusing on the design of flexibility and fun and using various forms of expression, in the form of dynamic pictures or virtual pictures and innovative cultural industry forms. It helps to attract public interest in digital media art design. Based on digital media art design, according to the government's guidance documents for contemporary cultural and creative industries, combined with the economic development needs of urban industries, an industrial park that meets the diversified cultural attributes is created. Under the premise of 'people-oriented, respect for nature', the ecological development of industrial parks is achieved.

Using digital media art design to show the creativity of urban cultural and creative industries is necessary. Digital media art design and the development of urban cultural and creative industries have a mutually reinforcing relationship. The development of cultural and creative industries is inseparable from the support of digital media technology, and the design of digital media art is also inseparable from the guidance of cultural innovation. First of all, through digital media art design, we can reflect the innovative spirit of cultural and creative industries more intuitively and accurately, and then form an artistic language that conforms to our own industry culture. The integration of digital media art and cultural and creative industries can reflect cultural elements, traditional art elements and practical significance better, and can be popularized in many industries to attract the attention of the public. The integration and development of digital media technology and various industries have driven the sustainable progress of creative industries in the new era. For example, the film and television animation industry integrates virtual technology with its production links, which can promote the film and television animation industry to develop towards a higher technical field. It has many advantageous features in scene creation, technology interaction and so on.

4.2 Promote Scientific and Technological Innovation of Urban Cultural and Creative Industries

In a sense, if a city's cultural and creative industry wants to get better development, it must have new technologies. Especially in the context of the current sustainable development of urban economy, only by actively developing innovation can we enhance the influence of urban cultural and creative industries, thus attracting people's attention and disseminating relevant information. The application of digital media art design can create a special artistic feature for it, so that the audience can better understand the work, and shorten the distance between the product and the audience through the information reflected by the digital media art design, truly reflecting the role of urban cultural and creative industries.

For example, in terms of cultural relics, due to the integration of the elements of the Forbidden City, it is easy to arouse people's interest. The story content behind the cultural and creative products mostly comes from the historical story, and the main content of its innovation and development is also based on the contemporary tourism culture industry. Rely on digital media art design in various regions, innovative electronic exhibition hall (Figure 1), so that viewers can better understand the cultural development background of landmark buildings or historical buildings (Forbidden City) in various regions. At the same time, the tourism and cultural industries in various regions have also opened new microblogs to display famous cultural relics in the region and let everyone have more understanding of the region. Use the Internet to better show the diversity of culture. On this basis, applying it to the city 's cultural and creative industries can truly clarify its characteristics.



Figure 1. Chinese Character Museum

Stimulate the vitality of art. Digital media is a kind of art works with animation, pictures, images, film and television as the main forms of expression. In order to ensure that art works have maintained a certain artistic vitality in the process of dissemination, and provide people with an opportunity to understand art and perceive art, designers must start from stimulating and maintaining artistic vitality. Therefore, in order to meet the requirements of digital media art design, and truly design high-quality art works, designers must study the interactive characteristics of digital media art creation process. Especially in today's continuous development of VR technology, we should pay more attention to the advantages of VR technology, and integrating music, video and other forms into works of art. This has played a great role in promoting people's aesthetic level. At the same time, in the past art design and creative process, due to the constraints of technical factors, the designers' creative value can not be maximized, resulting in a decline in the overall quality of works of art. The continuous development of virtual reality technology has brought greater creative space to designers, and has also had a very positive impact on the innovative development of digital media art design. For example, in art design, designers can design a virtual scene combined with multiple scenarios according to people's desire for various environments, such as the combination of beaches and forests, with interactive and infectious reality scenarios to improve people's understanding of digital art design.

The combination of virtual reality technology and digital media technology can simulate the actual flight test to the greatest extent. While reducing the financial pressure on the vacuum test, it can also prevent the safety problems in the test, thereby improving the safety of the test and reducing the risk of the test. Therefore, the combination of virtual reality technology and digital media technology will also have excellent application value in many creative fields.

4.3 Presenting the Sustainable Development of Urban Cultural and Creative Industries

With the development of the current society, the digital economy has become an important part of the country's economic development. The content of the integration of the digital economy in different times is different, but it has taken its essence and become an important part of promoting the sustainable development of the national economy. At present, the development of digital media art design is the highest form of cultural and creative industries. As a key factor in the digital economy of this era, it is necessary to vigorously support the integration and development of digital media and art design under the premise of national advocacy. The development of cultural industry is flexible. According to the diversification of digital media art, creative industry content that meets the aesthetic needs of the public is created. By using the various forms of digital media, it is fully integrated into the cultural entrepreneurship industry, and the development of urban cultural and creative industries is presented in front of people with a richer artistic image, which also meets the innovation requirements of China's cultural industry.

The design of new media is a complex discipline, which is related to the intersection of different disciplines such as art design, modern media, multimedia network and computer. Digital art has greatly expanded the scope of design. The integration of 'auditory', 'visual' and other organisms produced by multiple digital media provides a new category for art, design and communication. Digital art refers to the use of various elements, under the guidance of the artist's artistic concept, the use of digital technology and the combination of various elements, so as to achieve the diversity of

art design, dynamic and expression purposes. Compared with the traditional art design, it has a great innovation in creative ideas, expression methods and so on. Digital art organically integrates multiple factors, making the artist's artistic expression more complete, specific and abstract, so as to better reflect the artist's thoughts. To some extent, it presents the sustainable development of urban cultural and creative industries.

The development of digital media art design is more important in the field of media. In the field of contemporary cultural and creative development, media is an important part of it. It can be said that the diversification of digital media art is the main way to promote the development of urban cultural creativity. In particular, the intervention of dynamic visual art, multimedia information technology and virtual reality technology has promoted more feasibility in the field of media, art design and multimedia. With the progress of big data technology and the growth of the number of Internet users, these film and television APPs have also been constantly updated, and have made great contributions to leading the trend of digital media art. Moreover, with the improvement of science and technology and the improvement of people's quality of life, the development of new fields has higher and higher requirements for mobile video or picture, which also promotes the sustainable development of urban cultural and creative industries to a certain extent.

4.4 Create a Characteristic Culture of Urban Cultural and Creative Industries

The development of urban cultural and creative industries is based on the actual performance of urban cultural and creative industries in the context of the continuous development of science and technology, resulting in elements that emphasize wisdom and uncivilized characteristics. The use of digital media will provide new opportunities for the development of urban cultural and creative industries, and offer more cultural experience for urban residents. In this case, it makes China's cultural and creative industries to a new level, so that it can better play its own advantages, so as to better play its role. The use of digital media can realize the inheritance of traditional culture, the innovation of culture and the deep development of urban cultural industry.

Digital media shows the difference between urban culture and creative industry in science and technology. To establish the geographical advantages of the city's own definition, with the use of digital media technology and the preparation of the decoration, it finally combines these digital resources to create a stable urban cultural research and development. To make the speed limited and rapidly spread, the art design Digital mass media, drawings and tourism multiple words will be easier, more handsome and more perfect to develop and assist the urban cultural innovation, so as to be further changed. In this process, we can use the resources of various regions to carry out effective cooperation in various fields, and find out the integrated and efficient service industry and industrial chain, so as to improve the level of urban culture and innovation. Without going out, you can easily recognize that this is a culture, a kind of humanities, and be provided to the public immediately. The industrial towns in the relocation are also a technical design aimed at changing the form. The purpose is to make these towns more modern, more beautiful, more scientific and more in line with the needs of consumers, so that the cultural industries of these towns can show their own characteristics in prosperity and integration, and on this basis, innovate in their traditions. Fundamentally it changed the development of the production chain, cooperation and innovation.

5. Conclusion

In summary, for the urban cultural and creative industries, the use of digital media art design is very meaningful. Through a comprehensive understanding of the real needs of consumers, we can provide corresponding solutions to promote the development of urban cultural and creative industries and achieve more economic and cultural benefits.

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