Analysis of the Interaction between Digital Art and Traditional Art

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Abstract—The great art form is accomplished from constant accumulations in life, it needs generalization and refining rather than pure imagination. We only have to absorb and integrate the advantages of various art forms in order to create more outstanding works of art that facilitate the audience to accept and recognize. Therefore, digital art and traditional art will obtain better development if they integrate and learn from each other. Especially as the form of new digital art, it should be open-minded to the traditional art of learning, so as to continuously strengthening their creative energy.

Keywords-Digital Art;Traditional Art;Unity of Opposites; Sublimation

I. INTRODUCTION *(HEADING 1)*

Digital art refers to forms of expression and transmission of art form with digital form. Relying on modern science and technology is the distinctive characteristics of the digital manifestation. Traditional art refers to the art form which is created before the digital art. From the recipient to analyze, it can simply be divided into visual art, audio art, audio-visual art and audio-visual imaginary art, which includes literature, painting, sculpture, architecture, music, dance, drama and other works of art. Digital art and traditional art are interrelated and interdependent.

Social development is not a people's will, but the needs of human life are the main driving force anyway. The same situation happens in art. In the present circumstances, digital art and traditional art are inclusive of the symbiotic state, so we need to systematically understand the basic knowledge of the form between digital art and traditional art.

II. THE MAIN CREATION OF DIGITAL ART AND TRADITIONAL ART

Traditional art developed under social conditions of the division in the body and the brain, in which the advantages of the elite art is much larger than the public art, these advantages are protected by the social hierarchy, but then they have been more advanced with the strengthen of the copyright system. The creators of traditional art are mostly artists who engaged in the research of art and design, they have a solid theoretical foundation and a keen insight of the new trend of art, and constantly adjust their own artistic ideas to adapt to new forms of art, they are creative power-driven. In the digital network, anonymous login is a certain degree of concealment. There is no hierarchy to exert its influence. It is difficulty to control the movement of art works and the copyright maintenance. The creators of digital art are an integrated group of genius, they have a certain degree of understanding of art, digital technology and other professions. They can apply the digital art to mastery, their creative energy is far more proactive than traditional artists. Of particular importance is: the digital network in the world as a major creative space for the vast majority of creators in creative concepts are no longer the same as the traditional artists, who are concerning all about to achieve the economic income through the traditional copyright, mainly reflected their values and self-realization is linked to a sense of achievement. In this sense, the advent of digital art and the non-vocational trend of the creators have expanded the digital popularity and the artistic teams.

III. THE VALUES OF DIGITAL ART AND TRADITIONAL ART

Traditional art works are focus on its uniqueness and authority, the artist's original work will be regarded as a valuable asset. Underestimate the value of the copies. In the copies, the prices are usually depended on the copy quality. After the more copying times, the effect will be worse, the prices are also lower. The operation of the entire art market is guided by the above-mentioned rules. The works of digital art are clearly opposed to the works of traditional art, it is not only easy to error correction, but also measuring their value through the range of dissemination and the level of participation. In addition, there is no difference in quality between the original and the copy, it is not necessary to cherish the original as a treasure. It will make the traditional art market inevitable in an awkward situation. Moreover, with the developments of the files' compression, restore technological progress and the concept of the formation resources sharing, an increasing number of users directly through the digital network to obtain the art works, the traditional cultural industries are impacting on a powerful attack. The MP3 music on the recent popularity of the network illustrates this point.

IV. THE CREATIVE ATTITUDE OF DIGITAL ART AND TRADITIONAL ART

Traditional art is emphasized the serious quality of the art works. This serious quality means that the creator should be taken seriously of life and work, but also means that people

should be seriously gave the appreciations of the works. The attitude has indicated that the relationship between the creators and the appreciations are distant, and the mutual exchanges are usually indirect, it is difficult to establish the intimate relation. To judge each other can only cause trouble, the works are bearing heavy social mission. The creation of the works have endowed them with the philosophy, the consumption of the works have understood its meaning and respected the creative intent of the artist. The recreational activities or the entertaining arts are generally became hard to be presentable and acceptable. The above concepts have been unprecedentedly challenged after the rise of computer games. Digital network pursued by the media are highly interactive coincided with the games. Not to mention a large number of emerging of the network computer games and specialized gaming sites, and even the artistic activities in general are tending to games. Digital art began to move closer to popular culture since it was created. The interactive and communicative functions result in the changes in the way of the public perception. An apparent clue can be found from the direction of digital art: popular culture, media culture, internet culture, intertwined with each other. To some extent, the traditional classic moral force has been weakened, it creates an entirely new context and value. In the space of computer, technologic digital can make any changes in traditional classic art, it produces various versions and expresses the creative passions. In the network, writing, creation, drewing, editing has become a combination of a new culture of fashion..

V. THE AUDIENCE TARGET OF DIGITAL ART AND TRADITIONAL ART

Most of traditional art's audiences are adults (in particular, people who are wealthy in worldly knowledge and sophisticated). As the principals, their aesthetic tastes and aesthetic experiences will be wrote on the textbooks or theories for guiding the young people. As the creators, in the fully exposed before the public, they need to show their real identity to people face to face. But after entering the digital age, this situation had greatly changed, and now we have to admit: in relation to the ever-changing computer technology, the youngsters have advantages more than adults. In the field of the digital network and the corresponding digital art network, many young people have more practical experiences than their elders, they have gained the corresponding rights to speak. Resulting in the age of the audience became younger. In the expression of digital art, human beings are often marginalized the true reality, people's emotions are virtual, so that the humanities which are frequently emphasized in traditional art have been overlooked. This neglect is not coming from the senseless of the artists, but rather the view angle is not the same. Through virtual things, people can make impossible dreams and thoughts become possible through their participation. Network with open practice drives creators to construct a new kind of stylized art form by their own rights.

VI. THE INFORMATIONAL MEDIA OF DIGITAL ART AND TRADITIONAL ART

Mutually linked multimedia data as the characteristics of the hypermedia determines that it is bound to break through a single medium to separate the traditional pattern of art and promote the information of art become multidimensional. People can master the form of art through a variety of senses. The so-called "multimedia" is still presently refered to the integration of the audio-media information and the visual-media information. In the future, the touchable-media information, the scented-media information and the testable-media information can also be included. Moreover, the original information of the different sensorium in the future may be able to change shape, which is one of the achievements of the hypermedia. In addition, hypermedia is breaking people's traditional customs such as "wait and see" or "scrutinize" when they are facing art, hypermedia also is luring users to "surfing" or "roaming" on the Internet as big pleasures. Speak of the specific figure of hypermedia is mainly presented as the web pages. The web pages can be updated all the time, the different features have created between the network publishing and the traditional publishing. The network publishing is almost leaving the traditional bibliography, version study and Exegesis useless.

VII. THE EXTEND WAYS OF DIGITAL ART AND TRADITIONAL ART

Digital network developed itself from the LAN to WAN, then from "three-in-one" network to "Digital Earth" which is paralleled with the historical development of the globalization trend. The management of traditional media is basically relying on the whole country, which is a vertical top-down leadership. This management in art area was embodied in a clear superior-subordinate relationship, mandatory policy or requirement. Digital network in the world is basically anarchy by now, the power of the traditional leadership for the flow of online information is beyond their capability to charge. Even if the rule of law for against the information technology and network management has been gradually strengthened in the future, it can no longer return to the situation of centralization. In such circumstances, the importance of the self-regulation between media and art will be more evident than ever, cross-cultural communication and cross-cultural conflict will also be unprecedented significant.

VIII. CONCLUSION

In summary, the development of digital art is the sublimation and supplement of traditional art, the combination of digital technology and traditional arts have played a role in fueling. First of all, any kind of communication of traditional art became extensive because of the development of digital technology. Online art trading, online professional exhibition, online art search and other advantages of the spread of digital art have been

consentaneous approved by more and more people; They have created lots of new ways for the arts dissemination by using magnetic recording, optical recording, magneto-optical recording and other technical means to achieve the digital storage of information. Second, any kind of traditional art's assessment and identification since the use of digital technology which became so easy and convenient. At the same time, from the inclusive analysis of the cultural meaning and creative idea from the works of art, digital art as an emerging art form, a wide range of absorption of the essence of traditional art has made the various forms of art became outstanding in the digital age.

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