

Research on the Application of Decorative Painting in New Media Design

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Abstract: With the development of digital technology, new media design has been integrated into people's daily life. In this context, the article aims to analyze and explore the application of decorative painting in new media design. Firstly, the academic concept of decorative painting and new media design is explained, and the artistic characters of decorative painting are summarized from three aspects: composition, shape and texture. Then, through case studies, the common types of new media design that can be combined with decorative painting and the ways in which the two can be combined are described. Finally, the principles of the application of decorative painting in new media design are summarized, namely the harmonization of Visual and functional, the unification of inheritance and innovation, and the combination of communication and communication.

Keywords: Decorative painting, New media, Design, Application.

1. Introduction

Decorative paintings are closely related to people's lives. In ancient times, people used decorative paintings on utensils or stone walls to depict their daily lives or good intentions, which also reflected the aesthetic imagery of people in different times. In modern society, decorative paintings are often combined with new media design to create new design aesthetics and bring people a beautiful visual experience. Under this background, the article analyzes the application of decorative painting in new media design and puts forward the corresponding principles.

2. Description of Related Concepts

2.1. Decorative Painting

Decorative paintings originated from the art of silk painting in the Warring States period, which is the early painting in China. Ancient decorative paintings are mostly seen on pottery, bronze, lacquer and stone carvings, painted with rich patterns such as children's patterns, animal patterns, and other patterns, and the patterns' shapes, themes and other unique features are rich in artistic sense and sense of hierarchy[1]. Decorative paintings are more decorative than functional, so decorative paintings often play an important role in the visual level, and their creation is relatively free. The style of decorative painting is often influenced by the creator's personal experience or the background of the era, so that decorative paintings do not have a relatively fixed form of creation or expression, belonging to the open-ended art of painting, mainly to depict the natural landscape or express their own beautiful vision as the motive for the creation of decorative paintings in different styles reflects the aesthetic tendency of the people at that time and the desire for a better life. Decorative painting has been favored by many designers for its strong visual nature, and is often used in the fields of picture book illustration, interior decoration, cultural and creative products, etc. The combination of decorative painting and modern design has also enriched the expression form of decorative painting, and at the same time given it a certain degree of functionality.

2.2. New Media Design

New media design is the use of digital technology and network technology, through the emerging media carrier, to provide users with information and entertainment services communication form design, with the change of media carrier, the design scope of new media design is expanding[2]. Compared with traditional paper media design, new media design has more advantages in communication speed, audience breadth and technical dimension. With the popularity of computers and mobile phones, new media design has become an inseparable part of people's lives from the initial TV advertisement to the present mobile phone advertisement, outdoor screen advertisement, various mobile applications and installation art. Another advantage of new media design lies in its interactivity. Through the interactive function given by digital technology, new media design can not only convey design ideas or provide application value to viewers, but also collect feedback from viewers or respond to users' operations.

3. Artistic Features of Decorative Paintings

3.1. Open composition

In painting, the meaning of composition refers to combining the actual needs of theme and subject matter, properly organizing the objects to be expressed, and then forming a coordinated and complete picture[3]. Composition is an important factor to be considered in painting, which will have a direct impact on the picture effect. The composition of decorative painting is mainly affected by two aspects. First, the creator's personal artistic proposition and creator's understanding of painting will be influenced by personal background, life experience and other factors, so the painting performance of different creators is always different. Secondly, it is determined by the expression technique and painting content. For example, the composition of abstract decorative painting and concrete decorative painting may be quite different. To sum up, compared with general painting, the composition of decorative painting will be more liberalized and show open characteristics.

3.2. Diversified Modeling

Modeling, that is, creating form, is to express the image with visual material, and to express it in a static form in a certain space, which is a visual static space image in art^[4]. Compared with other paintings, decorative painting is particularly visual, so it is called decorative painting. When creators create decorative paintings, they mainly take their visual expression as the principle. Therefore, decorative paintings are not limited to a certain style, and the same image in different paintings will show completely different modeling expressions with visual needs. For example, Figure 1 shows the characteristics of female characters in an abstract form, while Figure 2 shows the image of girls in a relatively realistic way.



Figure 1. Abstract decorative painting



Figure 2. Character decorative painting



Figure 3. Texture decorative painting

3.3. Diversity Texture

The so-called "texture" is interpreted as "skin texture" in the Modern Chinese Dictionary (published by Commercial Press). The word "matiere" is French, which means substance or material, and the English word "texture" refers to the "texture; structure; surface texture" of an object^[5]. In addition to ordinary paint brushes, decorative paintings can also be created with water, wood, fabric and other materials to create a unique texture of decorative paintings, forming a strong visual attraction, such as Figure 3, which is mainly through the dilution of paint to enhance the texture of the picture with the unique fluidity of the water texture.

4. Application Types of Decorative Paintings in New Media Design

4.1. Interactive Installation Art

With the development of technology, more and more artists are realizing their artistic propositions through interactive installations, while the construction of cities also makes more interactive installations present in people's daily life. The fundamental characteristic of interactive installation art is interactivity, however, along with the increasing number of interactive installations and the increasing complexity of visual information, visual attraction has become the first link between interactive installation art and people, and it is difficult to turn bystanders into participants without good visual characteristics, therefore, more and more artists enhance the visual attraction of interactive installations by combining decorative paintings with interactive installation art. Therefore, more and more artists enhance the visual appeal of interactive installations by combining decorative paintings with interactive installation art. For example, in the interactive installation "Hanami: Beyond the Blooms" (Figure 4), the collision of art and technology is realized by integrating the paintings of Japanese illustrator Yuko Shimizu into the installation art. Visually, the cherry blossom paintings, which are full of springtime atmosphere, enhance the visualization and atmosphere of the interactive installation, allowing participants to immerse themselves in the beautiful atmosphere and experience the vitality of spring. In terms of artistic connotation, the interactive technology creates a correlation between the participants and the blossoms, which not only brings a stunning atmosphere to the participants, but also reminds people of their own relationship with nature and creates a sense of the short-lived life of the cherry blossoms.



Figure 4. "Hanami: Beyond the Blooms"

4.2. Mobile Application Design

With the popularization of smart devices such as cell phones and computers, mobile applications have become an indispensable part of people's lives. The use experience becomes more and more important, and the visual itself is one of the most direct product experience, good visual not only can attract more users but also can bring the user a pleasant experience to form a positive impression of the product, and ultimately improve user loyalty, so more and more designers began to pay attention to the role of the visual. Decorative paintings have been increasingly used in mobile application design, the combination of decorative paintings and modern design can not only improve the visual appeal of the product, but also add more practical functions and significance to the decorative paintings themselves, for example, in the Secret Garden App, by filling in the decorative paintings with colors to achieve the purpose of reducing stress, the aesthetically pleasing and moving decorative paintings can increase the attraction of the user, especially for painting enthusiasts. For

painting enthusiasts, mobile painting not only meets their creative needs, but also has the characteristics of portability and convenience, etc. In the process of coloring the decorative paintings, users can be immersed in the artistic atmosphere rendered by the decorative paintings, and the way of filling in the colors independently can help users show their creative ability, develop the right side of the brain, and achieve the effect of relieving stress. At this point, decorative paintings not only have visual effects, but also play an important role in the emotional level. In addition, the combination with mobile application design also adds more creative forms to decorative paintings. Digital painting allows people to realize various effects, and even dynamic display to freely use their imagination to create different styles of paintings to show their own artistic ideas.

4.3. H5 advertising design

H5 advertisement is a new type of digital advertisement, which is mainly realized by HTML5 technology. With the popularity of mobile devices such as mobile phones, H5 advertisement is also presented to people more. H5 advertisement generally contains pictures and texts, audio and video hyperlinks and other elements. Compared with traditional electronic advertisements or paper advertisements, H5 advertisement has more advantages in narrative interactivity. From a narrative point of view, H5 advertisement generally contains multiple pages to guide users to complete advertisement playing through various interesting interactive functions, which can not only express more information, but also make users better accept advertising information in the process of interacting with users. In recent years, decorative painting with its prominent visual and rich picture elements in the H5 advertising design has been more and more application. From a visual point of view, decorative paintings add visual appeal to H5 ads, which can inspire users to keep exploring; from a functional point of view, decorative paintings can express the content of the ads and push the storyline of the ads forward.

5. Application Principles of Decorative Painting in New Media Design

5.1. Harmony between vision and function

For the argument of the primary and secondary relationship between vision and function, as early as in the last century there have been related views ---- functionalism, of which the Chicago architect Sullivan is the founding father of functionalism, has put forward the "form follows function" slogan. The Chicago architect Sullivan was the founder of functionalism and proposed the slogan "form follows function". However, in the modern design system, with the change of design concept, functionalism is gradually replaced by experientialism, the design is more focused on the use of the process of human subjective feelings, and the visual is the most intuitive feelings, so the sense of form and visual become an important part of the design, decorative paintings in the design of new media to follow the application of the principle of coordinating the visual with the functional, which is a fundamental attribute of the decorative paintings, the visual is also a fundamental attribute of the decorative paintings. Visual is also an important part of new media design, good visual can enhance the attractiveness of the design and create an immersive experience atmosphere for participants. Function is the main means to help users or

participants to achieve their goals, whether in installation art or advertising design, function is particularly important, and good function can make users have a pleasant experience. However, according to the design characteristics and different application occasions, the priority of visual and functionality will change, for example, in the design of video ads or H5 ads with the theme of festivals, the visual elements play a major role and are the key elements to attract the viewers, and the application of decorative paintings with more prominent visual features during the design process plays an important role in the design success or not, while the consideration of functionality is secondary to the visual features. In the design process of a shopping website, the visual nature of decorative paintings can only play a role in embellishing and conveying part of the semantics, and the functional design plays a more critical role, and at this time, the consideration of functionality should be greater than that of visuality, therefore, it is necessary to combine the characteristics of new media design, and apply decorative paintings based on the principle of coordinating the visual and functionality, so as not to produce radical functionalism or formalism to affect the effect of the design.

5.2. Unity of Inheritance and Innovation

Decorative painting has a long history, as early as ancient China has the figure of decorative painting, common in frescoes or painted on objects, so decorative painting is influenced by certain traditional factors, and the application of decorative painting in new media design has certain inheritance, for example, the visual attributes of decorative painting and its diversified and open forms of expression have not changed in the application of traditional painting or modern design. However, with the changes of the times, decorative painting in modern society has also produced certain uniqueness, in its application in the new media design, we need to maintain inheritance and pay attention to innovation at the same time, to ensure the unity of the two. From the creative way of decorative painting, with the development of new media technology, decorative painting is mainly in the form of digital creation from paper creation to now. Compared with paper painting, digital painting has better convenience and can preserve paintings for a longer time; From the expression form of decorative painting, painting software can enrich the color expression and style effect of decorative painting, and at the same time, it can change static decorative painting into dynamic decorative painting, enhance its visual expression and enrich its application scenarios. Therefore, the application of decorative painting in new media design must uphold the principle of unity of inheritance and innovation, retain its original characteristics and combine the advantages of current digital technology, so that decorative painting and new media design can be better combined.

6. Conclusion

Decorative painting enriches the visual attributes of new media design with its unique artistic characteristics, this paper summarizes and analyzes the main types of decorative paintings applied in new media design based on the development status quo of the combination of the two, and puts forward the application principles. First, the application principle of visual and functional coordination, emphasizing that according to the different characteristics of new media design, the role played by decorative paintings is also

differentiated, and decorative paintings not only enrich the visual performance of new media design, but also play an important role in function; second, the application principle of unity of inheritance and innovation, emphasizing that the application of decorative paintings in modern society must be in line with the aesthetic images and values of modern people, and at the same time, it should be combined with modern digital technology to innovate the decorative paintings. modern digital technology to innovate the decorative painting. In addition to the perspective of this paper, local culture, technical means and other factors will also have a greater impact on the application of decorative painting in new media design.

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