

THE ROLE OF NEW MEDIA AND EXPERIMENTAL
ART ON ART

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ABSTRACT. *New media and experimental art are intertwined in the field of contemporary art, jointly promoting profound changes in the way of artistic creation, dissemination and acceptance. The following analyzes their effects from multiple dimensions. In terms of creative methods, new media technology provides powerful tool support for experimental art. Experimental art emphasizes breaking through traditional forms, while new media such as digital painting software, 3D modeling, augmented reality (AR) and virtual reality (VR) have lowered the threshold of creation and expanded the possibilities, allowing artists to explore cross-media expression more freely; for example, digital tools allow real-time modification and iteration of works, while VR/AR creates immersive experiences that blur the boundaries between art and the audience. This kind of technological empowerment not only accelerates the innovation cycle of experimental art, but also promotes the cross-border integration of art and other fields, such as technology, games or fashion, giving birth to emerging forms such as interactive installations and generative art.*

Keyword: *experimental art, generative art, 3D modeling, New media , works, dimensions.*

1. Core concepts

New media art: With digital technology as the core, it integrates interdisciplinary methods such as biology and computer science, and emphasizes the art form of audience interaction and conceptual expression. Its forms of expression cover online art, immersive installations, artificial intelligence art, etc., with digital, interactive and virtual characteristics.

Experimental art: emphasizes the combination and transformation of concepts and artistic language, advocates speculative, experimental and innovative, emphasizes cross-border integration and exchanges, and broadens the boundaries of art and the possibilities of artistic expression.

2. Professional courses

Major in new media art: The curriculum system covers the three fields of art, science and technology, and media, focusing on the wide-caliber and thick foundation, and the combination of art and technology. Practical teaching types include professional experimental (studio, laboratory) courses, professional social practice, professional training, professional internships, and graduation design (creation) and graduation thesis (design report) and other content.

Experimental art major: The learning content includes courses such as art, design, drawing, color scenes, etc., which are mainly divided into basic course stages and studio course stages, mainly cultivating contemporary artists with a high degree of professional skills and creativity.

3. Employment direction

Major in new media art: Graduates can engage in artistic creation or product development in related industries or industries such as culture and media. Specific directions include three-dimensional animation and game

production, digital film and television special effects production, interactive design, etc.

Experimental art major: Employment directions include working in the art system (such as professional artists, curators, art critics, university teachers, etc.), participating in a series of cultural and creative industries related to film and television, games, product design, etc., and media industries (including traditional media and self-media).

Fourth, professional characteristics

Major in new media art: The culture of the information society that emphasizes screen images is slowly transforming into a kind of "screen culture", and people are exposed to "screen media" on a daily basis. At the same time, new media art guides the audience to participate in the common construction of the form of the work through technical media, such as touch, voice control or network interaction, forming the core characteristics of connectivity and interactivity.

Experimental art major: emphasizes the combination and transformation of concepts and artistic language, advocates speculative, experimental and innovative; emphasizes cross-border integration and exchanges, broadens artistic boundaries and artistic expression possibilities; emphasizes the connection and interaction between art and society, and the perception of social and cultural reality.

The way of communication and acceptance has undergone fundamental changes due to new media. With the help of platforms such as social media, online galleries, and virtual exhibitions, experimental art has broken through the limitations of physical space and achieved instant dissemination on a global scale; this kind of immediacy and accessibility enables works to quickly reach

diverse audiences, and through interactive mechanisms such as comments and sharing, a dynamic feedback loop is formed to enhance audience participation. Sense. At the same time, the algorithm recommendation and data analysis functions of new media help to accurately target the audience and enhance the visibility and influence of art.

The art education and talent training model has also been innovated by new media. In teaching, digital media technology is used to build a personalized, practice-oriented curriculum system, such as providing art and design resources through online platforms and recording learning data to optimize teaching strategies; this model emphasizes the combination of theory and practice, and provides students with real project experience through school-enterprise cooperation, cultivating innovation ability and market adaptability.

At the level of art market and social influence, new media has promoted the diversification of art ecology. New models such as online sales, virtual auctions, and digital collections have changed transaction methods, made the circulation of works of art more convenient, and redefined value evaluation standards; experimental art uses these channels to gain wider social attention and even influence public discussions. However, this change also brings challenges, such as copyright protection and technology dependence, which need to be continuously explored at the practical and policy levels.

New media is an emerging concept. It has not been proposed for a long time, but it has become a popular profession internationally. The rise of new media is related to the value of contemporary art. Therefore, more and more people are beginning to participate in this art. The close integration between literature and art and science has made more people realize that the cause of literature and art and science and technology are equally important. There is an

inherent connection between art and science. Technology should be pursued for excellence in order to be able to produce the best products and be invincible in the market. The emergence of a new technology can become a means of creating art. This article analyzes the influence of the development of new media art on art design, and puts forward the prospects of new media art in the future.

The new popular literature and art is a new kinetic energy that stimulates the vitality of literary innovation and creation. The new popular literature and art is the product of the Internet era, and the integration and innovation of literature and art and science and technology are its distinctive characteristics. With the empowerment of new technologies and new media, literature and art have broken free from the shackles of paper text and the limitations of physical time and space. Literary and artistic formats such as online literature, short videos, micro-skits, and live broadcasts are born on new media platforms. Technologies such as generative artificial intelligence and immersive interactive experience are widely used in literary and artistic creation and artistic presentation. Circle of friends Like and retweet, barrage message interaction has become a normalized cultural way of life and a path for the dissemination of literary and artistic works, which all show a new landscape where new popular literature and art are highly integrated with the wave of digital intelligence on the Internet. Technological development and media changes have not only spawned a number of new types of literature and art, but also brought profound changes in literary concepts and literary practices. In the past, the relatively isolated literature, music, film, television, stage performances, games, animation and other different literary and artistic categories broke through walls and reorganized and integrated across borders,

forming a continuously extended and fully spread literary and artistic creative chain, further expanding the demand for literature and art, improving the ecology of literature and art, and injecting a strong impetus into the prosperity and development of literary and artistic undertakings.

The new popular literature and art is a new thing that is booming. In the process of development, it is also accompanied by problems such as traffic supremacy, content homogenization, and excessive entertainment. It is necessary to deepen theoretical research and interpretation, strengthen value leadership and organizational guidance, and create a good environment for the sustainable and healthy development of the new popular literature and art.

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