Research on the Development of Digital Media from the Perspective of Micro Era

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Abstract
In the micro era, the application of information communication technology in the teaching system of colleges and universities has greatly promoted the content of digital media art education in different teaching activities. In this paper, the author analyse the development of digital media from the perspective of micro era. With the promotion of information technology in the micro era, students make use of fragmented leisure time to obtain as much knowledge as possible, and the development of digital media education has appeared the trend of intelligence. The teaching effect can be improved by the intelligent portable mobile device and the multimedia courseware to supplement the teaching content

Key words: Micro Era, digital technique, Multimedia communication, visual arts

1. INTRODUCTION
Art plays a very important role in the long history of China. The emergence of digital technology is not made in China. With the rapid development of computers and the establishment of the Internet network, human beings have entered the world of bit. Humans in the work and life of the transmission of information, almost all left on the digital information media, as the famous director James Cameron said: "the communication between people is 0 and 1 monopoly." The development of computer technology and information technology as the core, provides a new platform for the creation of a full range of artists, digital technology in the field of art, the artistic approach of a newer and more beautiful for us sketch, digital media art is with the development of computer technology and the rapid development, through different ways, different combinations of sequences create and change constantly, the myriads of changes of digital art world. In recent years, the explosive development of the information age, the spread of a wide range of mini knowledge, created a "micro era" of human society, but also brought about the innovation of art form and the development of technology diversification. The art of innovation and technology progress is always present, as the shadow follows the form of digital media art, has become a popular professional colleges and universities opened, the professional has a good artistic accomplishment and scientific connotation in culture, namely technology and understand art, can use digital media creation tools new things from the artistic creation of talent.

Digital media art has spread throughout our lives, and almost into all the areas related to audiovisual media. From the computer internet games to the construction of virtual reality scenes, digital media art has become a new art field which is different from the form of innovation. Yes, it is the development of digital technology that leads to the digitalization of art. The development of the times gives birth to the change of digital media art education, a new art variety. The characteristics of the communication structure of “micro era” have become the most important mode of communication in information society. The emergence of new media on the concepts and methods directly affect the teaching mode, education classroom learning, class skills, practice experience and so has undergone tremendous changes, and with the requirements of the new age of interventional technology continuous improvement and innovation. Based on the study of art and communication integration, formed by the intersection of the new research field, by the digital media art based on the "micro era" features the use of communication subject, object, tools and changes in the form of the technical characteristics and artistic form and characteristics of Digital Media Arts close by me below the article combs, can better play the role of digital media art and the "micro age" construction, so as to promote the innovation of digital media arts and professional education.

2. BASIC CONCEPTS AND BASIC FEATURES OF MICRO ERA

2.1. Micro Era
Micro age is based on the digital information technology as the foundation, the use of digital communication technology, using a variety of ways of audio and video, text and images, through the mobile terminal, the new reality of the new era of communication in real-time, interactive and efficient as the main feature of the communication activities. With the word "micro" become a popular prefix in the rapid development of mobile Internet and mobile Internet equipment support, more and more life service in Internet connection, people live under the line and online life with more closely, "Online + offline" has become a new
mode of the ideology and the profit under the background, in 2015 the government work report for the first time proposed the development of Internet plus action plan", the so-called" Internet plus ", namely the use of information technology and the Internet platform to the Internet and the social market depth of integration with the industry, creating new ecological development. The "micro era" is micro named, because of the age we live in "micro-blog", and then extends the "WeChat" and "micro novel" and "micro film" to "micro" as the representative of a series of application software, and for the notebook computer and desktop computer. Can not always carry around, not timely release of information, so as to choose the mobile phone, tablet computer and other small and portable mobile terminal, the transmission of information. Through these hardware and software transmission content also has "micro" characteristics. Compared with traditional media, the media is not a large number of professional institutions and professional websites, the general public also occupies a place in the media discourse right. Not just as a passive receiver, but also as a vocal speaker. It is the "micro era" mini characteristics, with a small space of knowledge structure quickly spread, catering to the modern fast food consumption demand, deeply influence people's daily life.

Figure 1. Micro Era

2.2. Digital media art

Digital media art is a new interdisciplinary subject, which grows in the same carrier from traditional art and industry and information technology.” Therefore, the digital media art education is no boundaries, it takes science, aesthetics, art, architecture and many other disciplines, and its inherent absorption properties, determines that it is not just in the school, also went into the society, the use of social resources, encounter problems, give full play to explore the spirit of students of the problem, at the same time as the core teaching problems in learning, student-centered, actively develop students' personality, cultivate students' innovative consciousness and sense of the times the art quality of students. The school hardware resource into the LAN, computer rooms, multimedia classrooms, with basic hardware as the foundation, all kinds of courseware, learning software, the establishment of "education and teaching resource database has become the mainstream mode of classroom teaching of digital media art. With the rapid popularization of Internet technology, teachers can make use of many softwares such as courseware, classroom teaching, optimization of teaching process, and better combination of artistic aesthetic ability. Therefore, the digital media art discipline is different from the teaching of other disciplines.

As a complex course development for many years, the rise of digital media arts education curriculum is accompanied by the development of information technology and the vigorous. It depends on the digital technology and modern media technology at the same time, the art of fashion, human perceptual thinking and rational thinking combined art form, is the art of image has the potential for the development of art design field at the present stage of the development of the field, making it more and more diversified: Digital image art, Internet art, digital 4D Virtual Reality Art and art etc.. It is a kind of from graphic design to three-dimensional design, comprehensive art from the interface to the contents of the form, its essence is the advanced scientific technology and modern media art fully formed fusion, cultivate the students' field of digital media art complex creative thinking, art appreciation, art criticism, hands-on ability. Taking practice teaching as the core, combining with the professional curriculum project to assist, at the same time, any student through the process of learning can study the resources they are learning. Through the education of digital media art teaching results, some good works can be spread to various places, let the students get inspiration from it, the corresponding solution to the problem of answering questions for the opening of the business and to improve the students' learning ability.
3. DIGITAL MEDIA ART GUIDED BY MICRO ERA

3.1. Digital media art in "micro era"

At present, Chinese education development puts forward to the goal of quality education, in a relatively short period of time to create a learning culture elite, high-end talent, and fast-food culture of education will lead to the basic goal of the education can not be achieved. In addition, the development of the teachers generally does not participate in outside school educational institutions of resources, the students and the urgent needs of a large number of pieces of knowledge complement classroom content, which can enhance students' learning achievement; Chinese schools are not accustomed to teaching practice innovation into the mainstream. Innovation is derived from the students in a new way to re-combine their own learning things, and ultimately communicate in a more liberal way. In general according to the regulations of the school for teachers to impart knowledge and student exchanges, according to the normal standard, rarely can stimulate the students' thinking ability, most of the time teachers in the classroom teaching or through hard, even now some universities promote outstanding cases, but not widely spread out. Along with the information technology "micro age" in advance, make students use of fragmented leisure time to obtain as much knowledge, can be in plenty of time to meet the demand for knowledge and knowledge of the mini has become an inevitable trend.

As a result, the content of various online agencies and websites is also more extensive, and the functions are also more diverse. A communication channel of network access to knowledge content such as teaching resources, independent personality development largely free of students and personality, compared with the traditional education, knowledge will not die too entangled in the book. There is no need to teach only one side, but to cultivate innovative talents, so that students can better integrate into the team, as a part of the team, rather than alone. With the continuous adaptation of many courses in the domestic universities and digital media education classes to the society, their own functions have been constantly modified. Under the instruction of
humanist thought, the trend of educational development of digital media appeared the trend of intelligent, combined with the era of relying on education students to adapt to the overall development of the society, the school of engineering and learning, with the idea of long-term training applied talents in china.

3.2. The necessity of art education innovation

Today, the professional aspects of digital media art education are divided. The class of digital media arts education teaching books have more than 3000 different professional content, traditional classroom teaching has ingrained from previous books, stable teachers and good operation mechanism of the years of experience, has the absolute advantage of some teaching and classroom dissemination of knowledge and unique insights, but also a complete teaching system. And the cultivation of innovative digital media talent in these areas is much less, and their main knowledge is still relying on the traditional classroom experience or copy directly from the traditional classroom. Most of the means of information education, basically through sporadic teacher resources and fledgling management system, make it difficult to compete in the domestic online education resources compared. Now the education of digital media art in the field of long-term focus on computer technology teaching, makes learning complex representation of a single form of the art and design, in the current environment, emphasis on the development of teaching theory, teaching step by step carefully taught, then there is feeble. In addition, the study must also have a computer, and in the face of a strong radiation display, so that the time has a huge impact on the eyesight of students, so that students' physical function decline. In view of online learning institutions, classroom content has the priority of learning in the context of fulfilling what they need and the laws of the country. This right includes the priority important content obtained from the source of learning is the result of speculation and research, also including the audience in the dissemination of the affirmation and preferred learning, the students themselves in the online learning fragments integrate knowledge have more simple, more unified way. Thus, the lack of content in the network on the legal impact on its own is also huge. In addition, the school's classroom teacher name such as "brand" chain effect, the class size and content is also worthy of a place to learn, for rational perfect learning training mechanism, personalized thinking maxspace, is also the first choice of higher education.

With the development of the "micro era" online and offline education professional institutions and professional website must also make plays a more and more important role management information content, software system, management system, information content level has the authority, because of legal and other reasons, with the uncertainty of information available online, there are invisible the release of the authenticity of the content as newspapers and television come true, and the traditional classroom after a hundred years of temper, formed a certain reputation and a good reputation, so that some have the knowledge to students and poor students autonomous learning is not strong complement, this class brand is a huge sum and intangible wealth far some other bad teaching way behind. Especially in the domestic, many online education institutions differs from some other western countries, such as WeChat, micro-blog, portal, online education institutions, in the face of the audience learning content is inconsistent or not determine the authenticity, students usually tend to trust in the teacher and the classroom.

4. INNOVATION OF DIGITAL MEDIA ART EDUCATION
"The more the use of micro era" dissemination of information technology in higher education system, and make the classroom teaching content of digital media art education, has also been a great development in different teaching activities, and gradually improve the teaching idea -- from the previous video application to the mobile terminal, is the use of spare time by intelligent portable mobile with the help of multimedia software and equipment complement teaching class, comprehensive use of icons, speech, literature, music, video, image, content and other media information, at the same time with the previous teaching methods combined to open up the teaching process. Through the face-to-face theoretical education in classroom and the supplement of mobile equipment in classroom, it is beneficial for students to rise from perceptual knowledge to rational understanding, and to cultivate observation ability and thinking ability. Digital media education should be reformed from teaching content, teaching ideas and teaching methods, creating students' thinking activities, and stimulating students' creative creation.

The history from the perspective of media, at any time in the history of the birth and development of a new media are a process of traditional media and gaming, also have a common fusion between a and the development process, the rise of the common. In recent years, the rise of mobile terminal APP means that the original books used in the classroom gradually complement each other with diverse social systems, and open up their own second ways of survival. Digital publications will be the direction of the gradual development of books, and its morphology will continue to innovate with the visual changes of the subject. The improvement of digital media art education to mobile terminal equipment can change the basic elements of diversified art into more changeable elements. This is not a demonstration of a small change, which is a revolution in the teaching medium of subjects. If the blackboard and the desk mean the history of education, then the birth of the final digital art expression symbolizes the rising sun of digital media art education. On the blackboard, the use of a lesson in the frequency is very limited, the use rate is not high, especially when writing back and forth, a blackboard in a lesson in the most may be only a few times and erase rewrite. However, the mobile terminal in the classroom teaching, teachers will be ready in the classroom before the information spread through the medium, in a lesson but can achieve dozens or even hundreds of times the content of exchange, can a lot of knowledge will switch repeatedly, also can integrate fragmented knowledge quickly let the students learn better and faster. Mobile learning hardware support learning technology feasibility of design and development, such as: 4G, WIFI, now GPRS, WAP and other mobile networks to provide strong support to the learning content within reach of the mobile terminal point should be as the auxiliary tool of classroom learning and Web learning courses, because the columns should class institutions or with the use of the client has consistent structure, allowing for a shorter period of time and be familiar with the use, because the mobile environment of mobile terminal itself and the limitation of the learners in the learning of knowledge, more suitable for a short time, a small amount of the distribution should be brief, the level is not easy too deep, and has interactive function, can satisfy the students the questions, to provide various forms of communication and discussion, the integration of collective wisdom, to produce the spark of thought, also must have the reflection The space of learning time, "so the temperature, which is helpful to students' learning long time progressive cycle, extending the knowledge, equipment must provide data to support the formation of archives can record the learning process, students, can timely provide help for teachers' evaluation to students, to students in planning and direction the future.

5. CONCLUSIONS

*Figure 5. Digital media*
"Micro era" digital technology spread means change, the advent of the new digital technology era, digital media art, technology and design are also increasingly distinguished. Some of the older generation of digital technology for teachers, often relying on computer technology, and the characteristics of neglect artistic beauty on the inside, the popularity of the products of modern science and technology means of communication, they have become the essential things in life, forcing them to actively improve their technical level is relatively backward. And it's a simple process for young people, who are born between the digital age, to get a new generation of technology and learn how to use them. For the new generation of young teachers and students, they have become new learning methods and teaching methods in the game design, music integration, film visual innovation, etc..

REFERENCES


