

Effect of Ideology and Politics of Digital Media Art Course Under the View of Humanistic Spirit

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Abstract: Effect of ideology and politics of digital media art course under the view of humanistic spirit is studied in this paper. The development of digital media can be said to be very rapid. First of all, let us understand its concept. Digital media art is an emerging art category formed with the development of computer science technology and network media. Digital media technology will continue to develop rapidly, and its influence and participation in art and design will then become more and more in-depth. Art and science will work together in our lives, or the boundaries between art and the science will become more and more blurred and this may be a kind of inescapable reality. This paper gives the novel suggestions and the application scenarios.

Keywords: Humanistic spirit, digital media art course, ideology and politics, general effect, course design

1. INTRODUCTION

The digital media industry has huge market development prospects. In the United States, the sales of the computer animation and related film and television products have then obtained nearly 10 billion US dollars in revenue. Japanese media art, video games, animation and the other works have become the second largest industry. The South Korea's digital industry has surpassed the automotive industry to become the largest industry. Digital art is the analysis and editing of pictures and audio-visual files by means of digital technology and computer programs, and finally a perfect upgraded work is obtained. It is widely used in graphic design, teaching of three-dimensional technology and commercial design, and has been accepted and recognized by public with the advancement of science and technology, and is loved by more and more practitioners. For the focus, we can consider the listed aspects.

(1) Digital media art is based on the development of digital technology and new media technology. Digital media art is an art that ingeniously integrates human rational thinking and artistic feeling.

(2) As far as art itself is concerned, digital art originated from conceptual art in the 1960s and from the early futurist manifesto, Dada-style behavior and 70 years of representative performance art. Communication and also cooperation have become the focus of artists in the creation of new media art. Focus They are constantly exploring new behavior patterns and new media in an attempt to discover the possibility of creating new thinking, new human experience and even new worlds.

(3) With the development of science and technology, the creative form of media art has fully entered the digital age. Traditional art usually uses its own inherent artistic characteristics to express the style of art. Its single form of expression can no longer meet people's growing needs. The emergence of digital media art has made up for this lack in the field of art.

Digital media technology will continue to develop rapidly, and its influence and participation in art and design will then become more and more in-depth. Art and science will work together in our lives, or the boundaries between art and the

science will become more and more blurred and this may be a kind of inescapable reality.

The use of digital motion involves science and technology and cultural communication. It can not only restore dynamic media art, but also create dynamic media art. In the figure 1, the art course sample presentation model is defined.



Figure. 1 The Digital Media Art Course
(<https://mcquad.org/2021/02/04/art-department-adds-a-splash-of-color-with-new-digital-media-art-major/>)

2. THE PROPOSED METHODOLOGY

2.1 The Humanities Ideological and Political Analysis

According to relevant reviews, in terms of teaching content, it is necessary to pay attention to the consistency of students' professional teaching, learning environment and also practice places at the different stages, and to carry out ideological and moral education for specific occupational positions, which is conducive to enabling higher vocational students to establish good values and occupations. In terms of educational methods, we should highlight practical education.

Different theoretical topics should be extended to the society through practical exploration, action experience and the other educational activities, so as to achieve the combination of in-class and extra-curricular, and the combination of the moral development and vocational education, so that students form a unified character of knowledge and action. Humanistic care

means paying attention to the survival and development of people, caring for, loving and respecting people. The purpose is to help others to help themselves, to achieve a full existence, to consciously adjust and control the living environment and themselves, to make reasonable use of the right to choose independently, and to improve themselves day by day.

It emphasizes the value, dignity and integrity of human beings, combines humanistic care with the party's ideological and political education, deeply penetrates the soul, massages the mind, and achieves the effect of soothing the soul. Then, we should focus the following issues.

(1) Cultural environment is an effective carrier for cultivating college students' humanistic spirit. In the general process of developing campus cultural environment, it is necessary to organically combine moral education, intellectual education, physical education, aesthetic education and labor education, and integrate education into culture, indirect, implicit way.

(2) Humanistic care is to meet the development needs of the human nature. Every student is an individual who is eager to be recognized and respected by others, especially from teachers and also schools. When students feel that they are respected and recognized, they will be inspired to face study and life with a positive and optimistic attitude.

(3) In the teaching process, we should take the humanistic spirit as the core, build a humanities system that conforms to the characteristics of college students, and emphasize the unity of humanistic quality and scientific quality. Reasonable scientific setting of humanities plays a very important role in improving the good personality and moral quality of college students.

To sum up, the teaching effect of ideological and political courses depends on whether students really like the course. Therefore, we must proceed from the needs of the students, innovate teaching models, reform teaching methods, and also enhance teaching effects.

2.2 The Digital Media Art Analysis

The research and discussion on art form language has a long history, and form language is also one of the important topics that must be faced in visual arts. In the field of traditional art, there has been a relatively in-depth exploration and systematic summary of formal language issues. Whether media or art is adapted to the human needs, born and evolved under certain social conditions, the strong influence of media on art is an indisputable fact that art works can only be spread with the help of media, and only works of communication can have influence. It not only determines the general possibility of the circulation of works to a certain extent, but also defines the form of art design itself. This form is the concept of art design and the basis of art theory.

The role of digital technology in the digital age is obvious. Entering the design of the digital information society, the form and content of art and design education have undergone profound changes, and the design objects and psychological environment have undergone great changes. Then, we should be focused on the listed aspects.

(1) The combination of virtual and real can play a role in highlighting the subject, expressing the sense of movement, expressing the artistic conception and strengthening the sense of space in the picture.

(2) Composition and assembly, now used as movie terms, is one of the means of narration and expression of the work, which can better express the design concept and proposition through the clever combination of cable materials.

3. CONCLUSION AND SUMMARY

Effect of ideology and politics of digital media art course under the view of humanistic spirit is studied in this paper. Digital media art is a product of the development of digital and information technology. The new technology creates new means of the art creation, changing the structure, form and aesthetics of the art, and the traditional formal language will inevitably be expanded and interpreted in a new way. This paper gives the novel suggestion and in the future, the further applications will be discussed.

4. THE ACKNOWLEDGEMENT

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