Examining the Embodiment of Diversity in Digital Media Art from the Perspective of Fine Art Psychology

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Abstract. In today's digital era, digital media art has flourished at an unprecedented speed and become a much-anticipated emerging force in the art field. It has profoundly changed people's perception and experience of art with its unique forms of expression, rich means of creation and wide dissemination channels. Digital media art is not only the fusion of technology and art, but also the extension of human creativity and imagination in the virtual world. From the perspective of fine art psychology, this paper provides an in-depth discussion of the diverse expressions of digital media art. By analysing the key elements of perception, emotion and cognition in fine art psychology, it elaborates how they influence the creation and appreciation of digital media art. Digital media art presents rich diversified characteristics in form, content and experience, such as diversified visual presentation to meet different perceptual needs, multiple themes and emotional expression to trigger a wide range of emotional resonance, and innovative interactive methods to expand the cognitive boundaries. This diversity not only enriches people's artistic experience, but also provides a broad space and more possibilities for the future development of digital media art.

Keywords: Art Psychology, Digital Media Art, Diversity.

1 The Relationship Between Art Psychology and Digital Media Art

The so-called psychology of art is essentially dedicated to the in-depth and systematic investigation of the scientific laws of art and its related fields by means of theoretical knowledge of the human psyche. The research process covers a wide range of key elements such as thought, language and emotion. The ultimate goal is to clarify the internal links between social culture and human emotions and art activities through the study of students' creative processes, so that the originally complex process of art creation can be made clearer and more organised through human intervention. In this regard, it is of great significance for the majority of art colleges and universities to offer art psychology courses. Not only can it further optimise and improve the existing art education system in China to a certain extent, and inject new vitality and connotation into it, but also play a significant role in promoting the development of the whole art education field. On the one hand, it helps to cultivate students' more com-

prehensive and in-depth artistic perception and creative ability, so that when they understand art works and create, they are able to integrate the psychological level of thinking, and create works with more connotation and contagious power. On the other hand, it can also promote the cross-fertilisation between art education and other disciplines, open up new educational ideas and methods, and lay a solid foundation for the cultivation of innovative art talents to meet the needs of the times. [1]

There is a close and mutually reinforcing relationship between fine art psychology and digital media art. Fine art psychology is concerned with people's psychological processes and reactions when creating and appreciating art works. It studies how visual perception, emotional association, cognitive understanding and other aspects affect an individual's experience of fine art. The psychology of fine art profoundly reveals the laws of people's perception of different visual signals when observing things, and reveals the different artistic effects under different art creation techniques, so as to make art works more infectious and expressive, and be able to express the inner world of the creators more fully. [2] Art psychology provides the theoretical basis and guidance for digital media art. It studies in depth the psychological processes and reactions of human beings in the creation and appreciation of fine arts, such as perception, emotion, cognition, etc., to help digital media artists better understand the audience's psychological needs and expectations, so as to create more attractive and influential works.

Regarding the concept of digital media art, Li Sida described it in Introduction to Digital Media Art as "digital media art is a new art form based on digital science and technology and modern media, which integrates human rational thinking and artistic sensibility, and is an emerging trend of combining digital science and technology with art and design at the end of the 20th century. It is an emerging cross-discipline and art innovation field formed along with the trend of combining digital technology and art design at the end of the 20th century. It is a new form of art that pushes forward in the way of artistic behaviours such as creation, bearing, dissemination, appreciation and criticism, and thus produces profound changes in artistic aesthetic sensation, experience, and thinking." [3]

2   Diversity of Digital Media Art at the Perceptual Level from Art Psychology

Under the perspective of art psychology, the richness of visual perception has been greatly expanded. With the help of advanced technology, digital media art is able to create surreal visual effects, such as fantastical scenes and realistic virtual images. The use of colour is more free and bold, through high saturation, contrasting colour combinations or delicate and soft hue transitions, triggering strong visual impact or tranquil and soothing feelings in the audience. The appearance of moving images makes the transmission of visual information is no longer limited to static images, but through smooth movement, changing forms to attract the attention of the audience. Secondly, auditory perception has also become an important part of the perceptual diversification of digital media art. Well-designed background music and sound ef-

fects can enhance the atmosphere and emotional expression of the work. For example, in a digital animation, an exciting battle scene with intense music can make the audience feel the tension and excitement more deeply; while a peaceful idyllic scene with soft and soothing sound effects can create a peaceful and tranquil atmosphere. In addition, tactile perception has begun to emerge in the interactive design of some digital media arts. Through touch screens and somatosensory devices, viewers can directly touch and manipulate the artworks to obtain tactile feedback. This integration of tactile perception further enriches the audience's art experience and makes them more immersive in the creation of art. At the same time, digital media art also breaks the limitations of a single sense and realises the synergy of multiple senses. For example, in a virtual reality art work, the audience can not only see the realistic visual scene, hear the surround sound effect, but also feel the texture and weight of the object through the handle and other equipment, this multi-sensory experience greatly enhances the infectious force and attraction of the work. In this process, since everyone has different sensitivity and reaction to different sensory stimuli, multi-sensory synergy allows the audience to experience the beauty of the work according to their own preferences and feelings, thus realising the personalisation of the aesthetic experience.

For example, the interactive digital art installation "Rain Room" is an impressive work of art. The Rain Room creates a unique space for viewers where it looks like it is raining, but people can walk in it without getting wet. Analysed from the perspective of art psychology, The Rain Room triggers a variety of psychological responses from the audience. It challenges the audience's perception of space and environment and makes people rethink the relationship between human and nature. In an environment that seems dangerous (rain) but is actually safe (not getting wet), viewers may experience a complex emotion of both excitement and reassurance. It also prompts viewers to reflect on their own role and behaviour in the environment. It offers the audience a chance to escape reality for a while and immerse themselves in a fantastical situation, allowing for a moment of peace and reflection in the midst of their busy lives. With its innovative form and profound content, The Rain Room is an outstanding representative of the digital art field, providing audiences with a unique and unforgettable art experience.

3 Diversity in Emotional Expression in Digital Media Art as Seen in the Heart of Fine Art

As a group of living beings, human beings have complex psychological, social and cultural characteristics. Human beings can perceive, think express, create and learn, and possess will and self-awareness. And the emergence of digital media art, a discipline that integrates technology and art, has played an important role in the process of human society. The rapid development of digital media art has not only changed the way of human life and redefined the way of interaction between human beings and the world, but also reshaped the expression of art. It is an emerging art form and language expression that expresses contemporary human consciousness, concepts, mental state and cultural characteristics through digital technology. Digital media art has

moved towards the expression of "fusion of things and people", focusing on the humanity of technology and the technologisation of spirit. Digital media has become a new information carrier, as important as language and electronic technology. As a result, art forms built on digital media, namely digital media art, have also emerged. Today's art and design is not just about the expression of aesthetic concepts, but places more emphasis on human emotions and behaviours, as well as contributions to social progress. Digital media art plays an important role as a bridge connecting art and life, technology and fashion.[4]

Taking digital diary as an example, the artist can use a combination of elements such as words, images, sounds and even moving images to record the thoughts and emotional fluctuations of life in real time. Whether it's a moment of loneliness, like being in a sea of people but no one understands; or the joy that comes from deep inside, like sunshine penetrating through dark clouds; or the anxiety that grows under pressure, as if the invisible rope is tightly binding the mind, all of them can be delicately and realistically presented in the digital diary.

In addition, in the exchange and integration of cross-cultural emotions, in the current wave of globalisation, digital media art with its unique charm breaks down the barriers of regions and cultures, and builds a solid bridge for the exchange and integration of emotions between different cultures. It is like a magic key that opens the door of cultural exchange, allowing various cultural elements to collide and mingle with each other on the same stage. Artists have unprecedented opportunities to draw on the rich elements and unique symbols of multiple cultures in this broad creative space. They are no longer limited by the framework of a single culture, but are able to freely travel through the treasures of different cultures and draw on their essence. This cross-cultural borrowing and fusion enables them to create outstanding works that transcend geographical and cultural boundaries and have universal values and cross-cultural appeal.

4   Diversity of Digital Media Art in Cognitive Experience from Art Psychology

From the point of view of art psychology, digital media art breaks the boundaries of traditional cognitive modes. Traditional art is often presented in a fixed form and a single way of interpretation, while digital media art provides a non-linear, interactive cognitive path through the use of technology. With its unique charm and strong expressive power, digital media art has become a powerful tool for expanding the field of knowledge. It cleverly transforms originally complex, abstract and obscure scientific knowledge, historical events and cultural traditions into vivid, intuitive, easy-to-understand and fascinating forms, opening a new window to the treasure house of knowledge for the audience.

Digital media art plays a remarkable role in the dissemination of scientific knowledge. It is capable of presenting esoteric physical principles, biological structures or astronomical phenomena to the audience in an easy-to-understand manner through well-designed images, animations and simulations. For example, the use of

digital animation to clearly demonstrate the process of cell division, the orbits of planets or the microscopic mechanisms of chemical reactions enables the audience to intuitively understand these otherwise unimaginable scientific concepts. For the reproduction of historical events, digital media art has an irreplaceable advantage. It can use advanced technical means, such as digital animation and virtual reality technology, to realistically restore historical scenes. The audience seems to travel through time and space, personally being in ancient battlefields, prosperous cities or important historical moments, witnessing the elegance of historical figures, and feeling the social atmosphere and cultural landscape at that time. Digital media art also plays an important role in the inheritance and promotion of cultural traditions. It can show the folk customs, traditional skills and ancient legends of different places in creative forms, so that the audience can deeply understand the connotation and value of different cultures while enjoying the art. Through digital media art, those cultural heritages on the verge of being lost can be revitalised and attract more people's attention and inheritance.

Digital media art also triggers the audience to re-examine their self-perception. In the process of participating in the digital media art experience, the audience will unconsciously mirror their own feelings, thoughts and behaviours with the context created by the artwork. Digital media art sometimes presents logic and rules that are very different from those of the real world. In trying to understand and adapt to these virtual worlds, viewers will reflect on their own cognitive patterns and habits in real life. They may realise their own mindset that exists in reality, and then think about how to break through these limitations to perceive and understand things around them in a more open and flexible way. This leads to a clearer understanding of their life's purpose and a clearer perception of what their heart truly desires.

5   Conclusion

Looking at the diversity of digital media art from the perspective of fine art psychology, we can clearly see that digital media art creates unprecedentedly rich and unique experiences for viewers in multiple key dimensions, including perception, emotion and cognition. This diversified situation not only greatly enriches the forms of expression and profound connotation of art, and injects new vitality and inspiration into artistic creation, but also provides people's spiritual life with an incomparably rich choice and a space full of infinite possibilities for exploration.

Research in art psychology will also reveal more deeply the mechanism of human perception and reaction to digital art, providing more accurate guidance for creation. In terms of content, digital media art may pay more attention to global issues, such as environmental protection and the community of human destiny, etc., and trigger people's thinking and action in a more infectious and influential way. At the same time, interdisciplinary integration will become the norm, and the intersection of digital media art with philosophy, physics, biology and other disciplines will create more profound and inspiring works. With their unique charm and profound thoughts, these works will add new light to the long and brilliant art treasury of mankind, become the

bright pearls of the times, lead the trend of art development, and bring richer and more far-reaching nourishment to the spiritual world of mankind.

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