The Negative Influence of Computer High Technology Based on Big Data on Modern Art Design

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Abstract

The origin of traditional folk art is different from modern art design. The former comes from the daily life and work of the masses and the latter comes from the development of modern industrial civilization. So they have different pursuits. Traditional folk art pays more attention to practicality, aesthetics and folklore, emphasizes the organic unity and integration of material and spirit, emphasizes the spiritual pursuit of humanity and expresses the inner pursuit of primitive instinct and emotional thinking. After all, modern art design is produced in the context of modern industrial production. It pursues more commercial value and profit, especially the economy, sociality and high technology brought by art design. Traditional folk art pays more attention to practicality, aesthetics and folklore. These characteristics are also different from the main aspects of modern art design. As far as practicability is concerned, traditional folk art can be seen in people's clothing, food, housing and transportation. It is a spiritual demand generated by people on a practical basis. As far as aesthetics is concerned, traditional folk art embodies people's spiritual aesthetic needs and is the biggest feature different from modern art design.

Keywords: Big Data, High Technology, Modern Art;

1. Introduction

Combined with the application and introduction of modern environmental art design work in many industries, the better introduction and use of traditional culture is a more important aspect. The application of traditional culture in modern environmental art design can indeed show extremely strong value , To effectively present our country's profound cultural heritage and to give more development direction and charm to modern environmental art design. Specific to the analysis of the application effect of traditional culture in modern environmental art design: First, traditional culture can enrich the elements and materials of modern environmental art design. Because China's traditional cultural resources are rich, it will inevitably provide modern environmental art design work. More materials, to ensure that the results are more diverse, in line with the current increasingly high demand for modern environmental art design, especially with ideal value at the level of individualization; secondly, the application of traditional culture in modern environmental art design is still It can show strong implicitness, which is also the unique charm of traditional Chinese culture. Compared with some directly expressed environmental art design achievements, the application value of traditional culture is indeed special and it can better stimulate people to face environmental art design. The infinite imagination of

the works; finally, the application of traditional culture in the modern environmental art design can also show a relatively ideal "harmonious" development effect. With the help of traditional culture, it can better achieve effective coordination between people and the environment, To better guarantee the actual benefits of modern environmental art design works and effectively eliminate the sense of opposition[1].

2. Big data technology

Since the real application of big data is based on huge data, the collection of Internet data has become a crucial link. Big data has three forms: industry data, machine-generated data and social data. As far as the author knows, in addition to social data, the other two of the three big data formats are almost blank in the art industry. Therefore, the first step is to collect and organize historical data related to art products. Who will take this step first? Just won at the beginning[2]. The big data system is in the figure below.

Figure1. Big data system.

2.1. Missing historical data

The three forms of big data mentioned earlier, the collection, sorting and analysis of these big data will consume a lot of manpower and time. We can collect and organize social data through existing media platforms such as forums, post bars and Weibo. However, the existing industry data is almost blank and it may be necessary to contact and integrate all domestic large-scale or well-qualified art auction institutions, art trading institutions, art exhibition institutions and other institutions that have data. How to get these institutions to agree to sell you data? How to rearrange and enter huge data? These

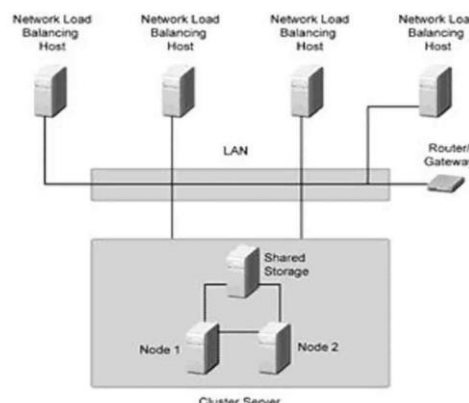are all issues that need to be resolved[3]. The big data management system is in the figure below.

Figure2. Big data management system.

2.2. Establishment of data application model

Only when an algorithm model is established in the process of prediction and analysis can the value of any big data be fully utilized. For example, CCTV uses big data to analyze the Spring Festival travel season, where the most people go home, where the most part-time jobs are, what transportation is the most popular, etc., are the second stage of big data utilization and it hardly involves concepts such as data application models. The value is low. The art industry is able to predict the mainstream intentions of art consumers, industry development, national support policies, category collection enthusiasm, etc., all of which can be seen at a glance that will affect the final result even if you don't go deep into it. The algorithms and logical relationships among them require research and long-term verification by experienced practitioners[4]. The big data network system is in the figure below.
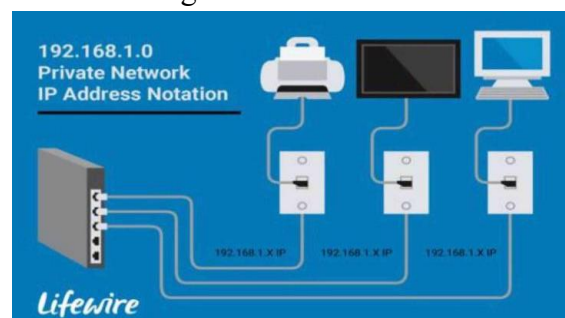

Figure3. Big data network system.

2.3. Exclusion in the art industry

The use of big data may subvert the status quo of the traditional art industry. Imagine if an authoritative agency really issued a report to the auction house, telling them that the collection value of oil paintings would gradually decline in the next five years. It is recommended not to accept auctions or invest. Judging from the current industry environment, the auction house would Believe this report? The market trend of the value of artworks is largely hidden in the ranking. The frequent pricing of auction houses still has a great impact on the market. Since they have the ability to influence the market, they don't need to take a certain risk to believe such a report. In this way, even if the use of big data technology is effective , The promotion in the industry will also be blocked[5].

3. Modern art design development

3.1. Modeling

The key to modern environmental art design is how to shape the environment, because the modeling of the environment gives people the most intuitive feeling of beauty, so the modeling will play a vital role in the overall environmental design. The design of traditional Chinese culture is often directly connected with some production and life and most of the shapes are designed according to some things and needs that happen in people's daily life. Therefore, art designers in modern environments should not only pay attention to the beauty of the appearance, but also design the connotation and cultural heritage of the work. Folk art reflects the real life of the working people. It is a casual creation with changes in mood. It has a certain degree of creativity based on a certain degree of authenticity. In a certain folk art work, several features of the object can be synthesized and created at the same time to better convey emotions. Most of the modeling forms of folk art advocate perfection, emphasizing symmetry and yin and yang contrast, etc., which are complete in form and unique charm. With later polish and perfection, they often give

viewers a unique emotional experience. Combining this feature with modern art design will definitely enrich the sense of form and artistry of modern art design and increase its value[6]. The big data internet system is in the figure below.
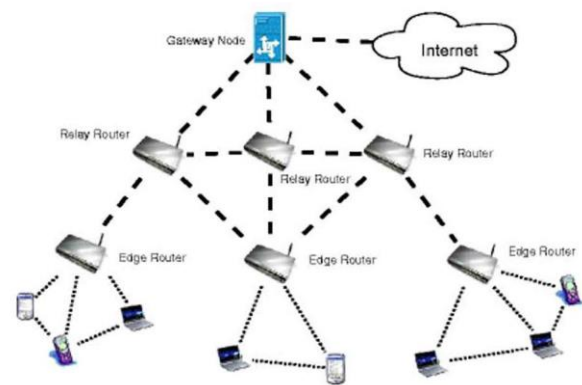

Figure4. Big data internet system.

3.2. Reference to content

Because the cultural customs of different places in our country have significant regional characteristics and cultural connotations and traditional culture contains rich emotional manifestations, these ancient buildings will give people an ancient memory, allowing them to remember history and culture forever. Therefore, modern environmental art design can design different cultural construction landscapes in different regions according to these contents, so as to enhance the cultural expression of the landscape and evoke people's memory, thereby achieving the best design effect. The big data system is in the figure below.
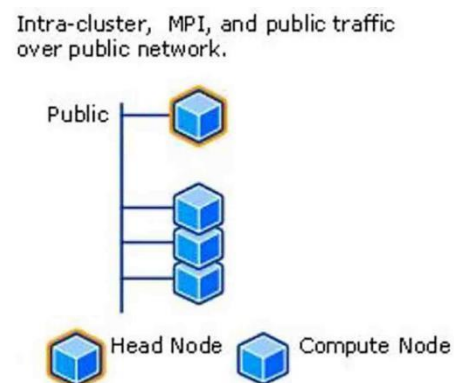

Figure5. Big data system.

3.3. Color matching

Any artistic design is inseparable from reasonable

color matching and the traditional culture of our country is the same. It pays attention to the scientific combination of color lines and brings strong visual impact to people. Therefore, when designing modern environmental art, designers can integrate the artistic concepts in traditional Chinese culture and pay more attention to the use of colors, so that colors and other aspects can be perfectly coordinated and achieve the best visual effects, which will bring users Come to the best experience. The big data link system is in the figure below.
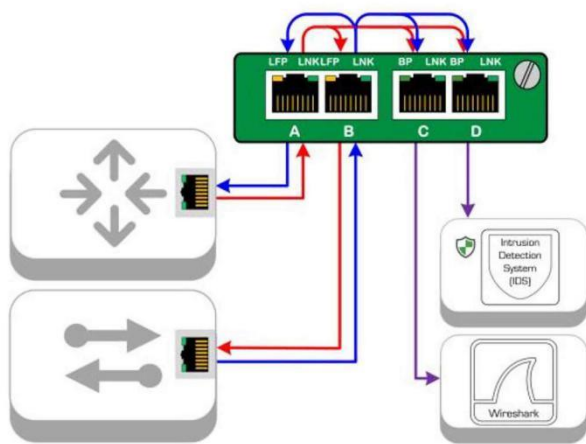

Figure6. Big data link system.

4. The influence of computer technology on modern art design

4.1. Unreasonable application of materials

Some designers copy and excerpt some popular "design elements" abroad in an eagerness for quick success and produce some mediocre works through the method of "photographing cats and painting tigers". Although they have a certain "internationalism" color, they reduce the national character of the works. In contrast to local characteristics, the main reason for this drawback is that designers lack creative thinking, fail to observe life carefully and fail to apply various materials reasonably. As a product of the high-tech era, computers have created convenient conditions for designers' design work and reduced their work pressure and difficulty. At the same time, computers can also embodies some abstract things, enriching them with visual images. The creative ideas of designers. However, science and technology is a

double-edged sword. While clarifying the advantages of computers, we should also understand the disadvantages it brings. Because of the convenience, functionality and speed of computers, some designers believe that as long as they understand several software operation techniques, they can carry out effective designs. Obviously, this view is wrong. For designers, if they only pay attention to interests and do not pay attention to artistic quality, even if they can operate the computer accordingly, then the products they create will have some problems such as lack of beauty, monotony, stiff stitching and thunder. The reason for this problem is that their artistic language and artistic accomplishment are relatively lacking.

4.2. Market development is too fast

For Chinese art design, it belongs to a "market traction" model, not a "social traction" or "ideological traction". At this stage, although design education in our country looks very lively on the surface, major universities have established art design majors and are also expanding enrollment. Although this rapid development can meet the regional or partial requirements to a certain extent Market demand, but there are also some hidden problems. Some colleges and universities did not carry out detailed conceptual planning when setting up relevant majors. In addition, there were some shortcomings in the provision of teachers and facilities, which seriously affected the development of art design in China.

5. Conclusion

For modern art designers, they create works based on their own subjective feelings based on observation and analysis. For innovation, it is the inexhaustible driving force for modern art designers to create art. If they do not innovate, then the work will lose its connotation. The key to innovation lies in the innovation of modern art design thinking. In life, we often find that some works are too formal. The important reason is that modern art designers lack innovative thinking. At the same time, art

cannot do without imagination and innovative thinking is also carried out on the basis of imagination. For example, when we look up at the sky, we will get inspiration from the white clouds, imagine it as another image and combine our own modern art design insights to create a unique and novel work. Innovation is the core of modern art design and it is also a basic ability that modern art designers should possess. To realize the stable development of modern art design industry, it is necessary to innovate the way of thinking and modern art design techniques.

Acknowledgments

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