

Innovation and Development of Digital Media Art and Technology under the Background of Artificial Intelligence

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Abstract

In the past few years of the development of the new era, artificial intelligence has appeared in various sights of people's lives. In order to further apply and develop in digital electronic engineering, artificial intelligence technology must contribute to its engineering application and show its main technical functions. Artificial intelligence system is also actively promoting the technological innovation and development of mechanical and electronic engineering system research in China, So that its application has become another more reliable, stable, accurate, efficient and reliable control system, this paper studies and discusses the artificial intelligence theory and its specific innovative application in the process of digital media processing technology.

Keywords

Artificial Intelligence; Science and Technology; Digital Media.

1. Introduction

Digital media technology is a new media technology produced in contemporary society, which will be able to realize the abstract, invisible information and feelings into all the information that can be directly viewed and recorded. It is a new era technology that displays new technological achievements through modern art forms. In the development and process of Chinese social practice, digital media has various practical applications and scope, and its social role is particularly prominent.

2. Artificial Intelligence Measures to Enhance the Development of Digital Media Application Technology

Nowadays, Internet applications and the construction of various digital information technology platforms are constantly developing. They can interact widely with each other, Because of the rapid development of science and technology, Network security and other issues have become increasingly prominent, Artificial intelligence continuously studies, updates, learns and creates, It can effectively identify and quickly judge network security problems, The security and stability in the network environment are strengthened. The artificial intelligence system can also carry out detailed risk assessment on the risk problems, distinguish the risk levels of various problems, automatically start the network security firewall through level investigation, protect important network information, and encrypt the network information data safely in time and accurately. Artificial intelligence is widely used in today's digital media technology and applications, which optimizes the main functions and technical services of digital media platform, improves the advantages of digital media, and meets the overall requirements of users.

2.1. Research on the Application of Artificial Intelligence in We Media

With the gradual popularization and rapid development of the new generation of information technology equipment, artificial intelligence should be involved in the working process of digital media to form a complete operation. Digital media products are a process of continuous upgrading, and artificial intelligence will greatly improve the functions of these softwares in this technology application field, and provide users with high-quality and satisfactory services. In the process of using these digital media software, There will be whether you can continue to use this, whether you are satisfied with the software of this application or please evaluate the system for you, which is also a manifestation of the ability of artificial intelligence to collect information. However, in the use of artificial intelligence, digital media is also facing more new legal problems. In the process of rapid transmission of network information in the new media era, It is necessary to analyze and plan the program information on the basis of factual data, To be able to get analysis through big data, If you want to program information or spread user information and get a good marketing effect, It is necessary to fully understand the needs of target users. New media programs produced according to the actual interests and evaluation orientation of target users should take the objective and real life facts that people are most concerned about as the basic point of theoretical research. It is necessary to distinguish the authenticity of information first, and complete the promotion and dissemination of the network We Media information platform efficiently, accurately and quickly. It is also necessary to mine the information spread by new media, pay attention to mining the social depth of information, comprehensively analyze, sort out and screen information through artificial intelligence technology, and let its specific audience feel the actual value contained in the information content.

2.2. Artificial Intelligence Optimizes Digital Media Design Environment

In the design of network media before the development of artificial intelligence technology, Programming is a very difficult and boring technical job in the eyes of designers. However, since the development of artificial intelligence technology is integrated into the actual use and operation of digital media tools, character modeling design has become simple, which can also help designers improve the overall quality of character design works, strengthen the overall environmental advantages of characters and optimize them comprehensively. The exchange, dissemination and effective utilization of information are reflected through artificial intelligence technology, The design process of characters is a large number of finished products produced by artificial intelligence technology. According to the theoretical framework analysis and related information provided by artificial intelligence technology, it can help improve and enhance the overall quality level and operability of optimized character modeling design scheme in a timely and effective manner. Using artificial intelligence in scene design can also reduce the pressure and work weight of designers, and reduce the design errors caused by direct contact and disagreement between designers and users. Artificial intelligence plays a role in improving quality and optimizing programs in scene design, When constantly improving the scene design and optimizing the scene content, we should rely on artificial intelligence technology, which can help users observe the scene design works more comprehensively and objectively. By collecting users' comments and opinions and giving feedback, we can deepen users' impression of this product and provide users with various selectivity. Helping designers to complete user experience goodwill can effectively help and optimize the quality of character design and the overall optimization of character design output, and also break through the shortcomings of traditional design and the cumbersome degree of design steps to a certain extent.

2.3. Artificial Intelligence is Conducive to Improving the User Experience

Online games have a wide audience in recent years, In the process of developing and designing games, the relevant information is finally obtained through the investigation and information arrangement of the audience, which is beneficial to the dissemination of online games. In order to enrich the user's experience, many battle roles are added in online games, which strengthens the game's experience from the user's experience. Under the artificial intelligence technology, every time you participate in the game, you can experience different feelings, which improves users' interest in the game and their psychology of participating in the battle. To ensure the analysis function in the game process, it is necessary to constantly use artificial intelligence technology to optimize, detect where problems occur, and make timely rectification, so as to facilitate the improvement of user experience and participation.

3. The Application Research of Artificial Intelligence in Digital Media Technology

In the whole process of rapid development and growth of digital media technology industry, The technical field of artificial intelligence has also played a very important role in it. In the future, when continuously strengthening the application of artificial intelligence to improve the optimization of digital media information, we should also pay attention to the following improvements, so that artificial intelligence can better provide inexhaustible motive force for the development of digital media.

3.1. Strengthen the Quality of Artificial Intelligence Users

Artificial intelligence technology requires that artificial intelligence must first learn and master relevant knowledge, And the basic scientific rules in the field, If we don't use it according to the rules, It is very easy to have the security problem of digital media network transmission, and there are a lot of drawbacks in the development process. As a double-edged sword, it requires users to grasp the direction, play a role and control the optimization and innovation of science and technology in the process of integration of artificial intelligence and digital media. For example, there are many star artists or some network We Media such as network reds on the network platform forum. On this online forum platform, everyone can choose the first place directly through online voting, Many fans vote for their idols, and maliciously use artificial intelligence technology to vote, which affects the fairness of voting, has no way to follow the relevant legal network order, disturbs the network environment, and brings harm to our whole cyberspace environment to a certain extent. Promoting the continuous improvement and rapid development of artificial intelligence skills and qualities is reflected in the process of establishing network digital media, which brings positive impetus to network digital media. Constantly standardizing and using artificial intelligence technology can give full play to the role of artificial intelligence in digital media.

3.2. Cultivate Innovative Talents

In the research work and the use of innovative technology activities, Can realize the communication between researchers and experiencers, With the evaluation and communication of users, Can promote the renewal and creation of artificial intelligence functions, Leaders constantly make breakthroughs and innovations in the field of artificial intelligence, It occupies an important position in today's world, and has cultivated many high-tech innovative technical talents in China through a lot of time and money invested by the state. The artificial intelligence field that has made contributions to China in the future has continuously absorbed and transported fresh technical talent information and the latest technology. When training applied high-tech talents in colleges and universities, It is necessary to consider another kind of social common value function integration between the value

attribute of technological innovation and its social practicability function. If the scientific development of artificial intelligence technology practicability and economic and social practicability is not realized during the innovation of artificial intelligence technology, the waste of talents and investment funds will be caused [1].

4. Conclusion

To sum up, artificial intelligence technology is widely used in the whole contemporary society, involving various major technical fields, including digital media, games, character model design and scene animation design and production. According to the user feedback, the user evaluation, the actual use experience and the user goodwill. Under the environment and background of the development of artificial intelligence, we can innovate and develop digital media with the help of hitchhiking, improve user experience, and enhance the audience and dissemination of digital media, so as to better contribute to the construction and development of socialism.

Conflict of Interest

Both authors make equal contributions to the article.

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