

The evolution and development of pop art in the visual field of digital art design

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Abstract. Pop art originated in Britain in 1950, became popular in the United States in the 1960s, and then spread to Italy, Japan and other countries. It pulled art from the high altar, obliterated the boundary between art and life, and made art less inscrutable and obscure, but more affinity. This paper focuses on the pop art style in modern and contemporary art and design works, and discusses the audience's demand for pop art pop culture in the context of contemporary multiculturalism. As a common, popular and commercial art form, pop art has exerted a subtle influence in many fields of design. It emphasizes interest and rebellious spirit, affecting the diversified development of design. This paper is an accurate control of the current design trend, and also a practical exploration of digital redesign of pop art style.

Keywords: Pop Art, Art design, digitization, digital media.

1. Tracing the origin of pop art and its development

1.1. Definition of Pop Art

"Pop" is taken from the homophony of English "pop", which is the abbreviation of popular art, also known as new realism and new Dadaism. It usually refers to the abbreviation of "popular" in English, which means "popular, fashionable and popular". There is also a saying that the suffix of "Lollipop" means "Lollipop". "Pop art" is the abbreviation of "popular art", that is "pop art", which means popular art and popular art. It mainly refers to an art design reform that uses the mass media as a tool to make and disseminate. "Pop art" is an important turning point for modernist art to move towards postmodern art, and also a turning point in the history of modern art [1].

1.2. The origin and development of Pop Art

With futurism, Dadaism, surrealism on the collage list, The bold attempt of modern techniques and the thinking concept of collage in many times. Under the continuous development, it has become a culture spanning literature, painting, posters, architecture. A postmodern vision in photography, film and art installation Metaphor. Collage art was born in the period of modernism, in the post-modern era, The period of righteousness was continued and improved again, and postmodern thinking was adopted. The concept is gradually integrated into the works of art in the form of collage.

Pop art was divided into the middle of 1950s and 1970s in the art history. It comes from Britain. Pop art originated in Britain in the 1950s and developed rapidly in the United States. It is the most influential art form in the whole 20th century. R. Hamilton, the father of pop art, described pop art as "popular", "young", "humorous" and "exciting". From the perspective of the origin and development of pop art, Hamilton and some other representatives of young artists established an "independent group" in 1952, which played an important role in promoting the spread of pop art. A few years later, the Whitechapel art gallery in London, England held an exhibition of "this is tomorrow", displaying many classic works of pop art and design. Including "to" What makes today's families so different and charming, In this classic painting of pop art, the modern living state and pursuit of the British people at that time were displayed. The lollipops with the "pop" logo, the muscular men, the sexy women and a large number of modern industrial products in the room were all popular elements at that time. The exhibition of these pop art and design works makes pop art quickly enters people's eyes and is widely used in various fields of art and design [2].

2. The diversified development of pop art in the context of digital media

2.1. Multiple application fields of Pop Art Development

More than half a century has passed, but pop art has not been eliminated with the development of the times. On the contrary, pop art has a new brilliance in the field of art creation, public art, political propaganda, entertainment and entertainment, commercial propaganda and other art design. Pop artists use images that anyone who walks along Broadway can notice in 0.01 seconds: comics, open-air tables, men's trousers, celebrities, shower curtains, refrigerators, Coca Cola, etc. All these great modern things, those abstract artists try their best not to look at. As a new art form, "popular art" puts the images used to describe the media (advertisements, movies, comics, magazines, fashion) in the palace of art, breaking the sense of seriousness and dignity of traditional art, and serving the people with abundant economic materials.

The appearance of digital multimedia constantly challenges and enriches the traditional visual communication mode, and expands the extension of contemporary visual communication design. Visual communication has gradually changed from the planar and static form in the past to the dynamic and comprehensive direction, spanning from single media to multimedia, from two-dimensional plane to three-dimensional space, and from traditional printing design products to the transmission of virtual information images. At present, there are abundant research materials on pop art schools at home and abroad, but the research on pop art design is not systematic, and the research on art design combined with digital multimedia is rare. In the 21st century, the market guides people's aesthetics and consumption by making fashion and fashion, and art design needs new media means to better attract the public's attention when serving the people. Pop Art's popularity principle is doomed that pop art will not end in an era, but will maintain its vitality and sustainable development.

2.2. The combination of pop art and new media

One of the artistic characteristics of pop art is that it "combines with contemporary new technology and new media". Today, with the promotion of digital multimedia technology, the field of art design has taken a qualitative leap. Pop art, as an important category of art design, has few design works in the field of visual communication design, and its attendance is low, thinking about its value impact is not deep enough. This design practice work is based on pop art design.

The redesign of pop art, combining the soft shadow, neon effect, steam wave effect and other design style effects of the new popular trend can be called "the digital expression of pop art in art design". All kinds of artistic expressions have a positive effect on the development of modern art and design. At the same time, art and design will reasonably integrate and apply various art forms through different media and carriers, forming a new visual context. Pop art also uses a variety of visual carriers and principles to create, and has always had a strong influence on contemporary design. Especially in the current era of high integration of new media, it is of inevitable application value to explore the form of art to inspire design thinking. This exploration of "digital expression of pop art in art design" can better explore the relationship between pop art and art design, the relationship between art design and consumer market, and the relationship between digital media technology and contemporary visual communication design.

3. Exploration of the digital redesign of Pop Art

As the Behance online portfolio platform of the Adobe series, an article was given on its official website. Grand View of design trends, which reads: design trends are influenced by media technology and popular industries, and popular trends gradually enter all design branches. New design trends include more than 20 points of modern art design, such as dynamic photos; 3D; Animation; Bold use of color; Tiny details. "Grand View of design trends" can be directly understood as contemporary, vibrant and popular, which coincides with the characteristics of pop art. Although the "borrowing" method challenges the originality respected by art and design works, history tells us that artists have

frequently courted their predecessors in art history and paid tribute to the masters they admire. Fernando Botero, a Colombian contemporary painter, once explained that when artists and designers create works, they cannot define them as "imitations" and label them as "plagiarism" just because they refer to existing things. Because artistic creation contains not only theme images, but also its own style and ideas. The same theme and even the same composition, but different styles of capture have become their own [3]. When the artist refers to the masterpieces when designing, the skills and aesthetics presented in the works have been acquired, which is the most direct and effective textbook.

In a word, "borrowing" also teaches us the knowledge of art. The reference works this time are still life oil paintings by Giorgio Morandi. His painting has a different realm and is consistent with Chinese art in concept: Morandi likes to use beige, grey blues, pink and grey but bright, indifferent and elegant; And flat painted color blocks, as if all still life were crushed; Its composition is also similar to the current visual communication design. After the reappearance of "Mona Lisa", pop art style reappeared Morandi's paintings with Chinese brush and ink style again, and the digital redesign of pop art came [4].

In the visual communication design of pop art, the grasp of graphic form and the creation of scene environment can strengthen the effective communication of visual information. Through the joint operation of a series of drawing software such as Photoshop, illustrator, Cinema 4D, after effects and so on, the digital redesign of pop art is completed, which is a centralized display of various art design styles in the context of the current era. In the context of contemporary multiculturalism, pop art is enduring because of its popularity. What gives pop art its epochal character is the application of new science and media technology and the control of current popular trends, which makes contemporary pop art have digital performance effects in art design. With the continuous development of art and design, multimedia digital design is bound to become an important creative method of design, so the continuous improvement and development of pop art style always keeps its unique charm. Through different media and carriers, art design also integrates and uses various art forms to form a new visual context, which is the digital expression of art design.

4. Conclusion

With the continuous development of science and technology, people's material and spiritual cultural needs are also growing. In the era of experience economy, people's aesthetic concepts are constantly changing, and the expression form and internal thinking concept of collage art are also constantly evolving. From plane to space and then to interaction, the concept and expression form of collage art are increasingly close to real life, and show the trend of popularization and diversification.

Pop art not only represents artistic ideas, but also a way of life and youth culture, which has great potential in the present and future. With the accumulation of time, it has accumulated into a classic style originating from the public life. Pop art aims to serve the public life - all things are beautiful, pop is all things. At the beginning, some fashion designers and graphic designers discovered the characteristics of pop art, directly or indirectly sought inspiration from pop art, and created many influential works. Then it expanded to architectural design, interior design, photography and other fields. So far, pop art has been applied more and more widely. Nowadays, it is not difficult to find pop art in all fields of design. And develop in a more diversified direction. [5]

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