A Study on the Transmission Path of Zhang Daqian's Paintings under the New Media Technology

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Abstract. The present is in an age of "information explosion", and it's also a "reading and seeing pictures" or even a "listen to pictures" era. There are a lot of information every time in our lives. As the new media has the advantages of fast communication speed, strong interactivity, large information capacity and other advantages, it has become a new force in the information dissemination. Zhang Daqian's painting ink splash of color, the combination of Chinese and western creative techniques and artistic effect heavy ink painting is the essence of Zhang Daqian's art. But in the new social environment, Zhang Daqian's paintings are faced with several problems such as the single of transmission form, the small appreciation groups and other issues. In order to spread and develop Zhang Daqian's art, make them to digital creation and editing, display the art of Zhang Daqian; Meanwhile, through the mobile phone apps, WeChats, micro-blogs, animations, videos and other new media paths, Zhang Daqian's art can not only merely be combined with the times but also be spread to people’s life.

Introduction

Information fleeting in this new media age, many excellent artistic resources cannot be good spread due to the impact of a large number of living information, and some works are well treasured in the museums or the exhibition halls which makes them difficult to be appreciated by the public. Zhang Daqian's paintings are also facing such a dilemma. These paintings provides us broad perspective and vigorous momentum, at the same time it has great artistic value in its drawing language. However, Zhang Daqian paintings in the new social environment, due to mostly paper works, resulting in its speed and scope of the transmission is limited, coupled with the current people's access to information, appreciation of the concept and living habits and differences in the past and other reasons, so Zhang Daqian Works to a certain extent, faced with the appreciation of small groups, a single form of performance, narrow range of applications and other issues. Therefore, Zhang Daqian art reasonable way of transmission is the focus of attention now.

Zhang Daqian Art and Its Value

Zhang Daqian was taught by Zeng Nongran when he was a child, then he showed his talent in painting in the flower of his age, afterwards he was called as East Zhang West Bi with Picasso. His works contain the essence of Eastern and Western art, in the Chinese ink painting and Western oil painting creation quite accomplished, he will be the ancient Chinese ink, ink painting techniques, and Western painting in the abstract, performance techniques integration. [1] In the traditional Chinese painting hook, dye, line and other traditional painting techniques, the ink directly spilled on the paper silk, let the ink with the paper silk flow, and then on the basis of ink splash, and finally with the hook, Point of the skills to complete the collection and shaping the work. His painting is not only a traditional Chinese painting a breakthrough, but also a breakthrough in the East and West culture and art, for the development of Chinese painting opened a new page, Zhang Daqian many works are wealth of art in China and all over the world [2].
The Propagation Suffering of Zhang Daqian Art in the Digital Times

Today, the society is well informationalized, and plenty of information is spread in digital way. In the new era background, the art works’ value will be decreased if you can not quickly seize the initiative and get people's attention and attention. The excellent works come from the masses, and also need to go to the masses; they can lead the public, but above all need to serve people. Therefore, it’s very important that finding and solve the issues in the transmission of Zhang Daqian Art.

Paper Type Paintings Communication Makes It Difficult For The Public To Easily Obtain. Nowadays the public are facing an unprecedented pressure, and everyone's life is just like the dominoes which they cannot control by themselves. Heavy works force the public make their ways in "steel frame" of their cities, meanwhile, staying home to read is really an extravagant hope. Internet +, cloud technology, and large data all the current popular terms. In the web 2.0 era, the data influence the people's way of life while also change the way of people getting information. The traditional culture is always mainly transmitted by newspapers, books, etc. For art, people can also gain the information from the museum, science and technology museum and other public cultural venues. But a few people will get information in the traditional way when people encounter the rapidly-developed network technology. Therefore, the new culture transmission and colorful forms of content are easier loved and accepted by public.

High Expenses of Artistic Works Make the Public Hard to Reach. Zhang Daqian was expert in whether landscape painting, flowers and birds painting, or freehand, meticulous, splash-ink and splash-color etc., especially in splashing. He took a very important position of painting industry in both China and abroad, called "South Zhang North Qi" with Qi Baishi, we can even say he made a merely deep influence. [3] All of these create the status and value of Zhang Daqian’s painting art. For example, Zhang Daqian’s splashing ink painting peach blossom spring created in 1982 was auctioned off on April 5, 2016 in Hong Kong Sotheby's spring auction with 240 million, and created a new record of Zhang Daqian’s personal works auction record. [4] With the rapid development of contemporary economy, and the improving of people's living standards, spiritual life is also an important part that most people would like to pursue. In the art of highly market context, the diverse market demand makes the original opaque art prices more diverse. As a result, most of the best works of art in the high-end collectors, art museum wandering between, slowly reducing the exposure and the public missed. This is also anxious to prevent the spread and development of Zhang Daqian Art.

The Uneven Quality of Printing Influences the Spread of the Art Works Greatly. The transmission of paper is the most important way of transmitting Zhang Daqian’s art. And what closely related to the paper transmission is printing, in a way, the effect of the art exhibition always have something to do with the quality of the copies. On the market, in view of the printing technology, distribution costs, shooting and scanning technology restrictions and other factors, ordinary paper prints exist low pixel, poor color and other issues. They were led to the common way of communication is difficult to achieve the good purpose of art communication, it is difficult to reflect the real charm of Zhang Daqian Art.

The Analysis of the Digital Transmission Path of Zhang Daqian’S Art

The development of digital technology directly determines the development of digital art, and also provides more possibilities for the realization of artistic aesthetic value. In the contemporary era, the popularization and application of electronic information technology has had a great impact on the existence of art, and the way of art production, storage, communication and acceptance, and even human thinking and perception is undergoing major changes. [5] Zhang Daqian Art Combined with Cell Phone Intellective APP. Mobile phone as the main application of the current social tools, in the integration of each person's life but also to change the way people ’s live. Especially in recent years, with the growing popularity of mobile phones,
移动终端信息传输速度越来越快，这促进了移动电话的使用和发展。现在，移动电话不仅有通话的功能，还可以实现多种功能，如电视、游戏、报刊、展览、书籍等，其功能的范围正在不断扩大。根据《21世纪经济报道》，2016年6月1日，在“2016通讯展ICT China——2016高峰会议”开幕式上，工业和信息化部陈伟司长表示，到今年7月止，中国移动用户总数为13.04亿，4G用户总数达到6.46亿[6]。因此，移动电话用户是一个巨大的市场，是实现艺术普及的重要途径。通过分析张大千艺术在移动电话上的传播，提出合适的传播方案是关注的重点。移动教育APP的开发，应该注意年轻一代的思想教育、健康成长、文化吸收、艺术培训等多方面的关注。他们在智慧教育、智能游戏、成长空间等主题的设计，结合移动电话App中的张大千画作，产生新的变化。面对移动用户巨大的市场，张大千艺术的传播不仅要依靠强大的媒体不间断的展示，还要有艺术文化上的优势。在经济发展的背景下，要注意文化的创造、艺术的推广，实现平衡发展、转变方式、内涵建设、有效协调，为张大千艺术普及打下坚实的基础。

**张大千艺术与微博、微信相结合。**新媒介技术基于数字技术，数字技术作为媒介和载体，新媒介也被称为数字新媒介[7]。新媒体的主战场是微博和微信，因为它们的影响力不容忽视。微博与微信作为媒介，对张大千艺术的传播，可以实现高精度、高精度的直接传播和显示。通过“在线展览”、“虚拟互动体验”、“HD体验”、“数字重现”等在网上传播。这种方式已不单纯是一张照片在网络上的出现，而是对相关的艺术作品进行高精度的再现。首先要采用高精度扫描，为了最终复制出来的颜色与原件相同，所有必要的信息必须被扫描，获得原始的。它能准确扫描色彩的原作信息，层次和三维度的质感信息，可以减少复制过程中由于复制两次造成的原作信息的损失。第二，采取三原色优先处理和色彩属性来代表绘画色彩的关系。艺术信息的收集要以三原色短版为骨架，色彩版在网络上的选择应该在可印刷的材料范围内尽可能长，黑版版只有骨架的作用。理论上，要充分利用网络版的极限和三原色墨水密度在地面上，再现画作的丰富质感和庄重的色调[8]。第三，对数字艺术的高水准的艺术处理。要综合色彩在设计和操作图像处理中的作用，处理色彩对比原则、主从原则、空间变化等，使每一件作品追求独特的气质、风格和色彩的特点，实现画作的美丽、深刻的艺术欣赏，实现艺术效果，尽可能高精度地再现作品的风格和艺术特性。在完成作品的数字转换后，将张大千艺术数字资源按照静态、动态图象、部分图象、整体图象、周边图象等形式进行完整的数据处理，推动相关主题板块，增加人们对张大千艺术的了解，实现张大千艺术的高清、快速、广泛传播。
Zhang Daqian Art Combined with Animation Art. Animation is an important part of China's cultural soft power. The animation industry in China in the early stage of development, produced a series of works including ink characteristics of experimental animation, such as "little tadpole looking for mom", "mountain and water", etc. But because of many factors, ink painting animation this work of art with Chinese characteristics, has not been good to inherit and carry forward. Today, our country has a good ink painting artists, have a industrialization production of animation company, there is no much more good color ink, black ink animation film. The combination of art and technology, art and culture industry innovation is the notable content. Add the painting effect and the skills of traditional Chinese painting in animation creation, use them formed related material background and content, by increasing the animation story content and visual effect, attract the attention of the audience, promote the development of culture creative art industry. At the same time, Zhang Daqian was born in Sichuan and he is very famous in the world. Zhang Daqian is also the Chinese unyielding, have the courage to fight. In the process of animation program research, according to the Zhang Daqian growth process, learning art, Zhang Daqian painting techniques such as the creation into animation small story, through accumulation of animation data, find new Zhang Daqian art ways. We should pay special attention to cultural undertakings creative work, the foundation of a new art form and the story content innovation, practical development, tell the Chinese story, promote the development of literature and art, show the Chinese new style.

Conclusions

New media and the Internet technology has changed the culture and art form, has given rise to a large number of new types of literature and art, but also brings the profound change of the literary ideas and practice of literature and art. In addition, digital, book visualization, reading the Internet changes, such as literary and social culture is faced with big changes. Therefore, in the face of the traditional culture and art, we need to adapt to the current situation, pays special attention to the production of literary and artistic creation. Meanwhile, in the face of Zhang Daqian painting art, we should make it more space, multiple paths to start a new transmission, promote the comprehensive development of Zhang Daqian Art. At the same time, we should promote Zhang Daqian Art into people's life, serving the public, flourishing literary, promote literary innovation.

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