

Analysis of the Application of Digital Media Art in Chinese Non-Legacy Culture

Wenting Zhao

School of Fine Arts, Hainan Normal University, Hai kou, Hai nan, 570100, P.R. China
453168833@163.com

Zhongfang Tu*

School of Fine Arts, Hainan Normal University, Hai kou, Hai nan, 570100, P.R. China
13944128123@163.com

Abstract: Digital media, as a new type of communication medium, plays an important role in the protection of intangible cultural heritage. For digital media is a kind of, can be innovative to the protection method of intangible cultural heritage, at the same time in the technology to provide a lot of support to the non-heritage culture. Intangible heritage as the heritage of national culture, its protection and inheritance is of great significance, at the same time in the protection of intangible heritage should be combined with the pace of the new era, effectively improve the efficiency of protection. This paper mainly analyzes the forms and cases of digital media art in the non-heritage culture, explains the specific significance of digital media art in the inheritance and protection of China's non-heritage culture, interviews the inheritors of the intangible cultural heritage to further find out the challenges encountered by digital media art in the process of spreading China's non-heritage culture, and gives countermeasures to cope with these challenges.

Keywords: Digital Media Art, Chinese Non-Legacy Culture, Inheritance, Protection

1. INTRODUCTION

Intangible cultural heritage is an important part of China's outstanding traditional culture and a treasure in the historical development of Chinese civilization. The intangible cultural heritage is the embodiment of the cultural diversity of different nationalities, regions and groups, and it represents the diversity of human culture. At the same time, intangible cultural heritage is also creative, it is a cultural treasure that human beings constantly summarize and create in the practice of production and life. Safeguarding intangible cultural heritage helps to maintain cultural diversity and creativity, and promotes the prosperity of human culture. It is not only a simple continuation of traditional culture, but also an innovation and development of traditional culture. Through the inheritance and protection of intangible cultural heritage, we can continuously excavate and refine the essence of traditional culture, draw inspiration from it and promote cultural

innovation. Safeguarding, inheriting and utilizing intangible cultural heritage is of great significance in promoting cultural exchanges and mutual understanding, and building a strong socialist cultural country. Through the inheritance and protection of intangible cultural heritage, we can promote cultural exchanges among different nationalities, regions and groups, and promote mutual understanding and integration among different civilizations. It is of great significance to the realization of sustainable comprehensive and coordinated economic and cultural development. Non-heritage culture can provide a strong impetus for the development of society, but with the continuous development of modern society, non-heritage culture lacks a close connection with people's daily life due to its cultural, folklore and non-material characteristics, coupled with the problems of scattered regions to which non-heritage belongs and the aging of the inheritors, etc., it struggles to make progress in the market environment, and is facing the crisis of broken generations and loss of inheritance. The inheritance of non-heritage culture faces greater difficulties, and there are a series of uncertainties in the traditional intergenerational inheritance and oral transmission, which is not conducive to the protection and inheritance of non-heritage culture. Digital media art is an emerging art form under the background of the new era, with strong vitality and contemporary flavor, which can provide new ideas and methods for the inheritance of non-heritage culture and promote the dissemination of non-heritage culture. The introduction of digital media art in the inheritance of non-heritage culture has revolutionized the communication channels and inheritance methods of non-heritage culture. Through the digital collection, presentation and storage of non-heritage culture, it can create a broader space for the development of China's rich and diverse non-heritage culture and further promote the inheritance and protection of non-heritage culture.

2. THE IMPORTANCE OF DATA MEDIA ART IN THE INHERITANCE AND PROTECTION OF NON-HERITAGE CULTURE

Digital media art is the art form most closely integrated with digital technology. With the help of superior digital technology, it can make all kinds of "impossible" beyond the limit of common people's imagination become reality. Today is the era of rapid development of the Internet, traditional culture and art is obviously difficult to meet the needs of people.

Art forms should also follow the trend, combined with emerging technologies, to show a new form of expression, in order to break through the limitations of traditional art forms. Digital media art is developed and formed on the basis of digital technology and information and communication technology, integrating the advantages of the application of these technologies and showing outstanding technical characteristics (Tu, 2022). Under the mutual collision of emerging technology and traditional non-heritage culture protection, digital media art came into being and brought great influence.

2.1 Showcasing Non-Heritage Culture Through Innovative Ways

Digital media technology can create interactive experiential environments such as Virtual Reality (VR) and Augmented Reality (AR), which allow the audience to feel and understand the NRH culture in an immersive way. The advantage of this approach is that it allows the audience to learn about NRH culture in a relaxed and enjoyable environment, thus enhancing audience interest and participation (Cheng, 2023). Digital media art can also bring novel presentation methods, such as immersive experience, so that the audience can harvest knowledge in a pleasant and relaxing way, which will increase the intimacy and attractiveness of traditional culture and greatly expand the breadth and depth of cultural heritage dissemination (Gao, 2022).

2.2 Expanding the Dissemination of Non-Heritage Culture

Digital media technology has broken the traditional way of dissemination, so that the dissemination of non-heritage culture is no longer subject to geographical limitations. Through the Internet and social media and other platforms, the non-heritage culture can spread to all over the world, so that more people can understand and recognize the non-heritage culture. With its rapid dissemination speed and wide radiation area, digital media art can update and supplement the content in time to better publicize the NRH culture (Hart, 2022; Mingyang, 2022). The NRH culture is transformed into digital format, such as producing digital contents such as pictures, videos and audios, and disseminated through digital media platforms. These digital contents can be disseminated and shared more easily, thus expanding the audience of NRH culture. Open official accounts of NRH culture on social media platforms, publish relevant information, pictures, videos and other contents, and actively interact with the audience to attract more people's attention and

participation. For example, social media platforms such as WeChat, Weibo and Jitterbug can provide support for the dissemination of non-heritage culture.

2.3 Helping to Digitize and Protect Non-Heritage Culture

Digital media technologies can transform NRM culture into digital formats for digital storage and preservation. The advantage of this approach is that it allows for long-term preservation and transmission without damaging the NRM culture itself. Digital media art is also able to record the complete information of non-heritage culture in various forms, such as video, audio and pictures, so as to provide reliable materials for subsequent research and inheritance. For example, for non-heritage culture that has been damaged, digital media technology can help with digital restoration. Through digital technology, cultural heritage can be restored and reproduced with high precision, thus restoring its integrity and artistic value.

3. ANALYSIS OF THE APPLICATION OF DIGITAL MEDIA ART IN NON-HERITAGE CULTURE

3.1 Forms of Expression of Digital Media Art in Non-Heritage Culture

3.1.1 Digital Painting and Illustration

Digital painting and illustration is an art form created using digital tools and media, and they can be created through digital devices such as computers, tablets or cell phones (Dai, 2021). Digital painting and illustration have the following characteristics in expressing the traditional elements and storylines of NRM culture: (1) High flexibility and creativity: digital painting and illustration allow creators to make unlimited creations in a virtual environment, and they can freely adjust the parameters of colors, brushes, textures, and lines in order to achieve the desired effect. Meanwhile, digital painting and illustration can achieve dynamic effects and interactive effects through digital technology, so as to better express the traditional elements and storylines of NRH culture; (2) Powerful expressiveness and visual effects: digital painting and illustration can express the traditional elements and storylines of NRH culture through rich colors, fine details and high-definition images. In addition, digital paintings and illustrations can enhance expressiveness and visual impact through special visual effects such as blurring, sharpening, softening, distortion, etc.; (3) Easy to disseminate and share: digital paintings and illustrations

can be preserved, reproduced and transmitted through digital devices, which are very suitable for dissemination and sharing on the Internet. At the same time, digital paintings and illustrations can also be displayed and shared through digital devices, such as through social media, online platforms or mobile applications. It is used to produce publications, brochures, posters and other materials related to NRH culture in order to demonstrate the unique charm and value of NRH culture.

3.1.2 Digital Animation and Film

Digital animation and film and television is a digital media art form that uses computer technology to generate images and videos (Yong & Mingming, 2022). Digital animation and film and television have the following characteristics in displaying the non-heritage skills and the life of the inheritors through dynamic visual effects: (1) realistic visual effects: digital animation and film and television can generate realistic images and videos through high-precision 3D modeling technology, realistic materials and lighting effects, etc., so as to let the audience feel the non-heritage skills and the life of the inheritors in a more realistic way; (2) dynamic visual performance: Digital animation and film and television can show the non-heritage skills and the life of the inheritors through dynamic visual effects. For example, through the animation technology to show the production process of non-heritage skills such as clay sculpture, paper-cutting, etc., so that the audience can more deeply understand the non-heritage culture of the skills of the special; (3) Diversified forms of expression: digital animation and film and television can be diversified through the form of expression to show the non-heritage skills and the life of the inheritors, such as stop-motion animation, frame-by-frame animation, 2D animation, and so on. These different forms of expression can enhance the uniqueness and personalization of animation and film and television works, so as to better display the charm of non-heritage culture. Digital animation and film and television can produce animation and film and television works on the theme of non-fraditional heritage to show the non-fraditional heritage skills and the life of the inheritors in a dynamic way. These works can be preserved, displayed and shared through digital devices, thus expanding the scope and influence of the dissemination of non-heritage culture. Produce popularization videos and propaganda films of NH skills to demonstrate the essence and inheritance value of NH skills in a dynamic visual effect. These videos can be used for the education and popularization of non-heritage culture, and to raise public awareness of non-heritage culture and protection. Producing short films and microfilms on the theme of non-

heritage, etc., to show the non-heritage skills and the life of the inheritors in the form of a storyline. These works can enhance the emotional resonance and understanding of the audience, thus promoting the inheritance and development of non-heritage culture.

3.1.3 Interactive art and Virtual Reality

Interactive art and virtual reality is a form of art that uses digital devices such as computer technology, sensors and interactive devices to realize the interaction and operation between the audience and digital media (Zhang & Yang, 2021). Interactive art and virtual reality have the following characteristics in providing the audience with immersive experience and interactive operation to feel the unique charm of non-heritage culture: (1) immersive experience, interactive art and virtual reality can make the audience feel the unique atmosphere and charm of non-heritage culture immersively through special hardware equipment and technology. For example, through virtual reality technology, the audience can immerse themselves in the beautiful scenery and architectural style of Suzhou Garden, so as to more deeply understand and experience the non-heritage cultural value of Suzhou Garden; (2) interactive operation: interactive art and virtual reality can make the audience more actively participate in the experience and inheritance of non-heritage culture through the audience's interactive operation with the digital equipment. For example, through sensors and interactive devices, the audience can personally participate in the production process of non-heritage skills, such as paper-cutting, clay modeling, etc., so as to understand and experience the charm of non-heritage skills in a more in-depth manner; (3) Diversified forms of display: Interactive art and virtual reality can express the non-heritage culture through diversified forms of display, such as installation art, multi-media art, digital sculpture and so on. These different display forms can enhance the diversity and innovativeness of non-heritage culture, so that the audience can understand and experience the unique charm of non-heritage culture more deeply. Producing interactive art and virtual reality works on the theme of non-heritage to bring unique feelings and experiences to the audience with immersive experience and interactive operation. These works can be displayed and interacted with through digital devices, thus enhancing the audience's knowledge and understanding of non-heritage culture. Use interactive art and virtual reality technology for the inheritance and education of non-heritage skills, so that the inheritors can teach and display non-heritage skills through digital devices, thus improving the efficiency and effect of inheritance. Produce interactive games and

applications of NFA skills to attract audiences to participate in the production and experience of NFA skills in a gamified way. These games and applications can be disseminated and interacted with through digital devices, thus expanding the audience scope of NRH culture and enhancing the audience's interest and hobby in NRH culture.

3.2 Application Cases of Digital Media Arts in the Protection and Inheritance of Chinese Non-Foreign Heritage Culture

3.2.1 Digital Recording and Archiving

(1) Digital photography and three-dimensional scanning technology: Three-dimensional scanning of cloisonné artifacts. Cloisonné artifacts are a kind of traditional handmade products, and because of their tedious production process and high skill requirements, the protection and inheritance of this non-heritage culture has always been a difficult problem. In order to better protect and inherit cloisonné handicrafts, the use of 3D scanning technology for its digital archiving and protection has become a new solution. For the three-dimensional scanning of cloisonné artifacts, a high-precision three-dimensional scanner and close-up photogrammetry are used to obtain the colorful three-dimensional data of the artifacts in an all-round way. This scanning method can not only truly restore the size and grain details of the real object, but also capture the complex surface details and complete three-dimensional data. During the scanning process, the three-dimensional data acquisition can be completed without contact or powder spraying, which reduces the risk of damage to the artifacts. At the same time, combined with the high-definition color photos taken by SLR, the captured data can be imported into professional software and then mapped, which can generate high-precision, true-color 3D models. Through three-dimensional scanning technology, cloisonné artifacts can be digitally archived and protected to avoid damaging the surface form of cultural relics due to human contact. At the same time, this technology also allows more people to appreciate these exquisite crafts, promoting the inheritance and development of non-heritage culture. (2) Digital Audio and Video Technology: Digital Protection and Inheritance of Peking Opera, Peking Opera is an important part of China's traditional culture with strong local characteristics. However, with the changes of the times and the successive death of the inheritors, Peking Opera is facing the difficulties of protection and inheritance. In order to protect this non-heritage culture, digital audio and video technologies are used to digitally convert and archive it. Digital audio technology: Peking Opera performances are recorded using high-fidelity, high-sampling-rate digital audio equipment,

and the recorded data is digitized and compressed to form digital audio files. These audio files can be stored for a long time and used repeatedly, providing a convenient way for future generations to learn and pass on Peking Opera. Digital Video Technology: Using multi-camera, high-definition digital camera equipment to video record Peking Opera performances, the recorded data is digitized and compressed to form digital video files. These video files can be transmitted, played online and downloaded in real time, allowing the audience to enjoy the performing art of Peking Opera at any time and any place (Tan & Gou, 2021). Through digital audio and video technology, Peking Opera performances can be fully digitally converted and archived, solving the problem of traditional performance forms that are difficult to preserve and pass on. At the same time, this digital preservation and inheritance method can also enable more people to understand and appreciate the artistic charm of Peking Opera, broadening the inheritance channels and audience scope of non-heritage culture (Lai, 2024).



Figure 1: Cloisonné 3D scanning

3.2.2 Digital Museums and Virtual Pavilions

Three-dimensional modeling and virtual reality technology: Haining's non-heritage panoramic exhibition hall focuses on non-heritage culture through a variety of means such as video, pictures, interaction and 3D models to attract more young people. Using high-precision 3D modeling technology, non-heritage cultural relics are digitally converted to create realistic 3D models. These models can show the details and features of the cultural relics in an all-round way, providing the audience with a more intuitive and realistic visual experience. Virtual reality technology is used to bring the audience into a highly simulated virtual environment so that they can immerse themselves in the charm and value of the non-heritage cultural relics (Sun, 2023). Through devices such as head-mounted displays and

joysticks, viewers are free to explore and interact with each other, providing visitors with a freer and more immersive visiting experience. Through three-dimensional modeling and virtual reality technology, realistic three-dimensional models and virtual environments are established, so that the audience can more intuitively and realistically feel the value and charm of non-heritage cultural relics (Chen & Lai, 2023). At the same time, this digital protection method can also improve the audience's participation and interactivity, and enhance their knowledge and understanding of non-heritage culture. The "Meet Daming" AR night tour project utilizes AR technology to integrate the culture of the Ming Dynasty city into the night tour interactive experience. Through cell phones or tablet devices, tourists can see historical characters in front of their eyes, such as interacting with the characters to complete tasks, buying Daming scenery, etc. This combination of reality and reality makes tourists feel as if they have traveled back to the Ming Dynasty and experience history in depth (Ni, 2023).

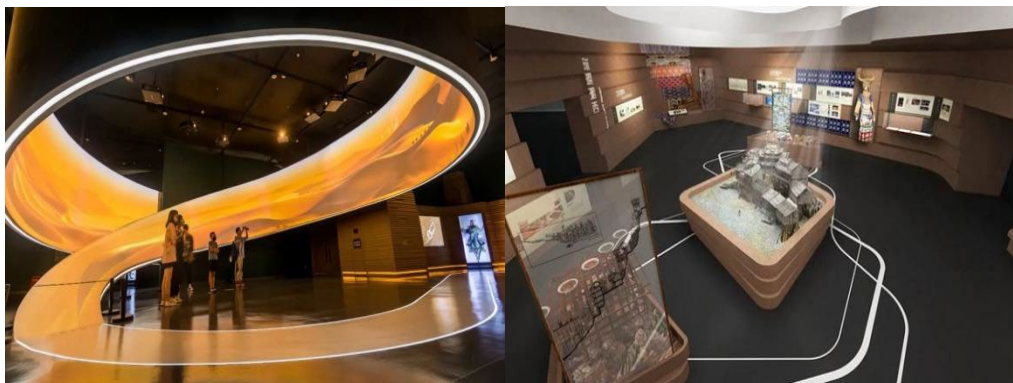


Figure 2: Digital Museum

3.2.3 Digital Entrepreneurship Industry

Digital creative design technology can make the protection and inheritance of non-heritage culture more interesting and interactive. Digital creative design can combine non-heritage elements with modern design concepts to make cultural and creative products with practicality and market value, and promote the commercialization and marketization of non-heritage culture (Zheng & Wang, 2023). At the same time, digital creative reproduction and display technology can innovatively reproduce and interpret the traditional skills and performance forms of non-heritage culture, so that the audience can more deeply understand and feel the charm of non-heritage culture, and inject new momentum into the inheritance and development of non-heritage culture (Miao, 2023). Typical cases of digital creativity and design in the application in the protection and inheritance of non-heritage culture: (1) Dunhuang Museum launched the

co-branded cultural and creative H5 activities: clothing, 361 ° children and Dunhuang Museum co-branded series of children's clothing to promote the H5 works through the form of DIY H5 games, inviting users to participate in Dunhuang trendy clothing with the Dunhuang series of clothing experience the fun of changing clothes, so that they can feel the national tide to wear the trend index. At the same time, users can match themselves to feel the cultural atmosphere of Dunhuang mural patterns and well-known Dunhuang attractions. (2) Dunhuang wallpapers. The Dunhuang Research Institute, in conjunction with Tencent, has created a digital Dunhuang open source library with more than 6,500 high-definition wallpapers. This method of communication is novel and unique, and can largely improve the dissemination of non-legacy culture. (3) Miao Silver Jewelry, a non-fangible heritage project of the Miao people in Guizhou Province, China, through the combination of digital creative industry, the cultural connotation and artistic value of Miao silver jewelry, innovative design and digital presentation, to create a unique digital creative products and cultural brands (W. Li, 2023).



Figure 3: Dunhuang series of cultural and creative products

4. CHALLENGES IN THE APPLICATION OF DIGITAL MEDIA ART IN NON-HERITAGE CULTURE

In May 2023, I interviewed Dai Jialin, widely known at home and abroad as "the first person to color Chinese cloisonné", on how he views the application of digital media art in non-heritage culture.

4.1 High Technological Threshold

Mr. Dai Jialin said, "Digital media art can expand the scope of dissemination of our non-heritage culture, but our generation of inheritors are older, and digital word media technology is more complex, such as

virtual reality (VR), augmented reality (AR), 3D modeling, image processing, etc., which need to be skilled in order to be able to apply flexibly. It will be necessary to train many professional technical talents to apply this technology to the dissemination of our works, so that more people know, understand and enjoy cloisonné." Digital media art requires certain technical knowledge and skills, including digital technology, network technology, multimedia technology and so on (Cai, 2023). It involves a wide range of technical fields, including computer programming, image processing, animation production, sound design, interactive design and so on. These technologies need to be deeply understood and skillfully mastered so that they can be flexibly applied (W. M. Li, 2023). Digital media artworks usually need to be realized by combining a variety of technical means and creativity, and each link from planning, design to production and presentation requires professional skills and creativity. However, at present, many inheritors and practitioners of non-heritage culture often lack these technical knowledge and skills, which has become a major obstacle in the application of digital media art in non-heritage culture.

4.2 Data Security and Privacy Protection

Digital media art needs to deal with a large amount of data in the application process, including digital images, digital audio, digital video, etc., and the security and privacy protection of these data should not be ignored. Mr. Dai Jialin said, "It takes a lot of time to create a piece of work, and although digital media art can directly show the fruits of our labor, the process of digitizing works involves a large amount of data collection, storage and management. These data may include text, images, audio, video, etc., and have a high cultural value. But to ensure the security of these data, to prevent theft, tampering or damage I am also more concerned about these will involve the inheritor's personal privacy, intellectual property rights and trade secrets and other issues, I think we need to take effective measures to protect." Digital media art in the application of non-heritage culture often involves a large amount of personal information and sensitive information, such as the user's identity information, behavioral information, etc., how to guarantee the security and privacy protection of this information is an important issue (Y. Li, 2023). Data security and privacy protection need to be fully considered, and effective measures need to be taken for management and control. At the same time, it is necessary to establish a broad public participation and sharing mechanism to promote the healthy development of digital media art and non-heritage culture.

4.3 Intellectual Property Protection

The application of digital media art in non-heritage culture will involve a large number of intellectual property issues, such as the copyright of the work, trade secrets and so on. As digital media art is easier to copy and disseminate, how to protect the intellectual property rights of non-heritage culture and prevent malicious piracy and infringement is also an important issue. Mr. Dai Jialin spoke: "After digitizing our works, more people will understand and like cloisonné, and it also makes us more motivated in creation, but the digitization of works also brings corresponding problems, the cost of copyright infringement is relatively low, and will use the pictures of our works without our consent, resulting in some bad consequences that are more difficult for us to accept, so I hope that the protection of intellectual property rights will be increased so that our hard work will not be in vain." In the process of protection and inheritance of non-heritage culture, some traditional skills, folk art and so on need to be presented and disseminated through certain carriers or forms, which often have copyright attributes (Ma, 2023). If someone uses these elements of non-heritage culture without permission for creation or commercial activities, it may constitute an infringement of the original author, and we should do our best to protect the legitimate rights and interests of non-heritage culture.

5. COUNTERMEASURES OF DIGITAL MEDIA ART IN THE APPLICATION OF NON-HERITAGE CULTURE

5.1 Strengthen Technical Training and Talent Cultivation

Providing more training and learning opportunities in digital media technology, especially for the inheritors and practitioners of non-heritage culture, can improve their technical literacy and skill level and better apply digital media art to non-heritage culture (He & Liu, 2023). At the same time, it is also necessary to cultivate a group of professionals who understand both digital media technology and non-heritage culture in order to further promote the application and development of digital media art in non-heritage culture.

5.2 Improve the Application Level of Digital Media Art in Non-Heritage Culture

The innovativeness of digital media art provides new perspectives and ideas for the inheritance and development of non-heritage culture, but it is also necessary to pay attention to the organic combination of digital media

art and non-heritage culture in the application process, to avoid overly pursuing the advancement of technology and neglecting the inheritance of culture (Shiao-Jing, 2023). It is necessary to have a deep understanding of non-heritage culture, including the history, inheritance, techniques, characteristics and other aspects of non-heritage culture. Only with a deep knowledge and understanding of non-heritage culture can digital media art be better applied to the inheritance and development of non-heritage culture.

5.3 Establish a Sound Data Protection Mechanism

In the application process of digital media art, it is necessary to pay attention to the issues of data security and privacy protection, establish a sound data protection mechanism, strengthen the supervision and management of data, and prevent data leakage and abuse. It requires the cooperation and efforts of many parties, through the formulation of strict data protection policies and norms, the adoption of encryption technology, the establishment of secure data storage and backup mechanisms, the strengthening of user authentication and authorization management, regular data security audits and inspections as well as the establishment of a sound data security contingency plan and other measures. Only the organic combination of digital media art and non-heritage culture can promote the digital development of non-heritage culture (Dong, 2023).

5.4 Strengthen the Protection of Intellectual Property Rights

For the intellectual property rights of digital media art in the application of non-heritage culture, it is necessary to establish a sound copyright protection mechanism, strengthen copyright management and legal protection, and at the same time encourage innovation and originality to promote the digital development of non-heritage culture (Wang & Yang, 2023). For digital media art works, it is necessary to strengthen copyright protection and adopt methods such as copyright statement and copyright logo to clarify the copyright ownership and authorized use scope of the works to avoid unauthorized use and piracy. Strengthen cooperation and linkage with relevant departments: Strengthen cooperation and linkage with relevant departments and organizations, such as cultural and tourism departments, museums, libraries, etc., in order to jointly promote the protection of intellectual property rights of digital media arts in the application of non-heritage culture. At the same time, it is necessary to actively cooperate with relevant industry associations and academic

institutions, etc., to jointly study the protection of intellectual property rights of digital media arts in the application of non-heritage culture, and to promote the formulation and implementation of relevant policies and norms. Establish a sound infringement reporting and processing mechanism, for the infringement behavior and reports found, we should handle and respond in a timely manner, and for serious infringement behavior, we should take legal means to combat and defend the rights and interests, and safeguard the legitimate rights and interests of intellectual property rights of digital media art in the application of non-heritage culture (Chen et al., 2023).

6. CONCLUSION

Digital media is a special language that shows cultural values to people in its own unique way. Non-heritage culture is an important component of Chinese culture, and its inheritance and protection has always been an important topic. The application of digital media art in Chinese non-heritage culture has great potential and broad prospects. However, how to better combine digital media art with NRL culture, and how to give full play to the innovativeness and interactivity of digital media art while preserving and inheriting NRL culture are still issues we need to deeply think about and explore. In the future, we expect digital media art to play a greater role in the inheritance and development of non-heritage culture and inject new vitality into the prosperity of non-heritage culture.

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