

Through H5 new media interface improve innovation mode study of environmental art design education

Yang paohua

Fujian University of Technology School of Design
 Phone: +8613859140286 (City), +886-952-001533 (Taiwan)
 E-mail: lucaoyang@qq.com
 The year 2018.09.14

Abstract

This study regards the development of environmental art design as the interaction of human behavior from the perspective of the evolution of media form and human behavior of environmental art design education. The emergence of new technology makes artists and designers, see the infinite possibility of trying new expressions, with the aid of new media form, the process of comprehensive performance is also the process of artists and designers to pursue new art forms.

Keywords: H5 new media, interactive, interface, environment art design education

1. Introduction

At present, the influence of new media is on the rise. Emerging media such as digital newspapers, mobile TV, mobile media, SMS, WeChat, blogs, podcasts and micro-blogging are emerging and their influence is on the rise. especially among young people and students with professional skills And intellectuals in particular the performance of the crowd is particularly evident from the design of professional education study, they are our environmental art design and education market, the largest consumer of the future. and often the creation of new media art The purpose of interaction is to create interactive events rather than the result of interaction. Process aesthetics is the focus of new media art's mutual recognition. Through the most obvious network media interaction characteristics as a case, and gradually reveal the interaction of new media art and cognitive characteristics of communication and cooperation to become a new media art category, the focus of creative artists. "The media in new media not only refers to the material carriers or means of artistic expression, but also refers to the way in which contemporary art as social activities for the cultural activities and into the social public space"

2. Literature discussion

From the perspective of the evolution of media form and human behavior of environmental art design education, the development of environmental art design is regarded as the interaction of human behavior. With the emergence of new technologies, artists and designers see the infinite possibility of trying new expression techniques. With the alternation of new

media forms, the process of comprehensive expression is also the process of artists and designers pursuing new art forms.

2.1 The environment of New Media (a form of media)

The new media is an environment. New media covers all digital forms of media. Including all the digital traditional media, online media, mobile media, digital television, digital newspapers and magazines. A relative concept is the new form of media developed after the traditional media such as newspapers, radio, television and the like, including online media, mobile media and digital television. The new media is also a broad concept that uses digital technologies and network technologies to provide users with the dissemination of information and entertainment services through terminals such as the Internet, broadband LANs, wireless communication networks, satellites, and terminals such as computers, cell phones and digital TVs form. Figure 1.

	COMMUNICATOR	INFORMATION	MEDIA	RECIPIENT	SPREAD THE EFFECT
TRADITIONAL MEDIA	MEDIA ORGANIZATION	ANY INFORMATION THAT MEETS THE REGULATORY REQUIREMENTS	TRADITIONAL MEDIA	EVERYONE	AQUIRED THE AUDIENCE'S IDEAS, BEHAVIOR PATTERNS AND OTHER CHANGES
NEW MEDIA	MEDIA ORGANIZATION personal	ANY INFORMATION THAT MEETS THE REGULATORY REQUIREMENTS	NEW INTERNET BASED MEDIA	EVERYONE	AQUIRED THE AUDIENCE'S IDEAS, BEHAVIOR PATTERNS AND OTHER CHANGES

Figure 1. Traditional media and media form of new media

2.2 Interactive design background

Interaction design refers to the designer and product or service interaction of a mechanism to user experience-based human-computer interaction design to consider the user's background, experience and experience in the operation process, in order to design end-user products , Making the end-user happy when using the product, in line with their own logic, effectively completing and using the product efficiently. And human-computer interaction that is straightforward and straightforward is every step of your operation, your device will respond accordingly.

2.2.1 The human-computer interaction form of Users, clients and servers

As a user experience designer whether it is product, interaction or UI, are accustomed to thinking about product design from the perspective of human-computer interaction. In this process, an important process needs to be paid attention to: data transmission. Look at the picture below. Figure 2.

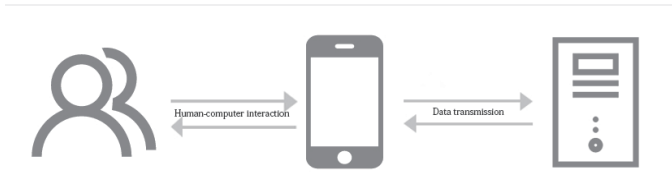


Figure 2 The human-computer interaction form of Users, clients and servers

The user interacts with the client to trigger an action. The client converts the action triggered by the user into a corresponding instruction and requests data from the server. If the network and the server are normal, the server returns the data to the client, and the user can see To the results of their own operations. The whole process is done by users, clients and servers. People and clients are directly involved in the field of human-computer interaction. The direct data transmission between client and server is more of a concern for developers.

2.3 An overview of Environmental Art Design Education

Environmental art design market is very wide, because China's rapid economic development, municipal construction projects and real estate projects have mushroomed, both interior design or landscape design requires a large number of environmental art and design talent, environmental art professionals from the past Interior design to today's outdoor design, square design, landscape design, street design, landscape design, urban road and bridge design, all-round, multi-range design. The living standard of modern people and the improvement of consumer grade in public places, the design has also been transformed from the past emphasis on the design of hardware facilities environment into the broader and deeper meaning of understanding people's physical, behavioral and psychological environment today. In addition to being beautiful, Artistic, appreciative, associative, etc., is a new industry in recent years. The professional job market demand has been very broad, as long as the environmental arts can be competent, such as architectural decoration design, indoor and outdoor renderings design, landscape design, environmental engineering and so on.

3. Environmental art design education problems

Environmental Art Design Education is the most important to truly clear the goal of personnel training, and personnel training in the professional education curriculum design and planning is the need to rationalize and learn to develop interactive, of which teaching is most needed is flexible, innovative, fully activated However, there are a lot of schools do not pay attention to innovation in the teaching of specialized courses.

The problems in these specialized education courses are as follows: First, in the professional curriculum planning and teaching, many schools imitate each other; teaching is similar and can not reflect their own uniqueness Effective teaching program.

Second, students will find that their basic abilities are weak. Most students of environmental art and design major are art candidates. Art candidates are required subjects for Arts Candidates, but arts and cultural subjects of Art Candidates are relatively low. It shows that the basic ability of environmental art design students is relatively weak.

Then there is a lack of practical teaching links in professional courses and teaching courses; the practice of professional courses is not sufficient, and environmental art design major is a practical one. However, many colleges and universities can not meet the purpose of actual internship in practical courses, Some institutions have set up practical courses, but no internship base.

Finally, there is a chaotic structure of teachers. In the situation of continuous expansion of art design major, the proportion of professional teachers and students is seriously imbalanced. Most of the professional teachers who have just started their studies are seriously under-represented and have structural shortcomings. Some teachers focus on economic income, rarely consider their own professional teaching research.

4. Case Study ----- Output H5 social user experience design

H5 in this area to do more excellent two cases, the case is also the composition of the design + front

4.1 Case Study 1

TGideas is part of Tencent Interactive Entertainment Business System. It is a user experience design team focusing on operations and marketing. Its scope of work covers product packaging, advertising, brand building and interactive design. The team consists of professional planning, project management and creativity , Visual, development, multimedia talent composition. "Hard work, hard play" is the main credo, more willing to win the award-winning works through a variety of works to help products and users to establish effective communication mechanisms and emotional links, to achieve real commercial value.

4.2 Case Study 2

ISUX is the core of Tencent Group and the world's largest UX design team. Its members include user research, interactive design, visual design, brand design, video animation design, UI development, product design and market research. ISUX is located in Shenzhen, Headquarters, Beijing, Shanghai, Chengdu and Seoul, South Korea. ISUX is mainly responsible for user experience design and research of Tencent's social communication and entertainment products and services, including major service platforms such as QQ, QQ Space, QQ Membership, QQ Wallet, QQ Sports, Tencent Cloud, Tencent

Enterprise, QQ Things, Tencent Classroom , Interest tribe, trilogy live, K KTV, universal cinema emperor, Penguin FM, flash coffee, P map every day, micro-cloud and calls.

4.3 Case Study 3

The design of H5 human-machine interaction interface is based on the Web interface and related concepts in the environmental art design education. The appearance of Web page is often noticed by the user's first impression on the website and the outside user. The user's impression of the website is friendly and closely related to the appearance of the interface. So Web interface design is very important for designers. For people, interface design is crucial to the humanization and ease of use of the Web interface design, which is the core of the Web interface design.

In order to design and content, Web interface elements in environmental art design education style and layout, color design, the Web interface should not only follow the concise principle, to meet the design goals, for different objects to use different words and kiss in a different tone and words. The style of its style in the Web interface refers to the comprehensive feeling of the whole image of the website to the visitors. The overall image includes the logo, color, font, layout, interactive mode, content value, meaning and so on. An excellent website, like an entity, also needs to be packaged and designed as a whole.

5. To enhance environmental art design education innovation model

Based on the foregoing, the problems existing in the education of environmental art design and the application of case studies are discussed. In this study, the policy of innovative learning and the Countermeasures of reform are put forward, and the framework of innovation mode is put forward.how to strengthen the capacity of original content production and agenda setting, and enhance the interaction of teaching , Cultivate students' innovative spirit. This study suggests that with the help of H5 new media interactive interface, teaching methods should be changed from focusing on teaching methods to focusing on learning methods. Teachers come out from the traditional education, using image technology, network technology and other modern teaching methods to strengthen teaching effectiveness. Construct classroom interactive teaching structure that students give full play to their main role, take H5 new media interactive interface as the leading factor, teacher-assisted student as the main body and training as the main line. Under the guidance of teachers, students should be responsible for interactive learning and interaction through new media. Professional teachers should try their best to ask questions and inspire students to think more and play personalized thinking. In particular, various types of cases in market operation should be presented to students In front of, guide students to ask questions, analyze problems and solve problems; try their best to make students argue, find and innovate.

5.1 Construction of environmental art design education

"live education and learning" platform

The study of occupation education before the section of the education of environmental art design is discussed based on the problems found, will foster the direction from the professional, functional requirements of professional development of the nature of the industry, introducing innovation mode architecture to create "intellectual palm interactive spirit environment" laid a preliminary basis. Then, from the perspective of innovative learning, we should enhance the capacity of original content production and topic setting, and strive to become an all media platform for intellectuals to read, credible and available.

At the beginning, we plan to build the platform of "live education and learning" for environmental art design education, and distribute various live broadcasts at the normal frequency. There are both live news live events and specially designed series interviews. We design high-end seminars and academic activities live. The main content in order to enhance the quality of content production capacity, planning out the traditional residential village construction series, local industrial town features series, cultural tourism, public art series series, series, series of cultural resources, cultural and creative home series, interior design, landscape series, series of popular science series, heritage series, network forum series original broadcast in the program, network theory forum series, the main function of the plate model on the theory of "media theory" forum series, is an exclusive account for experts and scholars and research institutions. In the exclusive account, Jina experts or institutions of the academic resume main academic achievements and media reports. Users can pay attention to their personal interests. After the user pays attention to a theoretical account, the content of the update will be automatically pushed to the user, thus forming a relatively stable network social relationship. Its display form first attempts to take the prototype as the prototype, which is the interactive learning effect in the mental environment of the environmental art design education.

5.2 Depth learning situational awareness of H5 human-computer interaction

Through the education of environmental art design awareness or situational awareness (situational awareness) and the combination of situational things and non situational things, put forward a new concept of education and learning, called deep learning situational awareness, or deep learning situation awareness (Deep Situational learning awareness). What is deep learning situation awareness? This study thinks that this is a kind of human-machine intelligence, which includes human intelligence as well as the intelligence of machine. It refers to the signifier and signified, and the so-called signifier refers to the thing itself. The so-called meaning is the meaning and connotation contained in the thing itself, that is, the property involved in things. It refers to the feeling that is mainly involved in things and the relationship between them, which includes their perception. The so-called sense refers to the mapping of the attributes, and the so-called perception is the connection and understanding. Not only can understand the original meaning, but also can understand the overtones, is a

way to show common, perfectly logical and reasonable, is the element of man machine environment system of active topology, a spatial processing prototype features across situations of the. It involves the interaction between environment, art and design in the limited time and space and data / information resources environment, including human's situational awareness and machine situational awareness, and its organic integration.

Deep learning situation awareness in environmental art design education, in particular to the feeling, perception, planning and feedback so four links, different feeling, this feeling of human and machine input, the feeling which contains the imagination and the real stimulus, so the feeling is the superposition of real and virtual information however, the education of environmental art design media evolution and human behavior perspective, is the interaction of environmental art design development as human behavior. Interactive learning education emerged to artists and designers, see the possibilities to try new ways of expression, with the alternation of new media forms, its comprehensive performance is the process of artists and designers in the pursuit of new forms of art process, deep learning situation awareness is to string up these information. The so-called understanding of things is to see the various connections between them. Planning and feedback are two important terms in control.

In addition, the deep learning situation awareness or deep learning context awareness, have their own a very important artist in environmental art design education and the pursuit of the art form of the new mechanism of designer - MI is to put together, mathematics, geography, physics, physiology, psychology, ethics, legal, management and other aspects of knowledge in a timely manner the accurate corresponding fusion, distribution, characterization, extension, and machines are only from the perspective of a comb, so human differences in the depth of situational awareness "poly effect.

6. Conclusion

The innovation mode of environmental art and design education, is relative to the traditional knowledge theory put forward to explore the research on the problems and case existing environmental art and design education in the research and application of H5, put forward with the help of new media in the new media interactive interface, computer network environment to students and intellectuals for this, in the teaching method by paying attention to teaching, learning to focus on. By changing the original "authority _---dependence" relationship between teachers and students, the construction of the independent, cooperative, and personalized, diversified and innovative teaching mode, promote the development of students' independent innovation and cooperation innovation spirit and ability, in the new media in "innovative teaching provided an ideal cognitive tool and the ideal learning environment, learning resources and learning and interactive evaluation. This study introduces the framework of innovation mode to create "mental environment of intellectuals' handheld human-machine interaction", and

how to enhance the ability of production and topic setting of original content, enhance interaction in teaching, and cultivate students' innovative spirit. Based on this, we build the embryonic form of "live education learning" platform for environmental art design education, laying a solid foundation for the innovation mode of environmental art design education.

Reference

- [1] XI yueliang. Introduction of environment art design [M]. Beijing: Tsinghua University press, 2006.
- [2] Pan Lusheng, thinking about the current design of art education [J]. art education, 2005 (2): 6.
- [3] Yan Xinghua. The reform and innovation in interactive teaching theory [J]. science of higher education, 2007 (1).The development of
- [4] Xiao ā zhǎn. Rethinking the present situation of art and design education in Colleges and universities, new art, 2007
- [5] Shi Lei. An introduction to new media, Communication University of China press, 2009.10.
- [6] (US) Coalco Kolko, Fang zhōu, translation, interactive design meditation, machinery industry press, 2012.10
- [7] Xu Peng. The development of China's new media art and its theoretical subject. Beijing: cultural research network, /2004-0
- [8] Yu Kai Liang. Changes of aesthetic theory in cyberspace. Aesthetics and art. 4.Http://philosophyol.com/ Forum2004-4-28.
- [9] Hu Fei. Research on interactive design based on network media. Design online. Www.designonline.com/2003-12-04
- [10] Mark Poster. Jean Baudrillard: Selected Writings[M].Stanford: Stanford University Press, 1988
- [11] van Diane. From media change to cultural vision - Speech at the opening ceremony of the Chinese Contemporary Art Symposium. Beijing: art research.2002 (3). P66
- [12] (US) Robert Reimann. So you want to be an Interaction designer. http://www.cooper.com/newsletters/2001_06/so_you_want_to_be_an_interaction_designer. HTM /2002-11-18.
- [13] (US) Chris Crawford. Understanding Interactivity. <http://www.erasmatazz.com/Book/2002-10-14>