

Art Form and New Fashion Style of Virtual Reality Design

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Abstract. With the application of virtual reality technology matures, the integration with art design deepens day by day. This technology presents a wonderful experience space for the public on the basis of a better life for the public, leading the field of art and design continue to develop. On the basis of actively breaking the traditional two-dimensional one-sided design, we should actively explore new fashion style by giving full play to the advantages of virtual reality design. Based on the future trend of virtual reality technology, this paper interprets the art form and new fashion style of virtual reality design.

Keywords: Virtual reality design, Art form, New fashion, Style

Virtual reality art is a new and independent art category with the advent of virtual reality era. As a kind of ultimate re-creation art, virtual reality art has changed the artists' Creative Ways and creative process, and will produce more, better and more works that adapt to the characteristics of the times, to meet the new fashion needs of the masses.

1 ARTISTIC PRESENTATION OF VIRTUAL REALITY DESIGN

Virtual reality technology mainly refers to the use of computer science and Technology, simulation of specific things or scenes, thus creating a real three-dimensional environment to achieve communication and interaction, at the same time can also use computer simulation of a virtual environment, can provide viewers with a full range of sensory stimulation, giving a feeling of being in the scene, which is virtual reality technology. Since virtual reality is a comprehensive technology, it has been used in many areas of the country to promote the innovation and development of Social market economy.

First of all, immersive reality art mainly takes the computer display screen as the design window, through the display screen in the virtual space construction to achieve the art creation non-blind angle observation. At the same time, in the teaching process, the virtual space can be constructed through various input devices, and the objects in the virtual space can also be edited, rotated, stretched, and so on, therefore, the use of this technology in the teaching process can better observe the design works and design.

Second, immersive virtual reality art, which uses a helmet mounted display to engage the viewer's overall senses in an immersive way, not so much by engaging as by providing a specialized supply behind closed doors, ensure that the viewer's eyes and ears are only felt in the helmet. With the development of science and technology, the appearance of data glove has successfully virtualized the sense of touch of the spectator. Through computer simulation, the spectator can explore the virtual space in the whole use process. This kind of exploration immerses the viewer in a virtual space that is exactly like the real world, where the senses of sight, sound, and even touch can guide the viewer, thus helping the viewer's innermost being, to get a more authentic experience. This kind of immersive virtual reality technology has high requirements in hardware, and needs to be equipped with a complete set of accessories, so the main application direction is limited to large-scale design projects.

Finally, is the network type virtual reality art, this art main development basis comes from the network unceasing development and the progress. With the rapid development of the Internet, the data and all kinds of resources in the network have developed to a huge extent, and the two-dimensional space of the traditional network can not meet the needs of human beings. In the current development process, the multi-element audio-visual web page has been unable to

attract people to continue to explore the internet, with the gradual development of the network, the construction of virtual space can satisfy the requirement of the size and quality of information transfer. Whether it is the 3D technology or the development of interactive software, for the network 3D is strong support, therefore in the web art design process, the network type virtual reality art, will be a major trend in the future.

2 ART FORM OF VIRTUAL REALITY DESIGN

Thanks to the development of artificial intelligence, design tools will become more and more intelligent, which is an inevitable trend. Virtual reality is best implemented with AI support, so designers will find that developers of design tools will be more inclined to turn tools into intelligent assistants. Instead of simply "drawing" the designer's ideas, the designer's creation tool will simulate the environment in which the designer's product will be applied, and through artificial intelligence to determine whether these design applications in the real environment is reasonable, so as to provide designers with more reasonable recommendations. In addition, the client will be deeply involved in the design process. Unlike previous design products, which have to be delivered before they can be tested and fed back, with the help of virtual reality technology, customers can test designs in real time by simulating various test environments during the design process, and timely communication with the designer, put forward views. This will greatly improve the design efficiency and reduce design errors. For some need to produce samples of the design, also with the help of virtual reality, after the design is completed, "production" of virtual samples, and invite users to experience and use in a virtual environment, if you find a problem, you can adjust the design right away.

Art aims at spreading beauty and is closely connected with human civilization. The use of technology must obey the aesthetic and expressive law of art itself. The artistic creator's vision and inspiration are constantly expanded due to the stimulation of scientific and technological factors. The infusion of new elements often brings the audience a brand-new aesthetic experience. New tools as if art inserted a pair of wings, so that artistic creativity can take off higher and farther, open up a new world. From the old traditional art to the new experimental art, from the content to the form, all get the regeneration after merging into the trend of the new technological civilization, and record the information of an era with the help of the new carrier and medium.

The new art carrier and media make it easier for art to enter more people's lives. With the wide application of graphic and image processing, animation production and sound processing, modern digital art design, which is the fusion of art design and digital technology, was born, in-depth impact on the film and Television Entertainment, cultural tourism, live performance, streaming media advertising and other industries. One of the most typical is based on visualization technology, video technology, augmented reality and other technologies to create visual art CG, deeply embedded in the three-dimensional animation, film and television special effects, architectural design and industrial design and other art fields. Virtual imaging, or holographic projection, removes the spatial boundary between reality and fantasy.

3 NEW FASHION STYLE OF VIRTUAL REALITY DESIGN

With the development of the times and technology, new media display design emerges as the times require. Compared with traditional display design, it has many advantages, not only can the 3D technology enable many non-existent things and ideas to be displayed, but also can greatly reduce the cost of physical transportation, maintenance, and so on, can be said to be multi-purpose. And this advantage is precisely because the new media display design has the virtualization characteristic, because this kind of virtualization, the designer may display the infinite design in the limited space, it allows people to experience multiple sensory experiences in a very small space. Virtual displays allow visitors to experience phenomena that only occur in movies through a variety of props such as VR glasses. When a visitor wears

VR glasses, he can not only race with the cheetah, you can also experience the feeling of flying in the sky like Superman, which brings a better experience for visitors. Because the new media display design has this kind of virtualization characteristic, the designer may get rid of the traditional design plane narrative style, will the story more three-dimensional, the reality unfolds, causes the display to become more interesting, no more hollowness.

In the environment of new media display design, the perception of visitors is a factor that has been paid more and more attention by designers. New media display design is no longer the traditional way of simply putting objects in front of visitors, but more focus on the interaction with visitors, pay attention to human design, emphasize the experience of participants has been the consensus of the new media display designers. At present, the display design of new media is turning more and more to strengthen the communication and interaction between visitors and display objects by means of human-computer interaction, such interaction can help visitors better experience the characteristics and advantages of the design display object, better information transfer, to achieve a better display effect. For example, by fitting visitors with digital gloves, helmets and VR glasses, they can help them feel like they're walking on the Moon, which is a great way to integrate visitors into the design of the display, the new media display design is different from the traditional media display design one big characteristic, this kind of interactivity enhanced the visitor to the exhibition experience degree, helped the exhibition to achieve the better display effect, at the same time, it can also enliven the atmosphere of the exhibition, break the solemn and even boring atmosphere of the traditional exhibition, and bring visitors a better viewing experience.

Another remarkable feature of new media display design is the sense of immersion. Designers can show a space-time through the use of digital devices, making visitors feel as if they are really in it, immerse yourself in the story or environment that the designer presents. For example, VR technology can now be used to create virtual representations of historic sites, allowing those that have been destroyed or are close to being destroyed to "reappear" in front of the visitor, allowing the visitor to be in the same place, to experience the glory of these ruins. This is the embodiment of new media show design immersion, through the design environment, characters, storylines and so on visitors deeper zone into the display object to achieve a better display effect. Immersion is the adaptation of new media display design to the new era, and also the satisfaction of visitors with higher requirements. This kind of immersion can help visitors to truly integrate into the exhibition and experience the message of the exhibition, can greatly enhance the effect of new media display design.

4 CURRENT REFLECTIONS ON VIRTUAL REALITY

Virtual space is a space existing in another world, which is supported by a series of digital codes. Virtual reality space in the reality and virtual contact and interaction between the level of consciousness will bring great changes to people. In the real world, the point of view is the position of the human eye, while in the virtual world, the point of view mainly refers to the observation point of the Experiencer, that is, the virtual point of view. For example, when working on a Unity game, the designer places a camera in the virtual scene, which is the main point of view, the main function of the camera is to transfer the virtual scene to the experiencer. Because the life experience of the experiencer is judged according to the position and posture of the Experiencer, only when the virtual viewpoint and the experiencer's viewpoint are coincident can the sense of reality be further improved. But in the application of virtual technology, designers can also according to the actual needs and ideas to create a new perspective, further attract the participation of the experience.

Aiming at the problems that virtual reality technology and virtual aesthetics face in improving simulation effect, this paper puts forward the research of virtual reality art design. It inherits the thinking of virtual aesthetics, that is, based on the relationship between subject and object, attaches importance to the combination of art and technology. The

experimenter can obtain the maximum visual immersion when he experiences with the virtual device, but the position and posture of the Experimenter in the real environment are necessary to obtain the expected visual signal. For example, if the experimenter is standing vertically in a real-world position, the experimenter's prospective vision is the distance from the eye to the ground and the height of the experimenter. If the designer can not design the virtual viewpoint reasonably, the visual signal can not match with the expected vision of the Experimenter, then the experience of the real immersion will be affected.

The birth of virtual reality art design enables designers and appreciators to experience the virtual space created by art works and interact with the design objects in a simple and natural way. The virtual reality art design can let the designer and the appreciator have the creativity, the imagination and the immersive feeling which before any one time can not compare. In order to guarantee the experience person's sense of reality to be promoted further, the designer should also carry on the specialized experience person's action or the experience platform design according to the different viewpoint characteristic, let the Experimenter receive the relevant viewpoint from the point of view of physical sensation.

5 CONCLUSION

With the development and progress of virtual reality technology, in the future development of all walks of life will continue to use this technology to get all-round promotion. However, although technology has made rapid progress, it does not mean that art has not been improved, only the perfect combination of art and technology, can better help people to achieve visual and aesthetic enjoyment. The new media art infuses the most vivid strength for the display design is to rely on its high and new media technology, changing the display carrier from material to non-material, at the same time making the display form change, from static to multi-dimensional dynamic display, to achieve a more diverse art, novel and unique needs.

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