

## The Application on Interactivity of Light in New Media Art

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**Abstract :** In the age of media convergence, new media technology is constantly impacting, changing, and even reshaping the limits of Art. From the technological ontology of the new media art, the concept of interaction design has always been dominated by I/O (Input/Output) systems through the ages, which ignores the content of systems and kills the aura of art. Light, as a fusion media, basically comes from the extension of some human feelings and can be the content of the input or the effect of output. In this paper, firstly, on the basis of literature review, the interaction characteristics research was conducted on light. Secondly, starting from discourse patterns of people and machines, people and people, people, and imagining things, we propose three light modes: object-oriented interaction, Immersion interaction, Tele-Presence interaction. Finally, this paper explains how to regain the aura of art through light elements in new media art and understand multiple levels of 'Interaction design'. In addition, the new media art, especially the light-based interaction art, enriches the language patterns and motivates emerging art forms to be more widespread and popular, which achieves its aesthetics growth.

**Keywords :** new media art, interaction design, light art, immersion

**Conference Title :** ICSSAH 2019 : International Conference on Social Sciences, Arts and Humanities

**Conference Location :** Sydney, Australia

**Conference Dates :** December 02-03, 2019