

Conclusion. Tang Dynasty figure painting, with its refined techniques, vivid narratives, and profound aesthetic philosophy, provides a rich source of inspiration for modern illustration. By integrating traditional artistic elements with modern design language, illustrators create works that are both culturally rich and contemporary. This exploration not only highlights the timeless charm of Tang Dynasty art but also opens new possibilities for the development of modern illustration. The fusion of tradition and innovation will continue to propel Chinese illustration art onto a broader stage.

In the future, with the continuous advancement of digital technology, the techniques and philosophies of Tang Dynasty figure painting are expected to find applications in more fields, such as animation, gaming, and virtual reality. Through in-depth research and innovative practice, traditional art will inject more vitality into modern design, becoming an important cultural symbol for Chinese illustration to reach a global audience.

THE IMPACT OF INFORMATION TECHNOLOGY INNOVATION ON CHINESE FILM

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With the development of Chinese cinema in recent years, innovation in information technology has driven the digital transformation of Chinese cinema. Digital technology is also constantly optimizing the film production process, enhancing visual effects, and making film narratives more diverse and colorful. At the same time, information technology has also promoted the innovation of research methods in Chinese film, providing new perspectives for the exploration of film theory [1].

The purpose of this article is to explore the profound impact of information technology innovation on the field of Chinese film research.

Material and methods. Using methods such as literature review, case analysis, and comparative research, representative Chinese film works in recent years, such as "Fengshen", "Wandering Earth", "Ne Zha: The Birth of the Demon Child", etc., are selected for in-depth analysis of their production techniques, visual effects, narrative techniques, and other aspects. Compare the application of information technology innovation between Chinese films and other films at home and abroad. Summarize the impact of information technology innovation on Chinese film production, distribution, marketing, and other aspects, as well as possible future development directions.

Results and discussion. In recent years, the Chinese film industry has made significant progress in information technology innovation, promoting a comprehensive transformation from film to digital. The application of digital technology in film production is becoming increasingly widespread, not only improving production efficiency, but also significantly enhancing film quality.

Information technology has optimized the film production process and enhanced visual effects: Chinese films such as "Fengshen", "Wandering Earth", and "Ne Zha: The Birth of the Demon Child" have made significant breakthroughs in visual effects in recent years. Advanced digital special effects technology was extensively utilized in the production process of these movies, making the visuals more realistic and vivid, providing audiences with a stunning viewing experience [2].

Information technology has promoted the diversification of narrative techniques in films: with the continuous development of information technology, Chinese films have also innovated in narrative techniques. By combining traditional storytelling with modern technological means, filmmakers are able to tell stories more flexibly and attract the attention of audiences.

The innovation of information technology has enhanced the international competitiveness of Chinese films: through cooperation with international film production teams, Chinese films have made significant progress in production technology, visual effects, and other aspects. These collaborations not only enhance the overall level of Chinese cinema, but also gain more attention and recognition for Chinese films in the international market [3].

Information technology has provided a new perspective for the innovation of film research methods: the development of information technology has not only changed the way films are produced, but also provided new methods and perspectives for film research. By utilizing technologies such as big data and artificial intelligence, film researchers are able to analyze film content and audience behavior in greater depth, providing strong support for the development of film theory.

Conclusion. With the continuous development of information technology, the Chinese film industry will present a more diversified and intelligent trend. In the future, film production will rely more on advanced technological means such as VR, AR to bring audiences a more immersive viewing experience. So, information technology innovation has had a profound impact on the Chinese film industry, not only promoting the digital transformation of films and optimizing production processes, but also promoting the diversification of narrative techniques and the enhancement of international competitiveness. In the future, the Chinese film industry will continue to benefit from the continuous innovation and development of information technology.

Reference list

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THE IMPACT OF ARTIFICIAL INTELLIGENCE TECHNOLOGY ON VISUAL ARTS

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Visual art and design play an important role in contemporary society, but with the development of science and technology, cultural changes and changes in social needs, the field also faces many challenges.

Material and methods. This article explores the main issues of current visual art and design, including the impact of digital technology and the controversy over originality and plagiarism. By analyzing these issues, this article aims to provide artists, designers and related practitioners with thinking directions to cope with future development trends.

As the wave of digitalization sweeps the world, the field of visual art and design is undergoing unprecedented changes [1]. The rapid development of digital technology has brought about revolutionary progress in creative tools, but has also triggered a crisis of