

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.

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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

survival for traditional art forms. On the one hand, the popularity of design software such as Photoshop and Illustrator has greatly lowered the threshold for creation, and new technologies such as 3D modeling and virtual reality continue to expand the boundaries of artistic expression; on the other hand, the rise of AI painting programs is challenging the professional authority of human creators, and the quality and efficiency of algorithm-generated works are comparable to those of human creations. This technological subversion forces practitioners to rethink the essential value of artistic creation.

Results and discussion. In the face of these multi-dimensional challenges, the field of visual arts and design needs to establish a more adaptive development framework. Educational institutions should strengthen interdisciplinary training so that future practitioners have both technical literacy and humanistic care; industry organizations need to improve the copyright protection mechanism in the digital age; and individual designers need to maintain cultural sensitivity and technical learning ability. As the famous design thinker John Hescott said: «Design is not about creating beauty in a vacuum, but about seeking meaningful solutions within complex constraints». Only by facing the essence of these challenges can visual arts and design continue to play an important role in shaping the social and cultural landscape.

As an important medium for cultural exchange, social expression and commercial communication, visual art and design are facing unprecedented transformation and challenges under the digital technology revolution and the wave of globalization. This article adopts a multi-dimensional analysis framework to systematically explore key issues in the field of contemporary visual art and design from the perspectives of technological innovation, legal ethics, and cultural identity.

The rise of AI-generated art. In recent years, the application of artificial intelligence (AI) in art creation has shown explosive growth. Generative AI tools represented by DALL-E, MidJourney, and Stable Diffusion are reshaping the entire creative ecosystem. According to the 2023 AI Art Industry White Paper, more than 60 million users worldwide use AI art generation tools, and the usage rate of professional designers is as high as 78% [4]. These tools can generate professional-level image works in a few seconds based on text prompts. For example, the «Space Opera» generated by Mid Journey V5 even won the first prize in the digital art competition at the Colorado State Fair in the United States.

This technological innovation has sparked heated debate in the art world. Opponents such as the famous digital artist David Holz believe: «AI is just a collage and reorganization of existing works, and the images it generates lack real emotional depth and creative intent». A 2023 study by the University of the Arts London found that AI-generated works scored 37% lower than human works in emotional resonance tests. Supporters point out that AI is becoming an important creative aid. For example, when Marvel Studios designed the multiverse scene of «Doctor Strange 2», it used MidJourney to generate more than 2,000 concept sketches, shortening the design cycle that originally took 6 weeks to 3 days [2]. The famous Japanese artist Takashi Murakami has pioneered the combination of AI-generated patterns with traditional printmaking techniques. His 2024 new series «AI Garden"» was sold at Christie's for a high price of US\$2.8 million.

Impact of Virtual Reality (VR) and Augmented Reality (AR). VR and AR technologies are changing the way art is presented, allowing audiences to experience works of art in an immersive way. However, the popularity of these technologies has also brought new challenges, such as how traditional art forms (such as painting and sculpture) can adapt to the digital environment and how to protect the copyright of digital artworks [3].

Conclusion. Visual art and design face multiple challenges in today's society, including technological change, copyright disputes, cultural ethics, sustainable development and commercial pressure. To deal with these problems, artists, designers, policymakers and

the public need to work together to promote the healthy development of the industry. In the future, how to find a balance between innovation and ethics, art and business will be the direction of continuous exploration in this field.

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METHODOLOGICAL INNOVATION AND RESEARCH OF CONTEMPORARY ART CRITICISM

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Modern art, with its complexity, interdisciplinarity, and heterogeneity of forms, poses great challenges to traditional methods of art criticism. This article discusses the shortcomings of conventional critical methods in dealing with contemporary art practices and advocates methodological innovation and interdisciplinarity. It analyzes the need for breaking away from established paradigms such as formalism and iconology to adopt a more reflexive, contextual, and multidisciplinary stance. Moreover, the essay deals with the evolving role of art criticism in the contemporary art system, emphasizing the shift from judgment to interpretation and the need for public involvement. This theoretical investigation is meant to accompany a more firm and sufficient critical discussion able to confront the dynamic reality of contemporary art.

Materials and Methods. Contemporary art, in its multifaceted manifestations, poses a profound challenge to traditional art criticism. The very nature of contemporary art production, with its characteristic focus on conceptual refinement, interdisciplinarity, and engagement with multiple media, challenges the capacity of traditional critical paradigms [1]. Traditional paradigms such as formalism and iconology are increasingly being found wanting in the face of art practices that privilege ideas, processes, and social interaction over strictly aesthetic considerations. The advent of conceptual art, performance art, new media art, and social engagement art practices necessitates a critical theory that moves beyond the limitations of these historically rooted methods.

Results and discussion. The globalized art world further complicates the waters for art criticism. Western-centric models of criticism are tested more so in an era where artistic practice emerges from fragmented cultural origins and worldviews. The universal applicability of models developed within specific Western art historical and philosophical traditions is undermined by the need to acknowledge and comprehend art in its specific cultural and geopolitical contexts. Furthermore, the increasing influence of the art market and socio-political forces on the production of art raises questions about the autonomy and objectivity of art criticism. Traditional models are inclined to posit a disengaged and objective critical stance, but the circumstances of the contemporary art world demand a more advanced understanding of the intertwined processes between art, commerce, power, and critical discourse. Lastly, the vocabulary and conceptual tools of traditional criticism also fall short to capture and describe the complex experiences and meanings that contemporary artworks generate. The need for an expanded critical vocabulary and conceptual strategy is uncovered in attempting to engage with art that actively resists classification and challenges conventional aesthetic norms.