

A Study on the Expansion of Communication between Digital Media and Interactive Space.

- **Author(s):** Sooknyung Ha
- **Abstract:** Digital media is based on computer technology, and has the characteristics of interactive and integrated media that enable free communication beyond the temporal and spatial limits of existing media systems. We are in the midst of a tremendous change created by a new form of media called digital. With the innovation of information technology, digital technology is not simply technologically realizing and applying new and multi media, but it can be said as a "life" that induces overall social change. James W Carey said, "The media is not just a tool, but a concrete expression of the human spirit, and it is itself the core content of a text for semantic analysis.", in his book titled McLuhan and Mumford: The roots of modern media: analysis. From this point of view, today's media can be defined as a media capable of two-way information exchange between a recipient and a sender, and the two-way information exchange means interaction between the sender and the recipient. This interaction of information exchange is applied as an important element to newly recognize the characteristics of new media. Eventually, with the transition from analog to digital, digital technology has rapidly developed in the design field and is expressed in various genres. It communicates with humans through a complex method with images, videos, sound, and interfaces, and plays a big role in human experiences with sensation, perception, and cognition. As for the method of this study, it tries to examine digital media as a design extension through literature review and previous studies, and analyze the expressive characteristics of an interactive communication-extended space applying digital media in video and art media and an interactive space using digital media. In particular, it tries to suggest the applicability to space by analyzing the relationship between digital media and the user experience extension.
- **Keywords:** computer, temporal, tremendous, expression, Mumford, cognition, interactive.