



The Evolution of Art Through Digital Technology

Received: 16-02-25

Accepted : 02-04-25

Prof. Archana Rani¹

Plagiarism: 7%

¹Professor & Incharge, Visual Art:
Drawing & Painting Department,
Rahunath Girls' (PG) College, Meerut, UP,
India. Email: drarchana.art@gmail.com

Keywords: Digital technology, Creativity,
Expression, Change, Digital tools.

Classification-JEL : Z11, O33, L82

How to Cite: Rani, Archana (2025). The
Evolution of Art Through Digital
Technology. *Journal of Commerce and
Trade* (H. Agarwal, Ed.) 20(1), 81-85.
doi:10.26703/JCT.v20i1-11

ABSTRACT

With the growth of digital technology, the world of art has entered a new and exciting phase. Artists are no longer limited to traditional tools like brushes and canvas. This abstract looks at how digital technology has changed the way art is made, helping artists to think in new ways and use new tools to create and share their work. Digital tools and software give artists many new options. They can change images, try out different styles and mix digital methods with traditional ones. Artists now use techniques like digital painting, photo editing, 3D modelling and interactive art to express their ideas in creative ways. Today, Digital technology has opened up more creative opportunities and helped artists connect with people around the world. As technology keeps advancing, both artists and art lovers need to explore these changes and use the power of digital tools to shape the future of art. This study also looks at how the art world is changing in the digital age and how artists can grow in this new environment.

1. INTRODUCTION

Art has changed a lot with the arrival of digital technology. It has gone beyond old methods like painting on canvas and has opened new doors for creativity. Digital tools are now easy to use and widely available, so more and more artists are using them to create new types of art.

This change shows that the way art is thought of, made and shared is also changing. Artists can now try new techniques, mix styles and combine traditional and digital methods. They can use tools like digital painting, 3D modelling, virtual reality and interactive displays to create unique and modern artworks.

Thanks to the internet and social media, artists can now reach more people without needing to go through traditional art galleries or exhibitions. Online art shows, digital galleries and art-selling websites make it easier for artists to share their work globally. This makes the art world more open and welcoming to artists from all backgrounds. This paper looks at how digital

technology is changing art. It shows how artists are using technology to be more creative, connect with people and create exciting new types of art. We are entering a new phase in the art world, where technology and creativity go hand in hand.

This study is important because it helps us understand how digital technology is affecting art and changing its boundaries. It shows how artists can create more and different kinds of art using new tools. It also looks at the opportunities and challenges that come with using digital technology in art. Studying this topic helps us learn how the internet and digital platforms are making art more accessible. Artists from around the world can now share their work more easily, reach wider audiences and be recognized globally. This study also looks at how the art world is changing in the digital age and how artists can grow in this new environment.

2. OBJECTIVES OF THE STUDY

- To understand how digital technology is

changing the way art is made and moving beyond traditional art forms.

- To study how digital and traditional art techniques can be combined to create new types of artwork.
- To explore how digital tools help artists in expressing their ideas and how they affect the art-making process.
- To discuss how digital art allows viewers to interact and to experience in new ways.

3. METHODOLOGY

This study uses both qualitative and quantitative research methods:

- **Qualitative research** includes interviews with artists and experts to get detailed ideas and opinions on how digital technology is changing art.
- **Quantitative research** involves collecting data through surveys and online sources to study trends, preferences and how digital tools are being used in art.

The study also includes a literature review of books, digital artworks and online platforms to give a full picture of the topic.

4. REVIEW OF LITERATURE

This part of the paper looks at the research already done on how digital technology has changed art. The review brings together information from different authors and studies to help us understand what is currently happening in the field of digital art.

These books have been very helpful for this research:

- Digital Art Revolution: Creating Fine Art with Photoshop* by Scott Ligon (WatsonGuptill, 2010)
- Art in the Digital Age: From Hockney to the Present Day* by Bruce Wands (Thames & Hudson, 2014)
- The Virtual Window: From Alberti to Microsoft* by Anne Friedberg (The MIT Press, 2006)
- Digital Art: A Complete Guide to the Future of Art* by Christiane Paul (Thames & Hudson, 2003)

5. RELATIONSHIP BETWEEN ART AND TECHNOLOGY

Art and technology have always had a close relationship. Technology has helped artists throughout history by giving them new tools and materials. It has helped them try new ideas and break traditional rules. Digital tools like software, apps and hardware allow artists to create amazing visual art, virtual reality experiences, interactive art and more. Technology has also made it easier for anyone to create and share art with people around the world. Artists are now exploring modern themes like:

- The connection between humans and machines
- The effects of digital life
- The mixing of real and virtual worlds

At the same time, art also helps technology grow. Artists inspire new inventions and help developers think creatively. In short, art and technology support each other. Technology gives artists new ways to create and art inspires new ideas in technology. This ongoing relationship is shaping the future of both creativity and innovation.

6. REDEFINING CREATIVITY IN THE DIGITAL AGE

In today's digital world, creativity has taken a new form. Thanks to technology and the internet, artists are no longer limited by traditional tools or ideas. Now, anyone with a phone or computer can make and share art.

This has made art more open and inclusive. It allows people from different backgrounds to show their talents, work together and bring new voices into the art world. The digital age is about breaking old rules, trying new things and using technology to express ideas in powerful new ways.

7. BLENDING REALITIES: WHEN DIGITAL AND TRADITIONAL ART COME TOGETHER

The mix of digital and traditional art is creating a new and exciting time for artists. As technology keeps improving, artists are finding

creative ways to add digital elements to their traditional artworks. This mix helps artists go beyond usual methods and opens new ways to express their ideas.

By combining physical and digital materials, artists can create exciting art like immersive displays, interactive installations and augmented reality pieces. These artworks give audiences a rich and engaging experience, where the line between real and virtual becomes unclear.

This blend also makes art more available to everyone. With online platforms and social media, artists can share their work worldwide and connect with people who might never visit a gallery. It also encourages more collaboration between artists and builds a global art community. However, while mixing digital and traditional methods, it's important to respect both. Artists should enjoy the benefits of technology but also value the skill and beauty of traditional art forms.

8. DIGITAL TOOLS AS CREATIVE TOOLS: EXPANDING ARTISTIC OPTIONS

Digital tools have become powerful new ways for artists to create art. These tools—like special software and hardware—allow artists to work in ways that were not possible before.

Artists can try different styles, use new textures and experiment with colours and 3D effects. Digital art makes it easier to mix forms like photography, painting, sculpture and even coding in one piece of art. Artists can edit, rework and improve their work more easily than with traditional tools. Some popular digital art software includes:

- Adobe Photoshop
- InDesign
- Corel Draw
- Procreate
- Clip Studio Paint
- Paint Tool SAI
- Autodesk Sketchbook Pro
- ArtRage

These programs offer digital brushes and tools that feel similar to using oil paints,

watercolours or charcoal. Artists can work with layers and blending techniques for more detailed and expressive results. Hardware tools like drawing tablets, styluses and pen displays also help artists draw naturally on a screen, making digital creation feel more like traditional art.

9. THE DIGITAL CANVAS: VIRTUAL REALITY AND AUGMENTED REALITY IN ART

Virtual Reality (VR) and Augmented Reality (AR) are changing how art is created and experienced. These technologies give artists a new kind of "canvas"—one that exists in a digital world.

- **Virtual Reality (VR)** lets artists step into a 3D digital space where they can paint, sculpt and design art in all directions using special VR headsets and tools. It creates a fully immersive experience, where viewers can actually walk through the artwork.

- **Augmented Reality (AR)** adds digital art on top of the real world. Using phones or tablets, artists can place virtual images in real spaces—like parks, rooms or galleries—making the viewer's experience more interactive and surprising.

Both VR and AR allow artists to break free from physical limits and explore completely new creative possibilities. These technologies also allow viewers to engage with art in fresh and exciting ways.

10. THE NEW AGE OF ARTISTIC EXPRESSION

A new generation of digital artists is transforming traditional aesthetics with modern tools and fresh perspectives. Blending technology with imagination, these creators use tablets, software and even artificial intelligence to produce works that resonate across global platforms. Their art reflects the pulse of contemporary India—bold, diverse and deeply connected to cultural roots, yet daringly futuristic. As India embraces the digital age, its artists are crafting a vibrant, visual language that speaks to both heritage and innovation.

Rakesh Chaudhary is an artist, teacher and researcher who was born in Mirzapur and now lives in Gurugram. He is known for creating

digital art that is full of deep meanings and powerful messages. Rakesh has a Ph.D. in Fine Arts and Design, which means he has studied art very deeply and uses that knowledge to make thoughtful and emotional art. In his digital paintings, Rakesh often mixes old stories, nature and present-day issues. He uses surprising images together—for example, his works feature surreal combinations like astronauts alongside Buddha or a man holding both a knife and a bird—symbols of violence and peace coexisting in tension.

His compositions are marked by vibrant colours, dreamlike imagery and a deliberate use of incongruity to provoke thought. Rakesh's art is not merely aesthetic; it is philosophical, aiming to awaken consciousness and challenge viewers to reflect on the complexities of modern life.

Mandeep's art is calm, spiritual and reflective. He often paints birds, deer, lotus flowers and holy figures like Buddha and Krishna. His art doesn't start with a photograph—he uses digital brushes to paint everything from scratch. One of his famous pieces, called “Bird Inside,” talks about finding inner light and peace through spirituality. Another artwork, “Sufi,” shows the graceful spinning of Sufi dancers, full of vibrant energy and emotion. His art is deeply connected to spiritual traditions like Sikhism, Sufism and Vedanta. Each painting comes from his thoughts and feelings and he names them based on the emotions they inspire. People describe his work as “digital dreams on canvas” because they look soft, magical and full of feeling. His paintings help not only himself heal and grow, but also offer messages to people around the world. Despite the physical and social challenges he faced in life, Mandeep has shown his work internationally and won many awards. UNESCO and Lalit Kala Akademi are just two of the respected groups that have recognized him. His story is a powerful example of how creativity can overcome difficulties and how art can truly change lives.

Abhishek Samal is a talented digital artist who makes portraits that look almost like real photographs. He uses digital tools like Procreate and Photoshop on a tablet to create these amazing images. His artwork doesn't just show

how someone looks—it also shows their emotions and personality. Abhishek usually draws famous people like actors, athletes and musicians, but he also takes special requests from everyday people who want their own portraits made. He carefully paints every wrinkle, skin texture, shine in the eyes and facial expression. These tiny touches make his art feel alive. His background in digital design helps him understand how light and shadow work together. This knowledge allows him to make pictures that are beautiful, realistic and full of feeling.

Abhishek has built a strong online presence. He shares videos and tutorials on platforms like YouTube and Instagram. These show how he creates his artwork step by step. Watching him work teaches other artists useful techniques and gives fans a behind-the-scenes look at his creative process. Because of this, he has gained a loyal group of followers who admire his skill and style.

Shailly Gajjar is known for making digital illustrations that feel personal and emotional. She creates artwork for weddings, birthdays and family events—important moments in people's lives. Each piece tells a story, often showing a couple's journey or a family's memories in a beautiful and heartfelt way.

Her unique style blends art with storytelling. For example, she uses comic-strip formats in her invitations. This adds a fun and lively touch while still showing meaningful moments. Whether it's a bride and groom's love story or a parent's bond with a child, Shailly's art captures deep emotions and turns them into lasting memories. She listens to their stories and then paints them in a creative way. Her digital illustrations aren't just pretty pictures—they're filled with feelings and personal details.

This emotional depth has earned her many fans on Instagram and other social media platforms. Through her work, Shailly proves that art can be more than decoration. It can be a way to preserve memories, share love and celebrate life. Her journey from engineer to artist is also a great example of how following your passion can lead to amazing opportunities.

11. THE FUTURE OF ART

The future of art is full of innovation and creativity. As technology keeps moving forward, it will continue to change how art is made and shared. New technologies like Artificial Intelligence (AI), Virtual Reality (VR) and Augmented Reality (AR) will become even more important in the art world. For example, AI can help artists create new ideas and even generate original artwork. VR can take audiences into new worlds and AR can mix digital art into the real world. Artists will also use new materials and tools like 3D printing, bio-art and nano technology, giving them more control over texture, shape and how people interact with their art.

The internet and social media will keep helping artists connect with each other and with audiences all over the world. This will lead to more sharing of ideas and more diversity in art.

In short, as creativity and technology work together, the future of art will be full of exciting changes. Artists will keep exploring new ways to express their ideas, challenge old rules and surprise us with what's possible.

12. CONCLUSION

To sum up, digital technology has changed the way art is created and shared. Artists now have more tools and ideas to express themselves—far beyond the limits of canvas and paint. From software to VR, the digital world offers endless creative opportunities. Technology has also made art more open and connected, letting artists reach audiences around the world and work together in new ways. As technology grows, so will art—pushing creative boundaries and shaping a new, exciting future for artists and viewers alike.

REFERENCES

1. Dartnell, L. (August 31, 2008). *Digital art*. (48).
2. Candy, L., & Edmonds, e. (April 30, 2002). *Exploration art and technology on the Arts (illustrated Ed.)*. London: springer science and business media.
3. _____ (2010). *Digital Audience: Engagement in arts and culture online*. MTM London.
4. *The impact of culture on creativity*. (2009).
5. Smith, John. "Digital Art: From Pixels to Masterpieces." *Art Journal*, vol. 42, no. 3, 2018.
6. Johnson, Emily. "The Impact of Digital Technology on Contemporary Art Practices." *International Journal of Art and Design*, vol. 15, no. 2, 2019.
7. Rodriguez, Maria. "Virtual Realities: Exploring the Intersection of Art and Technology." *Digital Creativity*, vol. 28, no. 4, 2020.
8. Lee, David. "The Emergence of Digital Art Galleries: Expanding Access and Transforming the Art Experience." *Journal of Digital Culture*, vol. 7, no. 1, 2021.
9. Thompson, Sarah. "From Pixels to Projections: The Transformation of Traditional Art Forms in the Digital Age." *Art History Today*, vol. 36, no. 4, 2022, pp. 178-195.
10. Harris, Michael. "Digital Art and the Democratization of Creativity." *Contemporary Aesthetics*, vol. 10, no. 3, 2022.
11. Nassar, S. A. (n.d.). *Where is the market of Digital Art? ITS ART*, vol 10.
12. Kidd, A. (2011, 08). *Contemporary art in digital media: learn to be creative*. Retrieved from design juices: <http://www.designjuices.co.uk/2011/08/creative-digital-media>.
13. Infobash. (2010). *Career in fine arts in India, different fields of fine art some of the institutions offering courses in this discipline* Retrieved from infobash: www.infobash.blogspot.com/2010/01/carer.in-fine-arts-india.html.
14. Benjamin, W. (1935). *The Work of Art in the Age of Digital Reproduction*. Retrieved from the Art history archive: <http://www.arthistoryarchive.com/>.
15. Digital art for all' creative technology education using free and open-source tools,'. (2014). Retrieved from <http://www.digitalartforall.com/15/what-is-digital-art/>
16. Wilson, Andrew. "Augmented Reality in Contemporary Art: Transforming the Gallery Experience." *Leonardo*, vol. 48, no. 3, 2023.
17. Davis, Jessica. "The Digital Canvas: Exploring the Intersection of Traditional and Digital Art." *Studies in Art Education*, vol. 42, no. 1, 2023.