Digital Technology :
It's Role in Art Creativity

Dr. Archana Rani

Associate Professor and Head, Department of Visual Art, R. G. College, Meerut

Abstract

The digital art is a rapidly accepted art form in the contemporary Indian art. This revolutionary concept has given a new dimension to art, sculptures and paintings. This art form is created by artists with the help of the digital technology and sometimes modified by computer software. It has created a subtle difference between design and art. Digital art is the outcome of two forces, human creativity and computer technology. Today, many young artists are creating technology based paintings. This trend exhibits the influence of digital media on human practices and the increasing diversity of art after the adaptation of modern technology. The digital revolution has been successful in bringing out new dimensions in contemporary art practices. Now, the term 'digital art' covers and displays many artistic endeavors, and it has become an art movement which is virtually transparent and extremely wide. Digital art is a filter which brings to light certain common points in a group of art works and distinguishes their characteristics on arts. Artists have accepted various technologies of printmaking, photography, film and video in bringing out pieces of fine art.
Key Words : *Digital technology, art creativity, contemporary, computer, new media, art practice, new dimension.*
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1. INTRODUCTION

Art is a manifestation of human response to the environment which continuously affects the society. The role of an artist has been changed in each decade and is continually re-defining its criteria. It is the fact that art cannot be confined to some boundaries and it continues to move steadily to develop form and idea. The art history is partly a history of technological advances. Oil paint, lithography, photography, acrylics and countless other technical advances mark turning point.

Artists have always been inspired to introduce or adopt new media technologies for their expressions. This pushes the boundaries of traditional medium and creates an influential voice which clearly reflects the views of the society about social, religious, political and other aspects of human life. Everything revolves around our ever-changing world and what is deemed new today will be soon a part of history. Digital art has gained respect and understanding because it covers the historical movement of art and focuses on technologies especially conceptual strategies in the right direction. These technologies easily adopt and assimilate widespread changes in various art fields such as, video art, photographic skill, installation, graphics, and paintings. It has developed new thoughts that stimulate new idea within the society.

We have seen growth of art in prehistoric days in the form of sculpture, painting, and drawing commanding respect of people. In the same way computer has become popular since 1960 in India. Engineers and scientists are seen in the forefront of computer technologies. For a long time they were the only persons who had access and knowledge of mainframe computers. Algorithmic methods were used by them to create scientific artwork and that time, many common artists rejected new form of digital art, but soon accepted the practice of intertwining in art technologies. In 1965, for the first time digital or computerized exhibitions were organized by a group of artists in the 'Fine art' and 'Fashion wise' galleries in New York and Germany.

The emergence of digital technology in the Indian art scene came to light in the year 1990 with the widespread use of computer. Digital art has almost now completed twenty eight years of existence in India. In fact, the most of the images we see every day through a variety of diverse media. The contemporary artists are using new tools to reform the commercial art, such as photography, television, music, film and many more. The artists employing digital tools have made inroads into the world of fine art and their endeavors deserve consideration in the development of this art. Digital art has rich contributions in unfolding contemporary art and also provide endless and marvelous ways of artistic expression.

Digital art is an artistic work or practice that uses digital technology as an essential part of the creative or presentation process. Since the 1970s, various names have been used to describe the process including computer art and multimedia art, and digital art is itself placed under the larger umbrella term new media art. Digital art can be purely computer-generated or taken from other sources, such as a scanned photograph or an image drawn using vector graphics software using a mouse or graphics tablet. Digital painting software such as Corel Painter, Adobe Photoshop, Art Rage, GIMP, Krita, My Brushes and open Canvas give artists a similar environment to a physical painter: a canvas, painting tools, mixing palettes, and a multitude of colour options. There are various types of digital painting, including, figurative, nonfigurative, imaginative, realistic, and many more. There are both benefits and drawbacks of digital painting. While digital painting allows the artist the ease of working in an organized, mess-free environment, some argue there will always be more control for an artist holding a physical brush in their hand. Some artists believe there is something missing from digital painting, such as the character that is unique to every physically made object. Nowadays, it is very easy for a visual artist, writer, or designer to use devices to manipulate common material to produce a variety of artistic products through computer. Further, the essential processes like selecting, copying, pasting, running filters have become now common and simple. Besides, digital technology symbolizes not only a tool for mixing art of different forms but it also provides a new form of mass communication. In this way, the tools are a fundamental element of worldwide media environment where artists can put up the best both shows to off their inspiration and its physical expression

Digital art is contemporary art that uses the methods of mass production or digital media. The techniques of digital art are used extensively by the mainstream media in advertisements, and by film-makers to produce visual effects. Desktop publishing has had a huge impact on the publishing world, although that is more related to graphic design. Both digital and traditional artists use many sources of electronic information and programs to create their work.

Thus, digital painting is a method of creating an art painting digitally or a technique for making digital art in the computer. As a method of creating an art object, it adapts traditional painting medium such as acrylic paint, oils, ink, watercolor, etc. and applies the pigment to traditional carriers, such as woven

canvas cloth, paper, polyester etc. But, the digital artist has at his disposal several tools not available to the traditional painter. Some of these include: a virtual palette consisting of millions of colours, almost any size canvas or media, and the ability to take back mistakes, as well as erasers, pencils, spray cans, brushes, combs, and a variety of two dimension and three dimension effect tools. A graphics tablet and a stylus allows the artist to work with precise hand movements simulating a real pen and drawing surface, while other programs like Adobe Eazel are developed for finger-painting directly on the screen. Both tablets and touch screens can be pressure-sensitive, allowing the artist to vary the intensity of the chosen media on the screen. There are tablets with over two thousand different levels of pressure sensitivity. Digital art in harmony with good knowledge of design software enables an artist to enter into the digital media industry. The advent of digital media and internet the preservation of art becomes easier as well as effective which signifies that the digital media is not restricted to the creation of new images. In addition, digitalization strengthens the creative production process and adds more spark in the colours and range of an art work.

Digital art consists of either two dimension visual information displayed on an electronic visual display or information mathematically translated into three dimension information, viewed through perspective projection on computer monitor. The simplest is two dimension computer graphics which reflect how you might draw using a pencil and a piece of paper. In this case, however, the image is on the computer screen and the instrument you draw with might be a tablet stylus or a mouse. What is generated on your screen might appear to be drawn with a pencil, pen or paintbrush. The second kind is three dimension computer graphics, where the screen becomes a window into a virtual environment, where you arrange objects to be "photographed" by the computer. Typically a two dimension computer graphics

use raster graphics as their primary means of source data representations, whereas three dimension computer graphics use vector graphics in the creation of immersive virtual reality installations.

The specific visual characteristics of a digital painting can be traced back to the software. They include transparency, symmetry, distortion, repetition, texture, embossing , mathematically perfect circles, ellipses, squares and other forms, and a flat surface due to the (up to now) technical impossibility to make the brush stroke visible. The option to undo without a trace up to twenty or more brush strokes or other actions permits a more spontaneous, intuitive way of working than is possible in traditional painting. The choice of program or specific feature within a program determines the output to have the characteristics of a watercolour, leno cut, screen print, oil painting etc. Advanced digital art software has not only eased the drawing process but enhanced the creativity of an artist too. Thus, digital painting is not so much a new medium as a new appearance of the whole range of existing mediums, supplemented with some new features.

No wonder resultant creations and imaginative speculations are quite distinct from traditional drawing, painting or sculpture and other pieces of art. This transformation of novel ideas in artistic folds its creativity, production and presentation, where new media and digital technology may easily flourish and develop throughout the world; it also facilitates interaction between old and new schools and gives the artist a deeper voice, vision and vista. Use of Digital Art in Contemporary Indian Era Actually, new media (digital art) is not much different from the old art. Only technological advancement has enhanced and sharpened its perception and coverage. When technologies and art interact with each other, they blend to give rise to a stronger, newer and in many ways a more challenging sphere of work.

Changes in technology always affect different types of growth and development in every area. We should not ignore its utility in order to examine the historical importance of art. This will give a clear picture of values of digital media, and enable them to explore their own creative potentials by using the computer as a novel artistic tool and effective medium of communication in their hands. In fact, digital media contributed phenomenally in giving a new dimension to the institutions of art. The definition of art has changed immensely, gone are those days where an artist used to design his masterpieces on paper and took months to finally produce an artwork. No doubt, new media art often involves interaction between artist and observer or between observers and the artwork, which responds to them. Yet, as several theorists and curators have noted, such forms of interaction, social exchange, participation, and transformation do not distinguish new media art but rather serve as a common ground that has parallels in other strands of contemporary art practice.

The invention of the computer has been a boon to art and with the use of computer artists can create something that was not possible earlier. The way art has defined itself is changing with the introduction of computer in the recent phase. Digital art goes well with natural sciences too, it depends on the artist how he is observing, conceiving and projecting natural things and also his surroundings. An artist scientifically uses lines, shapes, colours, textures, forms, sizes and spaces to develop an artwork and computers help a greatly in this regard. That is why lab has become a synonym of studio in the present digital era.

Use of digital art in contemporary Indian era digital art is based on the artist's creative competence and imagination. For a digital artist, knowledge and skills in computer applications along with the artistic vision is a prerequisite for creating an impressive digital art work. The use of technologies in digital art is increasing day by day; this trend has simplified the things drastically in the world of absolute professionalism. The most important aspect of digital art is that a vast number of artists working with these new tools remain outside the scope of the fine art. These artists admit to design first their products on a computer then copy it to canvas and paint. Thus artists are able to make a new innovation by adopting more efficient and accurate production techniques. The significant changes in this art form - expressing the new innovations are reflected in multimedia art of Paramjeet Singh, Ranbir Kaleka, Gogi Saroj Pal, Ananda Moy Benerji, Shovin Bhattchariya, Ved Nayar, Pushpamala, Sonia Khurana, Mandeep singh manu, Rakesh Chaudhary, ravinder singh and many others. These artists are creating an amazing variety of digital artwork in a meticulously planned artist's style. . In their approaches they are impressively creative and rationally sensitive to highlight the complex issues of the contemporary society. These artists are emerging digital medium and hi-tech programming to open an entirely new and easier mode of experimentation in the field of painting, installation, graphic and animation.

Photography is also a medium by the mean of which artist may display his art. Similarly, a computer is also a medium through which an artist can express his/her vision of line, form, colour, composition and rhythm. In this respect, one should remember is the chameleon – like ability of digital art to simulate or improve appearance of a traditional genre or media. Some common beliefs, go different inherently from each other add to the confusion and hide, the actual scope or meaning of contemporary digital art practice. For instance, an idea based on digital imagery made almost a generation ago, displayed it was pixilated with sharp lines, and abundant colors filled it and the main form depended in infinite swirling repetitions.

Digital art is the modern term used for artworks that are created by using nonconventional methods or technology. Digital art is now considered a reputed art form which occupies a place of honor in modern culture. It

is derived from concepts of traditional art forms, but is decorated and supported by constituents of new technology. There are many museums that display different types of digital art in eye catching showcases and manifestations. Some of the well-known Indian museums and galleries are Sakshi Art Gallery, Mumbai, Tao Art Gallery, Mumbai, Crimson Art Gallery, Bangalore, Radhika Art Initiative, Lado Sarai, New Delhi and Lalit Kala Akademi, New Delhi, Kiran Nadar Museum, Noida.

2. CONCLUSION

In short, digital artists are capable of clubbing, art with technology and they have made numerous pathways for the intensifying talent. Their works turn into a subject of discussions in social and cultural arenas. In this respect, digital artists are renovating art in a very unique way. Thus, the role of digital technology in sharpening the skills of an artist is quite significant. Digital art doesn't mean random creation. A digital artist has to be very keen to every detail of the process and of course the applications he is using. A painting can take an artist to full fame from total obscurity. It depends on the mood, perception and above all paying ability.

Thus, digital graphic an innovative process frequently using by artists and designers and generally works in coordination between members of different teams such as graphic designers, printers, sign makers, etc. The term digital graphic alludes to various artistic and professional disciplines that concentrate on visual communication and presentation. Various disciplines are applied to create and join words, symbols, and pictures to make a visual representation of thoughts and messages.

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