Exploration Of Digital Art: Painting And Technology

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Abstract: With the emergence of mankind, art has been also redefined in every decade where its criteria, approaches, and manifestation has changed and developed. From cave to canvas then followed on to digital platforms, art has developed the history of many civilizations and changed the history of itself. Digital media brings flexibility with numerous numbers in many fields, it helps also helps creative individuals/ artists, or designers to execute their critical expression and thinking with a different approach. Digital art becomes very popular within the last two decades around the world. The discipline of professional painting has experienced a revolutionary new development due to the quick growth of computer science and technology. Digital painting art has become the current fad with the popular art of painting, applied to the general public, in the digital age that serves as today's backdrop and adds new material, expands the larger creative area, and is a new generation of visual art forms.

Keywords: Digital Art, Computer, Digital Technology, Art, Painting.

Introduction: Due to the frequent development of digital technology every decade, the art and painting arena gets a new face for itself. Digital art is the new form of art or it can be said that it's the most popular and common art form that becomes mainstream in the recent art field and other areas. Due to the current era and the uses of digital media, digital marketing trends become a great opportunity for digital art to become a common option for most contemporary artists. In the end, a variety of digital art forms have emerged as a fresh cultural practice in recent years, demonstrating not only the distinctive qualities of digital art but also the new period of inventiveness and aesthetic concepts in the art world. For this study, digital art cannot be considered a new form of art, but due to the immense growth of digital art

in the last two to three decades some digital art forms grabbed the attention of the entire world. Additionally, this art form becomes the most in the last two decades.

Discussion: Art is an eruption of human responses to the surrounding that constantly affects society and culture. According to the requirement and development of mankind, the definition, style, and seekness of art have been changing in every decade or era. Through the artists, society and the world get new manifestations or criteria regarding the art or its style/ forms. Art cannot be finite to any boundaries or to any styles and forms. It radically moves to develop its definition, methods, concept, and content. From the paleolithic to the 21st century, art has emerged enormously. From cave painting to virtual reality, art has redefined itself and this revolution is also a history of technology that also shows the evolvement of other plentiful things. When new innovation has occurred, every time artists are always inspired to acquaint new media technologies to represent their ideas, concepts, and thoughts. And this urge of the artists is straining the limits of art and the traditional mindset, where art becomes the path that reflects the interpretations of the civilizations from the perspective of socio-cultural, political, and other characteristics of human life. All of it is based on our dynamic environment, and what is considered novel today will soon become obsolete. In this process of growth and development, Digital art and technologies have been introduced in the art area to create something new, and subsequently, digital art has shown the way of flexibility to create art by understanding the history and values of the artists' expressions. Through the frequent change in the mindset of the artists, they developed numerous theories regarding the perseverance of their art and expression for instance American contemporary artist James Stanford (Bontena, 2019) believes that he doesn't care about the way he creates his art and image he said: "discovered is that I'm an image maker, and I don't care how its made— whether it's through painting or photography or drawing—I just want to create images." In the same way, the famous surrealist artist has a very radical mindset that a true artist always inspires others, and with these states, he coined an art movement that later on got popular as surrealism. Every time art has changed through some specific medium or activity in such a way, digital technology has also given a new dimension to art. The development of art in the form of sculpture, painting, and sketching that inspired awe in humans may be traced back to prehistoric times. Similar to how computers have gained popularity in India since 1960. The development of computer technology is mostly credited to scientists and engineers. They were the only people with access to and understanding of mainframe computers for a very long period. They employed algorithms to produce scientific art at a time when many traditional artists rejected the new digital medium but quickly came around to the idea of fusing art and technology. A artists' group

prearranged digital or computerized shows in 1965 in the "Fine art" and "Fashion savvy" galleries in New York and Germany for the first time. The phrase "digital art" was initially used in the early 1980s when software developers produced paint software that Harold Cohen, the first digital artist, used. The robotic apparatus known as AARON was developed to create enormous drawings on paper that were spread out on the ground (Tate, n.d.). As science and technology have developed since Cohen made this early foray into AI, he has sought to enhance the AARON algorithm. Followed on, in the later 1980s Andy Warhol created a series of art through AmigaOS or Amiga 1000 where he created some public pieces for marketing campaigns, later on, some researchers explored several floppy discs filled with some digital pieces created by digital graphics through software (Wired, 2014).

With the occurrence of computers in India, digital art flourished its roots in the year 1972. But with the 2D animation Ek, Anek Aur Ekta (One, Many and Unity) in 1974 has given a new vision to Indian art and Indian contemporary artists about digital art and technology. Digital technology is being used by artists today to remodel conventional and commercial forms of art such as advertising, photography, digital painting, computer graphics, matte painting, etc. The use of digitalization by artists has pushed the boundaries of fine art, and their initiatives merit recognition in the growth of this art. In addition to offering countless and wonderful possibilities of artistic expression, digital art has significantly contributed to modern art's development. Digital art is a way to represent art through digital tools, where digital technologies play important role in this art practice. However, some views contend that while initially many artists rejected the idea of using digital media or technology to create art (Paul, 2016), many modern artists came to realize that this was a time when art was experiencing a new rebirth thanks to new tools. In this context, various words have been developed and used to refer to digital art such as multimedia art, computer art, and digital art itself placed under the wider umbrella term 'New Media Art'. In this field, some popular software like Adobe Photoshop, Figma, Corel Painter, Art Rage, and Procreate are largely used software around the globe, through which artists or creative individuals are producing art prices. The majority of visual artists, digital creators, content creators, photographers, or designers can use these devices, apps, or software to manipulate the materials and create very innovative products or artworks because people today are very fond of electronic devices like computers, laptops, smartphones, tablets, etc. For instance, Matte painting is a forte where an artist creates a new artwork by manipulating multiple images according to the concept. Apart from that digital art provides immense flexibilities to the artists that reduce their physical labors with some common aspects like Undo, color plate, color blending, measurement, filters, effects, and many more things and to achieve such quality in traditional methods that take a lot of time and effort.

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Digital art has effective features that provide huge advantages to the users or artists. Mainly due to this reason it's become a popular contemporary art form. This method provides the facility for mass production values. It has been used in several areas like using visual effects in film-making, and for ads in mass press. Even small-scale businesses like desktop publishing houses or presses largely use some software for printing and graphic designing.

Apart from this virtual reality (VR), and augmented reality (AR) are the very popular and striking aspect of digital art that gives an entirely different experience to the artist and viewers as well. A detailed environmental simulation referred to as virtual reality totally transforms the user's physical surroundings with a computer-generated one. Because these virtual environments are entirely manufactured, they are frequently made to seem higher than life. For instance, a VR user may design an interactive sculpture or painting that spectators could include into the finished work of art. On another side, augmented reality is a virtual environment is created to cohabit with the real world in order to provide users with more information about the real world without them having to conduct a search. For instance, through a smart application, a consumer can try shades of lip color, spectacles, cosmetics products, and many more things. Besides that, non-fungible tokens (NFTs) are also a new face of digital art as well as virtual art. It's one kind of asset that only exists virtually. Any sort of digital material, including pictures, images, text, and memes, can be an NFT. It can sell and buy through a particular blockchain system. Creators must acquire some sort of "legal" proprietorship of their creations to sell them. Therefore, NFT art is "minted" or tokenized on the Blockchain cryptocurrency service when it is made.

Additionally, the general populace was taught a way of life, how to make money, and then about consumer goods. Although this viewpoint isn't without its extremes, with the rise of digital aesthetic trends and an improvement in people's quality of life, business value-added products, such as digital painting works of art produced for sale, have to simultaneously maintain their artistic quality while also being recognized for their commercial value. We can infer from the previous chapters that the majority of digital paintings are used for commercial production, including the creation of animation, game characters, film and television CG effects, etc., since their inception, due to their unique creation and dissemination of characteristics that help to foster a vibrant business environment. Therefore, it is impossible to disregard the field of digital painting and the associated computer graphics art sector.

A way of life, a desire to make money, and then consumer goods became ingrained in the population. However, this perspective isn't without its extent, with the rise of

digital aesthetic trends and an improvement in people's quality of life, businesses have begun to focus more on value-added products. For example, digital painting activities are now more prevalent because their commercial value has indeed been recognized, but they also need to sustain their artistic quality. As we saw in the previous chapters, the majority of digital paintings are used for mass production, including the creation of animation, game characters, film, and television CG effects, and commercial illustrations. This is because these paintings were born to foster a strong business environment. Therefore, it is impossible to disregard digital painting as well as the connected CG art sector.

Conclusion: Digital Art came into existence in the art arena due to the development of computer technologies and science. But from a different perspective, it can be said that due to the development of communication, artists have found a different path to convey expressions. Where its enormous flexibilities and features provide the artists to think outside of the box. Though the emergence of digital art is petite and its performance, features will help the artists to present the values of culture and heritage in front of the public and researchers. The next level of digital art is Artificial Intelligence (AI) where people don't require any skill to create art pieces rather than the help of software and creativity.

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