CHAPTER-IV

SCOPE AND SIGNIFICANCE OF DIGITAL ART

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 computer and sometimes modified by computer software. It has created a subtle difference between design and art.¹ Digital art is the outcome of two forces, human creativity and computer technology.

Today, the majority of colleges offering courses in digital art based on interdisciplinary researches in social and natural sciences. This trend exhibits the influence of digital media on human practices and the increasing diversity of art after the adaptation of modern technology. Digital art comprises of computer-aided designing styles and illustration techniques through computer technology.

In this animated age where life revolves around 3D images, creativity is not restricted to brush and canvas. Designing is on the bloom these days and with the advent of innovative software art becomes digitally flawless.

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. Advanced digital art software has not only eased the drawing process but enhanced the creativity of an artist too.² Digital art in harmony with good knowledge of design software enables you to enter into the digital media industry.³

With 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, digitalisation strengthens the creative production process and adds more spark in the colours and range of an art work.⁴

Internet provides a standard facility to an artist it is a great way for the digital artists to begin use it for online exhibition's purpose and expanding into the Internet
marketplace. How digital artists situate themselves within the internet marketplace. They are free to fictionalize parts of their identity and having many options of placing themselves in several different areas of the online art market. Whether they situate themselves under a national identity, a particular style, or a particular theme is dependent upon the style of work which they do.

Generally, artists have limited time and resources for their own promotional work, arranging studio visits and applying to online gallery shows on a regular basis. Therefore, the internet provides an easier and cheaper source of advertising that can reach a broader audience, and requires less time and effort on the part of the artist. It also helps in protecting, conserving the old masterpieces too.5

Here, a question arises that how close or distant is digital art from the traditional art? The exact relationship between the two may vary from person to person, but what appeals most is the great compatibility between them, it is not dependent, it is the implicit relationship. People tried to draw a demarcation line between traditional art and digital art. The orthodox school wants to keep the conservation, art virgin, but the modern school exhorts about the merits of the technology. But, it is absolutely true that the significance of the former is much greater than the latter. Digital art follows contemporary art and it enhances the overall impact of the artwork.6

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. For instance, Leonardo Da Vinci was well versed with transforming the imaginations into descriptive illustration by intermingling art and science. He was instrumental in scientific drawings sometimes it becomes difficult to categorize his work under these two heads.7
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. Pioneers of digital art were influenced by other arts practices, often visual arts.

New art forms evolved with the developments in technology. Many large and reputed digital art centres have been established since the beginning of 1960s. After half-a-century, these digital artists, by virtue of this creativity and technical expertise are in great demand both at art institutions and commercial centres.

These digital artists are among the highest paid professionals that enjoy autonomy of thoughts and imaginations. Their chief focus lies in communication, where images can play multiple roles. They have to precisely meet the viewers' desires criticality and that is why, from movies to ITES and advertising to education, the scope of digital art is magnificent almost in all the industries.

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.

In the current scenario, the focus of many galleries and museums has shifted from inward object to outward. They promote the work which draws more attention in terms of its commercial value. Nowadays, art galleries and museums also hire PR agencies to increase the footfall in this semi-commercial institutions and market.

However, in this commercial world, alike commercial goods and services, art has also become the part of the market and a medium to generate revenue. An artist cannot sustain on mere recognitions, rewards and for consistent efforts he/she also requires money, comfort and peace of mind. Earlier, words like marketing and promotion were considered low in the world of art and culture, but with the passage of time people realized the need and significance of finance to motivate an artist, to
manage a gallery and above all to promote art and culture in the international field whether it is traditional or digital art.\textsuperscript{14}

One of the most exciting features of digital art is that it provides innumerable career opportunities. After successfully accomplishing a program in digital art one can find the self comfortable in teaching, designing, media, entertainment, jobs with art galleries and art exhibitions.\textsuperscript{15}

Today, various art exhibitions provide a wide platform for the development of art profession and State support likewise has developed in diverse organizations, such as an artist's studio, open art exhibitions and online galleries.

In India, numerous noteworthy business organizations and galleries in art include Art Heritage, Triveni Art Gallery, Vadehra Art Gallery, Jahangir Art Gallery, Lalit Kala Akademi Chandigarh, All India Fine Arts & Craft Society, Volte Art Gallery, Saffron Art Gallery, Gallery Escape, The National Gallery of Modern Art and a lot of others. The greater part of the famous artist's show in various displays of their works from all over the nation and art exhibitions reflects the nation's contemporary art practice.\textsuperscript{16}

The growth and development of exhibitions is a confirmation of the advancement and wide-ranging scope of the art exhibitions in India.\textsuperscript{17} Throughout the most recent decade, with the digitalisation of art and advancement of Indian economic development of the art market has significantly reached its highest peak. On account of developing markets, the nation where the art has a place and their destiny in the worldwide field is straightforwardly affected by the quirks of the country's economy.\textsuperscript{18}

In line with economic growth and development, the demand for digital art has increased rapidly.\textsuperscript{19} There is a constantly increasing demand for digital artists in online-media, visual media and other types of communications. Digital art has revamped the interactive media, especially mobile communication. The wide ambit of art and technological industries and the growth of these sectors will be continued in future.\textsuperscript{20}
The online-media deals with the expanding interest of the inside originator and corporate art purchasers have made the exhibitions getting more remarkable answer to their business.\textsuperscript{21}

In the present time of digitization, indicating late improvement in the art business, for example, Raqs collective and Khoj are great examples of substitute spaces throughout today’s artists which advance experimentations with new mediums and online exhibitions locales are getting to be as critical and mainstream as display spaces in the expanding craftsmanship business values.\textsuperscript{22}

Presently, the art has incredible approach to business world and it additionally offers in workmanship presentations, displays and demonstrations. It gives an artist's social and important status compensated by the art dealers.\textsuperscript{23} In this regard, art business in the previous two decades has changed totally in Indian art market.\textsuperscript{24} Art dealers and gallery owners have begun linking with national and global galleries and they sort out ventures to show contemporary Indian Art.\textsuperscript{25}

Besides this, it is an interesting fact that in the recent era, many artists are earning rewards and recognitions in employing themselves as freelancers. Whereas, the scope of graphic art, visual communication, fashion industry, advertising, branding and information Technology (IT) is incredible both in India and abroad.\textsuperscript{26} Also, numerous websites and online communities is providing brilliant opportunities for web graphic artists. It includes designing brochures, posters, exhibition’s banners, designing pages for newspapers, promotional displays, the company's logo, web pages, brand stationary and so on.\textsuperscript{27}

In the age of Information Technology, students with the knowledge of animation and web designing have great career opportunities as most of the modern enterprises give preference to such multi-skilled artists.\textsuperscript{28}

Animation industry requires strong artistic skills and familiarity with the latest developments in computer animation technologies. The billion dollars industry demands lively people who possess the skills to translate creative thoughts into compelling images in the development of an interactive animation film.
There are innumerable career options for illustrators, animators, and graphic designers to exhibit their talent, such as development of animation for movies, advertisements, video games, websites and print media. They can work as a full time employee, freelancers and even as self-employer.29

Art can influence people’s imagination and creativity in schools, colleges and universities. Creativity in education produces flexibility, receptivity for the innovations, and the ability to observe things in unique and challenging ways. Different ideas and perceptions symbolize an excess of creative images in progressive arts education.30

One can also notice a remarkable shift of digital art even in the government’s schools and colleges where with the advancement in education and developments in technology, they too are changing their approach, perception and curriculum.31

The unparalleled growth of digital art in the past few years has given birth to the new digital entertainment industry and its associated fields. The novel concept has impacted every aspect of human life. 32 Digital art has been undergoing frequent enhancement, creative as well as delightful, by the use of fast computers and graphical options. Art has undergone some visible transitions, from motionless oil paintings, sculptures and photographs to moving videos and animations.33

The tentacles of computer helped the art to extend its reach and effects; things which were restricted to imagination in the past can be experienced physically in the digital age. Computers play significant roles in art practices and offer a broad range of media.

The media, which is a boon to digital art is useful for other art forms too, including painting and films. Wherever the medium is static such as printing, the technology problems are concerned with the output devices like printer and video projection are well understood. Now it is impossible to neglect technology for the betterment of art.34

As virtually, digital art has become very powerful and effective in the twenty-first century. People explore avenues and opportunities more often on-the-screen than
off-the-screen. Technology has changed our life in totality and in the same manner it has redefined the creativity.35

Art weaved a new relationship with people in bringing them closer to culture and facilitated the intellectual faculty of human mind to grow and explore further. Art can benefit masses in a variety of ways. Artistic creations such as music, movies and animation are bridging the gap between technology and consumers. Now, it is possible to develop new markets with the help of worldwide digital revolution.

Moreover, the presence of on-line social links has primarily focused on expanding and exchanging knowledge and skills rather than merely securing profits. Development of online social forums is an influential facet of digital era's social and cultural creativities. Society plays an important role in nurturing and developing arts, creative works and the factors which govern creativity are education and learning. They have been established and now dictate the environment.36

The development of digital art and technology has witnessed unbelievable progress in the recent time. These days’ artists ensure unique vision, themes and the fusion of art and technology has beautifully transformed the sceptical thoughts of artists into reality. Most of the digital artwork narrates stories in a creative manner to express new ideas and techniques with fine details utmost similar to traditional forms.37

It is imminent that artists should realize the scope and strength of digital technology in shaping their artistic creations. It is a perfect reflection of revolutionizing technology that art is becoming more rational in comprehension than the fictional world created by an artist. Now, it depends upon the artists that how much time they take to accept the truth that computer is the right medium through which an artist can express their artistic creativity. With the combination of art and technology, digital art motivates artists by providing enormous opportunities in digital media.38

There is an upscale demand for creative talent. It is often observed that people who own businesses and develop softwares are not very good in understanding and creating art. Apart from working as a team and having good communication skills,
creativity and imagination play a vital role for people working in the modern digital art industry.\textsuperscript{39}

Now, art is not just for the gratification of an artist’s soul, it should be interesting to the gazing eyes of viewers and audiences, who decide the fate of these artistic creations.\textsuperscript{40}

Digital art is the latest development in this regard which added a new chapter in the evolution of art.\textsuperscript{41} For example Paul Valéry, Pièces a French Poet, and philosopher has mentioned “… We must expect great innovation to transform the entire technique of the arts, thereby affecting artistic invention itself and perhaps even bringing about a change in our very notion of art.”\textsuperscript{42}

Eventually, creativity and imagination are the prerequisite skills found in an artist and technical knowledge he/she possesses is often very helpful in creating digital masterpieces. Due to technological developments for excel in career, one should place creativity side by side with logic and analytical skills.\textsuperscript{43} Technological changes will be explores the significance or scope of digital art and its characteristics also can be arising in several respects.
Reference:


