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Indian Streams Research Journal is a multidisciplinary research journal, published monthly in English, Hindi & Marathi Language. All research papers submitted to the journal will be double - blind peer reviewed referred by members of the editorial Board readers will include investigator in universities, research institutes government and industry with research interest in the general subjects.

NATURE OF ART IN THE ERA OF DIGITALIZATION

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Abs tract:-*The art education is an integral part of the development of each human being. Those has studied learning processes throughout the ages, has emphasized on the importance of arts in every educational process either traditional or modern. Art education refers to the education in the disciplines of music, dance, theatre, and visual arts etc., which uplift our society in many ways. Art plays a vital role in every facet of life and changing its behavior for day today requirements either personal or socio-cultural. One cannot imagine life without art because of its necessity of our existence, same as Graphics, Photography, Hoarding boards, Films, Theatre, Music and Songs, Poetry, Beautiful buildings etc. It is reciprocally proved that aesthetics and   beauty are un-detachable part of life; society without art is just like seeing the world without eyes.*

Keyw ords:Nature , digitalization , socio-cultural , Photography.

INTRODUCTION

The varying nature of art is a state of an individual's expression in every era. Art education needs to sort out and move in the new context to prepare itself to take up the new challenges by experimenting with new equipment based techniques, such as in digital, multimedia art, [3] with the rise of technologies in the art education, biggest changes are taking place in visual arts, artists have got liberty to work with new aptitude. Many artists are experimenting with new media art. However in this post digital era, the digital tools have now become an essential part of the process of making art. Digital art is commonly associated with art made up of different picture elements or 'pixels'. In this process of art, artists can consist anything virtually that can be physically viewed in an artistic manner on computer by using several equipments and techniques. For example a simple picture can be modified and manipulated to tell thousands of stories through the computer, to instant change and to modify something, to create many variations of it has became only possible because of computer applications in visual arts. Today computer makes visual art much more efficient than it was ever before, whether it is digital stocks or reproductions of original art work. In [5] contemporary era, artists have explored their abilities, due to opportunity to do work in different techniques, they are creating many variations in their art work with the help of   digital expertise and developing their ideas in various mediums Such as digital painting, digital graphics.etc.

DIGITAL PAINTING

Digital painting is widely spread technique of painting. It is a medium in which artist can creatively manipulate things and ideas. It is growing rapidly and   being used in so many industries and professionals alike. [6] Digital painting is an emerging art form in which traditional painting techniques such as water color; oils, pastels, acrylics can be use by digital tools on computer. Digital painting differs from other forms of digital art, particularly computer-generated arts; in that it does not involve the computer image from a model. The artist used painting techniques to create the digital painting directly on the computer. M [6] reover, in digital paintings, the artist can create their own brush styles by using a virtual combination of texture and the form, this ability is very important in bridged to the gap between traditional and digital paintings. [7] A digitally painted image has the choice of takes and retakes, each stroke of the painting process can be captured for later replay and study.

DIGITAL GRAPHIC

Digital graphic itself is a form of art in which artist demonstrates certain virtual forms on computer screen by creating numerous effective surfaces. Graphic art is typically two-dimensional   art form it includes calligraphy, photography, drawing, painting, printmaking, lithography, typography, serigraphy (silk-screen printing). Graphic art also consists of drawn plans and layouts for interior and architectural designing. [8] However the acceptance of new technology has changed urban behaviour patterns, now artists are experimenting with lots of new functions on computers such as digital painting, digital collage, digital installations and computer graphics which has been used in a broad sense for artistic creations. The development of computer graphics has enabled artists to understand and interpret different types of figures in a better way [9]. with the help of computer, an artist is able to make graphics prints with perfect registrations using 16–2000 colours, depending on the capability of the system. The computer can eradicate the mishap by allowing the artist to correct mistakes without leaving a trace on the finished composition [10].

During the past decades, technological developments are taking the shape of "digital revolution".

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The term new media, in the late 20th century, was used mostly for the video art and its mix forms- is now commonly applied to digital arts in their different expression[1]. Now in a day, changing nature of art and new technologies impacts us at the deepest and most profound level.

Digital artist can create work that follows up on such debates and in doing so draw more people into the discussion.[12] Digital art now has become an official term, and had several major exhibitions at museums around the world have been dedicated to this art form[13]. Digital art has enjoyed by an artist and viewers considerable strength in the new millennium.[14] There's no denying that "digital art" is flourished art medium . Digital Art can also be an original art form, by producing it digitally on computer without using traditional mediums, same as, a manually painted canvas that is scanned and then digitally enhanced in any variety of software packages e.g. Painter, Photoshop[15].

The new media and digital technologies no doubt has created huge possibilities for an artist to break the boundaries to innovate and enter in new fields and in varied sphere of life, digital technologies are offering an exciting opportunities by enabling the artists to reach at extensive roads Digital art has also brought many new promises for creating, viewing, experiencing, sharing, presenting, marketing, collecting, and documenting art globally. The digital revolution is clearly has came to stay as an essential part of contemporary art practices[16]. The changing character of art is no wonder providing gigantic platforms to the artists and to art administrators, its contributing a lot in the social, cultural and artistic growths. Conversely researchers believe that the pointillism or pixel based art was originated by the great French, post- impressionists artist, Seurat of 19th century. There is a long history of use of sophisticated imagery, in the past several decades digital imagery is included in the study of art. Pointillism is a painting technique that basically comprises of many small dots of colours that are applied in the creations of larger image same as computer drives pixel s in machinations of images on screen.

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