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University of the Visual & Performing Arts



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Research Symposium

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Research Abstracts

Study of Digital Art for the Enhancement of Artistic Products in the Area of Visual Arts

W.A.P. Wickramasinghe

Senior Lecturer


IT Unit / Faculty of Visual Arts

Abstract

Digital art is an area of study that would discuss the dimensions and possibilities to integrate the capabilities of digital technology for arts. Nowadays, artists are really interested for enhancing their artistic products by using new techniques without violating the traditional concepts and procedures that would maintain the aesthetic values & historical phenomenon of the subject area. Digital arts include several sub categories which is talking about the diversified application areas of art related subjects. Computer Technology has become a major element in almost all the areas of our lives. Digital technology for which computer is the basic tool embraces all areas of contemporary, technologically involved art, from films to photography, synthesized music and much more. It is the engine that drives computer art, digital photography and digital video etc. each with its own history and relevant artists. It would be difficult to isolate the effect of digital technology on the production art in the twenty-first century. Even some traditional artists are making preliminary drawings in their computers before heading for their easels. With the advancement of computer technology, the computer is used as a tool to perform different tasks efficiently. Therefore, in this research, it is expected to do an analytical study of digital art and identifies the pros & cons that would focus the enhancement of visual art products. In this independent study, there are two main objectives. One is to identify categories and applications of digital art, especially in the area of visual arts. Second is to recognize the capabilities, drawbacks, challenges and advantages of the digital art. Data were collected by using several research design mechanisms such as formal discussion, in depth interviews and other relevant techniques. Collected data were analyzed to come up with a conclusion.

Key words: digital art, digital technology, digital media, artistic products, visual arts

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D. N. Gurusinghe
Deputy Registrar
General Administration
University of the Visual & Performing Arts
21, Albert Crescent, Colombo 07.