A Critical Analysis of Digital Tools Among The Visual Artists

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Abstract— The aim of the research paper is to study the impact of digital tools among the visual artists. Due to the fast changes in the information and communication technology tools, the digital tools develops and changes day by day. Lack of proper training related to software and tools affects the visual artists with the age groups 35 to 45. The traditional way of doing visual works requires special skills such as eye, hand and mind coordination. Working in the digital system needs other skills such as technical, digital and software knowledge. Even though the pre-production, production and post-production process simplified, it develops a pressure among the traditional visual artist to change their perspective and view of the fine arts. Updating the software version and the new digital tools' related knowledge makes them depend on the software and technical system rather than the free expression and creativity. Particularly, the artists between the age groups 35 to 45 favor the concept of creating visuals by using brushes and other traditional media. Working with the system develops a stress among the artists. Many of the above age groups give feedback which does not favor the concept of digital graphics. A digital tool gives more flexibility in all the stages of graphic design, drawing & painting, 2D, and 3D animation process. Furthermore, it reduces the complexity of the process of editing, retouching, storing, printing, copying and developing, etc. Working with computer the system for long hours is difficult for the visual artists of age groups 35 to 45. Many artists express their views in favor due to the medium and comfort was given by the traditional brushes and other materials. Handling keyboard and mouse requires more muscular movements than the application of brushes.

Keywords— Visual artist, Digital tools, Flexibility, Stress, Traditional brushes, Physical pain, Opinion of visual artist

I. INTRODUCTION

The motivation of this research work is to study the impact of new digital technology due its changes and advancements. One of the advantages of computer-generated images is editing without loss. Without brushes, pencils, charcoals and other media, any creative person can develop and express their feelings, emotions, creativity and artistic work with a personal computer and other print media. Even, without any basic composition and design knowledge, many budding computer artists develop computer images which gain more important in the current commercial world. Computer-oriented artists' gains more importance due to the fast phase of works and limitless artistic expression. The negative side of this fast phase of development shows the lack of human artistic touch. This research article's section 1 introduces the research problem, section 2 discusses the related research works, section 3 helps to study the research methodology, section 4 interpret the findings and section 5 helps to write the conclusions from the research article.

II. REVIEW OF LITERATURE

Olafur Eliason, crystal award holder opined that the artistic and their views should be considered and included in the fast-changing digital world [1]. Tara et al., found the emerging trends and its links between the professional responsibility and accountability. They found out the lack of proper training and the inadequacy in reflections of the practice [2]. May discussed the professional ethics and professional compromises and its impacts on professional practices. He discussed the legitimate compromises due to the digital tools and its incorporation into the environment [3].

Robinson discussed the digital development and its impacts by introducing three aspects. They were plural engagements, relational engagement, and creative engagement. He elaborated the above three professional changes [4].

Colley et al., studied the new digital technology development and the new tension and conflicts on the professionals and the clients due to the lack of a digital divide between them. They also suggested the formal

regulations and its impact among the professional practice [5].

Solbrekke concerned about the increased attention due to digitization. The legal accountability and bureaucratic outcome-oriented accountability had major the impact on professionalism due to digital revolution [6].

Jaradat et al. studied the digital divide between the architects, engineers, digital artists, technicians, and developers. They found out the changing professional accountability among the creative person, technicians and the clients which required a new workflow. This type of professional accountability created changes among the artists, technicians, and engineers to bypass many steps which impacted positively and negatively [7]. Cho et al., discussed the legal problems related to digital data and digital works. They documented the issues related to trust, accountability, quality, and risk [8]. Susskind found out the legal developments related to digitization of works. They suggested the copyright act, online and technology-driven entrepreneurship and mobile courts for solving issues [9]. Laurillard introduced the concept of professional decision making in the digital environment. This type of professional decision making is very important to re-translation and accurate interpretation and judgments about the digitally completed work [10].

Importance of this study
Digital graphics technology has the potential to change the current artistic way of expression in all the form of artworks. From the planning stage to the completion stage, digital tools entirely changes the way of doing the artistic works. Even though the technology is applied in all the artworks, this trend is changing the views of the artists and the people. Original works are very rare to find is the current situation faced by the artist's world. It reduces the authenticity of the regarding the artwork. Digital graphics technology is the next step in the graphic communication development. So it is very important to study its positive and negative impacts on the visual artist.

Advantages of the new medium
[1]. Offers non-destructive editing which reduces the burden to rework and retouch.
[2]. Reproduction, printing, copying, storing, developing etc., are simplified.
[3]. Flexibility in the usage gives more opportunity for the new tech-savvy new generation artists.
[4]. The cost of the graphic art production is reduced. Time taken to complete the artwork is also much more reduced due to the digital graphics technology.
[5]. It develops more job opportunities for the new generation artists.
[6]. Anyone can draw and paint with the basic digital tools' knowledge is the current scenario.
[7]. It simplifies the color mixing and other difficult processes.

Disadvantages of the new medium
[1]. Human artistic touch is reduced.
[2]. The traditional artwork is losing its importance due to this fast phase of repetitive works.
[3]. The authenticity of the artwork is questionable. It reduces the importance of the artists.
[4]. Lack of tools knowledge and everyday software changes severely affects the traditional artists.
[5]. Technicality improved but the artistic values and creativity reduced
[6]. Physical and mind stress develops.
[7]. The universality of the medium changes from place to place and time to time.
[8]. Technical restrictions are also present.
[9]. Standardization is very difficult.
[10]. Professional accountability is changing.
[11]. It bypasses many artistic ways of expression.
[12]. System errors and inflexibility creates new conflicts and tensions.
[13]. Digital tools are not attuned and Intuit.

III. RESEARCH METHODOLOGY

The opinion and satisfaction level of 30 animation artists were collected among the young graduates of animation. Another set of opinion and satisfaction questionnaire was given to the adult artist groups between the age groups 35 to 45. The opinion and satisfaction level assigned from 0, 1, 2, 3, 4, and 5. Here strongly agree got 5 points whereas strongly disagree got 0 points.   The opinion and satisfaction questionnaire was set with the areas related to

1. Software tool
2. Satisfaction
3. Flexibility
4. Stress
5. Opinion
6. Views
7. Perception
8. Availability

Likert scale was applied to study the views of the young and adult artists with the age groups between the ages of 35 to 45.
The visual artist's opinion

1. The originality of the artwork is under questionable.
2. Standard tools are not available for drawing and painting. For example (Corel Draw, Illustrator, Photoshop, Photo paint, Auto desk Maya, 3D Studio Max, etc.)
3. Digital tools create stress.
4. Software versions have many changes and updating features which is difficult.
5. Working long hours with the system creates physical pain.
6. The technology and the tools are in infancy stage in Tamil Nadu.

7. Proper and standard software training is also in the initial stage in institutions.
8. The screen light and flickering of images may affect the creativity.
9. Hand and mind coordination is difficult in using digital tools and system oriented artistic works.
10. They also express their views on the development of eye and body pain.
11. The screen light and its glare effects interrupt the creative works.

IV. FINDINGS AND DISCUSSIONS

Visual artist opined that the originality of the artwork is reduced due to digital technology. The relationship between the artist and the artwork get reduced due to digital tools. Material handling and understanding the media is very less in digital media. Artist's touch is slowly vanishing due to digital artworks. Artistic quality is found in traditional works than the digital artwork. Digital artworks have a medium which lacks the direct touch from the visual artists. This type of new wave of artworks reduces the personal relationships between the artist and the artwork.

V. CONCLUSION

This research work clearly shows the disadvantages faced by the visual artists between the age groups 35 to 45. Also it shows the stress due to the new digital software tools and its changing versions. Even though many of the visual artists have a favourable opinion about the future of digital technology, they had many doubts regarding the technology, creativity, and its impacts. The technical aspects related to the software media restrict the freedom of expression and creativity among the aged visual artists. Lack of proper training is also found in this research work. The research shows the challenges in developing the creative and innovative artworks and ideas due to the digital tools and its standardization. The restriction due to the technology creates a state of stress which has the strongest impact among the artists.

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