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Art 75

2 February, 2020

Reading Response #1

The article was an interesting reading as it showcased the origins of what we now know as “digital media”. In the beginning artists were face with the unknown. Therefore, we can see a non-linear direction for the early works of some artists such as Marshal McLuhan who brought the idea of using video as a new creative outlook. Another interesting fact to read was how politics influenced the urge to adopt digital media as a new way to express art. Some works would be focused on showcasing specific events such as the “cold war” while others would be directly linked to a movement like the “feminist movement”.

All in all, the reading has showed me the path that digital media has taken over the years, and how the artists at the time were considered “pioneers” in the development of the medium. Additionally, it makes me consider their contribution to the medium and how influenced the way we currently use it. Their work may have lacked production and finesse, but it laid down the foundation for future development. Furthermore, even now we are constantly re-evolving the concept of what is digital media while opening new areas of study like “virtual reality”. For this reason, this reading was very enjoyable and insightful.