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ART 74 - Section 2

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### Project 6: Final Paper

From the beginning of Digital Media Arts I saw it as simply, a new form of art that bridges foundations from both art and technology. It is through using technology in ways that haven't been seen before that reinvents the aesthetic meaning of what art is. In my opinion Digital Media Art is a step forward from what "traditional" art is but in the process it also defies and makes me question what art is. I merely assumed Digital Media Art encompassed all of new age art, video, photo, and other digital art forms. After the number of projects I have been exposed to in this course I've seen the broader view of what digital media art actually is; this being that there is no clear definition. I've learned that, new media can be anything, and no aesthetic limits it from being art. Many of the pieces we've seen in class have been very abstract and strange. It is interesting to view but it goes against my personal artistic taste for simple aesthetics with a little something special.

I've never had an overarching conceptual idea that I am trying to convey through my art. When I create art is merely because I think it would look good, and would look interesting to others. Much of the time my art reflects the simple pleasures of life, and what results from them. This is an idea that is relatable and easy to understand for a majority of individuals which is why I use it. This course has taught me to lean more on the side of creating with a specific purpose. In my own field which is more in graphic design and user interface design, this is important because I have to design with the purpose of relating to the individuals who will view my work. Though I am also drawn to video art for its ability to more easily convey simple life experiences.

Digital media arts has more taught me in my artistic pursuits to think about who my audience is, and create purpose based on that. Along the way it has also taught me to how to navigate new art mediums.

There are plenty of artists that I feel represent what Digital Media Art is, but there are three I feel have had some influence on my own work throughout this course. One multimedia artist named Tony Oursler, who works in video and installations, represents what the aesthetic of digital media art is. When I see pieces of media art, I am initially baffled by the unconventional weirdness of the piece and the art done by Oursler embodies to me what it means to be unconventional in your art. It is this mental barrier, of being okay with strange art, that I had to

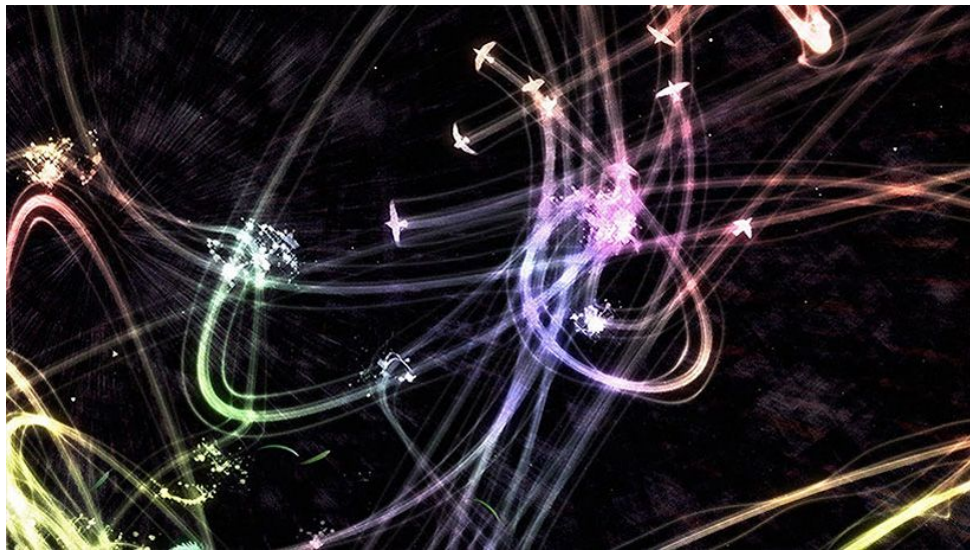
break when making my 3D project. Although the art style of Oursler is out of the ordinary, it still follows the simple aesthetic that I am drawn



to which is what inspires most of my art. Oursler's art is just one example of how strange can be good.

Another example of simplistic art is a video installation created by the TeamLab at Pace Gallery in Menlo Park. The installation is a full room with video panels situated around the perimeter as well as some in the middle. This relates well to my own work with video because of its simplistic concept with extraordinary execution. This is also another great example of digital media art

is to me because of its innovative medium in which the art is presented in. In no other art installation have



<https://www.youtube.com/watch?v=-EM8LElAv1g>

I seen a full room of continuous video. Through its use of a colorful graphics to portray a simple meaning it remains an inspiration on many of my works like the p5js project where I made a simple drawing visually interesting but kept it tame.

The last artist that has inspired my work is Casey Reas. His work with code as an art form to me is how part of digital media arts is defined. New media art bridges the gap between technology and traditional art. The example you see to your right is exactly that; technology as a form of art. Reas's work also is very aesthetically satisfying for me to look at because of the

unpredictableness of it. His influence in my work lies in the idea of allowing your art to form itself rather than the artist having total control. This is evident in my very first project in this course involving glitch art. Sometimes the art you



create is not always what is intended but it still comes out as art that is enjoyable to look at.

In terms of my process for developing art it can all be described with how I created my video project. In my creative process I usually just start with what it is I am trying to make and what I am trying to convey whether that is an emotion or an idea. For my video project I thought of what emotion I wanted to convey with that being sadness and disappointment.

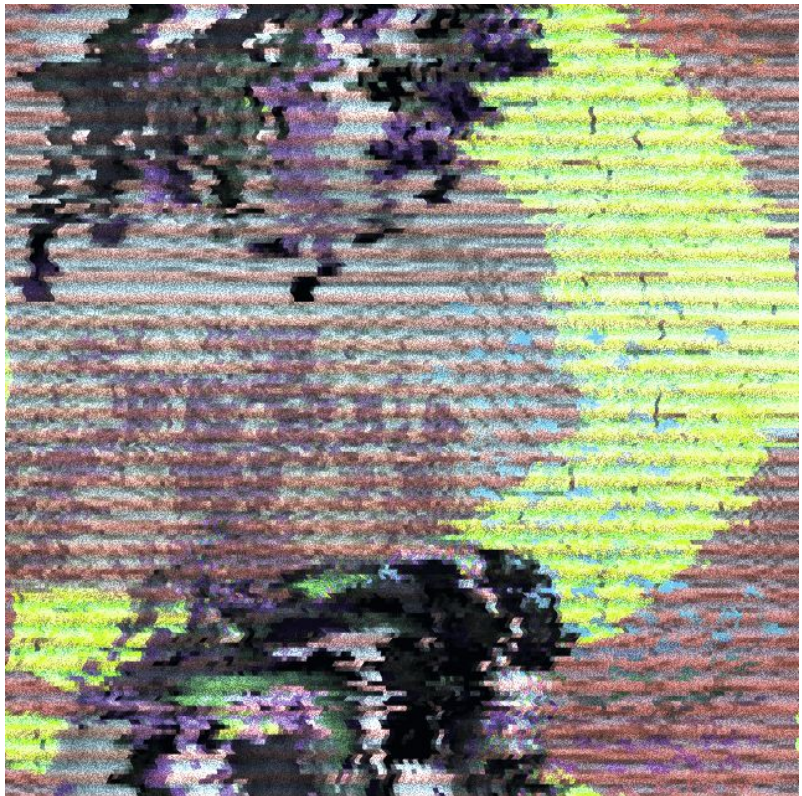


From that starting point, depending on what kind of art I'm making I'll make a story, which is more relevant for this video assignment. For this project in particular, I thought of a simple, relatable idea that could be used to portray sadness. I ended up using the feeling of dropping



food that you were looking forward to. From there I thought up a small plot, planned out all of the shots and filmed. This execution process is different depending on what kind of art I am making. For instance, in the case of my 3D virtual reality project, it consisted of working in meshmixer to create the models for my scene. For my code as art assignment, it consisted of programming my image in p5js. Within this development process there is a common track I always follow, this being to add until you feel it is complete. Building up from simplicity helps to conceptualize my idea by reminding me of where the core idea started. In this way no matter how much I add on top the core idea will always be there. This is apparent in my first project with the GifcARds because of how many elements are involved.

The last part of my development process involves the final compilation and getting feedback from people. I did this most for my video project, because I can get feedback the most while I am editing the project together. This could also be applied to other projects but



mostly for aesthetic decisions. The feedback I get becomes most useful for me in reassuring that either my plot or art can easily portray my main idea.