

## Reading One- **Marc Velayo**

For the assigned journals, I read David Sandoval's Intellectual Property in the Age of Digital Reproduction and Jennifer McCoy's Our Work in 4 Ltrs. (or less). These articles were very interesting and entertaining, as it connected to me on a personal level. The first article tackles how art and technology has evolved and intersected with each other, and the other one is an amusing article that dives into an article that does not have any words longer than four characters.

Intellectual Property in the Age of Digital Reproduction discusses the plans of the Graffiti Research Lab, which is to combat the proliferation of corporate media and ads across the urban landscape. The GRL also plans on using graffiti technologies to promote social change.. As an aspiring graffiti artist, I was surprised and excited upon reading this information. Graffiti has been seen by society as vandalism because of the places where it is created on. Although there are a number of people who are against this form of art, there are still some people who support the idea behind it.

But GRL created a powerful technology where their information's accessibility is public. This is dangerous, as other companies could use it to their own advantage. This is where the issue of Intellectual Property and lawsuits come in. Personally, I wish that GRL would close the accessibility to the public and just do their plans internally. This will help them have less problems within other industries. This article also tackled the usage of Creative Commons. As I became more aware of copyright usage and privacy, I knew that Creative Commons was the site to use if I needed stock photos or music. Nowadays, people just download or save any kind of media online. With the growth and expansion of the internet, people became more careless about the media they use on their social media accounts. "The digitalization of media has entered new uncharted ground which needs to be addressed. Creative Commons licenses are a good quick fix to these issues, especially with regard to artists trying to make their product "free" but not to corporations which do not align with their message." A lot of intellectual property of artists are being used with no consent, which creates a lot of problems involving boundaries and privacy.

The second article, Our Work in 4 Ltrs (or less), is a creative article involving words that are no longer than four letters. This reminded me of a poem because of the usage of rhyming words. But this article is more than just its words and sentences. It tackles the importance of unity in creating art. "We can talk to you of the idea of play, of data, of code, of a rule, of two who make work, idea by idea, side by side." This article discusses the evolution of collaboration between artists. As technology evolves, collaboration involving

the usage of new machines like computers grows as well. The article mentioned the usage of coding, and how their romance grew within their love for art. It was an interesting piece, and I would definitely recommend this to anyone.

## Reading Two

Through watching Ways of Seeing, I couldn't help but compare the old and new ways of how people "see" things. The evolution of art and technology heavily impacted people's perspective. It created a new way of living for all human beings. Appreciation of art has been altered through the innovation of technology. Like in the first episode, John Berger tackled the creation of camera, and how it affects the whole experience.

My favorite quote from the first episode was "A large part of seeing depends upon habit and convention". As time passes by, we all tend to pick up a habit that's actively done within our surroundings. As our way of living changes, our habits also gets affected. If you go in a museum today, you most likely will see tons of people taking photos using their phones. Before, especially with the examples in John Berger's videos-- people enjoyed the experience in the museum. They enjoyed looking at these paintings with no other agenda but to admire. The first episode revolves a lot around perspective. Even though it was directly talking about appreciation of art, specifically paintings, the connection of it to our present times. The second episode discussed the images of women and how they are portrayed through the European artwork. These women wondered how these paintings have shaped their images throughout the years. The paintings created had sexual characteristics that changed other people's perspective. I heavily agree that these sexual characteristics have changed people's perspective on women, especially men. The insights that the women in the video provided are still relevant today. Women are still fighting for their rights, especially in the media. I believe that history should be blamed for this, for their portrayal of women.

The third video dives into the topic of oil paintings, and how it depicts a person's status before. It talks about the high value of painting, and how it was a symbol of wealth. This episode also talks about how paintings are made, and each painstakingly detail created on it. "Works of art in other cultures and periods celebrated wealth and power". Before, artworks were popular in terms of wealth and culture but in the present time-- technology is now more valued than oil paintings. I believe that oil paintings are still highly valued but technological devices gain more recognition and

acknowledgement from everyone. The attention switched and it became today's status of wealth.

After watching these episodes, I realized that John Berger's *Ways of Seeing* is highly connected to how we live today. Although the topics involved are about the old way of art appreciation, you could easily connect it with social problems that our society is facing today. From technology, images, life status or symbol-- these topics and the issues that come with it will continually arise. Visual arts or media plays an important part in depicting these social topics, as we human beings are centered on it.