Digital Art of Commonalty

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Abstract

The Digital art is a widely acknowledged artistic medium of expression in the contemporary Indian scenario. This progressive idea has given a new dimension to art.The digital technology made a modest distinction between design and art. Digital art is the result of two qualities, human imagination and technological innovation. Today, technological ease, social media platform, digital marketing and invention in printing area brought human creativity to more nearer to the commonalty. The computerized transformation has been effective in bringing out new opportunities in contemporary art. Presently, 'Digital art' is gratifying the aesthetic hunger of artists as well as common people.

Keywords: Art of commonalty, Digitaltechnology, artcreativity, social media art, contemporary, computer, newmedia, artpractice, newdimension

Introduction

We are living in the era which welcomed digital art by spreading their arms. With the advent of this technique, digital art has served to establish creativity on a high place. Also most of all, there is an opportunity for artistic exploration to those people who have neither had the artistic skills nor the courage to try them on traditional art tools. They are commoners; a true admirer of art but not an artist. Here it is being talked about the common people who are unknowingly doing their artistic expression with the help of digital technology. But what is the inspiration that is making them digital artists? The answer is 'Self-love'.

"Self-love is not selfish; you cannot truly love another until you know how to love yourself."

If one loves his own he respects himself as well. To share their self-love with others, people finds a virtual platform known as Social media where they can share their photograph with friends and relatives. If the current environment is known as digital era, there will be no exaggeration. And social media has its own special importance in this digital era. The social media never let us get away from our loved ones. Every day we find ourselves around them.WhatsApp, Instagram and facebook have become an essential part of our lives. Today, people share their photos on social media expecting more also more 'Like'. For this, the photo has to be more attractive, which is possible with digital technology, smartphones and mobile apps. And thus the general public is also succeeding in making the photograph more attractive. Digital technology has served as a ladder in making commonalty to an artist. And commonalty has become a digital artist of its own world.

Aim of the Study

To establish the importance of digital technology in bringing art to the masses. To present the importance of social media in developing a person's creativity. The main goal of this research paper is to present easy accessible and innovative expression of art.

Demotic Acceptance and Popularity of Digital Media

Digital technology became very fashionable among today's Smartphone users. These Smartphone users are not only the young artist of fine art or design background but also the youngsters and commonalty of society belonging to different discipline, stream of study and work culture. The common among them is the digital technology that they are effortlessly using. At present the most of the known mobile OSs provides photo editing facility. As we all familiar with android, iOS, Windows phone OS and Symbian. The market ratio of android, iOS occupies the major part among them. The available Digital art forms are- Fractal/Algorithmic Art,Data-Moshing, Dynamic Painting, 2D Computer Graphics, 3D Computer Graphics, Pixel Art, Digital Photography, Photo-painting, Digital Collage, 2D Digital Painting, 3D Digital Painting, Manual Vector Drawing, Integrated Art / Mixed Media and Hybrid Painting, Raster

Anthology : The Research

Painting, Computer - Generated Painting, Graphic novel. The most common form of digital technology that adopted by commonalty as the trends have been seen these days are; Digital photography and digital collage.Among them Photo editing, collage making mobile apps are open handedly adopted by the commoners of society. This tendency showcasing the power of digital media on today's work culture. It shows the increasing multiplicity of creativity after the acceptance of modern technology.

But how the journey of digital art started and reached to the commonalty? The transformation happened after expending so many years on technology and inventions. But the public interest has always been played a big role in it . Digital revolution is known as the digital transformation of electronic technology. In term of digital art, it uses photography, video, computers and cell phones. The understanding of digitization has made its place among commons through films and photographs. With the advent of digital technology in film production, the quality of films also got surprising hight, it given speed also to the production. Film and prints are the counterparts of each other. As the popularity of films increased, people also started fascinating towards prints. This attraction made the seed of photography flourish and irrigates water of creativity among the general public. In India digital photography started in the last decade of 20th century; First unveiled at the 1988 Photokina trade show in Köln Germany, Fujix DS-1P is considered as the first true digital camera.[1]

FUJIX DS-1P

FUJIX DS-X

Figure 1, In 1988, Fujifilm developed the FUJIX DS-1P, the world's first fully digital camera.[2]

India's journey to becoming world's second-largest smartphone market.[3] It all started in 1995 when India's first-ever mobile phone call was made between Kolkata and New Delhi.[4] At present, 25 years later, India is the world's second-largest smartphone market. In 2008 the cell phone with photo camera became popular but the true boom came after 2012. Resulted sharing of photographs on social media also increased and digital photography became more popular among Indians.

Sharing of Selfie

Fig 2: Sharing of Selfie[22]

The world now became completely Digital because the digital technology adopted by commonalty with open hands. Digital camera, printing technology and social media are the main components that made the human desire of 'LIKE' on their look and social status. While most travelers are driven by excitement to explore and explode in the world, majority of Indians travel for social status.[5] We are not saying this but it is a revelation of a new survey. According to this survey the majority of Indians travels only to show social status and show off through travel photographs and video on social media. The desire of more likes derives towards more attractive pics. The advent of cell phone with camera made it very easy to click any time anywhere and edit with ease by the use of effortlessly available photo editing mobile applications. And a common man became a Digital artist at their own way.

Selfie mobile phones have played an important role in spreading the popularity of digital printing from door to door. This chapter was started when Robert Cornelious took the world's first selfie in 1839, It took 3 minutes for it . While not termed as such then, the self-portrait was taken by Robert Cornelius, an amateur chemist and photography enthusiast, in Philadelphia. Cornelius took a picture of himself in the back of his family's chandelier store. He set up the camera and then ran into the frame for the picture, thus having clicked the first-ever 'selfie'.[6]

Figure – 3 self-portrait was taken by Robert Cornelius. [7]

Today even the children of the house do it easily in the blink of an eye. The first mobile phone with camera was sold in the year 2000 by J-PHONE brand. the name of this mobile was J-SH04.[8] By the way, the first true digital camera was revealed in the year 1998. It is the main root from where the selfie revolution started.

Role of Digital printing

Chuck Hull an American engineer who invented the first 3D printer in 1983.[9] A 3D printer was created by him after waiting for a long time. Hull knew his invention would take up to 30 years to find its way into people's homes. Today the possibilities appear endless

Digital printing is an innovation of printing from a high quality based image directly to the mixture of media. It ordinarily alludes to quality printing where little occupations run from work area dispersing and other progressed sources are printed using design and further more high-volume laser or inkjet printers. Digital printing has major expense for each page than conventional printing techniques; however this expense is ordinarily balanced by avoiding the cost of printing plates. It similarly contemplates on-demand printing, short turnaround time, and even a difference in the image (variable data) used for each impression. The saving in labor and the reliably growing limit of Digital print machines infers that exceptional printing is showing up at where it can arrange or supersede offset printing advancement's ability to convey huge measure of printing two or three thousand sheets effortlessly.

Chuck Hull's declaration is proving true. In India, digital printing has now made its way into every home. Earlier traditional methods of printing used relief printing, intaglio, lithography and screen process printing and now digital printing has established its importance by surpassing them. Printing and Print – Packaging industry in India is growing; people are taking keen interest in this key industry now.

Role of DIGITAL Marketing

Advanced promoting and online media platforms have assumed a major part in pulling in the ordinary citizens towards Digital creations. Similarly the public access to the internet has its own place in the popularity of digital art in India. People of India started using the internet in around 1995.[10]It resulted with the advent of Digital Marketing in our country. India's internet user base has been developing from that point forward and has crossed the 500 million footage in 2019. Every day a bigger number of individuals are utilizing the web for differed purposes, for example, surfing, shopping, executing and virtual teaching. Organizations had begun understanding the capability of internet selling and had a go at promoting through Digital media. The idea of cell phones had sneaked on the lookout and prompted further advancements in advertising. Digital marketing to the some extend also attracted people to digital art of an advertisement. People started to understand the creativity of colors, simplification of forms and typography through digital marketing.The scene was loaded up with actions, when it was accelerated by online social media platforms Myspace, LinkedIn, Facebook, YouTube, and Tumblr all launched within 10 years. By 2010 business organizations had understood the significance of Digital Marketing and it had gotten a compelling medium to make brand awareness and keep up enduring associations with the customers. Indian organizations likewise saw opportunities to grow internationally and arrive at customers effortlessly.

Role of Social Media

Today, as we all very much familiar with Whatsapp, facebook, instagram and so many other social media platform. What social media essentially did was bring everything on virtual platform, creating virtual transformation of our own selves. Resulted people started sharing their photographs, creating digital art on it through editing in brightness and contrast applying photo filters to look better while sharing on social media expecting 'likes' and comments by friends and relatives.

It is interesting to note that while none of these existed online about two decades ago, their physical counterparts were present in abundance. The subsequent increase in direct connectivity of the Internet should be considered as the starting point of social media.

With the ease of internet access, the number of social media users in India stood at 326.1 million in 2018.Number of social network users in India is forecasting until 2023 (447.9 millions).[11]

Number of users in millions	
2021	400.3
2020	376.1
2019	351.4

Facebook and YouTube are the most popular social media platforms in India,

majority of the people uses social media to stay in touch with what their friends are doing. This desire of stay in touch with friend motivates for sharing attractive photographs with them which is the main objective that make a common man to a 'Digital artist'. Every person who holds a Smartphone sometimes tries to make the photo more attractive and beautiful using their own creativity on photo editing apps. resulted unknowingly he becomes a digital artist of his own world.

'CompuServe' was the absolute first platform of online chatting - a spot where individuals had the opportunity to meet many others, and talk about occasions continuously. This was the primary real example of social media - a medium for people to introduce a digital expression of them and express their own feelings on changing subjects. People on CompuServe could just send and get instant messages, which were essentially emails.[12]

Friendster, created in 2002, truly deciphered the code for a web-based media forum that was held onto by upwards of three million users in its prime.
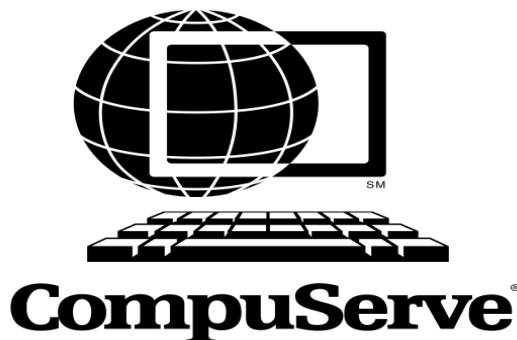

Figure-4, logo of Compuserve

Figure-5, logo of Friendster

Figure-6, logo of Sixdegrees

Figure-7, logo of Yahoo messenger

In 1997 the initial out and out social media platform appears. Six Degrees was an online stage that permitted users to make their own profiles and 'friends' others on it. In any case, the sharing of photographs was not accessible in Six Degrees. Slowly six degrees became unpopular. Yahoo! was the most-utilized search engine, thinking back to the '90s.[13] Yahoo had additionally advocated email services, and offered ascend to quite possibly the most welcomed online chat forum - Yahoo Messenger. Idiosyncratic foundations, a simple format that advanced easygoing visiting and the idea of 'Chat rooms' to family group chats got promoted in the mid 2000s. LinkedIn, shaped in 2003, was targeted explicitly at business clients to frame proficient organizations network. Yet again a far shot from LinkedIn, MySpace demonstrated the world the fun behind web-based media, significantly advanced music, videos and eccentric graphical content suddenly became famous. Until the transient arrival of Facebook, MySpace truly managed the social media world, until it went on a continuous decrease.

The early stages could be noted till around 2002, when all the amazing ancestors of online media were settling in. From present occasions' viewpoint, these years can likewise be named as the pre-Facebook time. These are the highlights and stages that laid the base for Social media to turn into a worldwide wonder. By 2000s, the competition to have personal computers at home had spread past created nations, and by around 2003, numerous Indian family units were aware of computers and appallingly moderate Internet connections.

. Normally, graphic-intensive content stayed unfeasible for a very long time, the chat based services stayed predominant. Google gradually emerged from the shadows with Orkut, Myspace was widespread at one time, Facebook was conceived,
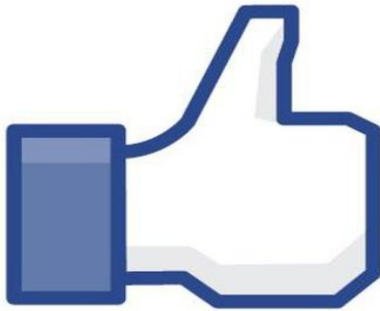
Figure-8, 'Like' icon of facebook

and LinkedIn and Twitter all amassed a huge number of users around the world. The ruler of the slope, Mark Zuckerberg's brainchild Facebook was shaped in 2004 as Harvard's in-house platform.[14] It opened up to the world just in 2006, however by at that point, it was at that point considered as a revolutionary being. The 'Like' button turned into a progressive equivalent to feelings, and Facebook began shaping the premise of measurable studies, analyses, and 'sharing' data starting with one corner of the world then onto the next was rarely simpler.

*"*Facebook and Twitter really took social media further*"*

Twitter was arrived in March 2006, [15] and in

Figure-9, logo of Orkut16

response to Facebook, gave a completely different approach to social media. Now everyone directly or indirectly is connected to the Hash tags that became essential part of lives, and the feature of emojis meant you had easier ways to express in lesser words. For some extend these emojis started doing the same work that an Art do 'expression of inner most feeling'. But it was simpler than of traditional art medium that is why it became an art of expression of commonalty.

Among all of this, Orkut deserves special place. Although not a global trend and with a relatively low figure of about 100 million users at its peak, Orkut was particularly popular in Brazil and India.[17] Google's first tryst with social media, Orkut, faded out with Facebook and Twitter's meteoric rise. And than the race of image editing started to look better and more beautiful on social media plateform.

That motivated the users to become a Digital artist who started creativity with their own photographs.WhatsApp, is an American freeware, Cross-platform, messaging and Voice over IP (VoIP) service owned by Facebook.[18]It allows users to send text messages and share images. It is initially released in 2009 and become very popular in india within 2-3 years. In 2011 the first photo editing mobile apps were released on App Store. First was Fotolr Photo Editor.[19] Other apps have been made for other mobile operating systems. These apps allow easy editing and photo sharing by Smartphone and tablet computer.

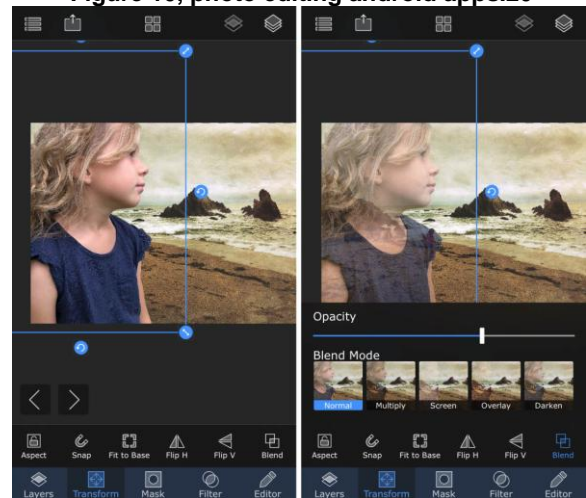**Figure 10, photo editing android apps.20**

Figure 11, editing through photo editing app.21

Conclusion

Interactive media enabled the commoners to express their innermost feelings using digital tools at the easy click on their cell phones. The impact of

social media over the last 20 years has been significant.The balanced use of technology in life always bring humanity into the direction of positive growth. Research indicates that when humans excessively use digital media it can negatively influence humanbehavioral development and even their mental and physical health. Whether individuals see the impact of increased digital media use as positive or negative depends greatly on where they live.

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