

Analytical study of the most important artistic techniques used in the direction of mass culture "pop art"

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Abstract:

The diversity in the artistic techniques used in the different artistic fields imposes on artists new ideas, new materials, new performance and creation of new art after the viewer has become bored with traditional works. These techniques also helped mass art artists in particular in expressing life and the political, economic and social events that surround them, especially graffiti art. Mass art artists and designers used various artistic techniques, such as collage, photography, graffiti art, spray techniques, silkscreen printing, stenciling, digital art, or digital art.

This research aims at shedding light on the artistic techniques used by mass art artists and try to apply them in various fields of art.

Keywords:

artistic techniques ,culture ,pop art

Introduction:

Artists of mass art have benefited from some technical techniques in the implementation of their works because they support the external form of artistic formation and put it in its final form.

And also the event and movement related to the artist's data that affected his artistic formation from environmental, political and life influences, adding to him the elements of technology, and technical technique is the stage of the artist's approach to the formation of the final form of his artwork.

The concept of technology

Techniques have a procedural definition, "they are contemporary raw materials of consumable, manufactured and ready-made materials. The techniques used in mass art are a comprehensive phenomenon that highlights the essential nature of contemporary artistic, cultural and social things and phenomena.

Types of techniques that pop art artists use in their artwork:

- 1- Collage
- 2- The art of graffiti
- 3- Digital art or digital technology

research aims:

- Shedding light on the artistic techniques that mass art artists can use in producing their artworks and applying them in various fields of art.
- Benefiting from the plurality of mass art techniques in monitoring and shedding light on the events of social life.

research importance:

Attempting to take advantage of various techniques and apply them in various fields of arts, especially in the fields of mass art "interior design".

- Demonstrating the importance of mass culture art in monitoring the pulse of society and its relationship to societal problems through its various artistic techniques.

Research hypotheses:

- The existence of a group of modern arts and techniques that can be used to produce successful and distinctive works of art that express the pulse of society and its various themes and problems, especially in the public artistic direction.

Modern technical techniques in various media have been able to enrich artistic works in various artistic fields.

search limits:

- Spatial limits: many works of art based on modern artistic techniques in the world as a whole.
- Time limits: the beginning of the twentieth century to the present time.

Research Methods:

The study is based on:

The descriptive-analytical approach: by describing and analyzing some selected models of artwork that were based on some modern artistic techniques to know what these techniques are, the foundations on which they are based, and how to use them in public art.

The inductive approach: by studying the nature of some artistic techniques and knowing their various elements and types and how mass art artists used them in producing their distinctive artworks.

Results:

1. Modern artistic techniques liberated artwork, especially pop art, from falling into the abyss of repetition and repetition, thus helping artists to express their thoughts in an innovative and unconventional way.
2. These modern techniques have become an element of art. There are artists who are satisfied with the techniques used by their predecessors, such as the "collage" technique, "sticking scraps

of paper and cloth on the surface of the painting,” and there are those who worked on color, composition, or the subject itself to create what is called installation art and the art of the idea. And there are those who use graffiti to express their ideas.

3. Many things made with collage are designed to serve a special function, whether a poster, a piece of furniture, a decor, a book, a story...etc. With the different function, the material varies. Therefore, the designer must study the requirements of the function of the thing required to ensure the success of the design and to choose the appropriate materials and shape them so that fulfill its purpose.

4. Graffiti is a technique and artistic direction used by artists in general and pop art artists in particular to convey social and political messages.

5. Digital art is one of the techniques that contains many ways and tools that contribute to the production of many and varied works of art.

6. These techniques proved their importance in accessing works of art of a special and successful nature, especially in the various fields of public art.

Recommendations:

1. The necessity of making use of various old and modern technical techniques and applying them in various technical fields, especially in interior design and furniture design.

2. The designer should be familiar with the various modern technical techniques and exploit them in the production of artworks of a different and new nature. And intensify research and studies to develop these techniques in order to reach the best works.

3. Educational institutions should pay attention to providing different ways to train students and include these technologies in the educational curricula at the different educational stages.

4. The state should support and adopt modern technologies in the various fields of arts, especially in the field of interior design.

5. By knowing the foundations and characteristics of different technical techniques, we find that they must be exploited in the field of interior design to reach innovative and unconventional designs.

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