

The Aesthetics of Repetition Style in Illustration Art and Its Evolution in The Age of Digitization

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Abstract:

The research deals with the concept and development of the style of “**Repetition**” in art and its role in the graphic design process, and the field of book arts, especially the art of illustration. We find that the repetition style has become a creative goal in itself that entire artwork can be based on it. The research presented the different forms of repetition style and the difference between (repetition, rhythm, pattern), as well as the different types of visual rhythm achieved by repetition such as random, regular, alternating, flowing and gradual rhythm, and presented a number of artworks and illustrations that it represents. In modern and contemporary art, artists were interested in repetition to present conceptual works, including the field of book arts. Repetition style attracted illustration artists, and some of them were distinguished by their artistic approach. Rather, they excelled in their plastic treatments by blending full knowledge of the basics of design with creativity. The research dealt with the evolution of repetition style, technically and intellectually, especially with the emergence of digital art. Technological development has added a new dimension to repetition in the field of illustration. With the entry of the art of illustrations into the age of digitization, the process of repetition in artworks became easier and faster, and attracted many artists who were fascinated by the capabilities of digital art programs and tools. Through this, the research divided the methods and tools for the production of artworks based on the repetition method into two main directions: the first direction is about designs and illustrations that mix manual and digital techniques together, and the second direction is about the role of digital art in fully providing designs and illustrations. The results of the research came after the presentation and analysis of a different set of illustration works, to confirm the important role of digital art in the evolution of the repetition style in the field of book arts, with traditional art methods and techniques retaining their status and importance side by side in the creative process.

Keywords:

Repetition; Graphic Design; Illustration; Digital Art.