

The Effect of Digital Technology on Artworks (A Digital Printmaking Project)

Assist.Prof. Dr. Tamer Assem Ali

Associate Professor in the Department of Graphics and Media Arts, Faculty of Arts and Design - October University of Modern Sciences and Arts

tassem@msa.edu.eg

Abstract:

Exhibition General Topic

The Exhibition consists of a series of 15 selected digital prints from the Project "What a BINARY-full Surprise!" executed in 2022. The approach in this Project utilizes multiple media, where the works run through a number of progressive steps exploring variable fields and diverse visual solutions finally resulting in the form of seriated digital prints. The Project is considered part of the researcher's major visual art project concerned with the existence, development and evolution of the human condition in general and the interactions individuals go through in saturated times full of contradictions, challenges, multiple variables and social morphing.

Exhibition Concept

In this art project the researcher went through an alternative path – by indirectly revealing personal daily notes, ideas and doodles - celebrating the idea of order, organization and strategy applied in fulfilling achievements in life merged with the random, unintentional and unplanned situations that occur and emerge from time to time and that surely complete the equation. For valid, organized and rational creative thinking that leads to achievements must at some time face or need randomness, play, liberty and informality. The researcher applied this concept throughout merging two major elements in the artworks of this project. The first element is selections from his daily notes, chores lists and accomplishments previously written in his private notepads in the form of words transferred and presented digitally in Binary Code resulting in a visual form of digital area composed of repeated Binary Code digits that represent the selected word or words acting as a background or foreground in the final works. The second element is a selection of digital doodles, scribbles and drawings applied on the researcher's personal phone throughout the S Note application. This hybrid approach of progressive steps and combinations swinging between the digital and manual of materials, elements and fields enforces and assures the researcher's main concerns and general understanding of life itself in these intense times throughout exposing personal unplanned doodles mixed with binary code backgrounds and motifs of what were once daily chores, achievements and ambitions.

Key Words

Digital Print – Digital Medium - Digital Drawing Applications – Binary Code – Digital Tools – Doodles – Digital Drawing