


Chapter 7

Changing Perception if Space in Art With Digital Visual Culture and Television

Nursel Bolat

 <https://orcid.org/0000-0002-3986-7408>

Ondokuz Mayıs Universty, Turkey

ABSTRACT

With the digital age, the ways of production, sharing and consumption of visual culture have radically changed. The perception of space in traditional arts has been reshaped with digital technologies, and representations of art and space form a more dynamic, interactive and multi-layered structure, especially with the influence of audio-visual media such as television. While space is generally represented with a static composition in traditional works of art, in the digital age the perception of space has become dynamic, variable and interactive with the viewer. Works of art move space from being just a physical phenomenon to digital environments with virtual reality, augmented reality or computer-based designs on digital platforms. Television has transformed works of art into visual experiences that merge with time and movement, rather than a static object. This transformation has allowed the work of art to be reproduced on digital screens, no longer dependent on physical space. Television is one of the most important tools that enable art to reach large audiences.

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INTRODUCTION

Visual culture, which is the field that includes visuals produced by human beings, which carry aesthetic concerns and reflect the values of a society, has found the opportunity to reach wide areas with new technologies. Today, when visibility is intensely prominent and completely surrounds people, culture, unlike all other ages, acts through visibility in a way quite different from oral and written culture. Every visual image emerges as a product of visual culture. The fact that we are in the age of technology is one of the biggest factors that reveal this situation. Posters, computer-generated images, brochures, brochures, videos, moving pictures and many more are images that have a cultural background and carry more meaning than what we see. Visual culture comes into play in the interpretation of these meanings.

The concept of visual culture emerged for the first time in the 1980s. In a panel organized, the relationship between society and art was mentioned and visual culture was referred to. Especially in the context of developing technologies, advertising, toys, posters, CD covers, movies, video games, TV programs, computer graphics, internet networks, children's books and many other forms of visual culture that surround every moment of human life have an important place in the emergence of this concept. However, television emerges as a medium at the heart of the rise of visual culture and plays an important role in its spread.

It is known that digital technologies, which entered human life rapidly after television, are not only communication but also cultural tools that connect individuals and organizations around the world. The most important function of digitality is that it virtualizes objects, allowing them to be reproduced and transmitted over electronic networks. Digitalization causes changes in the formation process and quality of visual productions/communications. As individuals integrate with new technologies, they are surrounded by a new formation called "digital visual culture".

In this context, in the context of the transformation experienced with digital visual culture, it is seen that there have been changes in the forms of production, sharing and consumption of visual culture. In addition, digital technologies also have an impact on traditional arts. From painting to sculpture, from television programs to cinema, it is seen that the perception of space in many visual cultures has changed and transformed towards virtual spaces. The experience of space with virtual reality and augmented reality has started to bring virtual spaces to the forefront by neutralizing the concept of physical space with digitalization. It has moved from art galleries to television screens or computer screens.

The study focuses primarily on the process of change in visual culture in the digital age through a literature review. In this context, the process that visual culture has undergone from photography to the internet with the digital revolution is examined and the production and exhibition spaces of art are evaluated within the framework of

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