

Chapter 5

Digital Art

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ABSTRACT

In contemporary society, rapid advancements in information and communication technologies have significantly reshaped social structures and individual lifestyles. As access to information has become a key priority, digital technologies have transcended traditional boundaries of time and space, making knowledge globally available. The integration of computer technologies into everyday life has led to an information-driven transformation, influencing how people communicate, work, and learn. Digital technologies have not only revolutionized traditional art forms like painting, photography, and music but have also given rise to entirely new genres such as internet art, NFTs, and virtual reality. Digital art has developed its own theoretical and aesthetic foundations, challenging conventional ideas of the artist, artwork, and audience. Artists can now create, share, and preserve their works more efficiently using digital tools, reaching global audiences and redefining the artistic experience in the digital age.

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INTRODUCTION

Art is as old as humankind itself. Art is a kind of creation; creation is an act unique to humans. By transforming nature, humans gain superiority over it, and the artwork becomes a transformation of nature (Bulat et al., 2014). As a being of reason and emotion, humankind has, from the beginning to the present, sustained its existence by bringing together daily life and art under one umbrella (Bulat, S., 1999). Artists, starting from natural forms, either transform or re-interpret nature while preserving its intrinsic essence, engaging in a kind of fictionalization process. In doing so, they have, in a sense, altered nature according to their own terms. In our era, artistic debates have intensified, and the social dimension of the artwork and the functionality of art have also begun to be questioned (Bulat-Bulat and Aydın, 2014).

The distinction between Modern Art and traditional works of art lies in the fact that the former reflects its most realistic and accurate aspects through freer, more enabling artistic values and harbors plastic richness within itself. Initially, there was a sense of astonishment toward modern artworks, which relied on perceptual tools such as color and style, and reflected the creator's personal life perspective and inner structure. Thereupon, reactions began to emerge against these presented attitudes (Bulat, M., 2007). The main dynamics that nourish works of art create a shared memory for each creative artist and establish a social and historical continuity (Şengünalp, C, 2019).

Science and technology, considered as a miracle of reason in human life, encompass the entire body of accumulated knowledge and practices used by humanity to change its surroundings. From ancient times to the present, as societies have continuously progressed, many past cultures have emerged; during this process, new inventions and ideas, along with significant technological advancements, have led to changes in the form, essence, and even aesthetic perceptions of artworks.

Technological developments have become an indispensable part of daily life and the social environment since the beginning of the 18th century. Many poets and philosophers have put forward ideas on the impact of advancing technology on social life, thereby contributing to the

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