

The first step study of Digital Art work and its impact on the Young People in Bangalore

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Abstract— More than 500 surveys in different areas of Bangalore were conducted as an initiative to a day workshop. The short-term plan was turned into a regular feature. The workshop was invited to display their work in form of gallery. The selection of arts work for the workshop was via jury process with artist background, based on the arts like digital, graphic, studio paintings results was discussed. It was confirmed that girls showed more innovation than boys as the future may plan for work at home mode of earring. It also resulted that the community was more interested in digital-photo-art and traditional digital painting.

Key words: Digital paint, graphics, studio paint, adobe Photoshop

I. INTRODUCTION

The word arts belong to the branch of creative activity, such as music, dance, painting and literature. Art is a diverse range of human activities in creating visual, auditory or performing artifacts (artworks), expressing the author's imaginative or technical skill, intended to be appreciated for their beauty or emotional power. Some people consider art as hobby, to some it may be professional. To some people art is traditionally followed among the generation. In this world of technology public have started giving importance to painting as gift piece. In the present generation painting have shown a positive method to get some relaxation. Some of the activities like painting, drawing can lower the body stress levels and help mentally calm. Creating art provides break from usual thoughts for brain. Per day the average person has 50,000 thoughts and more than 90% of them are exactly same. Advance research on sustainable innovation by adopting a business model perspective [1]. In every human life span the person would come across art some in the form of dance, music, painting etc. In this present world of advance technology a new invention is created. Art can develop to a person at any point of age right from school going child to old age. One such latest art is the digital art.

Digital art is an artistic work or practice that uses digital technology as an essential part of the creative or presentation process. Since 1970s, various names have been used to describe the process including computer art and multimedia art, and digital art is itself placed under the larger umbrella term new media art. Digital art encourages

interpersonal and intrapersonal dialogue among the growing youth. The digital art culture in present world was hard to imagine fifteen years back, when hardly any net connection was available as it is now. Nowadays the latest technology has fast connection to the media people in all aspects of life plan, design marketing production and distribution is planned digitally. As a result of these improvement people try spending their times in museums and galleries. Moreover people prefer painting as gift items to some occasions. Nowadays digital cameras, paints and other raw materials which are available in advances Considering the above facts on importance of digital art in present technology world the present study was been designed.

II. MATERIALS AND METHODS

More than 450 surveys were carried out in the form of questionnaire in different areas of Bangalore. A set of basic related questions to digital art was given to different age group (22-35yrs) people in different field of education. Survey was carried in colleges between different fields of education such as arts, commerce, Life sciences. The survey also was carried among PUC students to PhD levels. The survey included a set of 10 basic questions. Students were asked to answer these question based on their own opinion.

Questionnaire – some of the questions like

- Do you like art
- If yes what type of art
- Visit to museum
- Your support to artist

III. RESULTS

The Preliminary study was conducted among different education levels. Apart from their regular course work majority showed a positive sign for arts as hobby. The over all survey was calculated based on the education field. The overall scoring of the survey showed that girls showed more innovation than boys, Girls at 73% and boys at 27% “*Fig. 1*”. Apart from their regular education field the people showed interest on digital art in form of painting. The survey also showed people (boys) from other background of their education showed interest in art. PUC showed 27%, Degree showed 44%, Post graduate with 8%, Doctoral Scholar 12% and others 9% including the drop out from college “*Fig. 2*”. The survey also showed people (girls)

from other background of their education showed interest in art. PUC showed 27%, Degree showed 36%, Post graduate with 9%, Doctoral Scholar 14% and others 14% including the drop out from college “Fig. 3”.

IV. CONCLUSION

As the survey showed 73% of girls are interested in art works. As the future may plan for work at home mode of earring. It also resulted that the community was more interested in digital-photo-art and traditional digital painting. The short-term plan was turned into a regular feature.

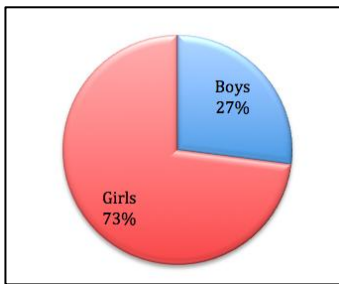


Fig 1: showing the percentage of boys and girls of interest towards art

QUALIFICATION	Boys	Girls
PUC	55	67
DEGREE	89	90
POST GRAGUATE	16	23
DOCTORAL SCHOLAR	23	34
OTHERS	18	35

TABLE I: showing interest in different qualification

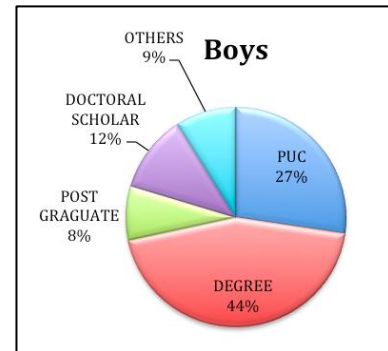


Fig: 2 showing the percentage for boys group

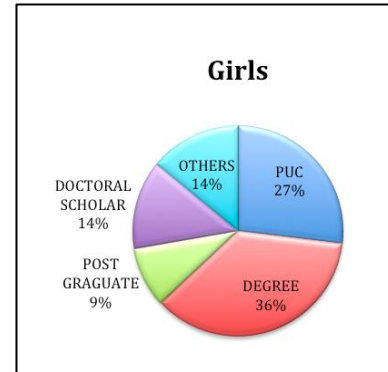


Fig: 3 showing the percentage for girls group

V. ACKNOWLEDGEMENT

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