

Impact of Contemporary Technology on Art and Design

Part of Advances in Human and Social Aspects of Technology

Gülce Dölkeleş (Mudanya University, Turkey)

Description:

The intersection of art, design, and digitalization marks a pivotal shift in how creative processes are conceived, executed, and experienced. As contemporary technology continues to evolve, it profoundly influences the methods and mediums of artistic expression, reshaping traditional practices and giving rise to new forms such as digital, software, and virtual art. This technological transformation is not just altering the landscape of art and design but is also redefining the future of creativity itself. Understanding the impact of these advancements is essential for grasping the current and future trajectories of artistic innovation.

Impact of Contemporary Technology on Art and Design offers a thorough exploration of the dynamic relationship between new technologies, art, and design. The book delves into a wide array of topics, including contemporary and digital art, computer and software art, virtual and interactive art, video art, animation, and digital advertising. By tracing the historical trajectory from traditional to digital practices, it provides a comprehensive analysis of how art and design processes are adapting to the digital age. This volume is an invaluable resource for anyone interested in the evolving landscape of art and design, from artists and designers to academics, and researchers, seeking to understand the profound changes reshaping creative expression.

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Artificial Intelligence	Machine Learning
Cinematic Virtual Reality	Marketing Communications
Constructivism Art Movement	NFTs
Creative Processes	Outdoor Advertising
Decentralized Aesthetics	Personalized Messages and Design
Digital Disinformatio	Product CGI
Digital Transformation	Symbolizing Creativity
Expression in Advertising	Textile and Fashion Design
Filmmaking and Video Art	Visual Narrative

Subject: Media and Communications
Readership Level: Advanced-Academic Level (Research Recommended)

Classification: Edited Reference
Research Suitable For: Advanced Undergraduate Students; Graduate Students; Researchers; Academicians; Professionals; Practitioners

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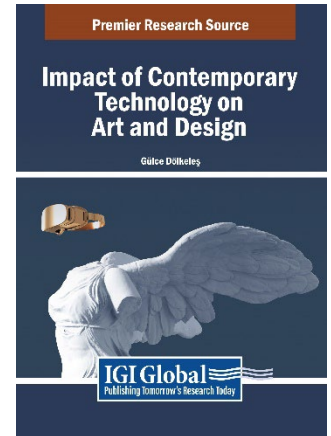
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İbrahim Yıldız, Gaziantep University, Turkey

This article examines the role of Generative Artificial Intelligence in the formation of “post-truth” situations and the disinformation it creates in digital environments. The problem of the research is the impact of “Artificial Intelligence” on the spread of information pollution and disinformation and the consequences of these effects on individual and social information reliability in digital environments. Literature review and content analysis methods were used in the research, and events related to the use of artificial intelligence and post-truth situations were analyzed. The results show that these technological developments create fundamental paradigm shifts in many disciplines and carry the risk of spreading misinformation as a result of unconscious use. In the conclusion of the research, it was emphasized that regulations and ethical rules should be developed in the use of artificial intelligence in order to prevent harmful situations, and it was recommended that artificial intelligence literacy be popularized so that individuals can distinguish and evaluate such content.

Chapter 2

The New Future of Cinema Art, Cinematic Virtual Reality 19

Olcay Holat, Ege University, Turkey

In the art of cinema, innovative cinema experiences, alternative digital media, and platforms integrated with new technological developments are developing day by day. One of these, cinematic virtual reality, offers the new future of cinema with a 360-degree stereoscopic video experience that gives the user the freedom to look where they want. A narrative universe specific to the art of cinema is experienced in a hyper-real world where the user is surrounded by a fictional reality, exceeding the limits of spatial awareness. In cinematic virtual reality experiences, it is aimed to drag the user, who is surrounded by sound and image, into a high-level interaction and, accordingly, to experience a strong identification. In this research, the concept of cinematic virtual reality will be discussed as a future vision for the art of cinema. For this reason, the use of cinema-specific components (lighting, camera movements, etc.) in this environment will be questioned with current and popular cinematic virtual reality production content examples.

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*Hüseyin Fırat Kayıran, Agriculture and Rural Development Support
Institution, Turkey*

Artificial intelligence (AI) has become integral to engineering and design, enhancing efficiency and quality. This study investigates AI's applicability in these fields, highlighting AI's ability to detect errors, facilitate processes, and optimize production. By referencing various bibliographies, AI and its sub-branches like machine learning, neural networks, and data mining are detailed, emphasizing their role in engineering. Additionally, AI's impact on art and design is explored, showcasing its use in creating new aesthetics and improving artistic processes. Examples from various studies illustrate AI's positive effects on global management, healthcare, and advertising, demonstrating its broad applicability and benefits across disciplines.

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Disseminated Views During the Digitalization Process A Review of Its Quality 65

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With digitalization and the development of the internet, copyrighted and royalty-free images are accessible from all over the world, and these images are often used in promotional materials; It can be used in outdoor advertising, on billboards at stops, on buses and subways, on websites, in short, in every field. In particular, the use of relevant images obtained from stock image sites in promotional materials belonging to different sectors may lead to negative consequences on the quality of their works. Regardless of the visual type, this can sometimes be the case even for template pages used in an illustration, a logo or presentation sheets. Considering that the design must be unique and have an original value, such copies can create a kind of metastasis effect and lead to a negative picture in terms of art and design.

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Mustafa Zeki Yüce, Antalya Belek University, Turkey

The change in technology continues to change the world of advertising and visual communication. Today, the impact of this change is clearly seen in the advertising industry. Especially in outdoor advertisements where visibility is at the forefront, the power of visual expression has become more important than ever, and new searches and tools are used to enrich the visual narrative and influence the audience. One of these pursuits is the use of CGI-Computer Generated Imagery technology. New technologies like CGI allow advertisers to push their creative boundaries and deliver never-before-seen visual experiences. Traditional outdoor advertising often offers limited interactivity and creativity. At this point, computer-generated images (CGI), a product of contemporary technology, have become a factor that transforms the visual narrative in outdoor advertising.

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This book chapter covers the digital transformation of art and design through comprehensive forms of expression in advertising. Advertising is undergoing a major transformation with the rapid development of digital technologies. This transformation has led to a radical manipulation of the technologies and forms of expression used in the creation of advertisements. Art and design options have rapidly adapted to technological advances and have even been integrated into their extensive creative options. Using new technologies such as digital tools and CGI, artists and designers have created visual experiences and forms of expression that were not possible before. This has enabled art and design to not only be followed comprehensively, but also to be seen as a source of inspiration in their own fields. As a result, art and design have become digital, the emergence of new and comprehensive forms of expression in advertising has become fundamental, and the way art and design adapt to and respond to the technological rise has changed.

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Seden Pınar Meral, Beykoz University, Turkey

Personalization entails adapting messages, designs, products, or services to individual needs and preferences, a process executed using data such as personal preferences, past behaviors, demographic characteristics, or online activities. This approach aims to enhance brand loyalty, consumer satisfaction, and profitability by providing more engaging experiences. Widely used in fields like e-commerce, digital marketing, media, and entertainment, personalization extensively leverages new technologies. The study, focusing on personalized products and messages tailored to consumer preferences and needs, underscores the critical role of technology in personalization, emphasizing that digital tools like data analytics and artificial intelligence enable better understanding of consumers and facilitate interaction with them. Advanced digital capabilities enable brands to offer unique experiences, thereby increasing loyalty and satisfaction, and improving marketing performance. As the importance of personalization grows, brands are expected to become more innovative.

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Emine Nilüfer Üstündağ, İzmir Katip Çelebi University, Turkey

Uğur Bakan, İzmir Katip Çelebi University, Turkey

The comprehensive paper, grounded in a rigorous methodology that draws upon theoretical frameworks from diverse disciplines, explores the transformative impact of Non-Fungible Tokens (NFTs) on artistic collaboration and patronage within the creative industry, coined as decentralized aesthetics. It delineates the technical intricacies of NFTs, highlighting their role in empowering artists through ownership and control over their digital creations. Case studies and analysis illustrate how NFTs democratize access to the art market, enabling emerging talents to gain recognition and support without traditional gatekeepers. While acknowledging challenges such as legal ambiguity and environmental concerns, it emphasizes the opportunities for innovation and inclusivity presented by NFTs. It provides valuable insights for stakeholders interested in navigating the intersection of blockchain technology and artistic expression.

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Suzan Tokgöz, Arucad Arkin University, Cyprus

The aim is to contribute to the exciting interactions of digitalization and fashion design. While textile and fashion designers offer faster and more flexible working opportunities, they also contribute to the endless and limitless possibilities in digital design and create experimental designs in the fashion world. It is aimed to explain how virtual reality and augmented reality technologies contribute to the fashion industry by providing digital fashion show opportunities, and the importance of digitalization of design.

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Uğur Bakan, İzmir Katip Çelebi University, Turkey

The paper delves into the profound impact of Artificial Intelligence (AI) on various creative domains, emphasizing its transformative potential in reshaping human-computer interaction. It explores AI's evolution from traditional programming to Machine Learning (ML), highlighting ML's pivotal role in facilitating tasks traditionally reserved for human intelligence. The text elucidates how ML algorithms, such as Generative Adversarial Networks (GANs) and Neural Style Transfer, have revolutionized artistic creation by enabling computers to generate visually captivating artworks autonomously. Furthermore, it discusses the democratizing effect of AI in art and design, making creative tools and techniques more accessible to individuals from diverse backgrounds. While acknowledging AI's ethical implications and challenges, such as bias and interpretability concerns, the paper advocates for interdisciplinary collaboration to address these issues responsibly.

Chapter 11

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Ayla Torun, İstanbul Atlas University, Turkey

In the contemporary digital age, film and video art have undergone profound transformations due to technological advancements. Digital tools have not only enhanced filmmakers' technical capabilities but also expanded narrative and aesthetic boundaries. This chapter explores how digitalization and artificial intelligence have revolutionized filmmaking and video art, emphasizing their interaction with artistic concepts. It examines the convergence of art, design, and digitalization, revealing a new era of creativity where technology integrates seamlessly with artistic expression. The shift from analogue to digital methods has democratized filmmaking, offering expanded storytelling possibilities. Furthermore, the integration of artificial intelligence has augmented these effects, redefining narratives, and aesthetics. Subsequent chapters investigate historical contexts, technological evolutions, aesthetic changes, and the impact of digital technology and AI on film language and aesthetics, exploring the challenges and opportunities they present.

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Symbolizing Creativity: Investigating the Impact of Pixel Art on the NFT Phenomenon..... 261

Ufuk Bakan, İzmir Katip Çelebi University, Turkey

Zehra Atabey, İzmir Katip Çelebi University, Turkey

Blockchain technology has precipitated a profound reevaluation of ownership, authenticity, and worth, laying the groundwork for the emergence of non-fungible tokens (NFTs). This transformative development has effectively disrupted conventional art markets by facilitating the transfer and storage of digital artworks independently of physical exhibition spaces. This scholarly inquiry, conducted with meticulous methodological rigor, endeavors to dissect the intricate interplay between blockchain technology, NFTs' evolution, and pixel art's realm to unravel their multifaceted relationship and ramifications. Employing a robust methodological framework that integrates qualitative and quantitative approaches, the study scrutinizes pixel art's defining characteristics and historical antecedents while elucidating how NFTs have reshaped their production, consumption, and monetization dynamics.

Chapter 13

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Ayça Yeşim Köseli, Atatürk University, Turkey

In the 19th century, Constructivism, which emerged in Russia and later developed in Europe and other countries, had an important place among the modern art movements. It is a movement that is broadly open to scientific and technological innovations and artistic production. In the early 20th century, it pioneered the art movements that emerged one after the other within the changing world view. One of the most important factors shaping the art of the 20th century is the industrial age. With the emergence of industry, a new era began and the new world view of this era greatly influenced art. The industrial revolution and the development of technology enabled the use of this movement in every field. From the point of view of art history, the constructivism movement manifested itself in very old periods, and its effects were not limited to that period, but had an impact on many other art movements. Digital art has taken its place in our living space with the idea of doing a lot of work with little material. The use of materials in the computer environment has been economical.

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Gülsün Erbil is considered a remarkable figure in the field of art. She draws attention with both artist identity and academic background. At the heart of her art lie such deep thoughts as the philosophy of Mevlana, and this mystical approach is evident in her works. By skillfully blending abstract and minimalist elements, she has opened a new path in Turkish painting art. She also adopted the mission of building a cultural bridge, combining traditional motifs with modern interpretations. She exhibited her art in both Turkey and international platforms, contributing to intercultural communication and emphasizing the universal language of art. She is also known for her humanistic attitude and aims to touch the depths of man in her works. With this work, it aims to convey the understanding of art of Gülsün Erbil.

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Preface

How does art and design intersect with digitalization? What does this mean for the future of design and art? In order to better understand digital transformation in art, it is necessary to reveal the predictions of experts in these fields. This book examines the relationship between art, design and digitalization and the impact of contemporary technology on these dynamics. Within the confines of this carefully researched book lies a comprehensive analysis of how art and design processes adapt and respond to the rise of technologies.

This book covers extensive topics such as contemporary art, digital art, computer art, software art, virtual art, interactive art, video art, animation, digital advertising. The book draws a vivid portrait of the emergence of digital art by linking these developments from traditional to digital in its historical trajectory.

Chapter 1. Generative Artificial Intelligence and Digital Disinformation in the Post Truth Era

Assistant Professor Taylan Güvenilir, Assistant Professor İbrahim Yıldız, Gaziantep University, Turkey

This article examines the role of Generative Artificial Intelligence in the formation of “post-truth” situations and the disinformation it creates in digital environments. The problem of the research is the impact of “Artificial Intelligence” on the spread of information pollution and disinformation and the consequences of these effects on individual and social information reliability in digital environments. Literature review and content analysis methods were used in the research, and events related to the use of artificial intelligence and post-truth situations were analyzed. The results show that these technological developments create fundamental paradigm shifts in many disciplines and carry the risk of spreading misinformation as a result of unconscious use. In the conclusion of the research, it was emphasized that regulations and ethical rules should be developed in the use of artificial intelligence in order

to prevent harmful situations, and it was recommended that artificial intelligence literacy be popularized so that individuals can distinguish and evaluate such content.

Chapter 2. The New Future of Cinema Art, Cinematic Virtual Reality

Lecturer Olcay Holat, Ege University, Turkey

In the art of cinema, innovative cinema experiences, alternative digital media, and platforms integrated with new technological developments are developing day by day. One of these, cinematic virtual reality, offers the new future of cinema with a 360-degree stereoscopic video experience that gives the user the freedom to look where they want. A narrative universe specific to the art of cinema is experienced in a hyper-real world where the user is surrounded by a fictional reality, exceeding the limits of spatial awareness. In cinematic virtual reality experiences, it is aimed to drag the user, who is surrounded by sound and image, into a high-level interaction and, accordingly, to experience a strong identification. In this research, the concept of cinematic virtual reality will be discussed as a future vision for the art of cinema. For this reason, the use of cinema-specific components (lighting, camera movements, etc.) in this environment will be questioned with current and popular cinematic virtual reality production content examples.

Chapter 3. The Applicability of Artificial Intelligence in the Fields of Engineering and Design

Associate Professor Hüseyin Fırat Kayıran, Agriculture and Rural Development Support Institution, Turkey

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Chapter 4. Disseminated Views During the Digitalization Process a Review of Its Quality

Assistant Professor Emre İdacıtürk, Antalya Belek University, Turkey

With digitalization and the development of the internet, copyrighted and royalty-free images are accessible from all over the world, and these images are often used in promotional materials; It can be used in outdoor advertising, on billboards at stops, on buses and subways, on websites, in short, in every field. In particular, the use of relevant images obtained from stock image sites in promotional materials belonging to different sectors may lead to negative consequences on the quality of their works. Regardless of the visual type, this can sometimes be the case even for template pages used in an illustration, a logo or presentation sheets. Considering that the design must be unique and have an original value, such copies can create a kind of metastasis effect and lead to a negative picture in terms of art and design.

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Lecturer Mustafa Zeki Yüce, Antalya Belek University, Turkey

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Assistant Professor İrem Ayan Danacılar, Beykoz University, Turkey

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Associate Professor Ufuk Bakan, Associate Professor Emine Nilüfer Üstiındağ, Associate Professor Uğur Bakan, İzmir Katip Çelebi University, Turkey

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Chapter 9. Digital Transformation in Textile and Fashion Design The Intersection of Science, Technology and Creativity

Assistant Professor Suzan Tokgöz, Arucad Arkin University, North Cyprus

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Chapter 10. Artificial Intelligence and Creative Processes, an Exploration of Machine Learning in Art and Design: Artificial Intelligence and Creative Processes

Research Assistant Rumeysa Zeynep Araçlı Dursun, Associate Professor Uğur Bakan, İzmir Katip Çelebi University, Turkey

The paper delves into the profound impact of Artificial Intelligence (AI) on various creative domains, emphasizing its transformative potential in reshaping human-computer interaction. It explores AI's evolution from traditional programming to Machine Learning (ML), highlighting ML's pivotal role in facilitating tasks traditionally reserved for human intelligence. The text elucidates how ML algorithms, such as Generative Adversarial Networks (GANs) and Neural Style Transfer, have revolutionized artistic creation by enabling computers to generate visually captivating artworks autonomously. Furthermore, it discusses the democratizing effect of AI in art and design, making creative tools and techniques more accessible to individuals from diverse backgrounds. While acknowledging AI's ethical implications and challenges, such as bias and interpretability concerns, the paper advocates for interdisciplinary collaboration to address these issues responsibly.

Chapter 11. Transformation on the Screen: Filmmaking and Video Art in the Digital Era

Dr. Ayla Torun, İstanbul Atlas University, Turkey

In the contemporary digital age, film and video art have undergone profound transformations due to technological advancements. Digital tools have not only enhanced filmmakers' technical capabilities but also expanded narrative and aesthetic boundaries. This chapter explores how digitalization and artificial intelligence have revolutionized filmmaking and video art, emphasizing their interaction with artistic concepts. It examines the convergence of art, design, and digitalization, revealing a new era of creativity where technology integrates seamlessly with artistic expression. The shift from analogue to digital methods has democratized filmmaking, offering expanded storytelling possibilities. Furthermore, the integration of artificial intelligence has augmented these effects, redefining narratives, and aesthetics. Subsequent chapters investigate historical contexts, technological evolutions, aesthetic changes, and the impact of digital technology and AI on film language and aesthetics, exploring the challenges and opportunities they present.

Chapter 12. Symbolizing Creativity, Investigating the Impact of Pixel Art on the NFT Phenomenon: Symbolizing Creativity

Associate Professor Ufuk Bakan, Assistant Professor Zehra Atabey, İzmir Katip Çelebi University, Turkey

Blockchain technology has precipitated a profound reevaluation of ownership, authenticity, and worth, laying the groundwork for the emergence of non-fungible tokens (NFTs). This transformative development has effectively disrupted conventional art markets by facilitating the transfer and storage of digital artworks independently of physical exhibition spaces. This scholarly inquiry, conducted with meticulous methodological rigor, endeavors to dissect the intricate interplay between blockchain technology, NFTs' evolution, and pixel art's realm to unravel their multifaceted relationship and ramifications. Employing a robust methodological framework that integrates qualitative and quantitative approaches, the study scrutinizes pixel art's defining characteristics and historical antecedents while elucidating how NFTs have reshaped their production, consumption, and monetization dynamics.

Chapter 13. Reflection of Constructivism Art Movement on Today's Art Movement

Ayça Yeşim Köseli, Atatürk University, Turkey

In the 19th century, Constructivism, which emerged in Russia and later developed in Europe and other countries, had an important place among the modern art movements. It is a movement that is broadly open to scientific and technological innovations and artistic production. In the early 20th century, it pioneered the art movements that emerged one after the other within the changing world view. One of the most important factors shaping the art of the 20th century is the industrial age. With the emergence of industry, a new era began and the new world view of this era greatly influenced art. The industrial revolution and the development of technology enabled the use of this movement in every field. From the point of view of art history, the constructivism movement manifested itself in very old periods, and its effects were not limited to that period, but had an impact on many other art movements. Digital art has taken its place in our living space with the idea of doing a lot of work with little material. The use of materials in the computer environment has been economical.

Chapter 14. The Artist's Statement of Gülsün Erbil

Gülsün Erbil, Professional Artist, Turkey

Gülsün Erbil is considered a remarkable figure in the field of art. She draws attention with both artist identity and academic background. At the heart of her art lie such deep thoughts as the philosophy of Mevlana, and this mystical approach is evident in her works. By skillfully blending abstract and minimalist elements, she has opened a new path in Turkish painting art. She also adopted the mission of building a cultural bridge, combining traditional motifs with modern interpretations. She exhibited her art in both Turkey and international platforms, contributing to intercultural communication and emphasizing the universal language of art. She is also known for her humanistic attitude and aims to touch the depths of man in her works. With this work, it aims to convey the understanding of art of Gülsün Erbil.

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