DIGITAL TECHNIQUES IN FINE ART

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ABSTRACT
This report discusses the utilization of technological advancements along with the work experience that can be gained while being in the digital industry. Fine art is a human expression that combines emotions, beauty, and visual techniques to create works that inspire and communicate meaning. From traditional art forms such as painting and sculpture to modern evolutions like photography, videography, and digital art, fine art has seen significant developments in the media and technology used. Creating art in the digital era is known for its technicalities or complexities, where one needs to understand and operate the tools or software used before diving into the creative process and freedom in applying artistic elements.

This development not only expands artistic boundaries but also embraces changes in social, cultural, and technological progress. Digital art, for example, not only offers new possibilities for creative expression but also provides a broader and more accessible platform for artists to convey their messages to a global audience. Thus, fine art not only becomes a part of everyday life but also serves as a key driver in the development and understanding of contemporary art in today's world.

With the utilization of technological advancements and the current digital industry, our ability to adapt and provide alternative paths for artists in pursuing their careers has significantly increased.

1. INTRODUCTION

An internship program serves as a platform to encourage students to learn directly within a company by observing real-world conditions. The aim of an internship is to provide students with empirical experience that will enhance their creativity, independence, and knowledge gained from real-life problems. Internships also prepare students before they embark on actual work activities.

Additionally, internships have the objective of maximizing students' potential by indirectly training them to apply the theories they have learned and to expand their network by connecting with new people who have expertise in specific fields. This way, students acquire new knowledge. The Merdeka Belajar - Kampus Merdeka (MBKM) program is one form of learning that allows students to develop themselves through real-world experiences and field dynamics. The MBKM program aims to build both hard and soft skills among students. With the demands of today's industrial world, the MBKM program helps higher education institutions produce the best graduates. One of the activities under the MBKM program is industrial internship. The Fine Arts program at the Indonesian Institute of the Arts Denpasar provides students with opportunities to train themselves and develop independence by seeking and gaining knowledge through internships.

The hope is that internships will meet the challenge of producing graduates aligned with advancements in science and technology and the changing times. One of the key industries in Indonesia is the Digital World industry. Art in the digital world has rapidly evolved in the modern era. Art forms encountered in daily life have certainly evolved from traditional models like paintings, which were once only found in museums. Today's art forms are more accessible and have long been applied in the digital and commercial era, including Web Design, Posters, Banners, Animation, and more. Besides the technical skills required to create digital media, an artistic perspective is also necessary when designing eye-catching marketing media.

Furthermore, working in the digital industry requires a range of skills to manage a business within this sector, including drawing, designing, operating software, and marketing and sales abilities. These skills are not exclusive to the digital industry but are relevant across all industries. Therefore, my reason for choosing the internship program at PT. Pilar Kreatif Teknologi is to learn the necessary skills and gain a deeper understanding of the management processes involved in running a business within this industry. I aim to implement the knowledge gained during my internship/MBKM at PT. Pilar Kreatif Teknologi into my artistic journey.

2. METHODS

The internship/work practice at PT. Pilar Kreatif Teknologi is conducted using methods of participation, interviews, and documentation.

2.1. Project Execution

Design Projects: Interns assist with design projects using Illustrator, such as visual animation designs, logos, social media content, and corporate visual identities. The process starts with a briefing, followed by asset collection, design creation, and revisions until finalization.

Animation Projects: Interns animate graphic elements using After Effects, including characters and backgrounds, according to the narrative flow. The final animation is sent for revision.

Logo Projects: Interns design logos based on an initial brief, using Illustrator to develop and refine the design until it meets the client's requirements.

Photo Editing Projects: Interns edit photos of babies or families, following the processes of photo selection, coloring, and finishing before sending the final results for revision.

Video Editing Projects: Interns edit promotional or social media videos using Capcut, Premiere Pro, and Adobe Audition. The process includes creating a narrative, capturing footage, video and audio editing, and final revisions.

2.2.Daily Internship Activities

Daily activities include carrying out assigned tasks according to a checklist schedule and assisting with the needs of partner employees, such as purchasing equipment, picking up frames, and retrieving printed photos.

2.3.Data Collection

Data is collected through observation, internship documentation, and media research.

Photo Shoot: The process of photographing clients in the studio involves arranging props and operating the camera.

Design: Design projects handled by the Pilar Kreatif design team, including animation, 3D design, and social media design.

Website: Development of website interfaces and communication with clients regarding the website design.

2.4.Internship Documentation

Internship Activities: Documentation of the location and activities of the internship, including design, photo editing, and website development.

Partner Facilities: Office facilities include parking spaces, a kitchen with appliances and supplies, and air conditioning for comfort.

Assisting Partner Employees: Tasks include helping partner employees with office needs, such as shopping for supplies and framing client photos.

2.5.Media Research

Media research data is collected from information related to the internship location by searching from official website of PT. Pilar Kreatif and shared documents.

3. RESULTS AND DISCUSSION

3.1.Knowledge Transfer

The knowledge gained during the internship can include project work, software operation, and more. Here is an explanation of the projects and the knowledge acquired:

1) [1]Design Projects, A design project involves creating visual designs, including animation visuals, logos, and social media feeds. The process of creating this project usually follows the briefing or direction set by the client's desires. Design projects include a revision stage, where the completed design is sent to the client for feedback or their opinions on the project's direction. Adobe Illustrator is used for creating designs and assets sourced from the internet. This design project provided me with knowledge about the process of working on client projects and the design models desired in the industry, which I was previously unaware of until the design project was assigned.

2) [2]Photo Editing Projects, A photo editing project involves processing or editing client photos to improve quality, clarify images, or remove/clean up distracting objects. The edited photos include images of babies and families with various themes such as Bali and casual. The project is divided into two stages: coloring and finishing. The coloring stage involves editing the colors of the raw photo to make the image clearer and adjusting the photo's colors to match the mood and theme. The finishing stage involves final touches such as cleaning the skin, background, and removing distracting objects. Adobe Photoshop is used for finishing, and Adobe Lightroom is used for coloring. This photo editing project provided knowledge on how to edit photos and the necessary processes and stages involved.

3) [3]Video Editing Projects, A video editing project involves creating videos for promotional content or social media. The project is created according to the directions or briefing provided, starting with capturing video clips that align with the briefing's content. The briefing usually includes video angles, objects, and video structure. The editing process involves arranging video clips and adding effects such as transitions. The software used for video editing includes Capcut and Adobe Premiere. This project provided an understanding of creating short videos for social media promotion.

4) Audio Editing Projects, An audio editing project involves editing narration audio before it is implemented into a digital project. The project begins with recorded raw audio, which is then processed using software to improve audio quality. Audio editing involves cleaning up parts where the narrator breathes or background noise is present, and arranging the audio to shorten pauses and cut mispronunciations. Adobe Audition is the software used for this task. This project provided knowledge on operating audio processing software and how to enhance audio quality.

5) Industry Work Experience During the internship/MBKM, the intern gained insights and experience in working within the industry. This experience includes understanding project work for clients, project models in the digital industry, daily work patterns in a company, time management, and working within deadlines. The 4-month internship provided insights into the work processes and activities in the digital industry, including working with schedules and check-in systems,

completing daily tasks according to timelines, collaborating on projects, and adapting to various types of projects. The experience at the partner's place included learning the workflow, meeting employees and staff, collaborating on projects or office tasks, and understanding the work environment.

3.2.Skill Transfer

The skills acquired at PT. Pilar Kreatif include work experience and a deeper understanding of digital industry management. Here is the knowledge gained during the internship:

1) [4]Operating Software During the internship, interns were required to operate software to complete projects or tasks assigned. Guidance and instructions were provided during project work, including revisions and suggestions for operating the software.
2) Working with Deadlines Meeting deadlines was a crucial skill during the internship. Timeliness in completing tasks was a priority, as tasks were based on client requests with specific deadlines. This experience provided the ability to complete projects or tasks more efficiently and quickly.
3) Creating Animation Visual Designs Animation visual design is the initial step in the animation creation process, involving designing the animation narrative. This activity provided knowledge on how to translate a narrative or story into a design.
4) Creating Motion Graphics Animations Motion graphics animations are created for promotional or commercial purposes. Motion graphics use vector images and simple designs animated with animation software (such as After Effects) with minimal, simple movements to convey a message. Motion graphics are also often used to create effects that enhance the aesthetic or beauty of the animation or video.
5) Designing Social Media Feeds Designing social media feeds involves creating designs used to display a company's activities on social media. The goal of social media design is to promote or inform about activities on social media, making the designs more informative.
6) Editing Photos of Babies and Families Editing photos of babies and families involves enhancing raw photos taken during client shoots through editing. Photo editing includes adding light to dark areas, improving photo quality with coloring, removing distracting objects like pillows, diapers, or staff limbs from the photo, removing fabric folds in the background, or smoothing the skin of babies or families.
7) Operating After Effects Skills in operating After Effects include creating new compositions, importing Adobe Illustrator design projects into After Effects, animating objects, understanding animation tools, and using presets or extensions to speed up the animation process.
8) Operating Adobe Audition In audio editing projects, knowledge was gained on operating Adobe Audition software, including cutting audio, adding effects to improve clarity (such as normalize, multiband, and denoise).
9) Operating Capcut allows for easy arrangement of video clips with a simple interface. Capcut can cut/truncate video durations, add transitions and other effects, edit and add audio, speed up and slow down videos, among other functions.

10) Operating Adobe Lightroom Adobe Lightroom has various tabs with distinct functions. The library tab is where photos are imported and exported, and it serves as a storage and organization tab for all edited photos, making them more accessible. The Develop tab is where photo editing or coloring takes place and includes panels such as Basic Coloring, Tone Curve, HSL/Color, Split Toning, Effect, and Transform. Basic Coloring and HSL/Color are panels frequently used during the internship. Basic Color adjusts photo lighting (e.g., brightening, darkening, clarifying), while HSL/Color adjusts the saturation of individual colors in the photo (e.g., dimming red or brightening yellow).

11) Coloring and Finishing Photos The photo editing stages for babies and families consist of coloring and finishing. The coloring stage uses Adobe Lightroom presets tailored to the project, with additional light adjustments to even out the background lighting. The finishing stage involves using editing presets such as inverting the image, adding a high pass filter, adding motion blur with an intensity of 5.0, and applying a black layer mask set to vivid light. The layer mask can be used to smooth the skin with a white brush. For finishing, the background can be cleaned using the lasso tool with content-aware fill to remove unnecessary parts/objects and the healing brush to tidy the background using clean photo areas applied with the eye dropper tool.

12) Operating Adobe Illustrator Operating Adobe Illustrator involves using various tools, features, and functions. For example, the Pen tool has multiple functions, including creating objects and masking. Skills in Adobe Illustrator include using the Pen tool and other tools, understanding vector images and how to manipulate them, and combining different elements such as shapes and colors to create a result.

Operating Photoshop Skills in operating Photoshop include using various tools and features, masking objects, coloring, understanding shortcuts, importing and exporting projects, and more.

3.3.Technology Transfer

Technology has brought significant changes to the art world by adapting traditional techniques to digital media. Here are the roles of technology in creating art:

[5]Digital Drawing: Digital art utilizes software to create drawings without traditional media like paint or canvas. This makes the creative process easier and faster.

[6]Creating 3D Works: 3D software enables the creation of three-dimensional objects and designs digitally. Although it requires a deep technical understanding, this technology simplifies the creation of complex and high-quality works.

Creating Digital Designs: Used for commercial and promotional purposes, digital design leverages digital elements to capture consumer attention. Knowledge of fine art can enhance the aesthetic and commercial value of these designs.

Assisting the Creative Process: Digital technology can now mimic traditional techniques and aid in creating designs or concepts before their actual execution. It also includes creating digital works for various purposes, including social media and personal branding.

Creating Animation: Animation involves a sequence of images to create the illusion of movement. There are two types of animation: traditional (pencil and paper) and digital (tablet). Animation allows artists to bring their works to life and includes various forms such as traditional animation, graphic motion, and stop motion.

[7]Promoting and Advertising Works: With social media and websites, promoting and selling works has become easier. Understanding the market and social media algorithms can help in marketing and open business opportunities in the art field.

Here are a few artworks that can be created for the Seni Murni Exhibition 2024, combining traditional and digital painting methods:

Artwork 1. Among Colours, Mixed Media, 80x60cm,2024
(Source. I Made Agus Arya Winata, 2024)

Description:

This artwork depicts the struggles of creativity throughout the artist's life, where they encounter adversity and face challenges in their pursuit of creating art.

Artwork 2. Comfort, Mixed Media, 80x60cm, 2024

(Source. I Made Agus Arya Winata, 2024)

Description:

This artwork conveys a sense of comfort and acceptance of adversity, gradually awakening our inner creativity and the joy of creation.

Artwork 3. Mischief, Mixed Media, 80x60, 2024

(Source. I Made Agus Arya Winata, 2024)

Description:

This artwork illustrates the need to borrow or draw inspiration from ideas and creativity to drive us toward producing more art.

Artwork 4. Urban Splash, Mixed Media, 80x60, 2024

(Source. I Made Agus Arya Winata, 2024)

Description:

This artwork depicts the desire to break free from the monotony of life and pursue one's creative dreams.

Artwork 5. Oblivious, Mixed Media, 80x60cm, 2024

(Source. I Made Agus Arya Winata, 2024)

Description:

This artwork illustrates the artist's obliviousness to his surroundings and his excessive fixation on his own beliefs.

3.4.Technology Analysis

During the internship, the experience gained includes:

Design Projects: Creating visual designs such as logos, animations, and social media feeds. Graphic design utilizes creativity for visual communication.

Photo Editing Projects: Ability to edit photos to enhance quality and improve composition. Techniques include cropping, adding text, and adjusting colors.

Video Editing Projects: Able to process images and sounds for promotional or social media videos. This involves scripting, choosing equipment, and using editing applications.

[8]Audio Editing Projects: Editing audio recordings to improve quality and add sound effects. Basic techniques include fading, adding or inserting segments, and cutting audio.

Experience in the Industry : The internship provides insights into industry work processes, including time management, company work patterns, and technical skills. Indicators of work experience include duration of work, skill level, and mastery of tools and techniques.

Application of Digital Media in Fine Arts:

Digital Drawing: Utilizing software to create art without traditional media.

Creating 3D Works: Simulating three-dimensional shapes digitally.

Creating Digital Designs: Using digital elements for commercial and promotional designs.

Assisting the Creative Process: Technology aids in creating designs and concepts before actual execution.

Creating Animation: Using sequential images to create movement.

Promoting and Advertising Works: Leveraging social media and websites for promoting and selling art.

4. CONCLUSION

Visual art is a form of art that is perceived through the sense of sight. It consists of elements such as points, lines, shapes or spaces, forms or figures, light and dark, and textures. According to the Kamus Besar Bahasa Indonesia (KBBI), visual art includes sculpture and painting. Visual art aims to please the eye and evoke emotions through skill and imagination. It includes some of the oldest forms of art, such as painting and drawing, as well as newer forms made possible by technological advancements, such as sculpture, graphic art, photography, and installation art.

Art has now evolved beyond traditional media like paint and canvas to various modern media, giving rise to new art forms such as photography, videography, animation, graphic design, video games, and more. One development in visual art within the realms of photography or videography is the use of camera technology to create artworks in the form of videos, films, or photos to convey ideas and concepts. These ideas can be communicated through storytelling, whether directly through dialogue, characterization, and scenes in a film, or through photography that conveys ideas or meanings behind the images.

Art that utilizes modern technology and media is called Digital Art. Digital art is a type of artwork created using digital technology. This allows many artists to produce paintings, drawings, and videos digitally for public enjoyment. Digital art is also highly beneficial in various aspects of life, especially in professional fields such as graphic design.

Creating art in the digital age is known for its technical complexities, requiring individuals to understand and operate the software or tools used before engaging in the creative process. Software is a tool used by artists to translate their ideas and creativity into digital form. Examples of digital art include 2D works such as digital paintings, posters, logos, animations, and photography, as well as 3D works like character design, interior design, video games, and more.

The role of governance in the digital era is a current reality, as digital advancements have a significant impact on businesses. Digital assets, including transaction data and various forms of text and multimedia data, are produced and used extensively in daily business operations. Managing these digital assets involves handling Information Technology (IT), including software, hardware, processes, and human resources, to support effective management.

The digitization of transactions and information across various industry sectors has been driven by business needs to face competition, meet customer expectations, and improve business process efficiency. The government has also taken action in response to these developments, issuing regulations to ensure a balance between public needs and industry interests, so that no one is disadvantaged.

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