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Digital Media Foundation

Digital Art

 For so long people have been making art traditionally. Traditional art means to make art by hand without the use of technology. Nowadays, more people have begun to make art digitally. Digital art is making art using technology. Some ways that people create digital art is through art tablets or computers. Traditional art can fade with time unless there is use of art sprays while digital art will not fade so long as the file is kept on the storage. Another perk of the digital art versus traditional is the ease of mind people have when they know that they can make mistakes without worry about it ruining the whole piece.

 Traditional artwork is a style that has always existed. People always found ways to show who they are and leave their mark through what they learn. Even to this day, people will first learn traditional artwork to get a feel of how it is to make art using pen and pencil. Many people who work with only traditional art will try and say that digital art is easier than traditional but digital can be equally hard.

 Digital art can be difficult as well since it involves making layers and the layers need to be named to be able to draw with ease. Then there is the problem where if someone wants texture that exists in traditional like watercolor ­­­­or a canvas type of look to the image, someone must go through a lot texture finding in their digital medium. Through whatever medium like for example Adobe Photoshop, there are tools to play with the look of an image however that can be mess up the image if done improperly and there is a lot of scrolling and adjusting involved in it.

 There is merit of using either style. While traditional doesn’t allow mistakes as easily there is the ability to get easily get an image down since there no technology involved. Then there is also that with traditional there are many different materials around like watercolor to acholic based ink. There is also an overall ease to working with a pencil that people have full control over. Traditional art is also good for doing quick sketched and only needs a sketchbook versus the need to use a computer or an art tablet. Also, in traditional art people can feel textures of the material use so it more touch base. It also allows people to create the art as big as the canvas they are using. This would be without wasting any ink or having a chance that the physical copy of the work would appear in a different color than what the artist wants. With traditional it also makes whatever work the artist make more special in a sense that there will only be one of that kind and it will also look different each time. This allows there to be more value to collectors of the painting. Traditional art allows it to also be painting along with sculpting. Traditional will always be in use to people who are modeler and sculptor.

 Digital art can give artist a chance to fix mistakes with the layers function that can be found in any art program be it illustrator or procreate. With digital art, artists can get different effects. One example is that it is possible to make parts of an artwork to be transparent. These types of effects can make a piece more realistic. It also can make perspective artwork easier with the layers. If someone wants to make a background, they can start by making what they want in the background in on layer and then place someone on the top layer so that the person is over the background. This makes for allowing the person in the artwork appear more center and on the platform verse in traditional people would need to use light weight pencils to make sure that there isn’t any line after erasing. In digital there no worry about unwanted lines since the eraser tool works to erase on the layer the person is working on.

Digital art techniques have also allowed for people to learn new ways of improving their artwork. However, people may think about whether it should be traditional or digital there is a growing trend of people who use both. A large amount of people will take the time to do concepting in traditional. They would do the line art in pencils which allows them to decide where the sun is shining to get the shading done. After doing the pencil work, they will take a photo or scan the photo and start the coloring process on the computer or art tablet. With this way it also is cost effective. Art material for traditional artist are expensive, an example is alcoholic base markers like the brand Copic Sketch marker on Amazon will range up to four hundred dollar per set and there about six sets in total. (Amazon) Even with budget markers or ink, it will add up since these materials aren’t made to last that long. Also, there is shopping for paper types to handle the materials. An example is that non-watercolor paper will get eat up the watercolor and will eventually rip from the wet material. While there is the expensive tablet by Wacom there are also a bunch of budget art tablets that are for artist with a budget.

A lot people will learn in traditional and will bring that to digital. Digital art also forces traditional artist to get better to match with the work done. and allows for easier time to market talent since it allows people to show anyone around the world their works. An example of this is this one artist who goes by the name WLOP. WLOP is an extremely talented digital artist who does freelance artwork along with working one art for their webcomic series “Ghostblade”. WLOP lives in Hong Tong and gained thousands of followers through their online work on Deviantart and other sites. This would have been more difficult for them since a lot of their followers are from different places in the world. They also make money through their commissions. People will often commission them to draw fanart or to draw a character they want to make. Due to their large following they can make a lot of money through Patreon with their different tiers. With their Patreon they also show videos of their digital art process. (Wlop Patreon) A lot digital art will do this and give tutorials on different ways to get amazing artwork. Digital art is easier to record since they can track their work through the many layers. Digital art also allows people to go to events like convention and to sell copies of their work. All they must do is print out multiple copies, and have it set up. And with digital there is also always tracking on when the art is done and made. Digital art has made a bunch of artists more known and allow them to shine with their talents.

Digital art is becoming a standard for many media industry. Some of the examples include animation, tv shows, graphic design and video game design. Every company need some form of a graphic design. Graphic design is used to create advertisement and logos. Without those companies can fall into being unknown. Graphic design is also used to bring customers with the designs. Digital art is use in movies and tv shows even if they are live action. This is used in storyboarding. This is oftentimes now done digitally because with digital art they can zoom in and draw small details or they can make the art work and copy and paste onto the small boxes. As for video game digital art is used to make characters and the level. It is used for concepted and later for modeling. The modeling process will include placing the image onto a body. To do model there need to be a level of understanding about digital arts. Digital art also allows for printing out multiple copy of artwork. This will allow game companies to make boxes for the games, including for board games, and the disc image and even eventually artbooks.

Traditional artwork will always exist and will never cease to be, but digital art has progress so much allow more people to known. Digital art opens a whole world of possibilities for everyone to explore. It allows people to feel like they can make art. It also allows people who don’t have money to be artist without a care at all. Digital art had proved that it is a type of art that will exist for a long time and maybe as long as traditional will be.

Sources

* “WLOP Is Creating Comic, Illustrations, Fanart.” Patreon, [www.patreon.com/wlop](http://www.patreon.com/wlop).
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