

A close-up photograph of a digital camera's memory card slot. A silver memory card is partially inserted into the slot. The card has a yellow label with Japanese text: "ドは、うら面を" and "して下さい。". The camera body is dark, and a textured control dial is visible in the upper left. The background is a soft, out-of-focus orange and yellow light.

DIGITAL  
CAMERAS

Digital Art

Eliza Sales

# What is Digital Art?

- It is a general term for a range of artistic works and practices that use digital technology as an essential part of the creative and/or presentation process.
- It is a term applied to contemporary art that uses the methods of mass production or digital media.
- It can be defined as any art that is made with the help of a computer.

# What is Digital Art?

- It brings Art, Technology, Math and Science together.
- It requires a creative spirit and the knowledge of art, design and computers.
- It is defined as an artistic creation produced using digital technology.
- It is derived from the concept of traditional art forms, but with the components of new technology.

# What is Digital Art?

- It has been argued that digital art is not a real art because traditionally speaking; art refers to painting, carving, drawing, sculpture or anything that has been physically produced by the hands of an artist. But digital art is now widely accepted as a real art because it involves creativity and the knowledge of art and principles.
- It is any piece of art that becomes digital in its final version.

# What is Digital Art?

- It is the new digital media which allowed the opportunity for artists to design unique creations using traditional and contemporary combinations when the internet took off.
- It is like any other art. It just is created using different tools than the more traditional arts. The medium or tool used in this art is the computer through which the artist express his/her vision, message and emotion.

# What is Digital Art?

- Since the 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.
- It has not only expanded the defining of art but has increased the accessibility of art to the world.

The background of the slide is a blurred, close-up photograph of a computer keyboard. The keys are out of focus, but some characters like 'W', 'T', and '1234567890' are faintly visible. The overall color palette is a mix of light blues, greys, and warm yellows, creating a soft, digital atmosphere.

# Digital Arts

# Vector Drawing



# Digital Photography



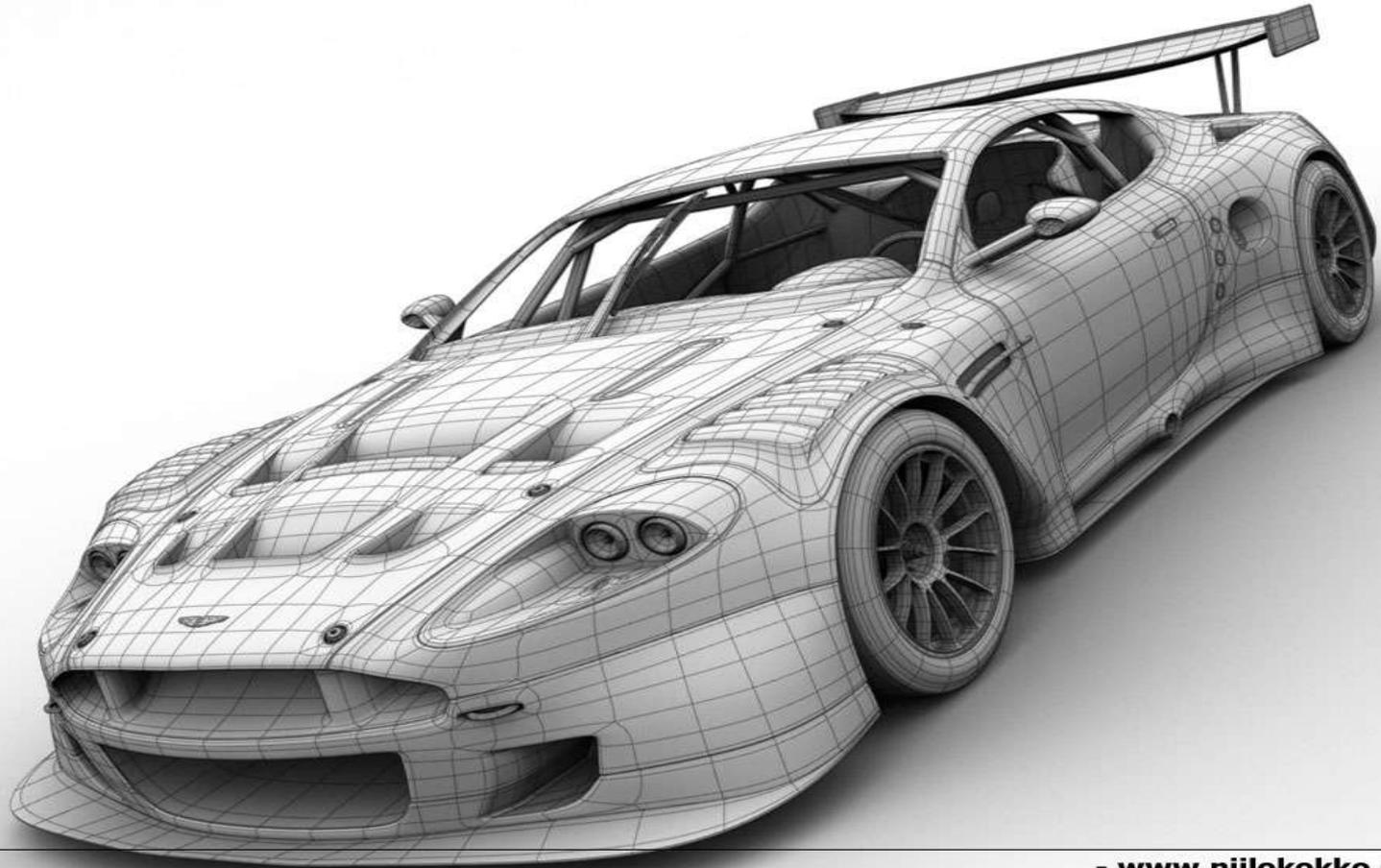
# Digital Photo Manipulation



# Digital Painting



# 3D Modeling



# Website Design



# Computer Generated Images



# Animation



# Games





DIGITAL  
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Works of Digital Artists

Samson, San Miguel

# Marcin Jakubowski

- A concept artist and illustrator, Marcin Jakubowski works as a freelancer from Gdansk, Poland.
- Marcin has completed projects in several fields, including TV commercials and shows as well as CG animations.
- Many of Marcin's illustrations have a dark, sci-fi look and feel to them, with gigantic machines, brilliant robotic battle scenes, and futuristic technology.

Marcin created this image in October 2007 using Photoshop.



This illustration was for a contest by CGTalk called “Steampunk: Myths and Legend” and depicts a futuristic telling of a battle of Zeus and other lower gods against the older gods, the Titans.



This one is a graphic for a real time strategy trading card game called Purge, to be released in 2012; the title is Nightmare Engine.

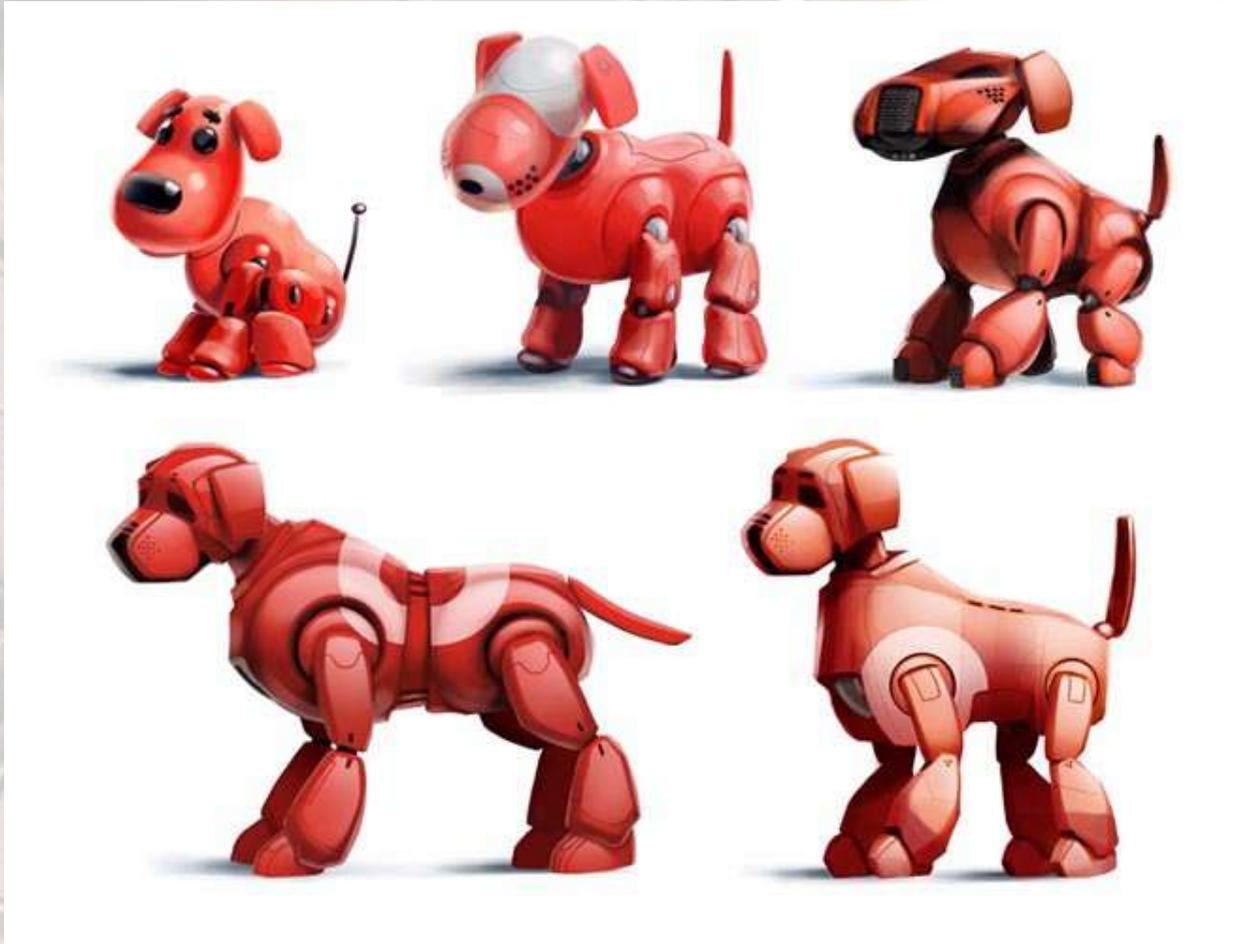


Marcin also has quite the impressive collection of cartoon characters:





This toy dog Marcin created for a TV commercial for Platige Image.



Marcin's illustrated scenes and backgrounds are simply stunning with beautiful lighting and amazing colors and details:



Marcin painted the above scene for  
Platige Image for the Expo 2012.



# Salvador Ramirez Madrid

- From Guadalajara, Mexico, Salvador Ramirez Madrid is a digital artist with a portfolio quickly growing with impressive works.
- Much of his illustrations are beautiful digital drawings of people of different ages, but his most stunning images are of children and young people. Salvador seems to have a talented knack for capturing the life and innocence of a child so vividly that you almost feel as if the drawing is of a real person.





Salvador Ramirez Madriz

"Rock Baby!"

2011



Salvador Ramirez Madru

"Young princess Zelda"

2011



Salvador Ramirez Madriz

"Fully Restored!"

2011



"El hada del columbro"  
Salvador Ramiro Medina 2010



Madriz's work has been featured on the cover of 3D Magazine.



His animal drawings are also quite impressive:



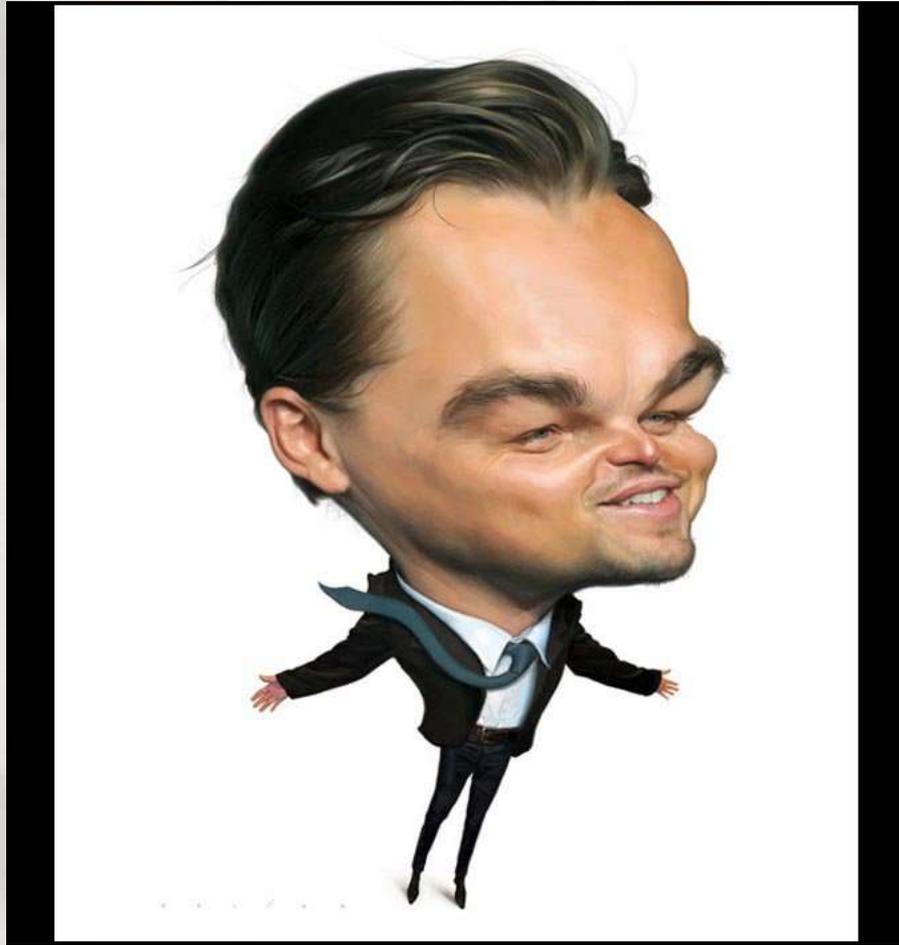


# Jason Seiler

- Jason Seiler (pronounced Syler) is an illustrator from Chicago, Illinois, who specializes in incredibly creative and expressive caricatures.
- Seiler has won many awards for his illustrations and worked with a number of large clients, including Rolling Stone, MAD Magazine, Business Week, The Wall Street Journal, TIME Magazine, The New York Times, and much more. From the beginning of his career, Jason was able to see the humorous side of any character drawing; in fact, his drawings of a high school history teacher got him into trouble, until his principle hired him to draw caricatures of other faculty members. His talent is clearly visible in his work; in addition to caricatures, Jason also does digital paintings and portraits.

# Queen of Hearts





HEARING VOICES • America's Mental Health Crisis

Why We WALK THE DOG

# UTNE

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A radical fix for  
the economy that  
greed destroyed

An Aphrodisiac  
to DIE FOR

The Third World  
GETS WIRED



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## FOOD FIGHT

Kitchen Politics,  
Backyard Gardens,  
and the New  
American Diet

**LEADERSHIP:**  
Do You Have  
What It Takes?

Confessions of an  
**ANGRY MONK**

Are You an  
**ECO-SNOB?**





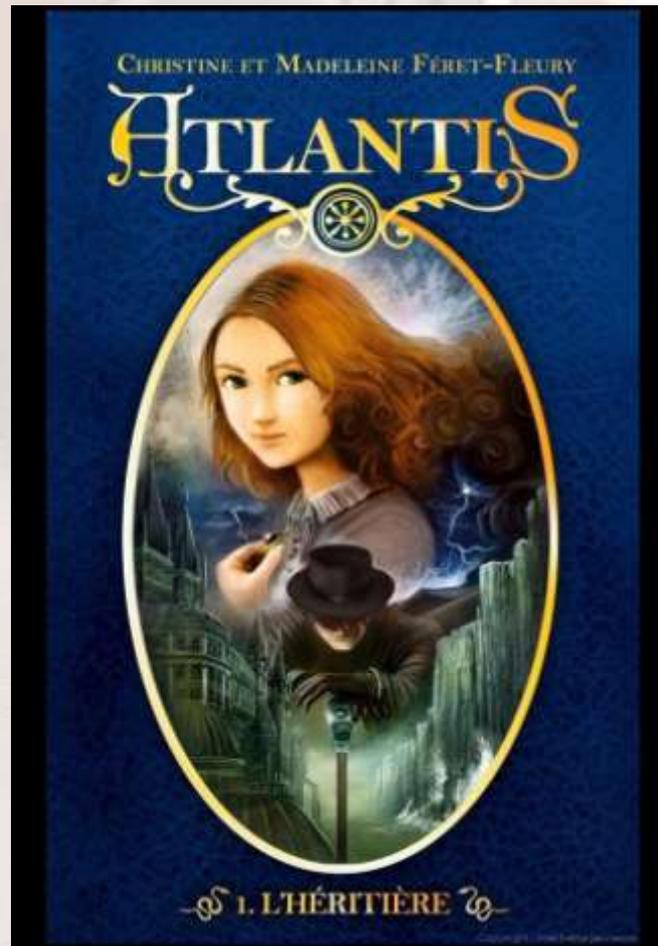
# David Revoy

- An illustrator, concept artist, and art director, David Revoy presents an incredible portfolio on his website. He mostly works from his home in France as a freelancer, offering services such as artworks production, art direction, and even teaching and conferences. Much of Revoy's work includes incredibly expressive characters, often done in very earthy and natural color schemes.

# Alice in Wonderland



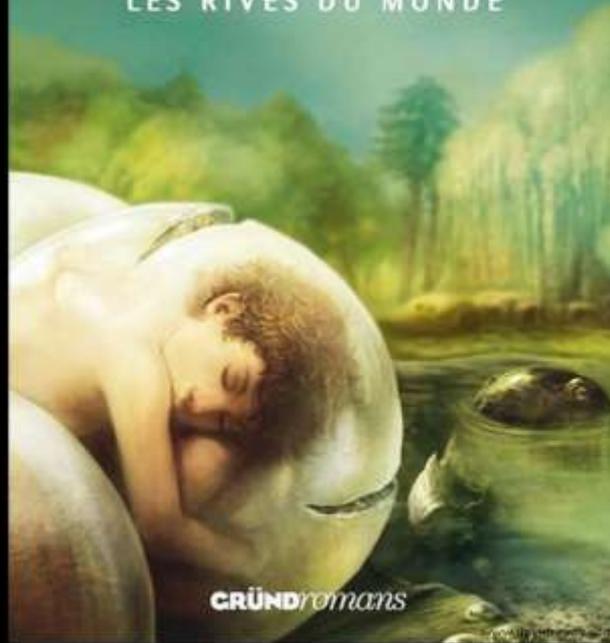
Revoy has done a number of stunning illustrations for book covers and board games:



NADIA COSTE

# FEDÉY LINS

LES RIVES DU MONDE



CRÜNDromans

# LutinFernal

un jeu de  
Jérôme MERCADAL  
Illustré par  
DAVID REVOY



**PYGMOO**

LutinFernal (c) Pygmoo games . www.pygmoo.com





# Michael Oswald

- Michael Oswald describes his work as “photo-manipulation on steroids,” which is probably the most accurate description anyone could use. His technique involves beginning with a photo (often a stock photograph) of a model and completely manipulating the image into an amazing work of art.

This particular manipulation titled “Under My Skin” won a CG Choice Award.



Michael created this image titled “Goldrush” from a simple image a woman with her hands on her face.



This one titled "Contact" was on the cover of UCE Magazine.



# A Dan



Michael created “Valiant” for the cover of the book *Hell Can Wait* by Theodore Judson.\



# Amalgamate 2



- <http://inspiredm.com/digital-artwork-from-5-inspiring-artists/>



## Ferdi Rizkiyanto (Indonesia)

- He's got a special talent to photo manipulation and art direction



obensupports.com

Oben

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we are running out of time



act now before it's too late

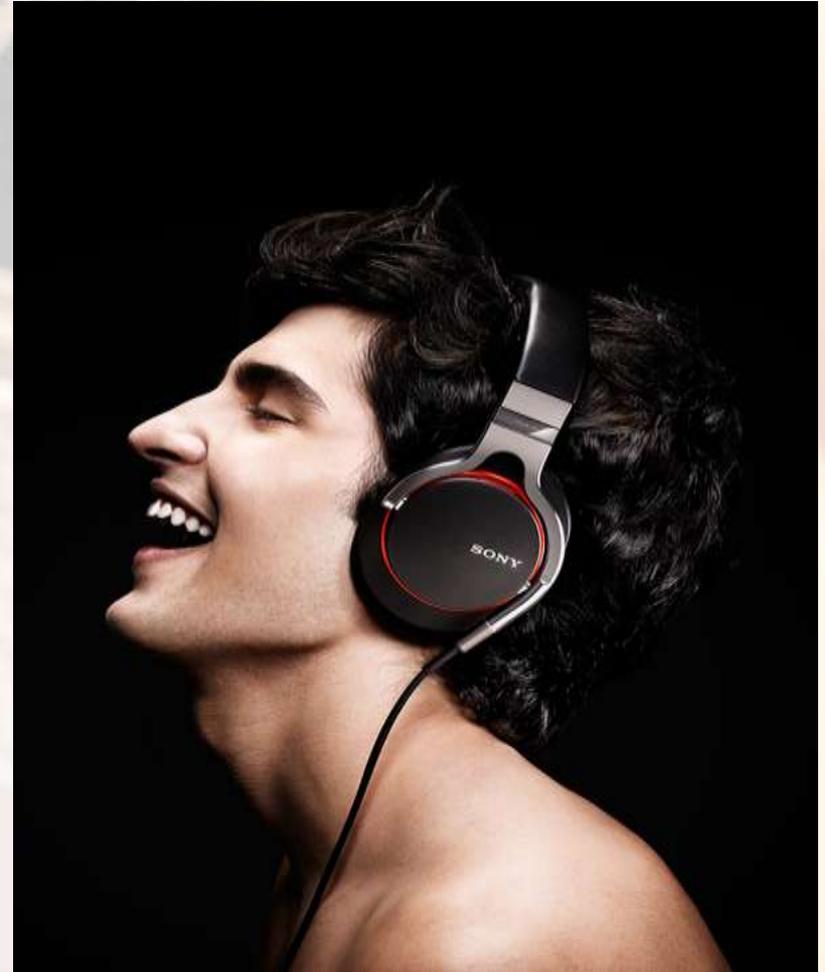
Copyright 2008 Ford Motor Company

When You decide to drink and drive.



Alberto Sevoso

- Focus: Digital Art, Fashion, Illustration
- (Sony MDR)



# (Adobe Photoshop CS6 Extended)







Pablo Alfieri

- Focus: Art Direction, Graphic Design, Typography



# Chuck Anderson

- Focus: Photo Illustration, Visual Arts, Illustration, Design, Art Direction
- (Macrolighters)



# (Dark Light 1)



# Jerico Santander

- Focus: Illustration, Art Direction, Digital Art



(Nereid)

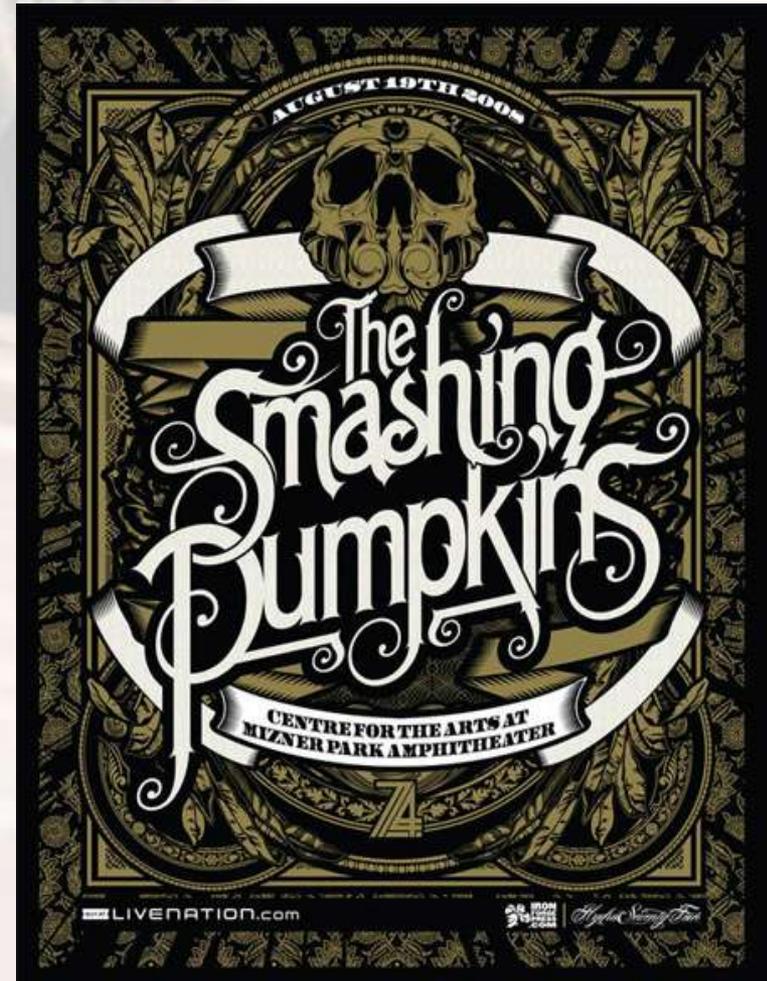


(Esta Fruit)



Joshua M. Smith

- Focus: Typography, Illustration, Graphic Design, Digital Imaging



Cristiano Siqueira

- Focus: Illustration, Editorial Designing, Advertising



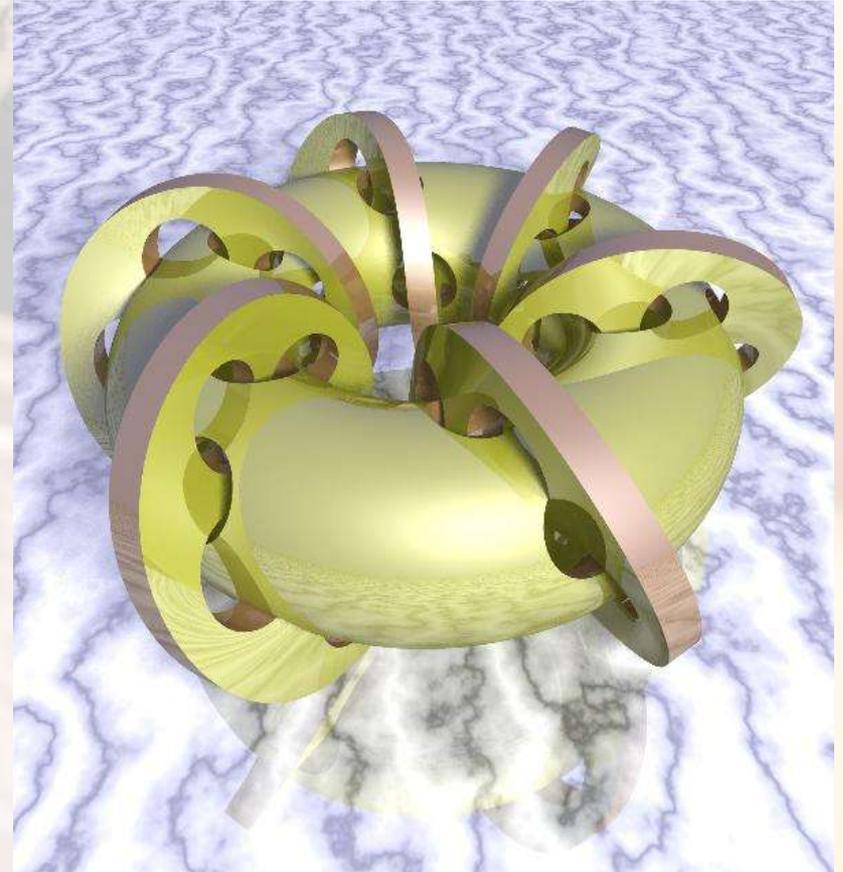


# DIGITAL SCULPTURE

■ Christopher Hudson



Tom Longtin



# JOSH HARKER



# DIGITAL PHOTOGRAPHY

■ Joss Burke

■ *Dragon, - 2009*

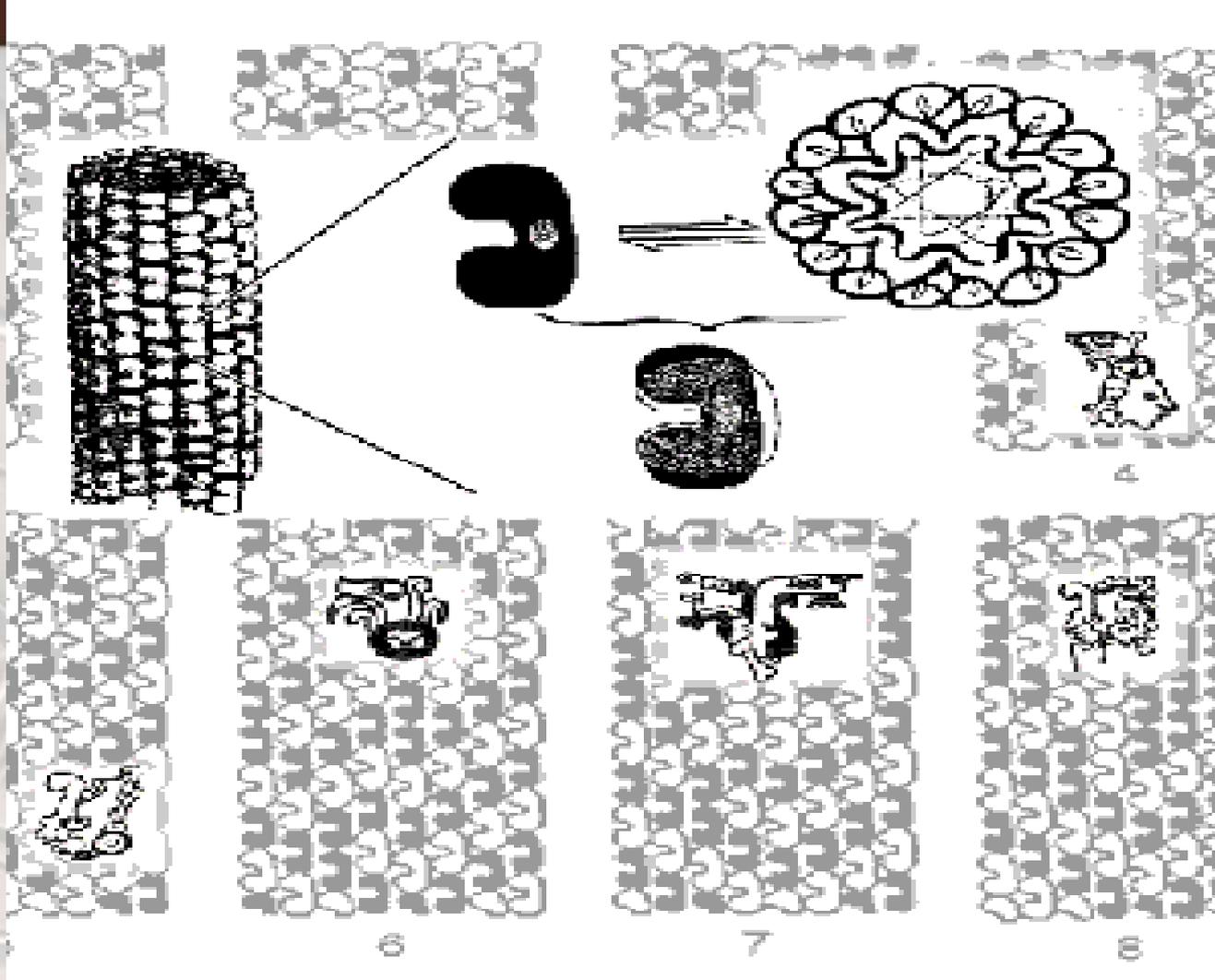


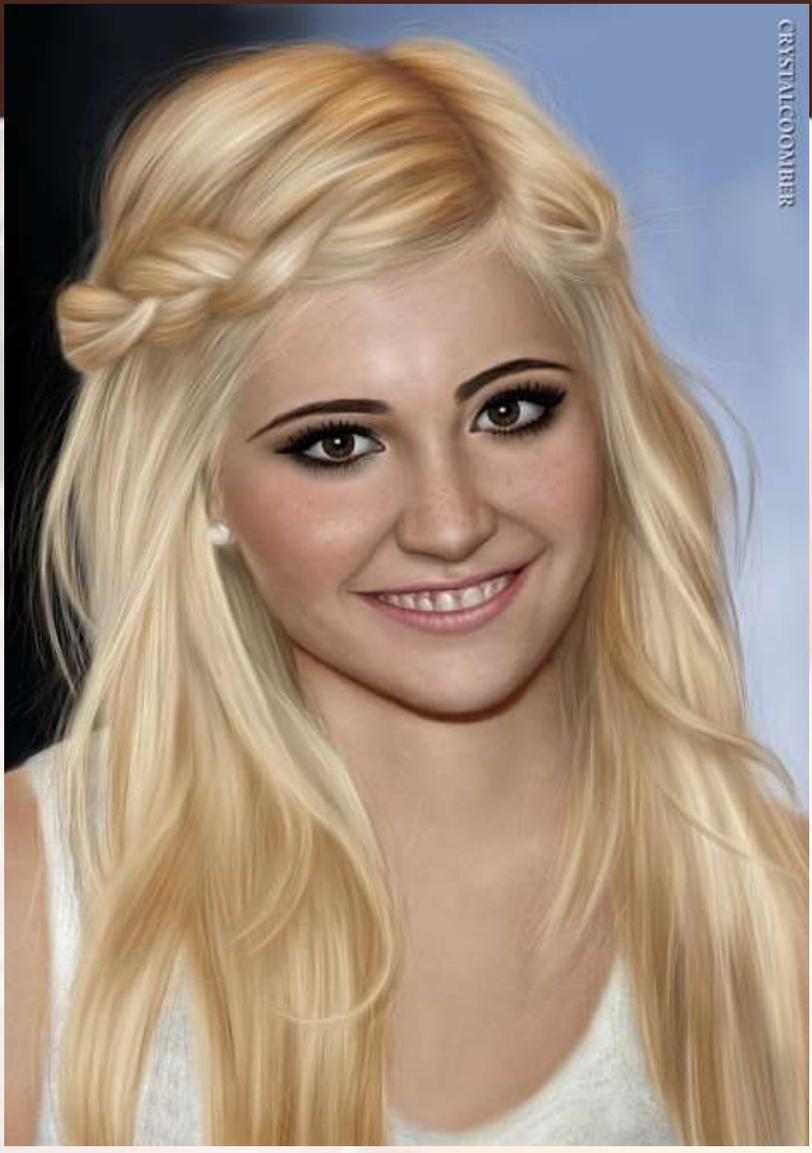
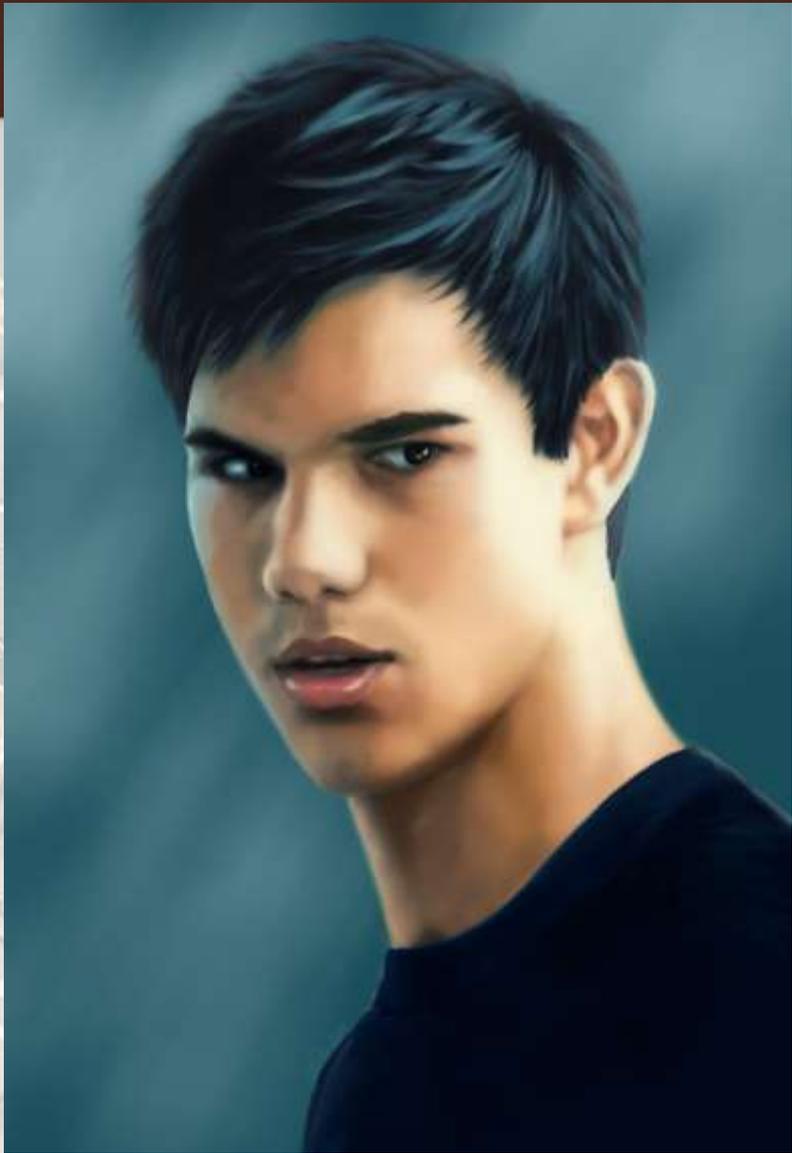
# DIGITAL DRAWING

## ■ Alan Baker



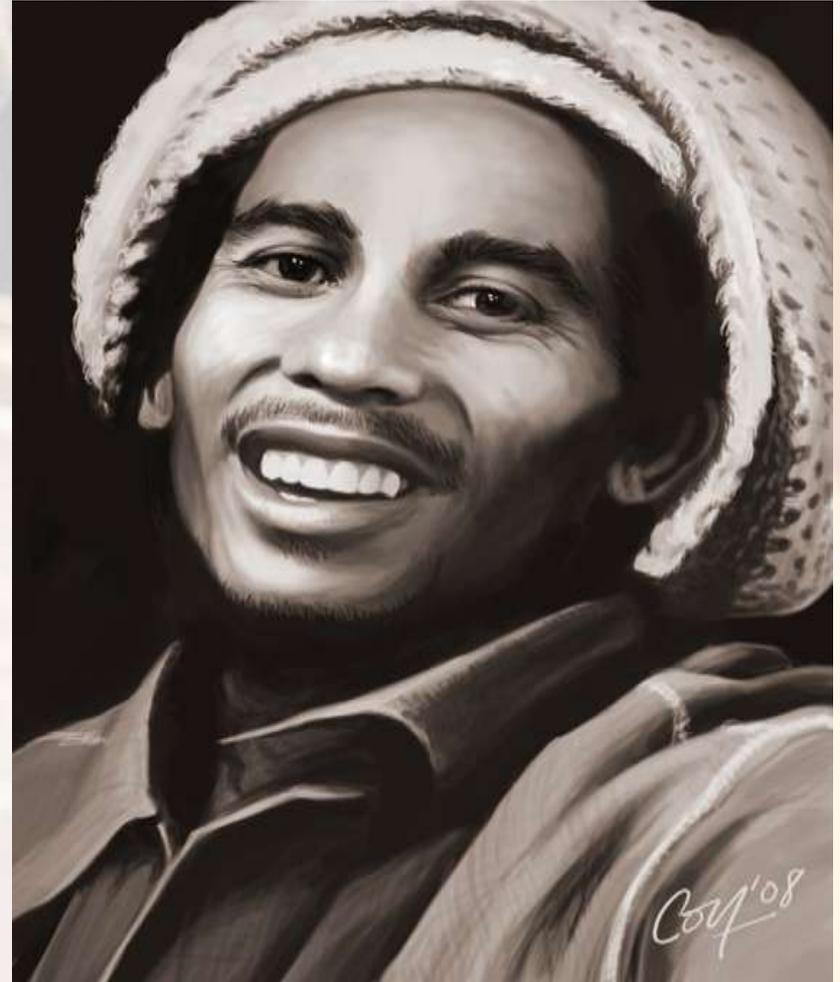
# Kathleen Rogers





# DIGITAL PAINTING

## ■ Elizabeth Peyton



## References:

- <http://blog.spoongraphics.co.uk/articles/20-amazing-digital-artists-to-follow-on-behance>
- <http://www.topcreativemag.com/design/inspiration/25-beautiful-digital-art-examples>
- <http://www.coroflot.com/shhark/3D-Modeling-n-Digital-Sculpture>
- <http://tomsgg.deviantart.com/art/Jacob-Black-digital-drawing-177172991>



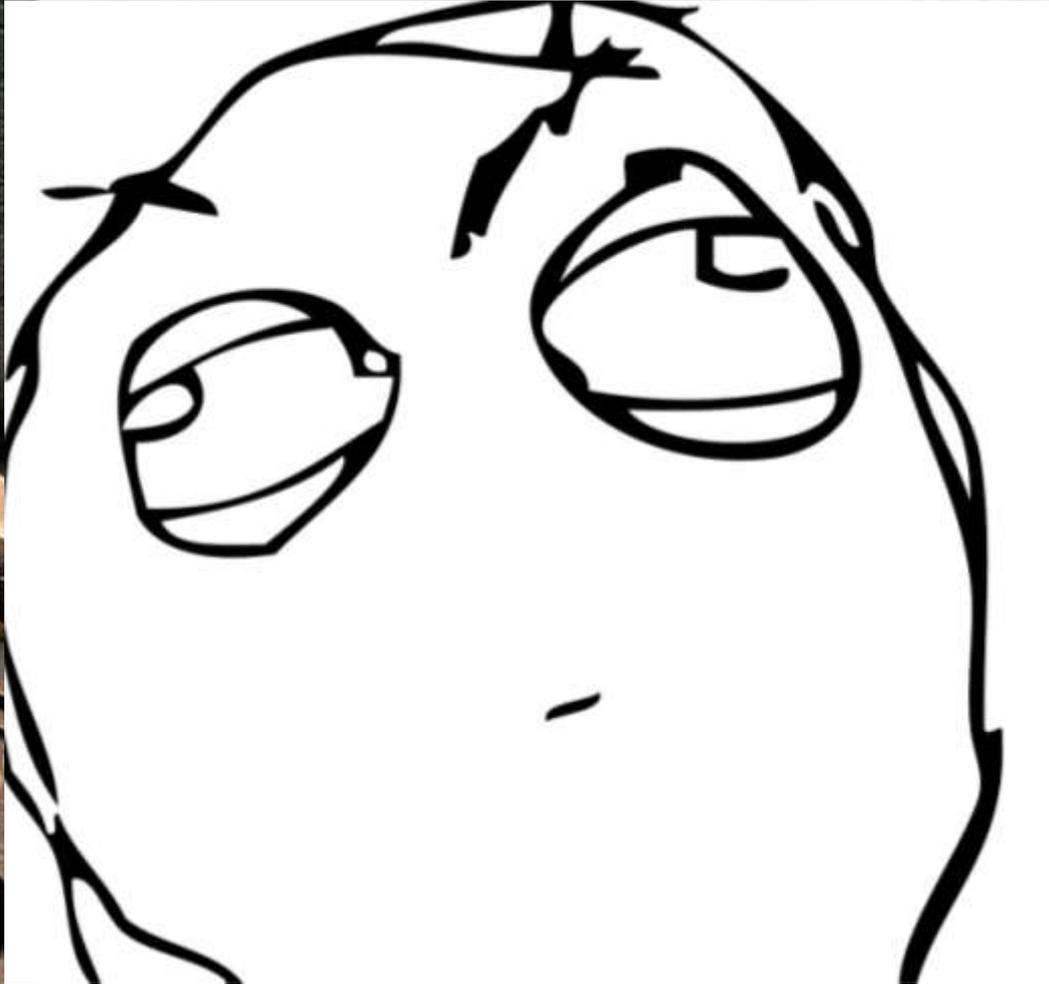
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CAMERAS

Forms of Digital Arts; Visual Media

Solis, Stephanie C.

PSY201

# How are Digital Arts created?



**Digital Arts** are created using various digital tools and technologies as the main construction of the presentation more than just the traditional mediums, which has revolutionized the way of producing and experiencing arts.



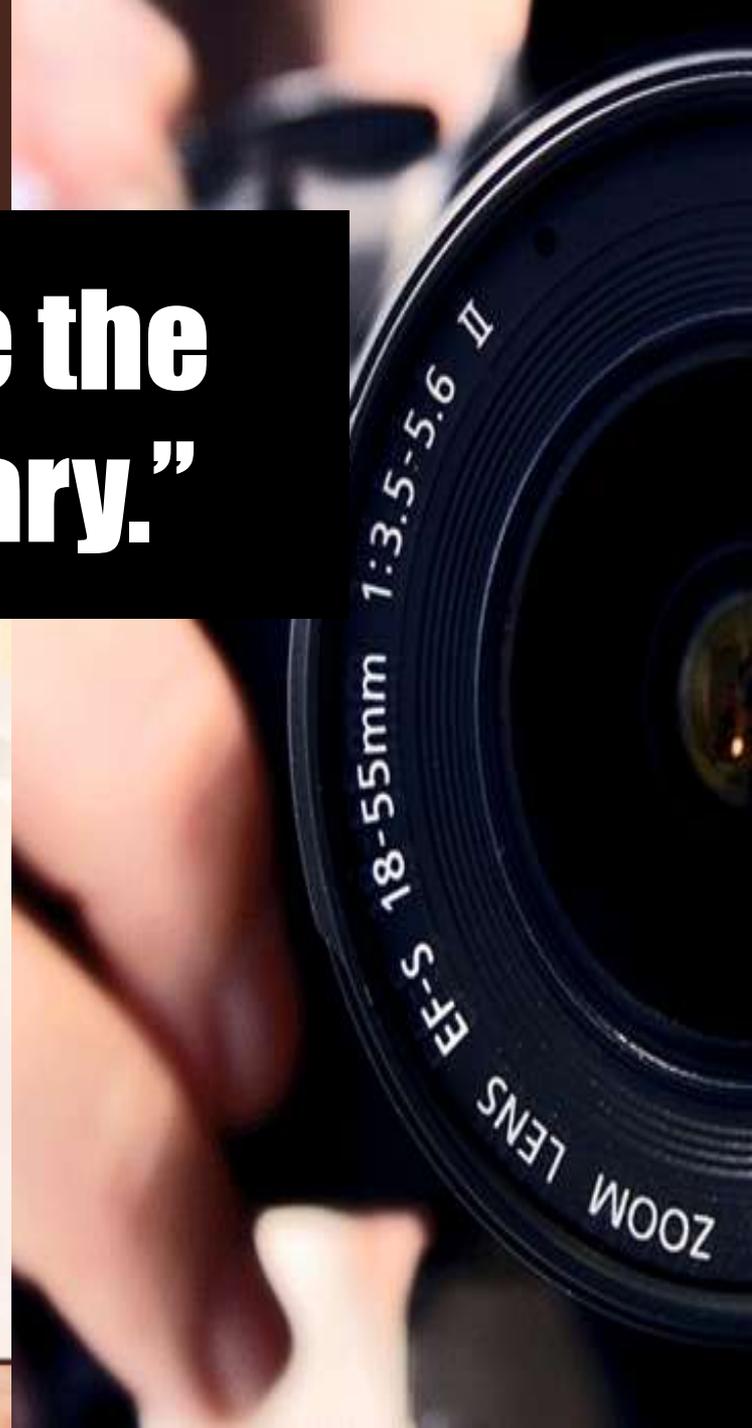
**IN MY TIME**



**WE USED EGG YOLK,  
LIMES AND OIL**



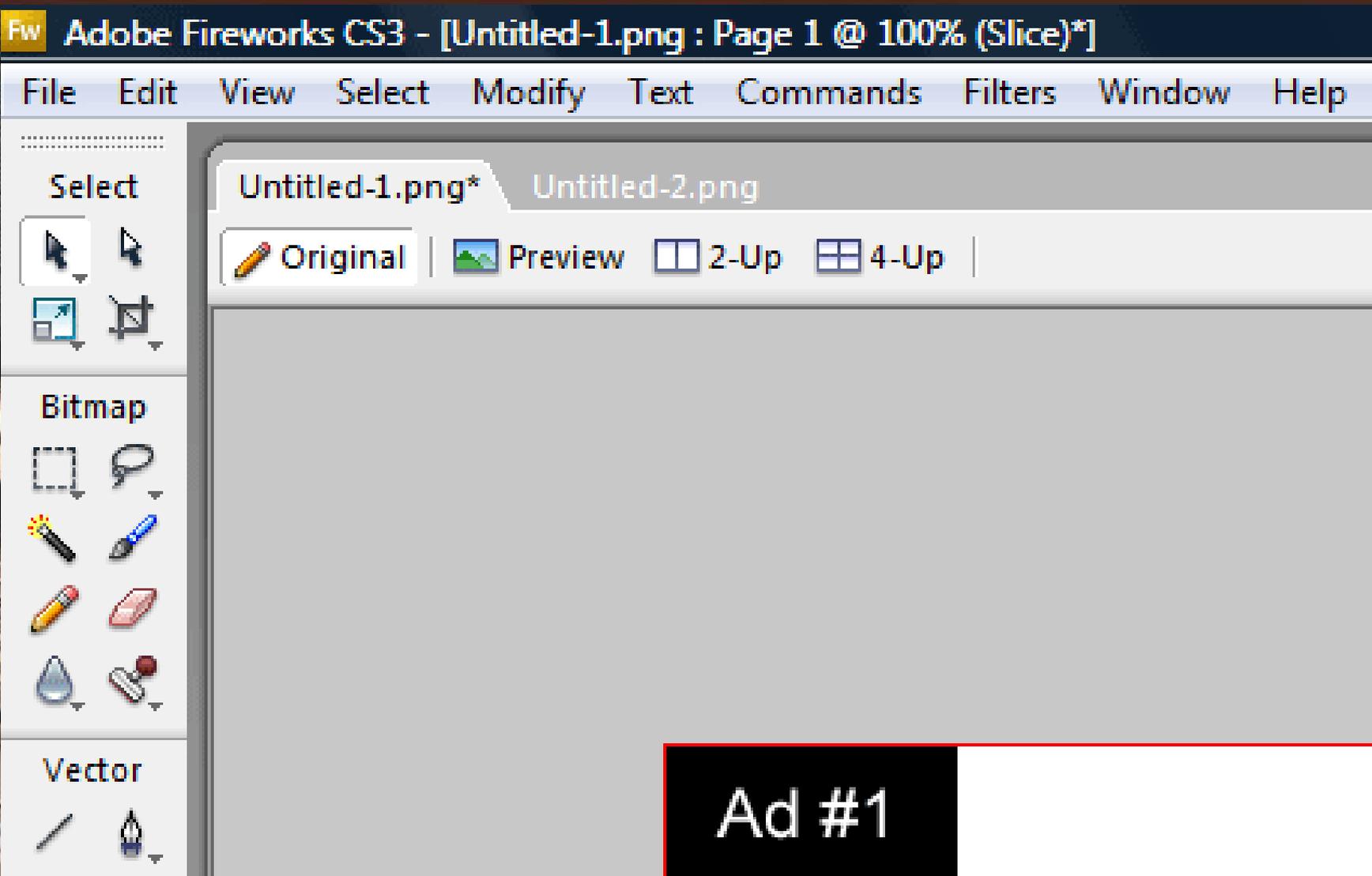
**Digital art is said to be the  
“art of the contemporary.”**



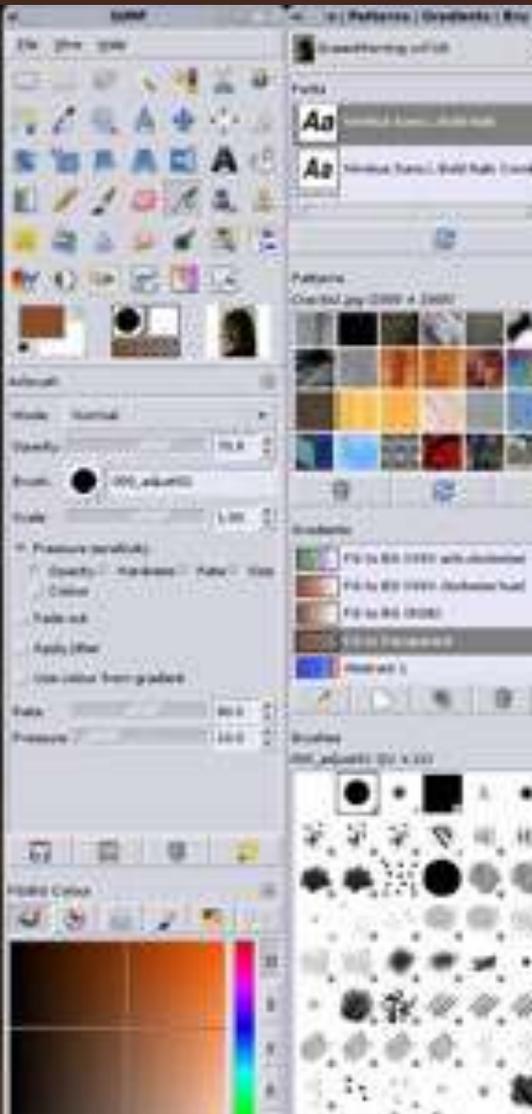
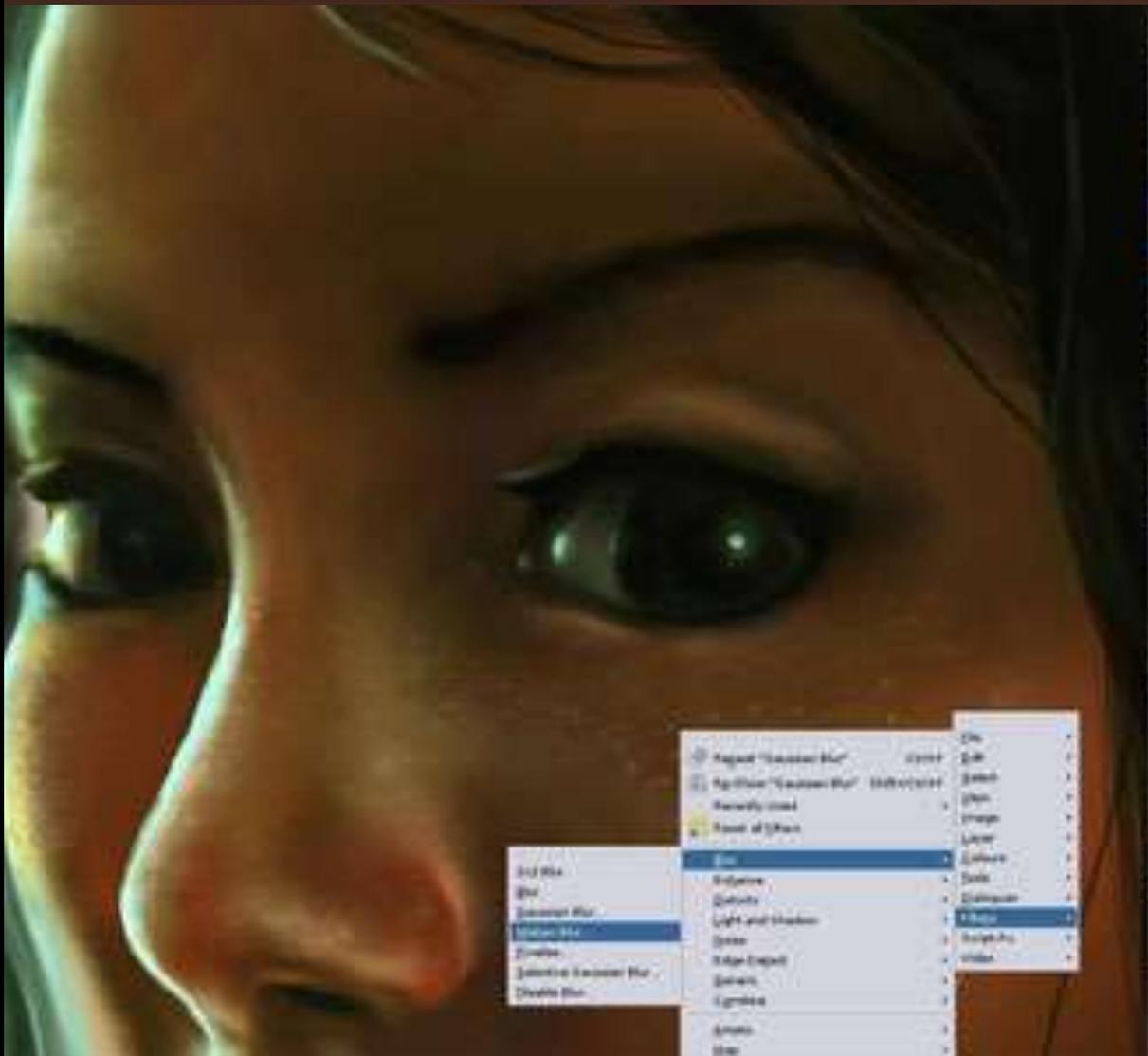
# PIXELMATOR



# FIREWORK



# GIMP



# PHOTOSHOP





# Forms of Digital Visual Arts

# Digital Photography

The artist uses a digital or conventional camera. The photographs are digitized and translated to the computer environment where the artist uses image editing and special effects software to perform darkroom type manipulations.





# Digital Photography

# Photopainting

This combines the disciplines of photography and painting. The artist uses image editing and paint software to go beyond dark room techniques to add further expression to the image.





# Digital Collage

This is a technique of combining many images from varying sources into one image. This is most commonly achieved by the use of layering techniques in image editing and paint software.





# 2D Digital Painting



The artist creates 2D images totally in the computer virtual environment with the use of painting tools that emulate natural media styles.

Sometimes referred to as "**Natural Media**".



2D Digital Painting





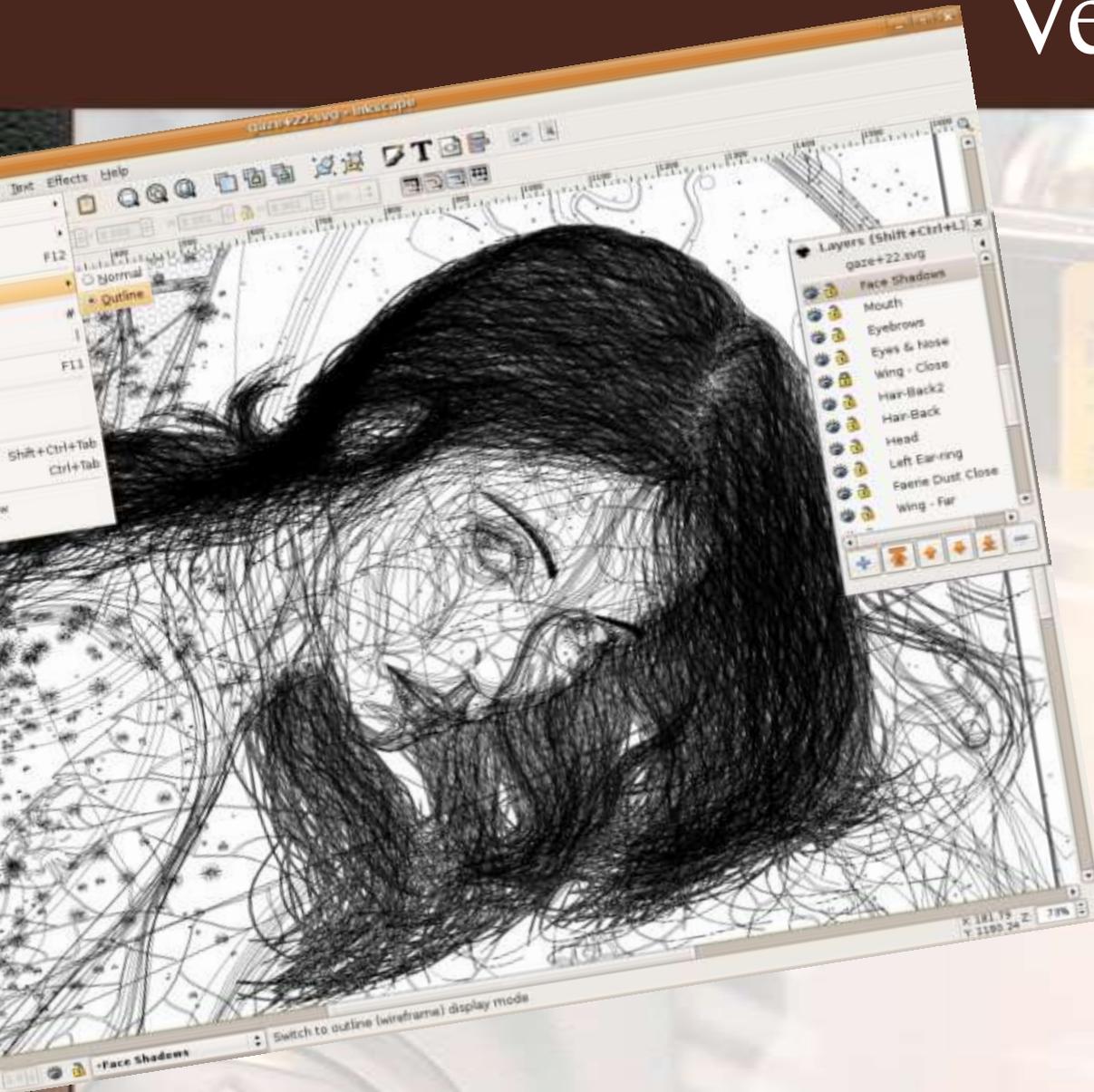
# 3D Digital Painting

The artist uses 3D modeling and rendering software to essentially sculpt in virtual space. This method also makes use of all of the other methods.

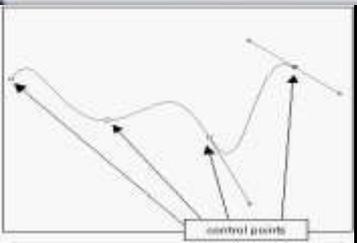




# Vector Drawing



The artist uses vector drawing software and creates the image totally in the virtual environment. This makes use of shapes which are outlined and can be filled with various colors and patterns. This tends to produce a harder edged or graphic look.



# Vector Drawing

# Algorithmic / Fractals



This is art produced exclusively by mathematical manipulations. This is the so-called "computer generated" art. The art here lies in the invention of the mathematical formulas themselves and the way the programs are written to take advantage of the display capabilities of the hardware. The art also lies in the creative intentions and subsequent selections of the artist/mathematician.

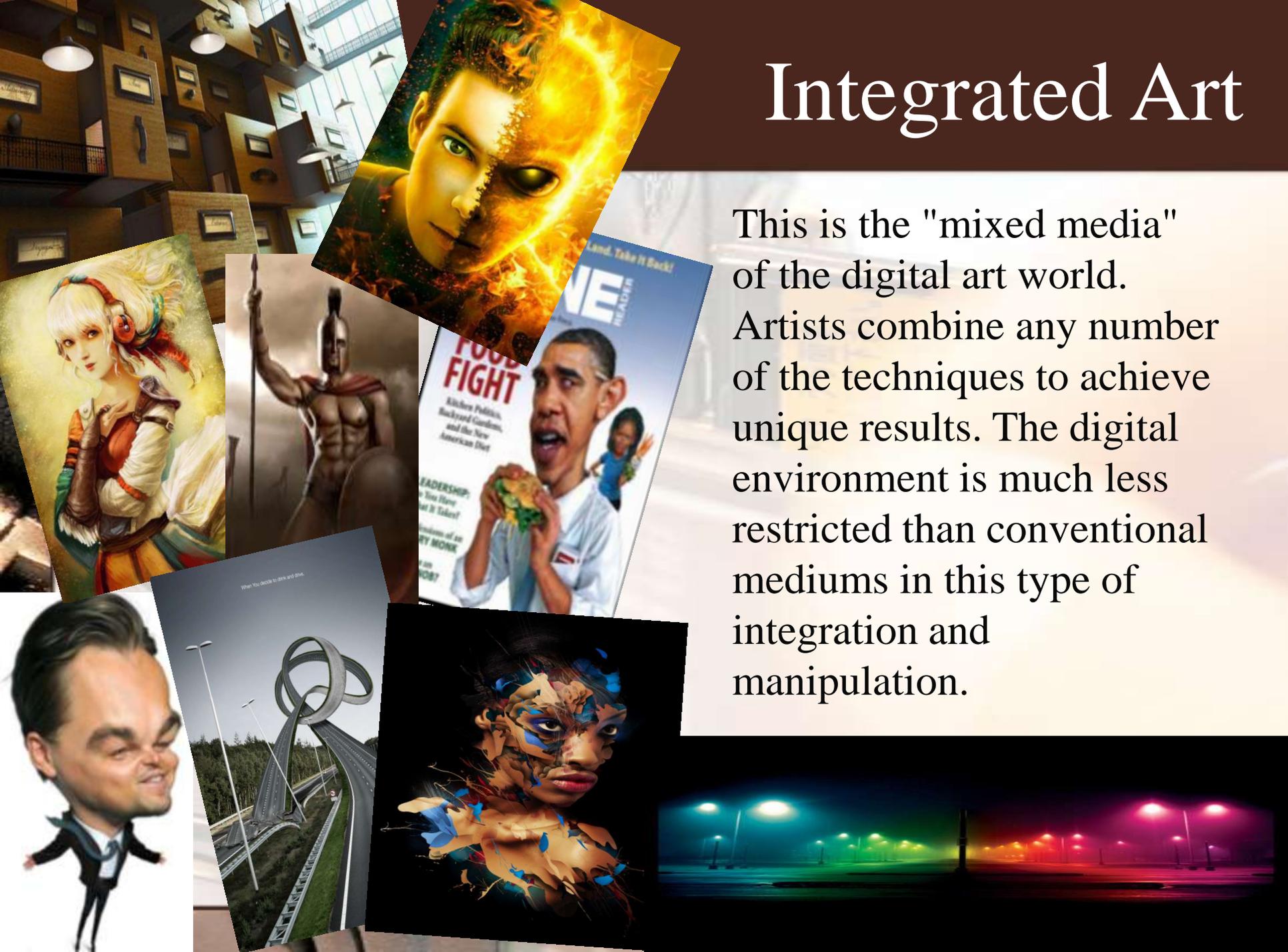


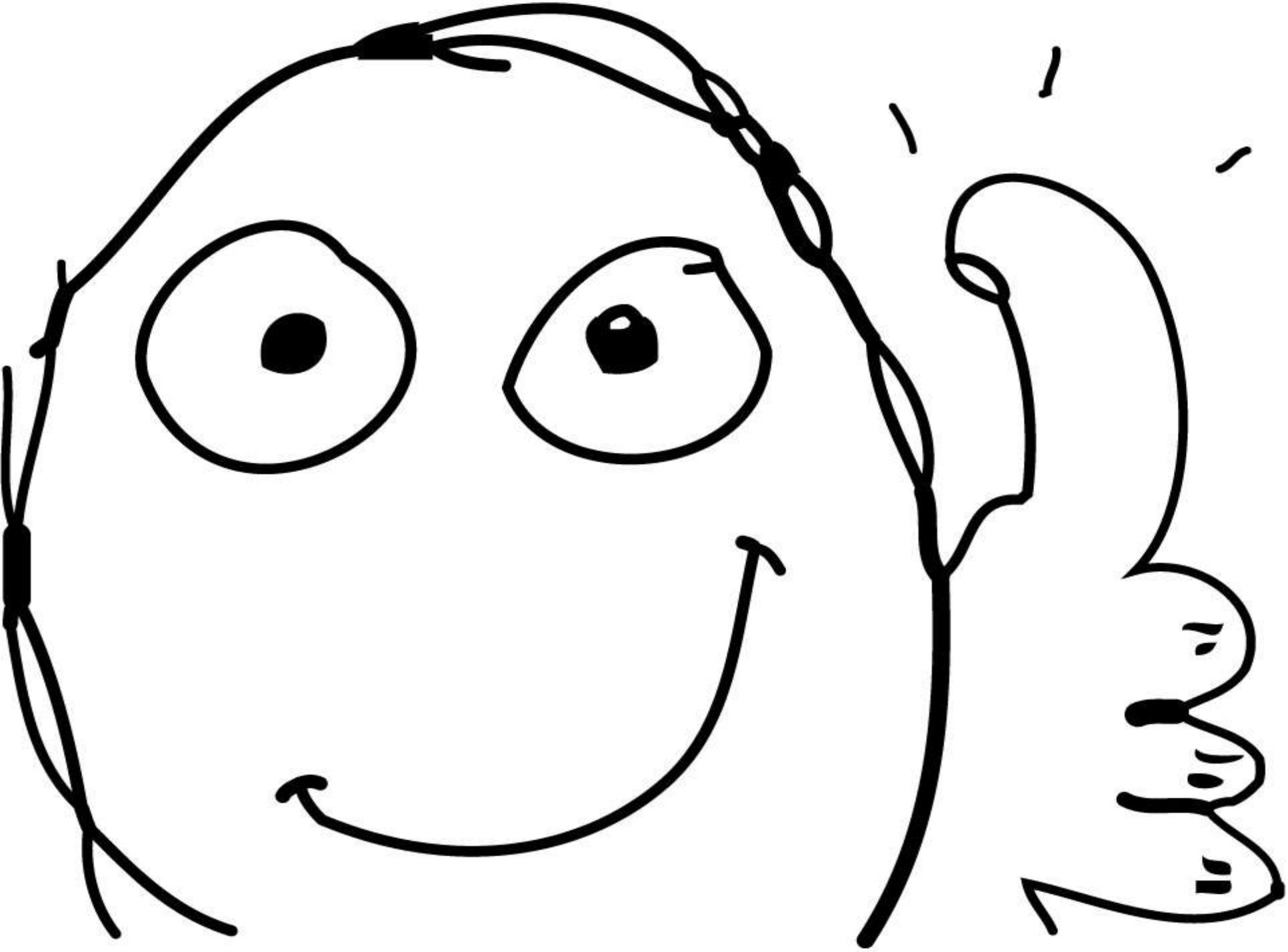
Algorithmic / Fractals

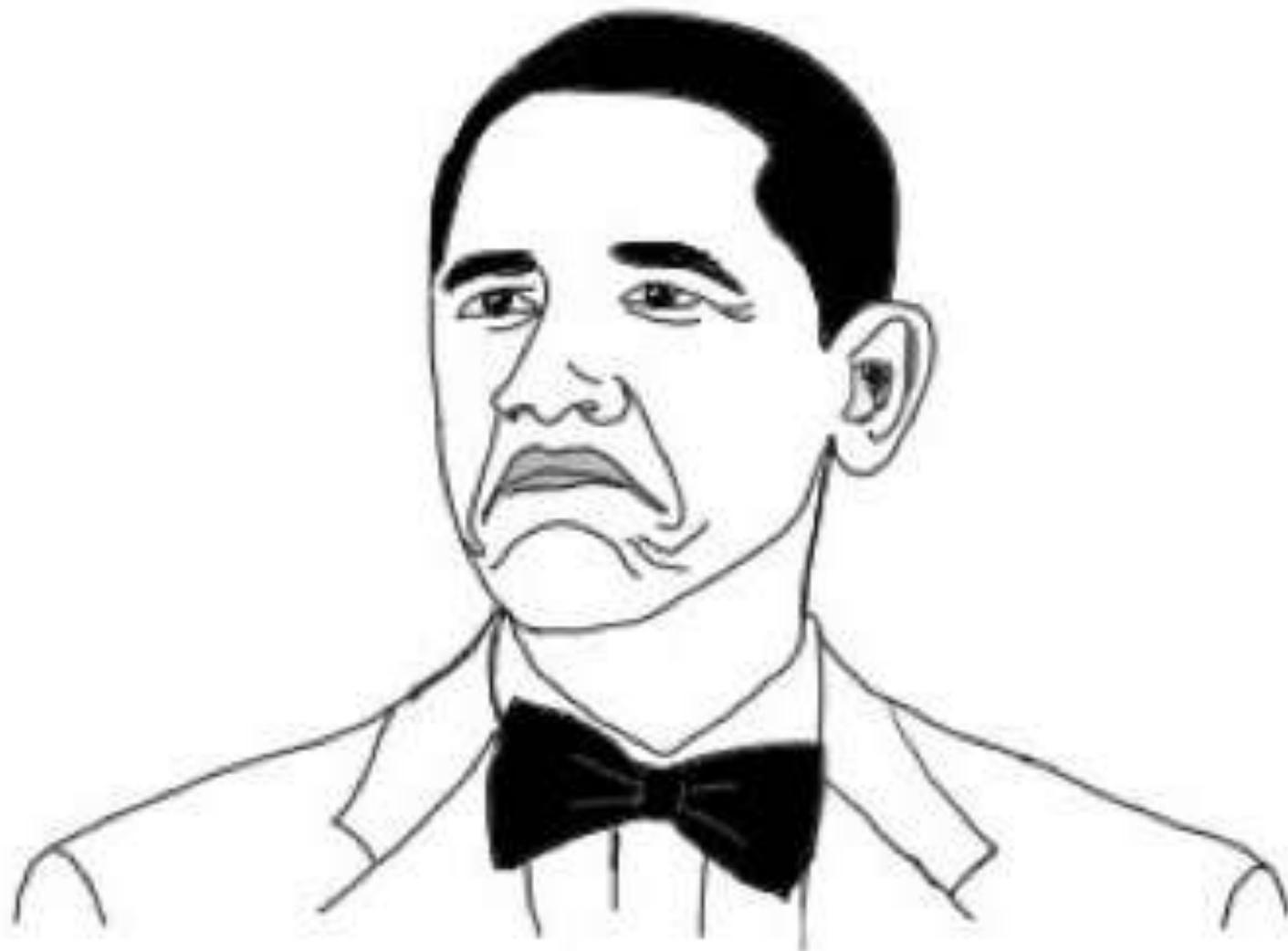


# Integrated Art

This is the "mixed media" of the digital art world. Artists combine any number of the techniques to achieve unique results. The digital environment is much less restricted than conventional mediums in this type of integration and manipulation.







**NOT BAD**



A close-up photograph of a digital camera's side panel. A silver memory card is partially inserted into its slot. The card has a yellow label with Japanese text: "ドは、うら面を" and "して下さい。". The camera body is dark with a textured grip. A control dial with a checkered flag icon is visible. Below it is a button with "W" and "T" markings. The background is a soft-focus, warm-toned scene, possibly a person's face.

DIGITAL  
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DIGITAL FILMS IN THE  
PHILIPPINES  
Suga, Daphnee

- 1919 -Filipino started making movies
- Dalagang Bukid –first Filipino film directed by Jose Nepumuceno
- He is also called “Father of Philippine movies”
- Dalagang Bukid, early films dug into traditional theater forms for character types , twists and turns in the plot, familiar themes and conventions in acting.

- This set the trend of Philippine films based entirely on immensely popular dramas or Sarswelas .
- Besides providing ready materials, this device of using theater pieces ensured an already existing market. From the komedya of the sarswela, the typical Filipino aksyon movie was to develop.

- The **Mowelfund Film Institute** is also known as the *Pambansang Museo ng Pelikula*. Aside from being a repository of memorabilia and artifacts, the museum is considered a landmark for the film industry because it reminds visitors of the Philippine cinema's glorious days—particularly its touted “golden age” during the 1950s and 60s—when Philippine movies were considered the best and were shown all over Asia. Visitors will find displays of vintage movie posters, gowns worn by movie stars, and film-making equipment like old video cameras. A room is also dedicated to who is considered the “king” of Philippine cinema, Fernando Poe, Jr. Aside from viewing the exhibits, the museum allows interactive learning through viewing of classic, hard-to-find films as well as participation in training seminars on basic film techniques.



Bundles of 35-mm films of several old movies being kept by the Mowelfund at the Movie Museum of the Philippines in Quezon City

- **Dalagang Ilocana (1954)**
- **Genres :** romance and comedy
- **Director:** Olive La Torre

- **Cast:**

**Gloria Romero** as Biday  
**Ric Rodrigo** as Ernesto  
**Rudy Francisco** as Fermin  
**Dolphy** as Kulas  
**Rebecca Del Rio** as Carmen  
**Eddie Garcia** as Louie  
**Horacio Morelos** as Don Fidel  
**Precy Ortega**  
**Marcela Garcia**  
**Tony Dungan**  
**Herminia Carranza**  
**Conchita Carreon**  
**Mila Yumul**  
**Banding Javier**  
**Felicito Espiritu**

■ **Production Co** : Sampaguita Pictures

■ **Soundtracks** :

"Manang Biday"

Sung by Gloria Romero

Original Ilocano Folk Songs

Gloria Romero won her first Best Actress FAMAS Award for her title role comedic performance as the Ilocana girl. The movie also launched the career of Tita de Villa.



DIGITAL  
CAMERAS

# DIGITAL FILMS IN THE PHILIPPINES

Verances, Donnarose

# Digital animated film in the Philippines

- In 2006 and 2007, Filipino filmmakers started making movies using digital media. Duda (Doubt) is an example of how a man driven by an idea for a film, against all odds, can succeed in creating a significant statement.

Writer/Director Crisaldo Pablo used a cast of friends and some professional actors and with the

# Digital animated film in the Philippines

- It is the process of capturing motion pictures as digital images, as opposed to the historical use of higher quality motion picture film. Digital capture may occur on video tape, hard disks, flash memory or other media which can record digital data. As digital technology has improved, they use digital movie cameras or video camera.
- Although Filipino digital films are made in almost no time and with



“Dayo sa mundo ng elementalia” one of the example of digital animated film, is the Philippines first all digital full length animated features film by cutting edge production, advertised as “tradigital” a mix of traditional animation with 3d animation. This 58 million production composed of over 500 local animators features a “tradigital animation” technique using paperless 2d and 3d technologies. It has 2D animation for its characters and 3D animation for the backdrops

Directed by: Robert  
Quilao

Produced by: Cutting  
edge Productions

Written by: Artemio  
Abad and Eric Cabahug

Starring: Nash Aguas  
Katrina  
Legaspi

Michael V.  
Noel Trinidad

Nova villa

Pokwang

Johny Delgado

Pocholo

Gonzales

James Ronald  
and Rodfil Obeso

Music by:  
Jessie Lasaten

Released date:  
December 25, 2008

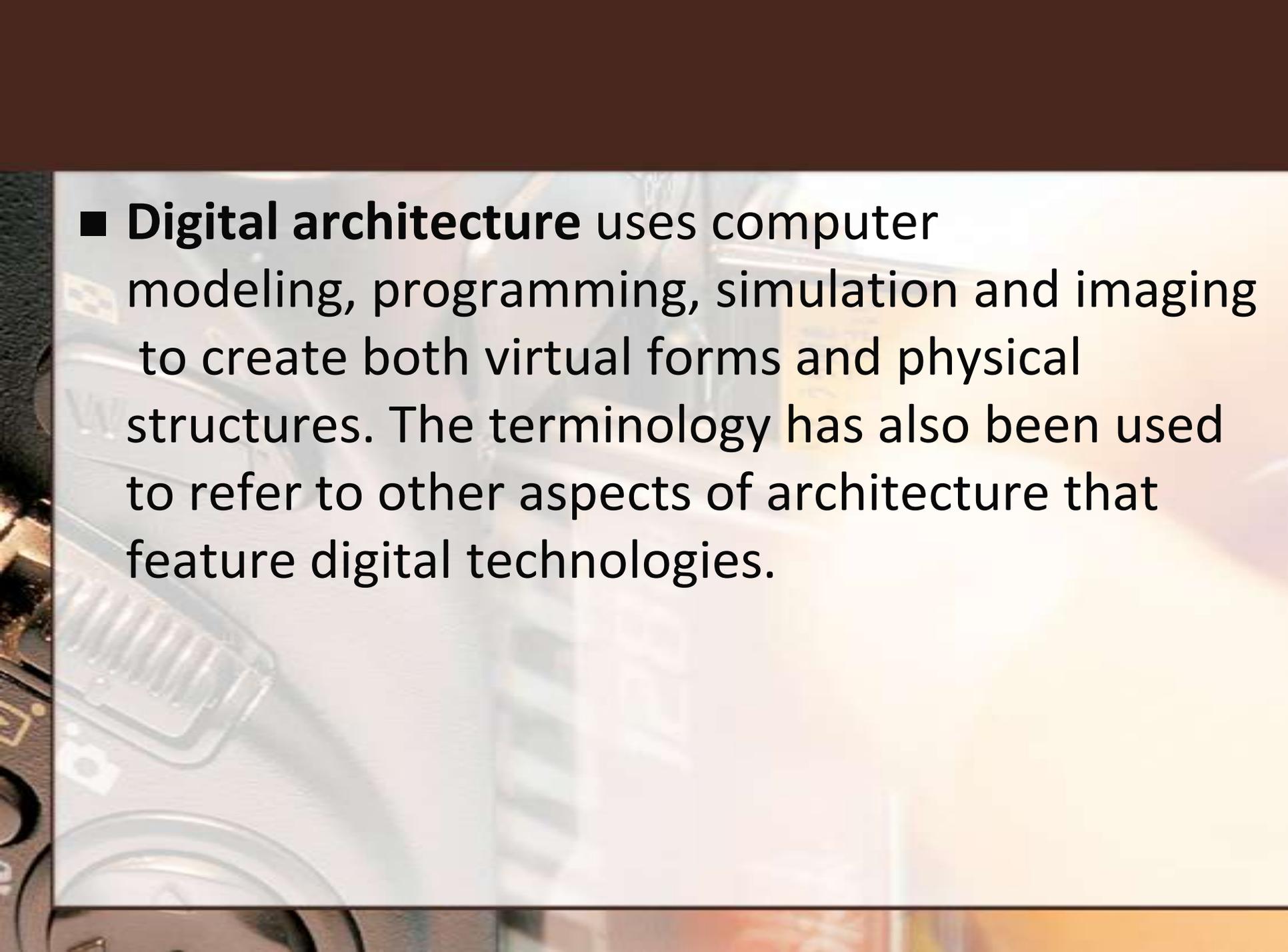


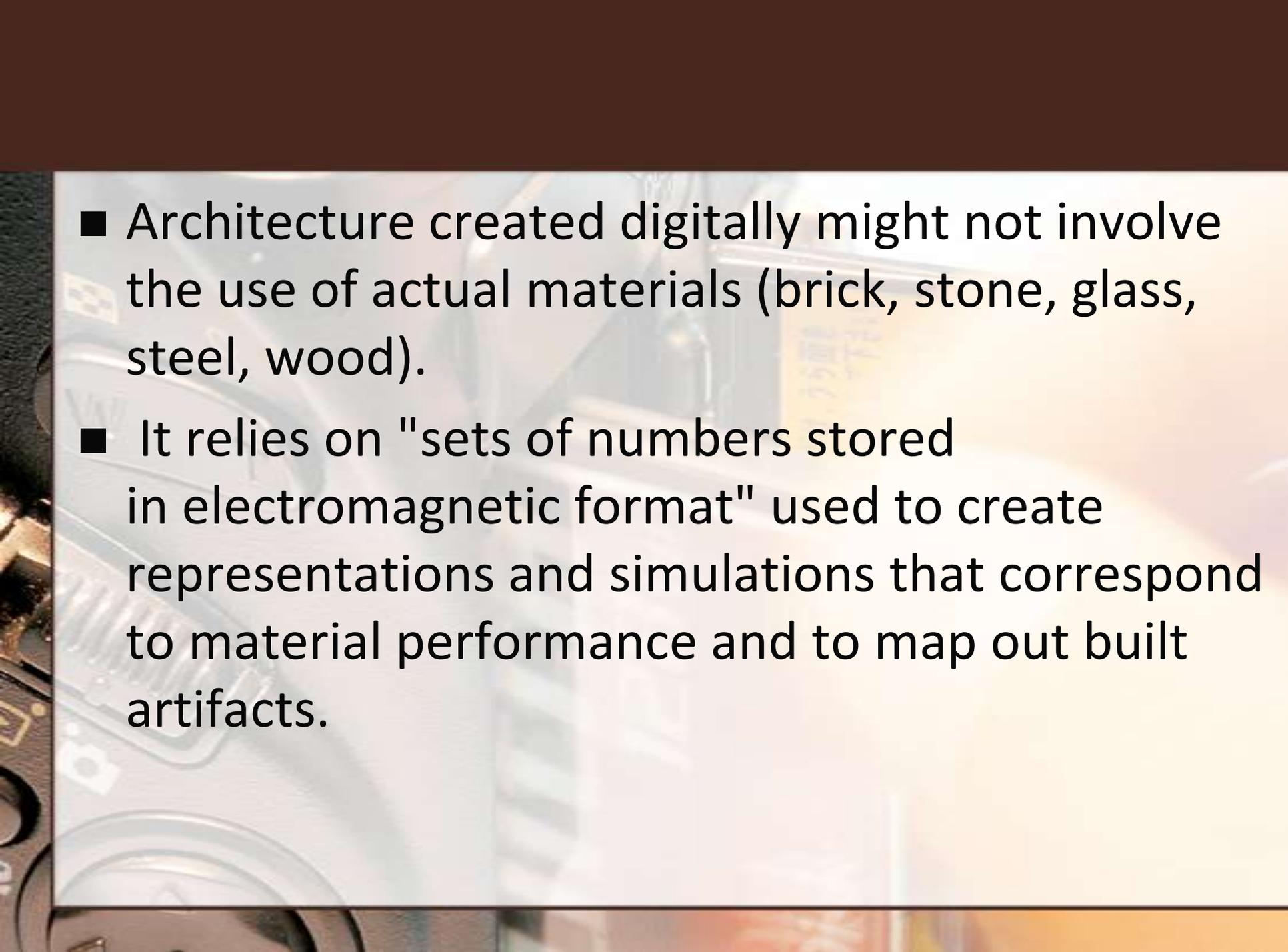
DIGITAL  
CAMERAS

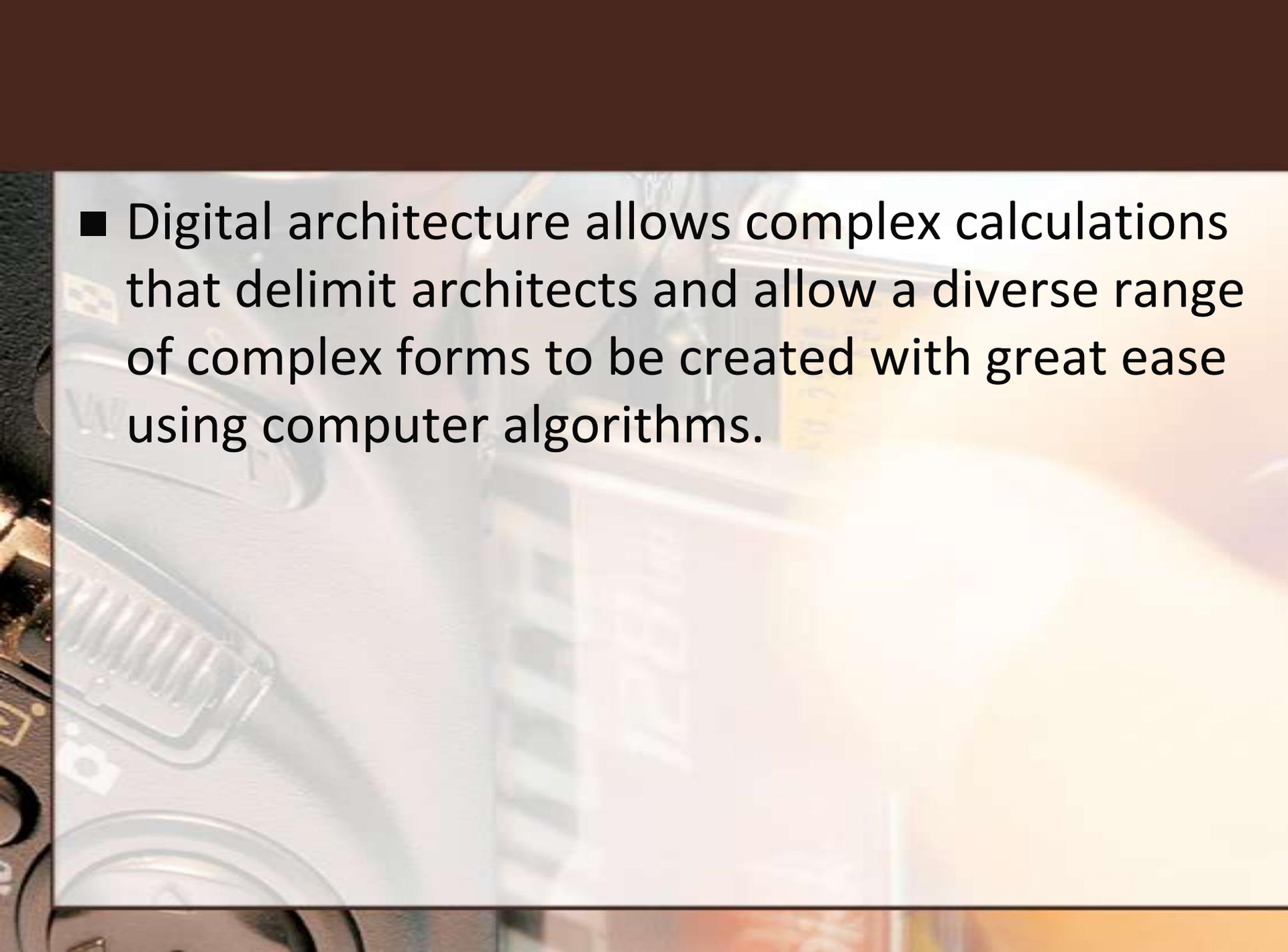
Digital Architecture

Samson, Karen Joy

San Miguel, Arvin

- 
- **Digital architecture** uses computer modeling, programming, simulation and imaging to create both virtual forms and physical structures. The terminology has also been used to refer to other aspects of architecture that feature digital technologies.

- 
- Architecture created digitally might not involve the use of actual materials (brick, stone, glass, steel, wood).
  - It relies on "sets of numbers stored in electromagnetic format" used to create representations and simulations that correspond to material performance and to map out built artifacts.

- 
- Digital architecture allows complex calculations that delimit architects and allow a diverse range of complex forms to be created with great ease using computer algorithms.

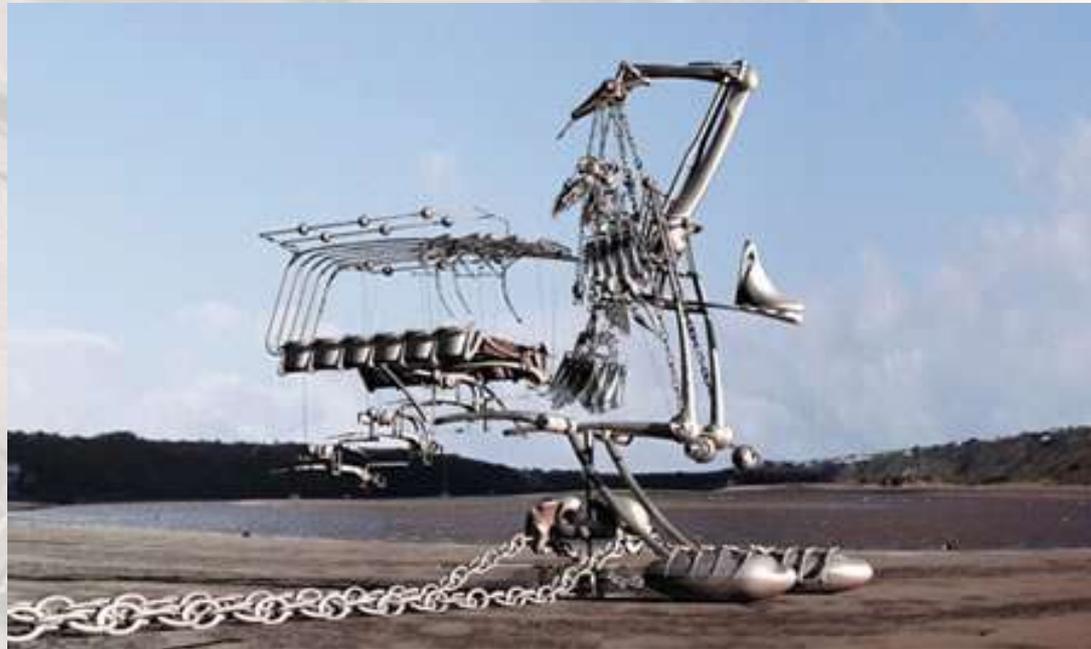
# Defensive Architecture, Nicholas Szczepaniak



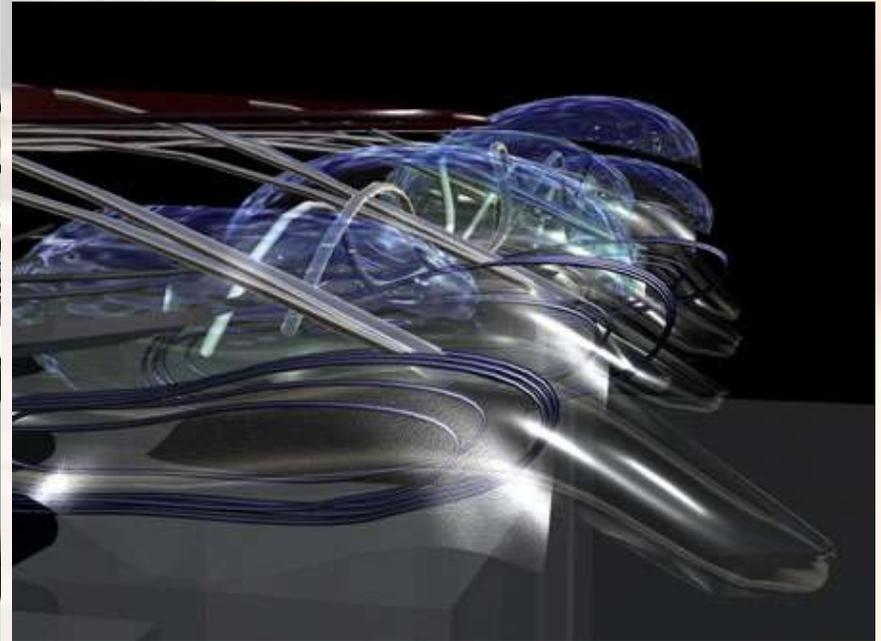
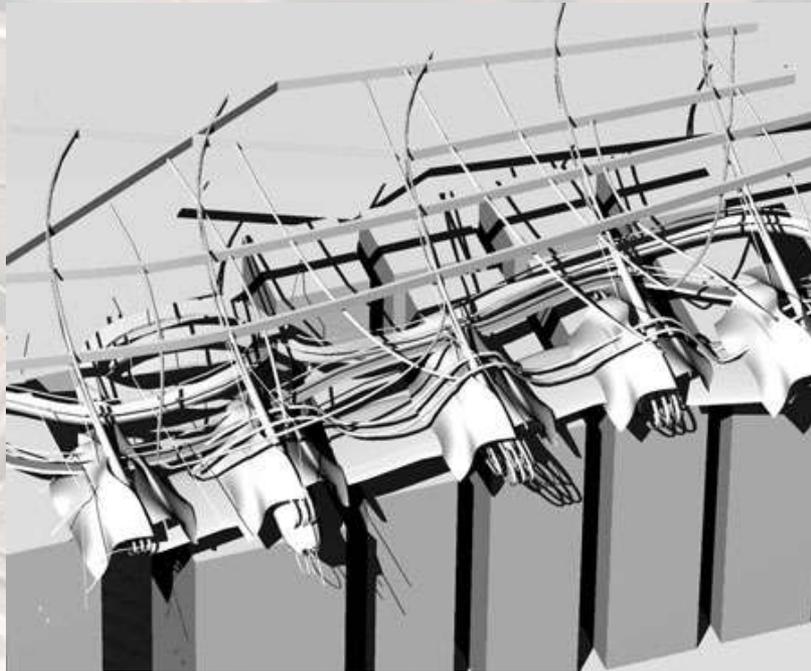
*Itinerant battery-powered coastal terrain by David Greene of Archigram and Samantha Hardingham, part of the L.A.W.U.N Project*



# *Sam Hobson, Clinimanic Studies, Bartlett*



**A digital project by George selected for the FEIDA 2006 Award semi-final stage**



# Death to Nature

- Aims to investigate the concept of whether this project will actually aid in proposing a solution for global warming.



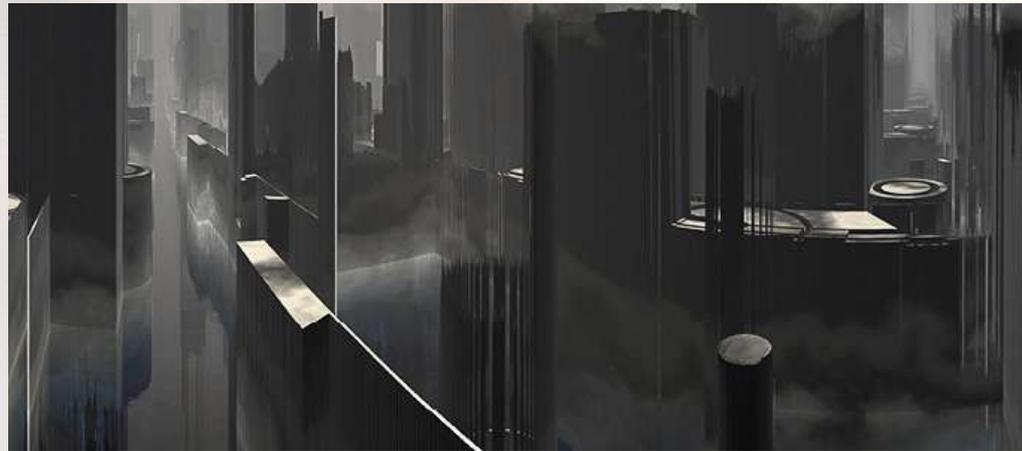
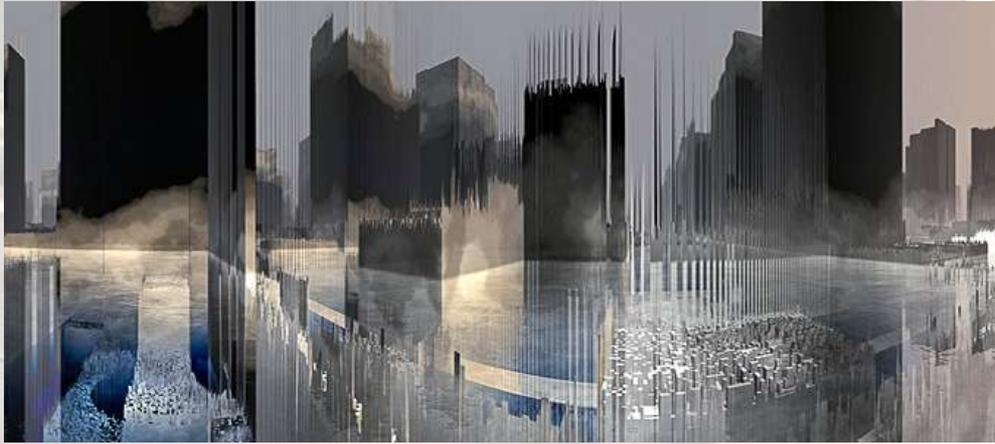
# Paris Landing objects by Guy Martin Design



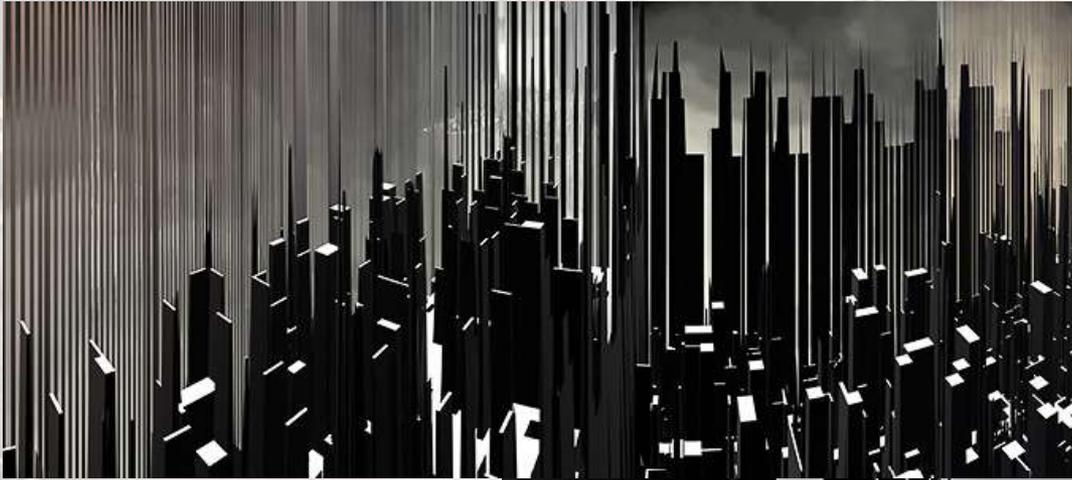
Three vases—the digitally restored vases (left and middle) and a complete one (right)



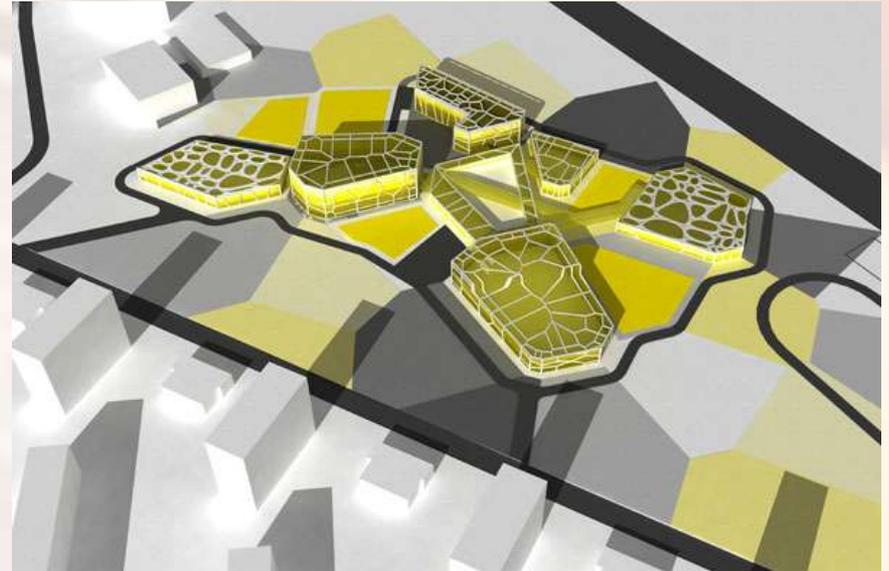
# Landcuts: The City (PAUL-ÉMILE RIOUX)



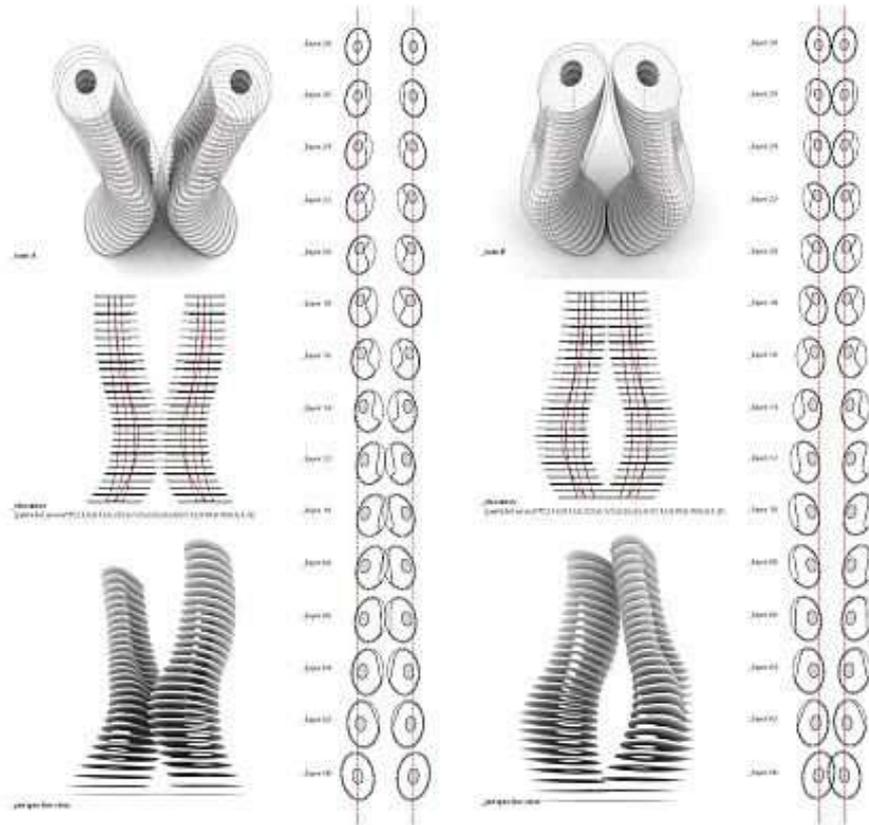
# Landcuts: Downtown(PAUL-ÉMILE RIOUX)



# Architectural design of art school in Ukrainka



# Plate Subsystem



# Phased Structure Subsystem



# Cricket Stadium on top of a Skyscraper in India



# Thomas Favre-Bulle, Mathieu Hefti, Simon Potier Switzerland

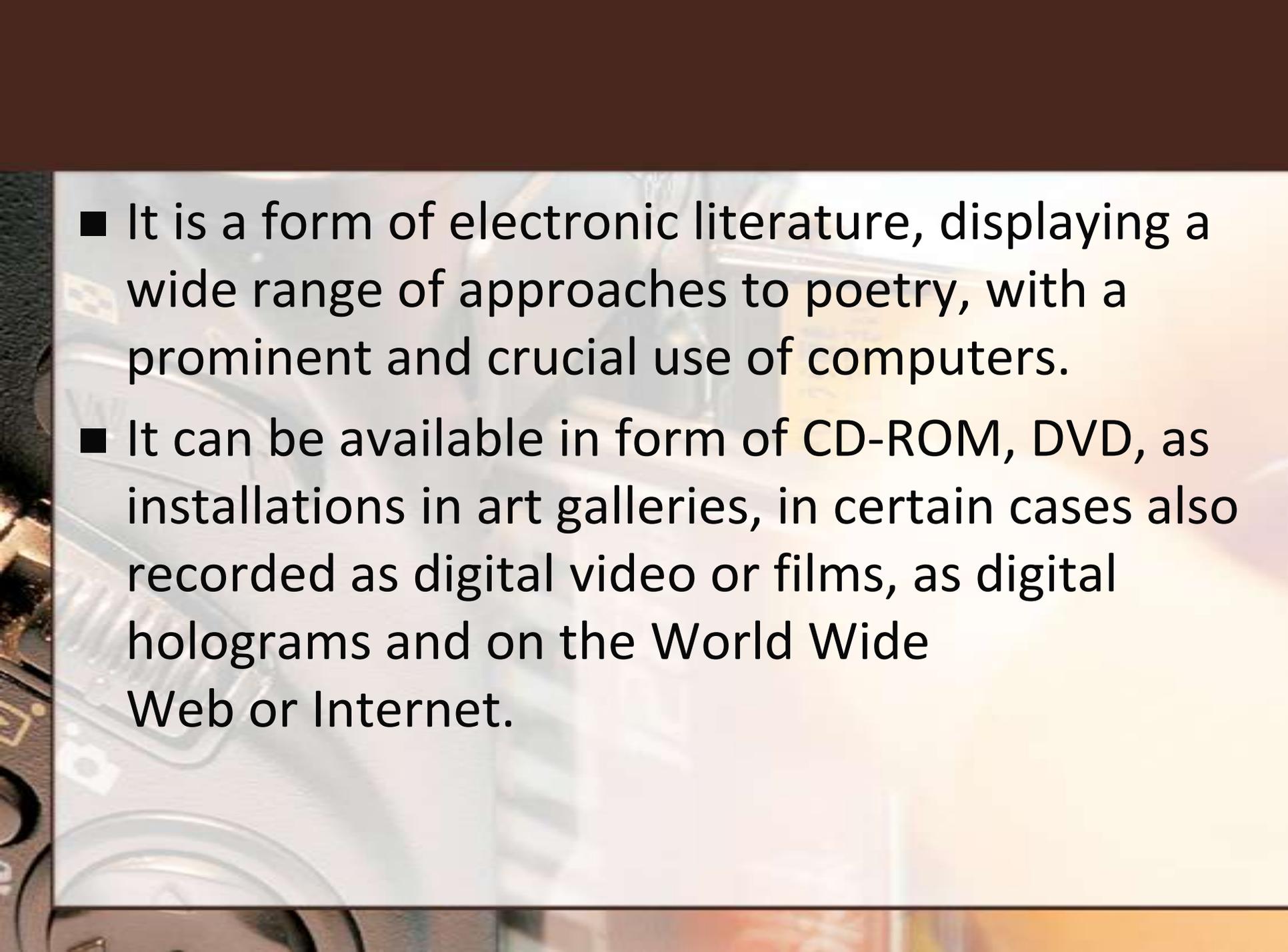




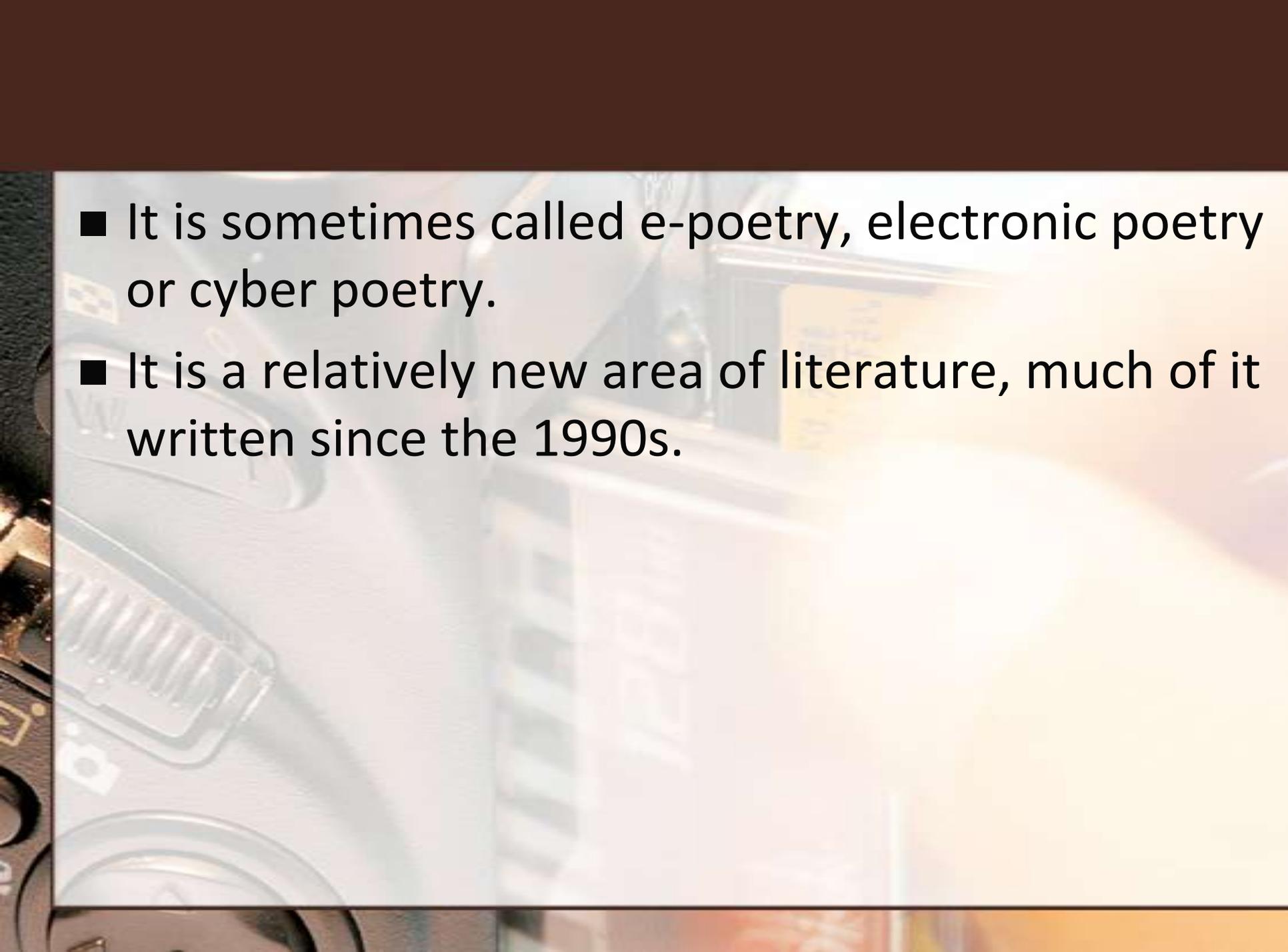
# DIGITAL CAMERAS

Digital Poetry

Sales, Eliza Mae

- 
- The background of the slide features a close-up, slightly blurred image of a computer keyboard and mouse. The keys are visible in shades of grey and white, and the mouse is partially seen on the left side. The overall color palette is muted, with greys, whites, and soft browns.
- It is a form of electronic literature, displaying a wide range of approaches to poetry, with a prominent and crucial use of computers.
  - It can be available in form of CD-ROM, DVD, as installations in art galleries, in certain cases also recorded as digital video or films, as digital holograms and on the World Wide Web or Internet.

- There are many types of 'digital poetry' such as hypertext, kinetic poetry, computer generated animation, digital visual poetry, interactive poetry, code poetry, holographic poetry (holopoetry), experimental video poetry, and poetries that take advantage of the programmable nature of the computer to create works that are interactive.

- 
- It is sometimes called e-poetry, electronic poetry or cyber poetry.
  - It is a relatively new area of literature, much of it written since the 1990s.

■ Jason Nelson, a digital poet explains the Digital Poetry:

*"In the simplest terms Digital Poems are born from the combination of technology and poetry, with writers using all multi-media elements as critical texts. Sounds, images, movement, video, interface/interactivity and words are combined to create new poetic forms and experiences."*