

New Media Art: Between Art, Design, and Technology

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Abstract: During the development, combination of art, design and technology produced many new patterns of creating works process. The interactive character of work in virtual forms, gives the possibility for every artist and audience to be able to combine the concept of ideas with the reality obtained in the process of creating. Starting in 2018, the Faculty of Art and Design Education, Universitas Pendidikan Indonesia opens Visual Communication Design study program and Film and Television study programs to facilitate public demand for the fields of science related to art, design and technology. Focus of this research is the study of sociology on the forms of social interaction that emerged at the exhibition of "Lokakarya Seni Virtual" (Virtual Art Workshop) at Faculty of Art and Design Education Universitas Pendidikan Indonesia participant. This workshop is part of the feasibility study of establishing a study program at Faculty of Art and Design Education, Universitas Pendidikan Indonesia. Descriptive qualitative analysis will be used to process data in the form of responses obtained by researchers from the exhibition audience present. From the collected data, this study will describe the forms of interaction that emerged from artworks resulting from Lokakarya Seni Virtual. With its interactive form, virtual art works are considered quite effective in the process of delivering messages. So it is possible that similar works will be widely used by artists as commission works in a commercial product in the future.

Keywords: *virtual art, interactive, sociology of art*

Introduction

Creative industries that continue to grow in the era of increasingly sophisticated information technology require the availability of a good superstructure and infrastructure. Preparation of creative human resources can be through formal and non-formal education. At the secondary school level, vocational high schools are already available which are concentrated in one of the creative industry subsectors, for example, vocational high school with Visual Communication Design, Multimedia, Film, Broadcasting, Graphic, Fashion, and Craft concentration programs. At the tertiary level a study program has been formed at the diploma and bachelor level to produce professional staff related to the creative industry. There are also Community Academies that have been established by the government in several cities or districts that have consistent creative industry traditions such as in the craft sector. In the informal sector there are still institutions that run courses related to the creative industries such as mastery of graphic software such as Corel Draw, Adobe Photoshop, 3D Max, and many more.

Significant contribution of the creative industries in Indonesia's, regional and even international macroeconomic growth can be interpreted by educational institutions to participate in preparing educational programs in the field. The preparation is certainly on education that is his responsibility. In the field of Visual Communication Design, Film and Television, it is at least related to a number of creative industry subsectors such as advertising design, video, film and photography, interactive games, printing and publishing, and also TV program and videography. In more detail the opportunities for Visual Communication Design, Film and Television Study Program graduates will be absorbed in various advertising companies (advertising agency), brand design agency, branding agency, branding consultant, graphic design agency, graphic design agency, graphic house, publishing company (publication

company), web / software development company, film production house, television company, game development and also become actor and actress.

Method

The method used in this research is qualitative by conducting in-depth observations to get an idea of the feasibility of opening a new study program at the Faculty of Art and Design Education, Universitas Pendidikan Indonesia. The term feasibility study is used more broadly than usual to encompass any sort of study that can help investigators prepare for full-scale research leading to intervention (J, Bowen et al., 2009). This study will use the sociology of art as theoretical framework. In simply, the sociology of art makes analysis of the relationship between humans and art activities (Harris, 2005). The sociology of art examines specifically the involvement of each individual human being with artistic activities and other societies outside of art activities. This cultural phenomenon has finally influenced a variety of artistic activities that have arisen in the community. These inquiries are distinguished from research activities where the arts may play a significant role but are essentially used as data for investigations that take place within academic disciplines that utilize more traditional scientific, verbal, and mathematic descriptions and analyses of phenomena (Knowles, Cole, & McNiff, 2012). In the context of this theory, the community acts as an active individual, so it can easily provide an assessment or response to the perceived artistic activities. visual communication theory would benefit from a tighter integration between sociocultural and perceptual-psychological approaches (Messaris, 2003). Product trials in the form of workshops held for the general public became one of the efforts made by the research team to determine the needs of the community in the form of visual communication design, film and television.

The analysis of art sociology has become a tool for us to discover social phenomena that occur when the audience is presented with virtual works from the workshops. The interesting thing that is the focus of our observations is a picture of the social interactions that occur between the audience and the work on display. In addition, the enthusiasm of the workshop participants in the material presented also became a form of interaction support for the work on display. Most of the research data to be obtained in the form of data. The data collected is the result of observations at the exhibition site collected by researchers. The qualitative research method of analysis is deemed appropriate enough to gather research data this time. In the process of collecting data, researchers conducted direct observations and interviews with several visitors to the exhibition.

Open interview data consists of direct quotes from people about their experiences, opinions, feelings, and knowledge (Welch & Patton, 1992). The observational data consisted of in-depth descriptions of the workshop activities, the behavior of the participants, the actions of the participants when the exhibition was opened, and interactions between visitors with the work and workshop participants that could be part of the experience of each individual (Fine, Alan, 2012). In this context the group is an arena where individuals collaborate and use their shared identity to connect to the larger community, just as the larger community limits group action.

This research will look at the tendency of each individual who is incorporated in the group to see a new media in the process of making work. New media Providing a working definition of its object is critical to any emerging new field of study, but particularly to the field of media art. The product of practices that often involve rapidly changing technologies and ephemeral performance elements, media art is difficult for critics, curators, and archivists to pin down in terms of the established taxonomies of art history or film and media studies (Noordegraaf,

Saba, Maître, & Eds, 2013). This media will be used as observational data for researchers in the process of determining the feasibility of opening a new study program at Faculty of Art and Design Education, Universitas Pendidikan Indonesia. Once the artwork is installed in a particular environment it can be experienced by the spectators. To enable the interaction within the installation, capture of the movement of the spectators is needed (Kerherve, Quail, & Landon, 2005).

Results and Discussion

The visual communication, film and television design sub-sector has great potential in driving the growth of the creative economy sector. This potential is driven by the development of technology in facilitating the creation of creativity. In line with these developments, the people's need for visualization of various products in everyday life has also increased. This has led to many university level institutions starting to make study programs in visual communication design, film and television as superior study programs.

In addition to the need factor, the interested factor is one of the key factors in the formation of the study program at Universitas Pendidikan Indonesia. Public demand for the study program within the higher education institution is apparent from the number of new student selection participants (SBMPTN) in 2019 which shows very high numbers for prospective students applying for visual communication, film and television design study programs on several university. This also shows that the field of visual communication design, film and television can have a major impact on the growth of the economic sector in the future, especially the creative economy.

On the other hand, we can also see that film has a very significant and massive impact on the growth of the national economy. Data reported by the UNESCO Institute for Statistics shows that during 2005 to 2017, film production has grown significantly at 64 percent with global revenues predicted to reach 104.2 billion US dollars in 2020. The growth of the film sector is also felt in Indonesia, where an increase in the number of viewers and national film production. This improvement is also supported by sharing of supporting technologies, such as internet access that provides movie streaming applications (Netflix, Hooq, iFlix applications, etc.)

In the study of the history of art and design, the idea or idea of the emergence of film and television (as an artistic product or as a product of mass communication) is influenced by the development of ideas and technologies for the creation of works of art and design. The influence of art and design on the development of mass media, especially in the early period of the development of mass communication media until the discovery of communication and information technology that allows communication media to be duplicated en masse, namely at the beginning of the development of modern mass media (Walker, 2017).

The development of media works at this time is very intersecting with the role of digital media and technology. This is closely related to the process of creating innovative future work projects that allow everyone to experience the reality of a new dimension on a different scale in seeing the various forms of beauty of a work. The workshops conducted by researchers are efforts made to see the extent of public interest in the field of visual communication design science, film and television. The selected workshop material is virtual art, a form of contemporary work that is felt to adequately represent the fields and disciplines of visual communication design, film and television.

The workshop was attended by 18 participants from several cities in West Java, including; Bandung, Tasikmalaya, Kuningan, Depok and Cimahi. The participants came from various

disciplinary backgrounds, but basically they already had an interest in the field presented by researchers.



Figure 1. Virtual Art Workshop 2
(Source: Author Documentation)



Figure 2. Virtual Art Workshop 1
(Source: Author Documentation)

Workshop participants create works using a combined field of visual communication design, film and television. the works created are in the form of augmented reality, virtual reality, and animation. As a form of trial conducted by researchers, the work produced was exhibited to the public at the opening of the Bandung Art Month 2019 event organized by BDG Connex. This was done to see the visitor's interest in the type of work displayed by the workshop participants.



Figure 3. Exhibition (Virtual Reality test)
(Source: Author Documentation)



Figure 4. Exhibition (Augmented Reality test)
(Source: Author Documentation)

From the exhibition that took place in August 2019, researchers received feedback from the interaction process that took place between workshop participants, works and appreciative visitors. The results of observations and interviews conducted by researchers showed the interest of visitors in the form of virtual work presented by workshop participants. Interactive forms of work make visitors feel that they are entering a new reality space in the form of works.

This can ensure that the opening of the study program of visual communication design, film and television in the Faculty of Art Education and Design, Universitas Pendidikan Indonesia deserves to be realized. Similar study programs can also be found in many public and private universities. ITB Bandung with Graphic Design and ISI Jogjakarta (formerly ASRI) with its Reclamation program including the pioneers in organizing this study program. Besides IKJ Jakarta with the art of acting became one of the pioneers in the field of film and television science and UNPAD Bandung with its broadcasting technology.

This fact shows good prospects for the opening of visual communication design, film and television study programs in various cities. What is known as Concept Art today is less rigorous in its immaterialism than the art Flynt had in mind (Cramer & Gabriel, 2005), which mean the launching of Bandung City as the leading center of creative industries in Indonesia is reasonable, because all the creative industry sub-sectors are growing and developing here, including the availability of human resources supplied by universities.

Conclusion

In general, the scientific core of visual communication design, film and television study programs in various universities which were established earlier are the same, but each has a different concentration or specific depth. Some have developed concentrations in management, production, television program production, documentary making, animation, stop motion, advertising, computer graphics and other graphic technologies. From the results of observations and trials in 2019, the Faculty of Art and Design Education, Universitas Pendidikan Indonesia will certainly have different characteristics. This is supported by scientific fields which have been established earlier in the faculty, such as visual arts, music and dance.

This factor can enable the study program of visual communication design, film and television at Universitas Pendidikan Indonesia to develop design, film, broadcasting management and production based on direct collaboration in the university environment. In addition, as a university that develops education, this study program is very possible to create educational media based on the field of visual communication design, film and television.

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