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CONTEMPORARY GRAPHIC ART

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Annotation: This article provides a detailed explanation of contemporary graphic art. Modern graphic art plays an important role in the cultural life of society. This study explores the connection between graphic art and social changes, as well as cultural trends, and examines the interaction between technology and artistic expression. It highlights the need for new approaches to gain a deeper understanding of the significance of graphic art in today's world.

Key words: graphic art, culture, social changes, technology, artistic expression.

Introduction:

Modern graphic art is a multifaceted and dynamic field that encompasses a wide range of techniques, styles, and concepts. Unlike traditional art, contemporary graphic art actively engages with technology, cultural shifts, and social issues. In recent decades, there has been a significant increase in interest in graphic art, both within academic circles and among the general public. This paper aims to analyze the key aspects of modern graphic art, its development, the influence of technology and social change on artistic expression, as well as to review the literature related to this subject.

Literature Analysis and Methodology:

Graphic art (from Greek graphike, meaning 'I write, I draw') is a type of visual art based on drawing and painting. It consists of visual images or designs on surfaces such as walls, screens, paper, or stone, created to convey or depict information. Images created by computers are called computer graphics. The term 'graphic' was originally used in the context of calligraphy and writing arts. In the late 19th and early 20th centuries, it took on a new meaning with the development of the printing industry and the emergence of photomechanics, transforming graphic art into a form of visual art. One of the main fields of graphic art is the book, which, in the Middle Ages, evolved into an art form through the development of calligraphy and book creation, including the art of writing and decorating manuscripts. Later, the art of miniature developed, and various schools emerged. Today, beautifully decorated manuscript books are preserved in the world's largest museums.

Graphic images are photographs, illustrations, diagrams, and other visual representations included in or added to a manuscript. The manuscript must indicate the author or creator of each graphic image. 'Graphics by others' refer to graphic images that have been created or authored by someone other than the original author(s). The author(s) do not sell, transfer, or assign the copyright of others' graphic images to the publisher. Initially, the concept of 'hybridity' was associated with botany and biology.

It is the process of blending multiple forms. Over time, this term has started to be used in other fields as well. For example, hybrid fashion designs combine online and offline spaces to

showcase new collections. In this case, one can view items in virtual models and purchase them in a physical store. Hybrid operating rooms use medical imaging equipment, as well as virtual and augmented technologies, to assist surgeons in performing operations with minimal trauma to the patient's tissues. This variant of combining online and offline life has changed the lives of many people and is expected to expand even further in the near future.

Hybrid graphics is a creative process that combines computer and manual labor. This style is used in various fields, including art, design, animation, architecture, and many other areas. Hybrid graphics merge traditional and innovative approaches to create unique and effective works of art. The materials used by illustrators in this technique include watercolor, pencil, ink, and markers. Sometimes, a single technique or material may not be sufficient to fully express the idea of an illustration. Mixed techniques involve combinations of these materials, allowing for experimentation and learning how to work with them. With their help, new skills can be developed, and recognizable styles can be discovered.

In general, the term 'graphic' refers to any visual representation of information and includes drawings, photographs, sketches, charts, diagrams, numbers, symbols, geometric designs, maps, and engineering drawings. Graphics can not only be images but can also include text, and they may serve decorative or functional purposes, such as teaching, providing information, illustrating, or entertaining. When applied to computers, the term 'graphic' is usually used to refer to 2D digital images that are displayed, stored, created, or edited on a computer.

Computer graphics and design are widely used in various fields. In medicine, they are used to create images of body parts. In architecture, they are used to create models and drawings. In advertising and marketing, they are utilized for product design and creating creative advertisements. Computer graphics and design are an integral part of companies, entertainment, mass media, cultural imagery, and branding. They enable people to express their ideas and transform them into high-quality visuals. The scope of computer graphics and design is vast, with the visual and design aspects of this field being particularly noteworthy. In graphic design, size, shape, color texture, composition, movement, and fonts are of significant importance. To complete a task using existing graphic software and achieve the desired result, one must work with shapes, fonts, and their sizes, have a concept of color models and textures when applying color, know composition, display the image on the computer screen, and perform related operations. This requires a certain level of geometric knowledge from the user.

Results:

With the help of graphic software, creatives are used to create images, videos, and other types of media or art for brand marketing and other creative endeavors. A graphic design program refers to applications and software that graphic designers use to create, edit, and manipulate digital images. These tools enable designers to edit and resize images, create original illustrations, combine text, color, and shapes, and bring their visions to life. The finished products can appear in brochures, websites, mobile applications, and social media.

To analyze contemporary graphic art, a methodology based on literature review and comparative analysis was employed. The primary sources of information included scholarly journal articles, monographs, exhibition catalogs, and online resources dedicated to contemporary art. Among the key authors, figures such as Rosalind Krauss and Benedict Anderson stand out for their exploration of how cultural contexts influence the perception of graphic art. Additionally, the works of contemporary artists and curators, who share their perspectives on the creation and reception of graphic art in the context of globalization, have been important sources of insight. As part of the research, exhibitions and projects from recent years were examined, allowing for the identification of major trends and directions in modern graphic art.

Discussion:

The research findings indicate that contemporary graphic art actively incorporates new technologies such as digital graphics, 3D modeling, and interactive installations. These technologies open up new horizons for artists, enabling them to experiment with both form and content. Moreover, there is a growing trend toward the blending of various genres and styles, resulting in the creation of unique artistic expressions. For example, many artists draw on pop culture and mass media, incorporating elements of graphic design into their work. This highlights the connection between art and everyday life, while also raising questions about the role of the artist in contemporary society.

The discussion of the research results reveals that contemporary graphic art not only reflects societal changes but also actively shapes them. Artists are no longer merely creators of visual imagery; they have become active participants in social processes. Their works often address pressing issues such as ecology, identity, migration, and technology. This makes graphic art a powerful tool for social critique and for influencing public consciousness. It is important to note that contemporary graphic art is not confined to gallery spaces; it is increasingly present in urban environments through street art and public installations.

Conclusion:

In conclusion, contemporary graphic art can be seen as a vital aspect of cultural life, reflecting the changes and challenges of society. The literature reviewed on this topic highlights the diversity of approaches to understanding graphic art, as well as its significance in the context of social transformation. Moving forward, it is essential to continue exploring current trends in graphic art, with a particular focus on the interaction between technology and artistic expression. This will enable a deeper understanding of the role of art in the modern world and its potential as a tool for social impact.

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