The Functions of Animation and Its Usage in Postmodern Arts

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Abstract: **The main purpose of this research is to study the relationship between animation and postmodern arts, which present a new ideological wave in terms of techniques and philosophies. The research studies the impact of artists and how their ideas and methods are formed and determines the connection between these arts.**

This relationship results in an art that communicates through ideas and principles and interacts more with the audience, and shows that the artistic creativity is one of the main ideological issues, along with the interaction of the artists with the fast and unfamiliar variables in this century.

Through this paper, the researcher tried to state how technology affected contemporary arts, and to achieve this goal, the researcher chose the postmodern art as a case study for the research in which he studies how it is impacted by animation and how it is being used as an art medium in the contemporary creative process.

The researcher also aims at exploring the fact that postmodern arts are considered among the intermediate means used to produce an artwork and discovering the new or unclear contents that can lead to the discovery of implications and reflection of animation in the artwork.

Keywords: **(Animation- Post Modern Arts- Installation- Conceptual Art- New Media).**

1. INTRODUCTION

Animation art is one of the types of fine arts, which is presented in different shapes and a lot of artistic forms, such as lines, colors, movements or even the choice of scenes. This art introduced an intellectual mythological way and interacted with the artists and helped them cope with the unfamiliar speedy variables in this era.

Artists have adopted new techniques such as photography, videography and animation movies, considering them some of the creative tools that can keep the audience connected to the postmodern arts.

The first advantage of the postmodern artists on the figurative level, is probably in their ability to cross limitations between different artistic types and their ability to use expressive methods and various techniques. These artists have sought since the very beginning to the abstraction of art from any materialistic value and free it from its role in museums and shows. They believe that the new media bring new concepts, where the art becomes a conceptual work instead of only being an aesthetic one. On this issues **Tome Kerns** said that in the contemporary society the traditional meanings of time and space have changed because of the technological development, the communication tools and the information systems.

Throughout this paper, the researcher is trying to answer several questions that all lead to the same direction, some of which are: is the animation art a successful mean in the postmodern art? Was the postmodern art affected by the animation art? Can we clarify art through art? or do we have to look at a broader frame, such as social life or human culture in general? Are the artist's character and his impact on animation enough to present a sufficient explanation to the emergence of a new mean and a new artistic trend, since that there is a clear relationship between these trends and contemporary intellectual influences in the same era?

- **Research problem:**

1- Identify the impact of animation on the imagination of the contemporary artist and his postmodern art shows.

2- Identify the impact of ideology on animations.

3- Identify the intellectual influences that contributed in shaping the artistic trends of animation in postmodern arts.

- **Research objectives:**.

- Spot the light on the influences surround the animation art and identify its impact on the postmodern art.

- Clarify the relationship between the philosophy of postmodern art and animations art.

- Raise the artistic and cultural levels of the contemporary perceptions in order to meet our intellectual and creative needs.

Review different examples of the most important animation works in the postmodern arts, in term of intellectual, artistic and aesthetic

- **Hypotheses:**

- There is a strong relationship between animations art and postmodern arts.

- The visual content is the most important element of the postmodern arts.

- The various and untraditional shapes in the animation art is a result of the variety in the intellectual sources.

- The intellectual influences affected the animation art and in some cases made it more diverse.

- The existence of intellectual content helps in enriching the expressive aspects in the artistic works.

- **The importance of research:** The impact of imagination, animations, intellectual influences and other influences on the postmodern arts.

- The role of animation arts in enriching and improving the postmodern arts in a lot of its different fields.

- **Search limits:**

Time Limits: From the beginning of the 20th century until the present day.

Spatial Limits: Around the world

2. RESEARCH METHODOLOGY

The researcher follows in this study a historical, analytical and descriptive method.

The impact of Digital technology as a medium on the postmodern art and the contemporary society's culture

The emergence of new digital technology as a new medium, or what is known as intermedia art, made the artists and the society interact with this type of art and with the new experiences that led to a communication and expression revolution. Consequently, the concept of art has changed, due to the usage of new creative and constantly innovated technological tools, in which human interaction and creativity are highly improved.

In the 21st century, art and technology got connected and the developments in science, technology and media affected the art world in all its different sectors, the profitable and non-profitable ones. This eventually showed how the fast interaction and communication with artists, scientists and engineers, who improve the technological innovations, can affect the routine and the interactions in work, education, art, culture and with the individuals.

Technology is creating a smaller and more connected world, and more than any time before, this development is rapidly increasing and affecting a lot of people globally, thus, there is no surprise that contemporary artists are using technology to develop their art.

Using animation in postmodern arts is considered a new developing dynamic and constantly changing type of art and it requires a proper attention in order for the upcoming generations to be able to learn and benefit from this type of art. Today, all the contemporary art organizations should start to acknowledge itself and merge its art with new tools, because this is the valuable contemporary art that has a huge effect on the daily social routine and interactions. These organizations should also start sharing this knowledge about the historical background of animation techniques in art.

Animation is not a modern phenomenon in the postmodern arts, but it has always been there, side by side with the technological developments. Art means are affected by a lot of factors, such as science and mathematical factors that reflects on arts, culture and the society. The effect of innovators in these fields is obvious in the daily life in the contemporary world, and over time the effect of the new technological innovations and achievements shall appear as well and result in new communication tools. Continuing with these developments made a basis for achieving new technological achievements for arts, culture and society and gave more experience for the artists today and for the new coming generations.

Animation had been used as a medium in the artistic practices for more than 50 years. Some of the new media tools might seem very far of art, but at the same time these tools are creative and empirical.

In the past, technology was nothing but some definitions for the new techniques, which used to be part of science fiction, but then today, new techniques have been found, techniques that we previously only dreamt of.

Artists from the past helped innovators of the future. Artists now are working side by side with technical innovators in order to turn art into a daily routine that people live by. Although, in the late sixties, seventies and eighties, very few courageous artists tried animation in their exhibition, but yet this type of art did not start in the museums and exhibitions until recently, where people started to take the different forms of art seriously. The art scenes have witnessed a big diversion in ideologies where a new stage shall be presented and developed, historically, artistically and anthropologically.

It is time to focus on creating a contemporary art world and a rich art market depending on technology, this market shall continue with the next generations of artists and with every person in the society.

The idea of video animation is nothing but a cinematic art that is quickly vanishing, but the technicalities itself stay, in which there are interactivity, live streaming, 3D animation, internet merge and new multimedia, all of these factors guarantee the animation to be effective. Video animation is also related to the concept of databases, where one can collect and compose different elements through data. These new ideologies and innovations paved the way in front of animation videos and movies to reach different artistic exhibitions and movie theatres.

Consequently, these technological changes affected both the artist and the audience, in which it made the artist obliged to create new art and look for different methods that shall give the viewer a broader interactive experience with the artwork. Artists stepped forward with animation videos by relying more on the advanced technicalities that helped them make animation more interactive. They have used new technical tools to create interactive multimedia, in order to give the audience a greater experience by turning them from a viewer to a more of a user.

For instance, Jim Campbell[1] is one of the artists who pioneered the use of electronic media for installations and sculptures that react to the visitor, see figure (1) showing his Hallucination project. This project presents a new interactive artistic video installation, in which viewers can see themselves in it and seemingly set themselves ablaze and hear the voices of fire. This video installation is presented on a screen in an exhibition. This shows a distraction between the live pictures and the created pictures and lead to doubting the visual level

Jim Campbell, Hallucination (1988-1990), Black and White Video camera, Television (Background video 50 inch, optical disc drive, custom electronics)

In 1966, artists have started experimenting visual technology and movement technology, which eventually led to some artists studying the relationship between arts and science. Robert Rauschenberg[1], Qyvind fahlstrcm, John Cage[2], Steve Paxton, Lucina Childs[3] and Bill Kluver, a Laser researcher and physician in Bill labs,   united all together to produce a series of exhibitions using these new technologies. At that time, Robert Rauschenberg succeeded to build a programed tennis game in which he managed to play with light and sound by using different lightings that results in different sound and is known as experiments in science and technology.

There are also companies that work on analyzing the visual and dynamic phenomenon to some artists such as Maze craze, an artist who depended on creating different environments for the audience to react to in his exhibitions, he tested the interactivity of the audience through exposing them to different colors and analyzing how they react with it and adopt to it. His experiment depends on exposing the viewer to different shades of blue, red and green in a clear area, with no other color stimuli.

Finally, there is an evidence of the simultaneous effect of added and reflective materials and the colors offered, which include not only scenes but also fully penetrate consciousness.

- **The modern roles of animations in the postmodern art different forms**

Since the development of the computer drawings and the programs that are accessible by any normal person, the artists in the contemporary society became able to understand and use these technological techniques, in which they can reach more creative experiences.

Lately, the audience's interactivity became the focus of art, this was due to the rapid increase of the digital interactive presentations. The computer tools turned into a modern tool that offers a new way of storytelling between the program and the viewer, this interactive relationship with technology became very important in the artistic shows, in which the artist can digitally impersonate his characters through technology. At the same time, it allows for more engagement with the viewers.

Here we find, for example, that the ability of the console in the image of a player to take different forms of identity in virtual societies in various direct presentations. It also shows the topic from different perspectives that allow the audience to get engagement with the visual communication through the different platforms, in which they can get rid of the limits of the real social world by trying to depend on the imagination of the virtual world. As a result, lots of audience call for more physical interaction within the framework of the animation

Immersive and Interactive Installation in Paris – Fubiz Media

Today has witnessed a big leap in art like never before. With the emerging use of photography and digital tools, everyone now is able to use his computer to create art. Animation got more focus among practitioners and artists and a lot of changes have appeared. The interactivity between the audience and the digital media has made an impact on the spread of art and offered a new spatial experience where people can change places and move within the same place through different screens, this technique was shown in different exhibitions and museums.

The definition of "art" is faltering as it moves between different societies. The result is a rigorous loss of the definition itself over the past century, and art as often thought that the institution would be disallowed from traditional concepts. It must regularly redefine itself in terms of the context of art, changes, and community values.

40 years ago, formal ideas about art that were common, and they have given way to postmodern art theories such as "limits to education," which would (unfortunately) give the institutions the purpose of fine arts in cultural awareness among ethnic communities - and thus, making them meaningful - to be useful.

The "art" debate in today's society continues, and much attention is being paid to this debate in the "post-modern" themes and its connection with the means of supporting it with the animations or other different media.

Every concept can be challenged in the postmodern view – and the introduction of new media seems to have fostered a distinct computer movement. The animation and simulation with which it comes, became the most prominent form of computer interaction – and even the suggestion that it be the art-definition tool of the new millennium.

Researchers like Peter Weibel focus on replacing traditional art with technological integration: "Art that uses technology media is radically different from art that came before. Art of media; rewrites classical arts and surpasses it. The digital immersive attitude takes it as a transformation from the "other" reality."

While accepting an immersive, interactive digital environment, it is also useful for imagination and intuition, it ultimately holds the necessity of all in the real world and is vital to the criticism of what we are.

Many people are writing today about interaction and technology in art. Many of these explanations tend to suggest that technological progress is "changing beauty" and how traditional art forms – such as painting and sculpture – no longer suffice in contemporary art. An example is as follow:

Technological facades, especially in the field of visual arts, and the abolition of ancient esthetic and cultural categories. These technological interfaces were then spread through sensory and off-the-sensory channels, benefiting from multimedia operations. Although it is long-term, classical art forms do not seem to be fully responsive to changes in society.

The esthetics and the word of art are often altered between writers. The term "old" esthetic values "means that, throughout the history of mankind, there was a single form of esthetic sense shared by all, and in some way that these esthetic values were overturned by creating the interactive computer art. The response to popular activities in the era was an art institution practice all the time. As when photography created people were keen to suggest that the painting was no longer viable, and today people jumped to conclusions that the same thing would go to art.

3. RESULTS

1- Achieving new artistic and unfamiliar values in postmodern art is considered a motive for the artist that pushes him to innovate and add new techniques such as animation, in order to be able to present new forms of artworks to the audience.

2- The imagination in animation, the mental images and intellectual stimuli play a big role in enriching postmodern arts.

3- There is a connection between wisdom, freedom and interactivity and postmodern arts, which present an intellectual stream that use animation as a sufficient and bold medium.

4- Animation had a lot of authentic and creative types of arts and made an impact on the artistic values of the products of postmodern arts.

4. RECOMMENDATIONS

❖ **In light of previous findings, the researcher recommends:**

1- There is a compelling need for enriching the animation art through increasing its educational capabilities in the universities and educational organizations, in order to affirm the state of animation in the Arab world similar to what it globally reached.

2- Increasing researches in the field of using animation in other forms and in new arts and its importance and effect.

3- Increasing exhibitions and technical workshops for animation and their use in postmodern arts in the Arab world and encouraging intellectual and technical creativity through new technological means.

4- Work on raising artistic awareness in the Arab culture, through teaching aesthetic technicalities in the educational organizations.

5- Make a strong relationship between our creativity and new technology. This requires studying creativity in the world from all its different intellectual aspects.

6- We must speed up in teaching the new technological tools used in animation, theoretically, artistically and practically in the Arab and Egyptian fine arts colleges, in order to cope with the development in this field.

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