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Art and Expression

ARTDEA

ARTe: Art and Expression
Presents

ART-IDEA
A BOOK CHAPTER

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CHAPTER 3

HYPER MAT!

Muhammad Asri Bin Azuddin

3.0   Abstract

In this digital era, most of the photograph are hard to be trusted. This is the digital pixels can be modified, rearrange and manipulate into something different from the original. The idea of manipulating visual are way back and one of the purposes and most used is in manipulating idea of creating a propaganda to provoke the audience. The idea of this provoking images and photograph is to spread the negative and hates. In the hand, photo manipulation also being used to cover the truth meaning within the image. The artist artwork takes advantage of those idea and use the digital photo manipulation as the main tools to deliver his idea literally to the viewers. The process of completing the artwork is arranged until the final outcome of the artwork. The satire element is implemented in the overall meaning of the artwork for society to digest. The artist feels like his responsible to educate the audience directly and indirectly through his artwork. Instead of many negative used related to digital manipulation, the tools itself can be use into a greater good for a better purpose. Some of the imaginative idea may be achieve using this digital pixel photograph so that the realistic outcome that the artist has imagine can be project vividly into the final product.

Keyword: Manipulation, Digital Manipulation, Photo Manipulation.

3.1   Introduction

Photographs can no longer be trusted in this new digital era. Fake images have appeared in various tabloid magazines, main-stream media outlets, political attacks, scientific journals, social media and the hoaxes that spam in our email. These manipulative photographs are appearing with increasing occurrence and complexity, and even experts themselves often cannot rely on visual inspection tools and software to distinguish authentic of an image from fakes (O'Brien, 2012). The artist uses digital manipulation as a theme of his artwork to portray the vivid idea of what he wants the people to see. Photo manipulation is the ability to integrate desired changes in images by performing pixel-based modification or tonal tuning using image editing software with intention to change the meaning or message content in the photograph.

3.2   Artist Influence

Referring to (Langford, 2010) digital imaging allows you to mimic almost all conventional (chemical-based) photographic tasks such as burning and dodging, spotting and retouching, and colour correction. Results can be seen on screen instantly as most of them occur in real-time (or without any noticeable delay), enabling you to continually adjust your actions accordingly without the need to print out your image

The work mostly not inspired by any specific artist in the current timeline of previous. The artist loves the idea of manipulation because the uses of its synonym with the use to create political propaganda idea. The technique of manipulation always tends to provoke people judgement and assessment in certain issues. By using the manipulation theme, the artist really want audience to get the idea directly from the image so the original idea by him will never being interpreted wrongly (Sharma, 2017). This technique often used by people to influence others by changing the original messages in the image.

3.3   Methodology
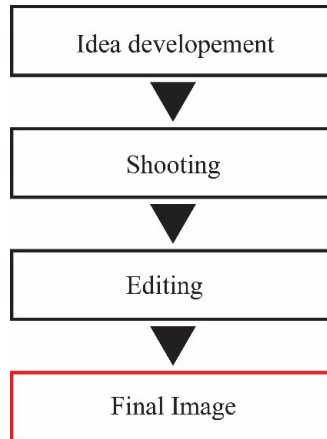
Table 1: Flow of the process

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┌─────────────────────────┐
│    Idea developement     │
└─────────────────────────┘
            ▼
┌─────────────────────────┐
│        Shooting          │
└─────────────────────────┘
            ▼
┌─────────────────────────┐
│         Editing          │
└─────────────────────────┘
            ▼
┌─────────────────────────┐
│       Final Image        │
└─────────────────────────┘
```

Table 1 shows the flows of how the process the artist going through in doing the artwork. From the Idea development that include current issues that want to be highlight then the artist starts the shooting process with the talent as a main subject. Next is the editing process to finalise the artwork.

3.4   Studio Research & Analysis

Using Digital Single Lens Reflect (DSLR) camera to capture the main subject matter. The artist uses multiple shot of the same image from a static point of view using tripod to create the scene in the first place. After creating the multiple composition image, every image layered on top of each other in Adobe Photoshop.

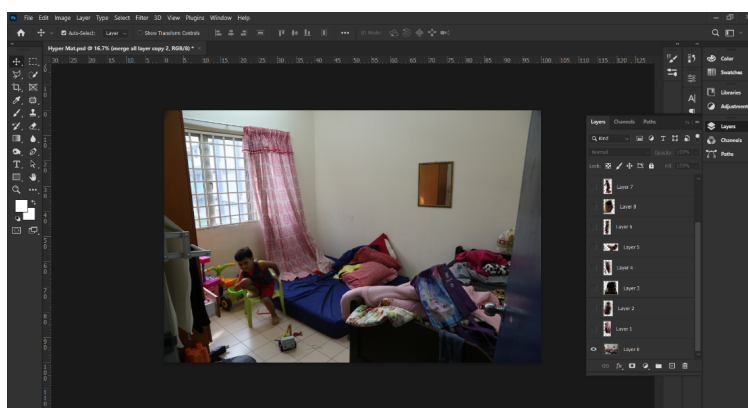**Figure 4: Multiple shot taken using the same composition**

Figure 5: The base image for the editing process before layered

Delete all images until each image only left with the main subject only. Afterward, all the layered images have to be aligned individually one by one to make sure all the main subject will remain the right position onto the base images. The last step is to align all the layered images as the base images to avoid distortion and unrealistic composition. To finalise the images, the artist calibrates the colour of the image so that each main subject that appear in the base images will have the same brightness and contrast to avoid the obvious dissimilarity.
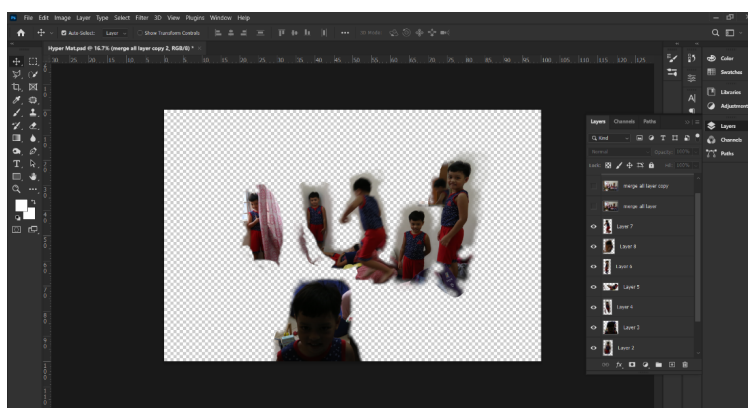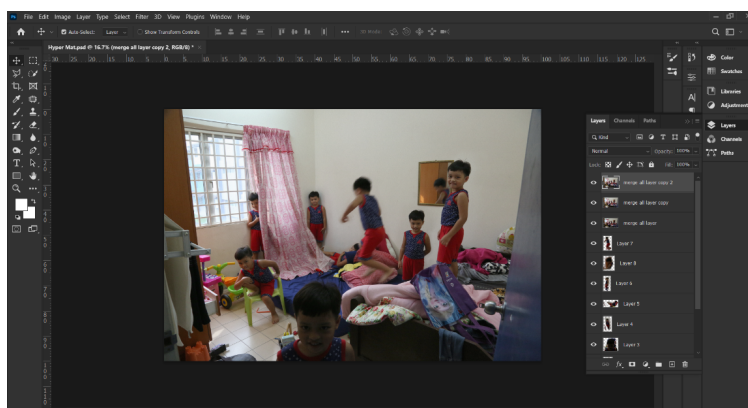

Figure 6: The layered images

Figure 7: Finalising Images

3.5   Artist/Artwork Statement

The work that the artist wants to portray is the current situation that every family with children have to face when our nation Malaysia decided to implement 3-month lockdown to contain the spreading of the Corona viruses. Children that normally can go out and play outside have to limit their play ground only in their home. With the limit of the play area, the hyperactive children really show limitless energy during the day of their playtime.

The artist gets the idea from his first-born son that everyday play and mess the home during daytime and repeat it all over again. To portray the hyperactive side of his son, the artists want audience see the idea literally and choose to use the digital manipulation technique to make the visual more visible. The main subject (the children) in the image being places all over the images so that audience see that each place is considered as a playground. The artist also wants to critics the issues that parents always depend the schools and teachers for responsibility of taking care their children. Meanwhile during the lockdown many realises the challenge that all teaching staff facing all this time.

3.6   Conclusion

To conclude, the artist wants the people to realise that how important of child development and the important role that as a parent to them. Children will always think about play all the time in their head and they have unlimited imagination in their own world. As a parent, support them and guide them to what that can make them happy and is our responsibilities to make the next generation better than ours.

3.7   References

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