

DESIGN DECODED 2021 : ART EXHIBITION



*Decrypt your
visual creativity*

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ROSLAILI ANUAR (DR.)
123 Action!

Digital Artwork
45 cm x 60 cm
rosla206@uitm.edu.my



Roslaili Anuar

1 2 3 Action !

This is a digital artwork that uses photos and computer technology to create a unique piece of art. Turquoise blue and orange almost balance the two conservative colors, giving them a cool, refreshing vibe. Orange is the dominant hue in this piece, and it represents a warm or energetic atmosphere. It also connotes courage and hope in facing adversity. This color scheme represents a fresh mood that demands a delicate mix of taste and a powerful atmosphere. With the vivid turquoise and orange colors that were prominent in the 1950s and 1960s, the color scheme has an antique vibe. These combinations are contrasting with one another, resulting in a well-balanced mix of warmth and cold.

The title 123 Action! was given to the artwork since they were once the most popular action movie on the silver screen, captivating viewers all over the world. In movies, the genuine pronunciation typically begin with 3 2 1 action, but it is intentionally referred to as 1 2 3 Action! to challenge the audience's ability to grab the connection. These characters were once idols and crazed by humans, but with the advent of a new revolution and a new stream in life, all of that has become a distant memory. The effects were utilized to give it a more contemporary appearance, making it more intriguing to look at. Contemporary art is defined as a reaction to modern art,

representing a culture that embraces globalisation, cultural diversity, and technological advancement. Art has the right to evolve as well, and it is hoped that it will alter society's perception of it. This is also a routine in the human life cycle, where humans evolve and advance to stay competitive. Will our personalities change as a result of altering our lives? Art, like humans, has progressed over time. Traditionally, art is often associated with entertainment in the form of exhibitions, but its purpose is to serve as an aesthetic pleasure for public viewing.

Because technology is such a prominent medium, the artwork has included Augmented Reality technology to enhance it. Augmented Reality is being utilized to improve the worth of art for it to become a more vital element in facing the ongoing changes to set a cultural benchmark and for the artist's gratification. Art should have a component of beauty, visually appealing, and should be aesthetically connected with the audience, while also expressing a deeper relationship between surroundings. Art can now be used as a form of education, therapy, and a new method of communication, due to advancements in science and technology.

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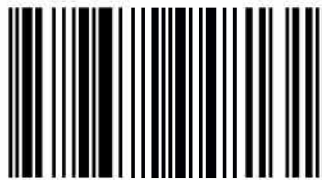


3. View the artwork through your smartphone

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