

# Artists and Technologists Creating New-Media-Art-Works

Subjects: Others

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The deeper the combination of art and technology, the more extensive the cooperation between artists and technologists. In many cases, the creation of New Media Art requires the cooperation of artists and technologists. However, since New Media Art is an emerging art form, the process of cocreating New Media Art between the two is at the exploration stage. Especially in areas with underdeveloped New Media Art and underdeveloped technology, there exist many problems in the cooperation between the two, such as a lack of complete understanding of the factors involved in the cooperation process and a lack of reasonable planning for the cooperation process.

Keywords: artists ; scientific and technological workers ; New Media Art ; cooperation process

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New Media Art is considered to be art created or exhibited using computers, and some researchers also believe that cross-media creation is also a characteristic of it. New Media Art has been closely related to the development of science and technology since its inception. The early New Media Art was combined with printing, photography, sculpture, and installation. Later, it used video, film, and animation as media. Nowadays, New Media Art uses advanced digital technology to create new forms of expression, such as virtual reality, software art, network art, etc. <sup>[1]</sup>. The development of New Media Art has important and extensive significance. New Media Art is the product of the combination of art, science, and technology. In the early days, artists could master technology and independently create New Media Art works, but now, the advanced development of technology has increased the threshold for artists to learn it.

Cooperation is becoming increasingly significant, and theories about how artists and scientific and technological workers collaborate still need to be supplemented. Because according to the literature, we have found so far, on the one hand, that they focus more on the part of “cooperation” and “communication.” They do not fully demonstrate the influencing factors of the “whole process” (such as cooperation conditions, project management, feedback and evaluation, cooperation results, etc.), but directly focused on the part of “cooperative interaction behavior.” On the other hand, they paid less attention to the establishment of cooperation conditions as well as feedback and evaluation. The demonstration of the construction cooperation conditions is directly related to actual operations, so most of them are mentioned in specific actual cases, while theoretical research pays little attention to this part. Regarding the feedback and evaluation, it is currently unclear why it is less considered in the research. In order to further study the cooperation theory of the two, for the reference of artists and scientific and technological workers, this research carried out a series of work. The first is to construct a cooperative factor system for artists and technologists to create New Media Art works by searching literature and consulting experts, and second, using questionnaire surveys and AHP analysis method (a simple and flexible multicriteria decision-making method for quantitative analysis of qualitative problems), to integrate the opinions of relevant people in the field on the weight of cooperation factors. Finally, some valuable information is obtained from the final weight results.

This study considers the entire process of cooperation between the two parties from “construction of cooperation conditions” to “cooperation feedback and evaluation,” thus makes up for the shortcomings of previous studies that often only focus on the process of cooperation and interaction. A relatively complete system of cooperation factors is established, and the degree of importance of cooperation factors is examined. Some of the thoughts derived from the research will have a positive guiding role for artists and scientific and technological workers to create New Media Art works, avoiding them from paying attention only to certain aspects involved in the cooperation, and helping them to establish a more comprehensive understanding.

This research is divided into several parts: The first part is literature review, sorting out the literature achievements and actual progress in two important aspects of “New Media Art” and “interdisciplinary cooperation.” Then in the “summary,” the deficiencies of previous studies are pointed out and the work done in this study is clarified. The second part is methodology, which takes the three steps of the AHP method as the main body, and introduces the research process, research materials, and research results of this research in detail. The third part is the result and discussion.

According to the weight data obtained in the second part, the analysis and discussion are carried out from the two perspectives of “comparative analysis of the weight of each factor” and “comparative analysis based on basic information.” The fourth part is the conclusion, summarizing the research methods, research conclusions, research significance, and limitations of this research.

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## References

1. Villagomez-Oviedo, C.P. El proceso de creación del Arte digital = The Creation Process in Digital Art. *ArDIn. Arte Diseño e Ingeniería* 2019, 8, 16–30.

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