

The Dimension of Medium: The Transcendence of Technology in Digital Printmaking

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Abstract: The visual presentation of digital printmaking has long appeared, and it is indeed a new technical means in the creation of printmaking. Starting from the generation of the concept of digital printmaking, we will investigate the technical view of digital printmaking in detail, and then examine the linkage between digital printmaking technology and the modern media, and ask what the digital printmaking has to do in the art context of the present time, and how this new language of printmaking can complete the transcendence of the digital technology so as to realize the intervention of the artist in the real life. How this new printmaking language can surpass the digital technology and thus conform to the trend of media communication, change the creative thinking of artists and realize the intervention in real life.

Keywords: Digital Printmaking; Technology; Media.

1. Introduction

Digital printmaking, as a high-profile form of artistic expression, has attracted widespread attention in recent years, and people have begun to focus their vision on this emerging mode of creation, both in the practice of amateur creators and in the academic field. However, it is worth noting that digital printmaking is not something that appears at first sight, but has gradually formed and become mainstream with the rapid development of digital technology, especially the maturity of digital image processing technology. For this new artistic language, the most important thing is how to define this language, as well as the way of creation, dissemination and acceptance of this language. Therefore, this paper focuses on the limitations and medium of digital printmaking, and by analyzing actual works, it explores the key elements of building digital printmaking and the way to realize this creation method, and at the same time, it explores the connection between digital printmaking and the real world.

2. Definition of Digital Printmaking

Digital printmaking, as a technical means of printmaking creation, is inseparable from the emergence and enhancement of personal computers in the 1990s. The most important feature of digital printmaking is that it is a form of printmaking art accomplished through computer or printing equipment, and digitization becomes his essential feature. With this premise, the formation of digital printmaking is gradually discovered by the public through the creative practice of digital printmaking and the experience and breakthrough of creative practice. Therefore, this poses a challenge for the definition of digital printmaking. Therefore, the creation of digital printmaking it is formed through a series of evolution, and any attempt to force the definition of digital printmaking is a kind of solidified thinking, which is not conducive to the development of digital printmaking. However, the good thing is that digital printmaking at the existing stage of its mainstream creation mode is also traceable, according to the current creation mode to define digital printmaking is also not a wise move.

At this stage, the closest exhibition of digital printmaking is to be counted as the "First International Digital Printmaking Art Exhibition". In the works on display, it can be seen that more than 150 exhibits from various countries have its fixed way of creation, and they are all expressed through digital input and output and thus transferred to paper. The way the works are presented is related to traditional printmaking. However, from the presentation form of the works, we can see that all the works are processed through digital software, or through scanning the image of the object in the digital conversion. Therefore, digital prints in the production of the existence of two characteristics: first, its image is created through the digitization of software tools, it is really software and hardware under the joint action of the completion of the computer is able to identify its image. Secondly, digital as the underlying logic of digital prints to express, in other words, these works are digitized through the existence of the way are not real, they type of computer output through the conversion of the way. Through these two basic conditions as a qualification, plus two more qualifications, one is creative must become a necessary condition for digital prints, it is different from the original reproduction of classic art works, digital prints in the output process as long as there is enough ink, it can be always output and the loss of the image is almost zero, through the number of digital prints to do the output of limitations, which is the same as the traditional prints. Because the printing process of the loss of a limited edition, and for digital prints it is necessary to limit the human to complete, which also reflects the originality of digital prints, for the computer to limit the number of things is easy, in the output of the work of the number of prints to control, and the number of prints for the public can be.

Digital printmaking is a way to realize creation through different technical means, he is different from the way of copying classic art works, it is only the computer presentation as a technical means, and control the number of its printing as the attribution, digital printmaking as a new technical means of creation of printmaking in the new era, digital printmaking is closely connected with digital technology, reflecting the combination of contemporary art and science and technology.

3. Technical View of Digital Printmaking

The development of science and technology has produced digital printmaking, which also reflects the attitude of printmaking creators towards new technology. Many people have suggested that this new technical means will have an impact on the humanistic qualities of the works, but the author thinks that this attitude is too negative. Digital printmaking is still in the exploratory stage in China, and the creation has not been completely dominated by this technology. Therefore, more in-depth excavation of this technology will make this technology applied to printmaking provide more space for development. Throughout the history of printmaking, the development of printmaking cannot be separated from the change of technology, and the emergence of digital technology brings new opportunities for printmaking, and the emergence of new technology also expands the boundaries of printmaking, and brings new visual presentation to people. Therefore, the change of technology affects the development of printmaking and the development of printmaking, to which we should actively respond. To summarize, digital printmaking is really produced under the development of science and technology, which embodies the prudent attitude to new technology in creation and combines the innovation of traditional printmaking to new technology, which has an important status and development potential for creators in technology, which will provide new power for the development of contemporary printmaking creation.

In today's world of social, economic and cultural globalization, digital presentation has become inevitable. This also makes it a condition to become a national art language. Technology, simplicity and convenience have become the basic features of digital printmaking, and the "master plate" in digital printmaking is fundamentally different from the "master plate" in traditional printmaking. It abandons the traditional printmaking features of secrecy and regularity, which is the exploration and re-cognition of the new technology. We can see through the painting of André Leiralerio's "Survival or Destruction" that the treatment of computer technology expresses a kind of reverence for life. And then in Andres Llerarelario's work we can see through the picture that an eye is presented in a window, and in the eye one can see planets and stars. In terms of technique itself, it compares the work with Dürer's *The Four Horsemen*, which arranges the lines with a degree of fineness that is also quite challenging for a woodblock artist. And "Survival or Destruction" randomly drawn lines composed of lines, I think it is the people who do not know how to draw or beginners, they as long as they can know how to mouse or drawing software can draw similar lines, but these are required to the author of the creation of the itself have an understanding. By comparison it can be concluded that technically traditional printmaking is technically more difficult, while digital printmaking is technically easier. Digital printmaking is an easy to use and simple technical means, learners can create their own desired printmaking effects through simple training, and this language of expression is the same all over the world, and traditional printmaking compared to more popular, everyone who knows the computer can use it to create.

4. Media: Creation and Dissemination of Digital Prints

The technical advantages of digital printmaking are inseparable from the requirements of the times, that is to say, without the impetus of technological change and the needs of the times, the independent generation of digital prints will face great difficulties. Throughout the evolution of printmaking, the rise of printmaking in the Song Dynasty originated from the urgent demand for the dissemination of documents at that time, while copperplate prints emerged in the 16th century with Martin Luther's religious reform movement and became an important tool for publicizing ideas; and the popularity of lithographs in the 19th century was closely related to the social movement at that time. With the global digital transformation, digital printmaking was born. This change not only allows digital signals to simulate the material world, but also enables digital models to be transmitted nearly losslessly, presenting a propagation effect similar to the speed of light.

This change laid the foundation for the development of digital printmaking. The emergence of digital printmaking provides new possibilities for artistic creation. Through the digital medium, artists can create unique works and display and disseminate them to audiences all over the world. Compared with traditional prints, digital prints are more likely to be widely disseminated on the Internet, and they can also realize different display effects from traditional exhibition methods, which is of great significance in promoting the development and dissemination of art. The emergence of digital printmaking opens up two important possibilities. One is that digital media enables prints to exist in digital form, and in fact, any digital print can be unique by editing it. The second is that both digital prints and digital media have the same features, but are significantly different from traditional prints and communication pathways, and the logic of the same code is the result of the joint action of digital prints and communication media. This development context, digital printmaking can be more deeply integrated into the cultural and artistic communication in the digital era, injecting new vitality and innovation into traditional printmaking. This dual-media nature of digital printmaking will be elaborated in detail next. First of all, digital technology, as the medium of digital printmaking, opens up a new era of printmaking creation, providing artists with unprecedented creative possibilities. However, the way of creation that relies solely on technology often lacks depth and connotation. The core of digital printmaking lies in the artist's in-depth thinking about the real world and expression of emotional experience. The current mainstream digital printmaking creation presents a variety of forms: on the one hand, works such as Feng Mengbo's "Apartment" and Zhang Jun's "Message Tree", etc., reproduce and transform the reality through digitalization, showing the aestheticized expression of reality; on the other hand, Eileen Cheng's work "Ancient People of the Present Moon - The Story of Cultural Relics (No.3)" shows the traditional and ancient world in a unique thematic way, unique thematic creation to display traditional Chinese life scenes, presenting a visual form that is very different from the traditional art medium; the creation style of this work integrates the understanding of traditional culture and contemporary aesthetic expression, with profound artistic connotation. These works are not only a display of technology, but also a profound exploration of contemporary society,

humanism and aesthetic trends, opening up new ideas for the development of digital printmaking. These works demonstrate the potential of the mutual integration of digital media and creative practice. Digital printmaking is not only a technical tool, but also a carrier for artists to express their personal concepts and deep thinking about reality. In the era of digitization, digital printmaking, as a new form of artistic expression, carries the scrutiny and exploration of contemporary society, culture and technology, and brings new possibilities and development directions for artistic creation. Of course, it also includes the way of dissemination.

The difference between digital printmaking and traditional printmaking lies in its image expression. It is linking history, nature, digital and network together, and this way of creation is a leap forward in technology. Digital printmaking has a very important role in the creation of contemporary art, not only reflecting the integration of technology and art, but also integrating the digital lifestyle into life and creation, which also reflects people's acceptance and pursuit of digital life. Compared with traditional prints, digital prints have a broader dissemination and can be shown to the audience through digital platforms. The dissemination of digital prints may cause impact on original works in a short time, but with the progress and development of technology management, this negative impact will be controlled. The development of digital printmaking is closely linked to its presentation method, which is also worth studying. How to grasp the exhibition mode and digital presentation of the entity, digital printmaking will be with the development and innovation of digital technology, which will bring more ways of

presentation for printmaking and provide more visual possibilities for the audience, and this technical means is integrated with creation. Both the development of digital printmaking power, but also for the expression of digital technology to add more possibilities.

In summary, by analyzing the concept of digital printmaking, it can be concluded that digital printmaking is a new means of creating printmaking technology. It shows unique advantages and artistic expressiveness in technology, and it also embodies the characteristics of the times. Digital technology it is closely linked with contemporary art, in the context of the new era, the development of digital printmaking is not only the embodiment of the development of science and technology, but also the complete integration of traditional and contemporary, although the future of digital printmaking still has a lot of uncertainty, but with the continuous development of digital printmaking, he will have a far-reaching impact on the future development of art.

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