

ELECTRONIC ARTWORK: ELECTRONIC TECHNOLOGY AS A TOOL FOR CONNECTING THE ARTISTIC IDEA

**Wan Jamarul Imran Bin Wan Abdullah Thani (PhD)¹, Mustaffa Halabi Azahari (PhD,
Associate Professor)²**

1. Faculty of Applied and Creative Arts, Universiti Malaysia Sarawak,
watimran@faca.unimas.my
2. Faculty of Art and Design, Universiti Teknologi MARA Shah Alam.

Abstract

For centuries, artists have used several of mediums or materials as a tool for connecting themselves with their idea. However, in the early twentieth century, electronic technological medium such as light and electronic motor, video and computer begins adopted by artists in their art practices. With the rapid development in electronic technology, it has increased opportunities for artists to link to their idea. Besides that, the evolution of video technology and computer technology also has allowed various possibilities for artists to explore the new approach and practice in art. Therefore, as accessibility and understanding of electronic technological media grows, it becomes widespread and increasingly helpful in the latest developments in contemporary art practices. The application of electronic technological medium becomes a common art tool and medium in their art practices. It considers a mediator for bridging between artists and their conceptual idea. This paper will discuss the situation on the application of electronic technology as a tool for connecting the artistic idea. It indirectly emphasises on the function and purpose, which emerges from the situation. The study also will outline the significant factor carried out from the application of electronic technology in art practices.

Keywords: electronic artwork, art and electronic technology, exploration and exploitation, mediator, creativeness and innovativeness, expansion of media.