

MULTIMEDIA IN THE ARTS: PRACTICE TOWARDS EXHIBITION

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Abstract

Multimedia has become a common term used at large in various areas. In the arts, it also carries a broad definition in terms of context, content and concept. Generally, the practice in multimedia expands from the development of electronic technology especially in computer-based technology and artist's artistic ideology. It offers a great opportunity for artists to explore their artistic ideas without limits. Unfortunately, some approaches in multimedia works require monetary support especially dealing with hardware and software, related electronic appliances, and other user interfaces. Basically to be involved in multimedia practice, artists must have a good understanding in multimedia technology. However this is not the only requirement needed, artists also must include the elements of integration and interaction in their practice. These two elements will be carried out as the practice of multimedia presentation. With this approach, the practice towards exhibition is totally changed. Art that is presented and displayed in the exhibition space or gallery are mostly electronic-based orientation. My intention in this paper is to share the approach of multimedia in the arts that have been displayed by some artists involved in 'DNA → Hybrid' exhibition. Therefore, this information will help facilitate the Malaysian public to understand art created from the approach of multimedia.

Keywords: multimedia in the arts, multimedia technology, integration, interaction, multimedia presentation.