

Reframing Artistic Practice in the Digital Age: Transformations of Traditional Arts in Contemporary digital Media Culture

Azhar Hussain Iashari

lashariahar@gmail.com

Lecturer, Department of Computer science, College Education Department Govt of Sindh

Manzoor Hussain Mangi

Assistant Professor, Department of Arts and Design, Shaheed Benazir Bhutto University, Shaheed Benazirabad

Rizwan Ali Mangi

Lecturer, Department of Arts and Design, Shaheed Benazir Bhutto University, Shaheed Benazirabad

Corresponding Author: Azhar Hussain Iashari Nizamani lashariahar@gmail.com

Received: 02-11-2025

Revised: 16-11-2025

Accepted: 02-12-2025

Published: 18-12-2025

ABSTRACT

The advent of digital technologies has revolutionized the global art landscape, introduced novel artistic forms, and redefined conventional artistic processes. Digital art, facilitated by technology such as artificial intelligence (AI), virtual reality (VR), graphic software, and online platforms, has broadened the methods by which artists create, disseminate, and engage with art. Although digital art presents novel avenues for creation, accessibility, and commercialization, it simultaneously engenders apprehensions about the preservation of conventional artistic techniques, authenticity, and cultural legacy. This study examines the influence of digital art on traditional arts by investigating the effects of digital technology on artistic output, cultural preservation, and artistic identity. The study uses a qualitative analytical research design to explore scholarly literature and analyse current practices in both digital and traditional art. The results show that digital art changes artistic processes, promotes hybrid artistic practices, and increases the worldwide reach of conventional artworks rather than just replacing traditional art. But issues like commercialization, reliance on technology, and potential marginalization of traditional skills continue to be major worries. The study comes to the conclusion that combining conventional creative expertise with digital technologies can improve artistic innovation and cultural sustainability.

Keywords: Digital Media, Traditional Arts, Digital Age

INTRODUCTION

Numerous facets of society, including the arts, have been significantly impacted by the quick development of digital technologies. Paintings, sculptures, calligraphy, and crafts have historically relied on manual methods and tangible materials. Artificial intelligence-generated art, digital painting software, graphic tablets, and virtual reality exhibitions are examples of new artistic instruments brought about by the digital revolution. The way artists produce and distribute their work has been profoundly altered by these technologies. (Cao, H. 2026). The expansion of digital technologies has significantly transformed artistic production, distribution, and reception across the globe. This paper critically examines how digital art practices are reshaping traditional artistic forms, with particular attention to their implications for creativity, artistic identity, and cultural continuity (Matrahah, 2025). Artists can now experiment with cutting-edge methods, multimedia platforms, and interactive experiences thanks to digital art, which has broadened the bounds of creativity. Artists can now use digital tools to produce intricate visual works, modify photos, and use online channels to share their work all over the world. This change has made art more accessible and made it possible for more people to engage in artistic endeavours (Rani, A. 2025).

At the same time, the growing dominance of digital art has raised concerns about the sustainability of traditional arts. Critics argue that reliance on digital tools may reduce appreciation for manual craftsmanship and traditional artistic techniques. Nevertheless, many scholars suggest that digital technology can also support the preservation and revitalization of traditional arts by digitizing cultural heritage and introducing new audiences to traditional forms (Kawakami et al., 2024)

Therefore, this study investigates the impact of digital art on traditional arts, examining whether digital technologies threaten traditional practices or provide new opportunities for their development.

Statement of the Problem

The growing popularity of digital art has had a profound impact on the artistic production, distribution, and consumption. Most artists are now using digital applications as opposed to using traditional media (canvas, paint and sculpture materials). This has cast doubt on the existence and applicability of the traditional arts in the digital age.

The conventional types of art take years of crafting skills, manual craftsmanship and cultural learning. Yet, digital art tools enable quicker production, simplified alteration, and expanded distribution, which can lead to a decrease in the value attributed to traditional artistic practices. (Cao, H. 2026). Moreover, the commercialization of digital art by means of online platforms can overshadow the traditional markets of art.

In spite of these fears, digital technologies too therefore offer the possibility of maintaining and showcasing traditional arts via digital records, online exhibitions, and through learning platforms. This necessitates the need to discuss the effect that digital art has on traditional artistic practices as well as it supports or threatens cultural heritage.

Research Objectives

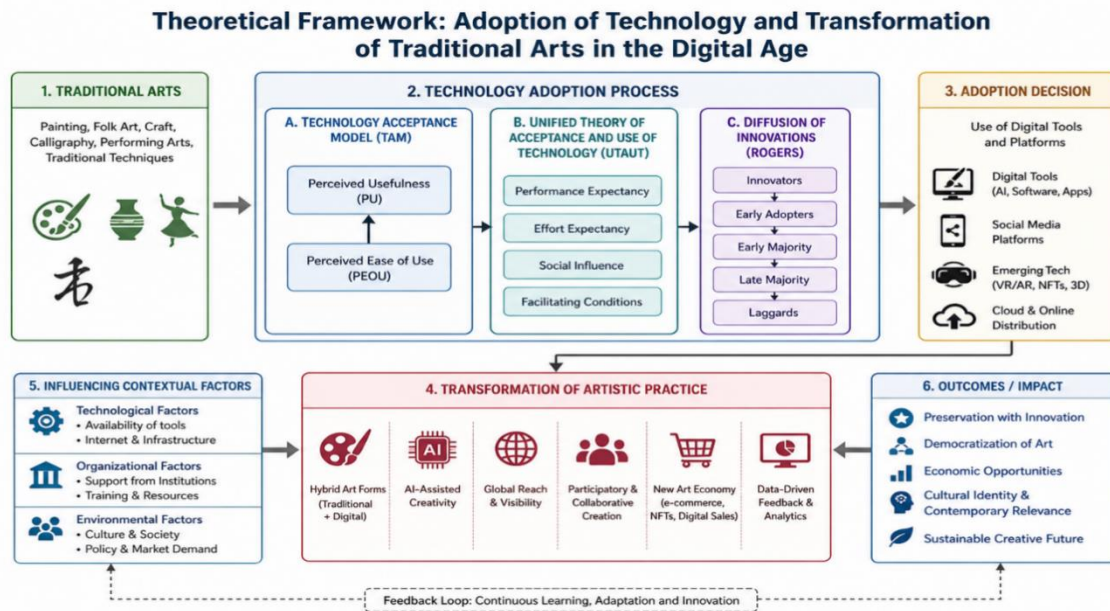
1. To examine the relationship between digital art and traditional art forms.
2. To analyze the influence of digital technologies on traditional artistic practices.
3. To explore how digital art contributes to the preservation and dissemination of traditional arts.
4. To identify challenges faced by traditional artists in the digital era.
5. To evaluate whether digital art complements or replaces traditional artistic techniques.

Research Questions

1. How has digital art influenced traditional art forms?
2. What opportunities does digital technology provide for traditional artists?
3. What challenges do traditional artists face due to the rise of digital art?
4. How can digital technologies contribute to the preservation of traditional art?
5. Does digital art replace traditional art or create a hybrid artistic environment?

Theoretical Framework

This study employs the Technology Acceptance Model (TAM) and Unified Theory of Acceptance and Use of Technology (UTAUT) to examine how artists adopt digital tools, complemented by Rogers' Diffusion of Innovations theory to explain the spread of digital artistic practices. These models collectively explain how perceived usefulness, ease of use, and social influence shape the transformation of traditional arts within contemporary media culture.



LITERATURE REVIEW

Recent scholarly studies have examined the relationship between digital technology and traditional art. Tvrđišić (2022) explains that digitalization has transformed traditional artworks by converting them into digital formats, enabling broader accessibility and new ways of experiencing cultural heritage.

Art has historically functioned as a medium of human expression, evolving alongside technological and cultural transformations. In the 21st century, rapid advancements in digital technologies have introduced new artistic tools, platforms, and modes of engagement, fundamentally altering how art is created and consumed. The emergence of digital art encompassing digital painting, animation, virtual reality, and algorithmic design has expanded the boundaries of artistic practice and accessibility. (Faran Ayub, 2025)

Conceptualizing Traditional and Digital Art

Traditional Art

Traditional art refers to creative practices grounded in physical materials such as canvas, paper, clay, and pigments. These practices are often rooted in historical and cultural traditions, requiring manual skill, tactile engagement, and a deep understanding of materials. Traditional art emphasizes originality, craftsmanship, and sensory experience. (Ibrahim & Abdullah, 2025)

Digital Art

Digital art, by contrast, is produced using technological tools such as computers, tablets, and specialized software. It allows for precision, flexibility, and rapid experimentation through features like layering,

undo functions, and digital manipulation. Digital art is inherently reproducible and often exists primarily in virtual form, although it can be materialized through printing or projection. (Zierock, 2025)

This shift raises critical questions: Does digital art require the same foundational skills as traditional art? Is it redefining artistic authenticity? And can traditional art maintain its relevance in an increasingly digitized cultural landscape? These questions are particularly important in media education, where technological literacy increasingly intersects with artistic training (Chandio et al., 2024)

Cahyaningrum et al. (2024) highlight that digital technologies such as virtual reality, augmented reality, and 3D modeling can preserve traditional art forms while also expanding their audience through digital exhibitions and online platforms

Similarly, Matrahah et al. (2025) note that technology has reshaped modern painting by integrating digital tools with traditional artistic practices. These technological developments have led to new artistic movements and creative approaches in contemporary art.

More recent research highlights the growing role of artificial intelligence in art creation. Cao (2026) observes that AI-generated art and virtual reality technologies are reshaping traditional painting by simulating brushstrokes, altering visual aesthetics, and creating immersive viewing experiences.

RESEARCH METHODOLOGY

Research Design

This study employs a qualitative analytical research design to examine the impact of digital art on traditional arts. The qualitative approach allows the researcher to analyze scholarly literature, artistic practices, and technological developments that influence the art sector.

Data Collection

Data for this study were collected from secondary sources including:

- Peer-reviewed journal articles
- Academic books
- Art and media research publications

The literature selected for analysis focuses on research published between 2022 and 2026, ensuring that the study reflects recent developments in digital art technologies.

Data Analysis

The collected data were analyzed using thematic analysis. Key themes identified in the literature include:

1. Digital transformation of art production
2. Hybrid artistic practices
3. Preservation of cultural heritage through digitalization
4. Economic and professional challenges for traditional artists

The analysis focuses on how digital technologies influence artistic creativity, artistic identity, and cultural preservation.

DISCUSSION AND ANALYSIS

The findings of this study reveal several significant impacts of digital art on traditional arts.

Theme:1 Transformation of Artistic Creation

Digital technology has significantly changed the way artists create artworks. Digital tools allow artists to experiment with color, texture, and composition in ways that traditional mediums cannot easily replicate. These tools also enable faster production and editing processes.

Theme:2 Expansion of Artistic Accessibility

Digital platforms have expanded access to art by allowing artists to share their work globally. Online galleries, social media, and virtual exhibitions enable audiences to experience artworks without visiting physical galleries.

Theme:3 Preservation of Cultural Heritage

Digital technologies help preserve traditional art by documenting and digitizing artworks. Techniques such as 3D scanning and digital archiving allow traditional artworks to be preserved for future generations.

Theme:4 Emergence of Hybrid Art Forms

Many contemporary artists combine digital and traditional techniques. For example, artists may sketch traditionally and finalize their work digitally. This hybrid approach demonstrates that digital art does not necessarily replace traditional art but rather complements it.

Challenges for Traditional Artists

Despite these advantages, traditional artists face several challenges. The increasing dominance of digital art may reduce demand for traditional artworks. Additionally, the availability of digital tools may create competition for artists who rely solely on traditional techniques.

CONCLUSION

The study concludes that digital art has significantly transformed the global art landscape. Digital technologies have expanded artistic possibilities, increased accessibility to art, and provided new methods for preserving cultural heritage. However, the growth of digital art also presents challenges for traditional artists, including reduced market demand and changing artistic values.

Rather than replacing traditional arts, digital art has created a dynamic relationship between traditional and modern artistic practices. Many artists now combine digital and traditional techniques to create innovative hybrid artworks. Therefore, the future of art lies in integrating technological innovation with traditional artistic knowledge.

RECOMMENDATIONS

1. Art institutions should promote the integration of digital tools with traditional artistic training.

2. Governments and cultural organizations should support programs that preserve traditional art forms.
3. Educational institutions should include both traditional and digital art techniques in art curricula.
4. Digital platforms should be used to promote traditional art to global audiences.
5. Further research should explore the economic impact of digital art on traditional art markets.

REFERENCES

- Cao, H. (2026). The transformation of traditional Chinese painting in the digital art wave: The impact of AIGC and virtual reality. *Frontiers in Virtual Reality*. ([Frontiers](#))
- Matrahah, I., Mohamed, Z., & Zakaria, M. S. (2025). Review of the impact of technology use on modern painting. *International Journal of Art and Design*. ([UiTM Journal](#))
- Rani, A. (2025). The evolution of art through digital technology. *Journal of Commerce and Trade*. ([Journal of Commerce and Trade](#))
- Tongaria, M., & Mathur, K. (2024). A review study on the impact of digital art on freelance art in India. *ShodhKosh: Journal of Visual and Performing Arts*. ([Granthaalayah Publication](#))
- Tvrđišić, S. (2022). The impacts of digitalization on traditional forms of art. *AM Journal of Art and Media Studies*. (fmkjournals.fmk.edu.rs)
- Chandio, D. A., Chhachhar, A. R., & Ramzan, M. (2024). Effects of Social Media Usage on Gratification Obtained: A Study Based among University of Sindh, Jamashoro Students. *Global Mass Communication Review, IX(III)*, 80–88. [https://doi.org/10.31703/gmcr.2024\(IX-III\).09](https://doi.org/10.31703/gmcr.2024(IX-III).09)
- Faran Ayub. (2025). Digital and Mass-Reach Marketing Adaptation Techniques in Emerging Asian Markets: Key Insights from Sony and Huawei. *ACADEMIA International Journal for Social Sciences, 4(3)*, 2209–2231. <https://doi.org/10.63056/ACAD.004.03.0525>
- Ibrahim, M. A., & Abdullah, M. F. (2025). Conceptual Paper on Social Media Platforms as Learning Tools and Their Impact on Digital Marketing Strategy and Learning Effectiveness in Blended Learning Environments. *International Journal of Research and Innovation in Social Science, 2369–2381*. <https://doi.org/10.47772/IJRIS.2025.909000203>
- Kawakami, A., Coston, A., Heidari, H., Holstein, K., & Zhu, H. (2024). Studying Up Public Sector AI: How Networks of Power Relations Shape Agency Decisions Around AI Design and Use. *Proceedings of the ACM on Human-Computer Interaction, 8(CSCW2)*, 1–24. <https://doi.org/10.1145/3686989>
- Zierock, B. (2025). *Social Media in 2025 – Why This Year Marks a Turning Point*. <https://doi.org/10.13140/RG.2.2.10738.41921>