

# New Media and Creativity for Human Life Design

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**Abstract:** Modern design and art communities are realizing that there are some new media technologies that will totally transform the way in which we create our creations and how we interact with them. This speech focuses four technology trends that are at their early stages that may change the art form into creative design form. The first one is called digitized reality, that's the capacity to scan or capture the real world physical objects or motion with novel technology to create the realistic digital creations. The second is cloud-based techniques that are to exploit the power of sharing our digital creations and publish them in different media. And the third one is called rapid fabrication (3D printing and laser cutting). The rapid fabrication is an emerging technology that literally allows us to build or 3D print treats all its three-dimensional art works from those digital creations. The last one is virtual reality (VR) technology which provides the immersive virtual reality experience to interact with the modern design process and our creations. All considered contents of this speech are focusing to express the practical experience in above mentioned emerging technology and how they support for creative design process in human life design as well as providing a critical understanding of the digital era in human life design.

**Keywords :** new media, creativity, life design, performance

## 1. Introduction

Modern design process is a continuously evolving one as digital design process emerge new types of creativity. New media technologies are increasing power and spread into all areas of modern life give the opportunity for production of creations to be used in contemporary life. These novel technologies are providing tool to designers and production teams with interactive environments, transforming the way they design and make creations. Using the novel media technologies such as 3D scanning(or capture), rapid fabrication, cloud-based sharing and VR tools, they can explore, plan and communicate their creative ideas in new, more intuitive, helping them reduce risk, eliminate confusion and transform art form into creative form. In other words, modern media technology blurs the boundaries between the traditional computer assisted design process and introduced new space that would enable to direct the digital design processes as effectively as users could design intuitively. This new design space can be considered as an extension of creative space.

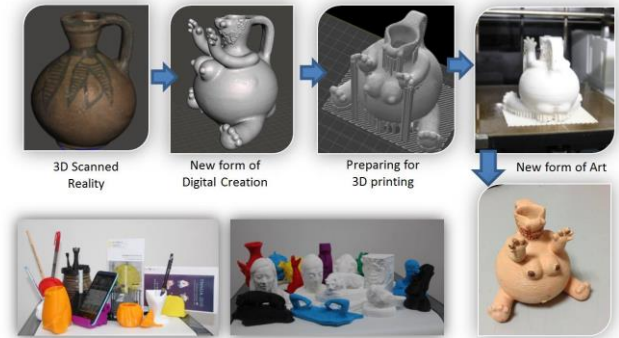


Figure 1. New media change the art form in to creative form

Not only creation of still media but also moving media production process lies in the experimental work of new media industry. This new production space can be considered as a virtual production space. Virtual production process represents a significant metamorphosis in the use of new media technology for making moving images, providing creative experimentation and rich collaboration. It transforms previously complicated, inefficient and divert digital processes into more interactive and immersive ones, allowing them to be driven by the directors themselves.



Figure 2. Virtual production process

As a result, virtual production process is helping artists to fill the gap between the real world and virtual world of computer generated (CG) performers, props, and sets. It gives them the freedom to directly apply their skills in the virtual world and hands-on direction of CG characters, or pre-visualize a complex shoot more effectively. This speech concerns how new media technology has changed the design process. With the explosion in concerned four technology trends, it is crystal clear that no identical design process. Therefore, the designers must define a creative design space going forward and remain flexible enough to be able to adapt and change it where necessary due to innovation and creativity support.