

Algorithms in Art

If an artist studies new materials and styles to paint a great picture, the art tool for a new media art artist is "algorithm." New Media Art Artist learns new algorithm techniques such as machine learning. What kind of work does an artist, not a programmer, learn algorithms? "New Media Art" refers to "Media Art," an art work created using digital media such as computers, televisions, music and videos. The characteristic of the new media art is that it uses digital technologies such as touch screens and augmented reality to create works and use algorithms to allow audiences to interact with works. An algorithm is a set of rules that are designed to produce the desired result when a value is entered. For example, if you want to create a work that changes the image on the screen by recognizing the behavior or facial expressions of the audience, the action or expression of the audience is the input value, and the video displayed on the screen is the result value. Algorithms should be created to ensure that these results are as desired. The message that an artist wants to express through his or her work is to change according to the calculation procedure of the algorithm set by the artist. Keywords such as artificial intelligence, big data, and algorithms are already familiar with our lives. These days, especially with Corona19, people refrain from going out and instead spend more time on online platform. Now you will be able to reveal who you are in a simpler, more accurate, or even richer way than meeting and talking to your opponent in person when you introduce yourself. The same is true when you ask for your favorite music, YouTube Music offers a service called 'Continuously Customized Music.' The list of "continuously tailored music" may reflect tastes more accurately than the playlist that has been downloaded and made. The more you use it, the sharper the accuracy. The singularity is getting closer. I especially like Nam June Paik's work. In his work, which depicts the electronic media becoming the center of our lives as the subject of TV, there are some trends that are examples of media art today. As objects such as video sculpture, media, audience-participating interactive and living electronic systems. In addition, the indeterminate flexibility and expandability of the media, which are abundantly embedded in his work, have spread widely throughout the 21st century media art.