

# DIGITAL ERA AS A FACILITATOR FOR CREATIVE EXPRESSION AND EMPLOYABILITY

Ranjit Kaur<sup>1</sup>

## Abstract

*Technology and language are at the intersection of interaction with the advent of new digital era in progression. It portrays diverse dimensions and avenues to humanities which are leading to creative expressions and employability. Humanities have enjoyed immense cultural authority and interest everywhere, but in the digital age, they have to update and keep abreast with the latest according to the need of the hour and scenario. Digital technologies act as a catalyst for change and digital humanists are exploring methods for next-generation platforms that integrate public engagement impeccably. Digital media is a resource for new aesthetic and intellectual experiences. New media channel provide us with new thoughts that has a great penetration in the way we perceive, feel, experience and at the same time has a definite impact in our perception, aesthetic experiences and knowledge acquisition process. This paper interprets the concept by eliciting the diverse perspectives of digital era in humanities which has an obvious impact on the employability scenario. With the infusion of new media, the interpretation levels and depth of understanding has also seen a dynamic phase. This paper concludes that, while technologies are being positioned as driving forces behind academic innovations, it has become imperative to understand the cultural, social and political reach of new media and the way they are said to be professed and used by scholars of humanities.*

## 1. Introduction

Creativity itself indicates the originality of ideas in the field of different art forms such as music, dance, drawing, painting, etc. and digital era means the use of technology such as computers, internet, cell phones, etc. As the faith in God knows no bounds similarly an artist has no limitations of nationality, caste, creed, culture or religion. Therefore, anything that is creative has a universal appeal; it touches the heart of a person in a different way.

Digitization can also affect a person emotionally through its aesthetic appeal and serve the purpose of a healing touch. It depends upon the artistic creation itself and how it is presented to the receivers. Thus presentation helps a lot to give and to receive creativity through technological advancement. In this digital era of today we can do it in an easier and quicker way than it was in earlier times. Digital era provides a wide range of opportunities to budding creative artists.

Computer and internet serves the purpose of eyes and ears of millions of people around the world where a person can't reach physically but creativity can reach there. He can update the process of learning by exploring the websites which provides a healthy supplement to creativity. It also helps to prepare the presentation effectively in a short span of time.

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1. Assistant Professor, St. Xavier's College, Jaipur

Digitization makes it simpler to share ideas, store and even send creativity to other people in or outside the country. In other words, it promotes globalisation of creativity. Digitalization also helps an artist in exploring creative ideas. Creativity can be executed at the social level through social sites which can in turn help us to judge the acceptability of a creative piece in the society and quick feedback can be received for further improvement.

Digital humanities focuses on how humanists' training and skills are translating and being used in today's digital society. Thus, it gives name and fame to a person. It gives satisfaction and financial stability by raising the confidence levels of a person/artist by providing employability in a much easier manner by making a person self-dependent. Thus, it opens the pathway to success in one's life. The creative excellence of rural areas can also reach its peak just because of digital help. There are many examples of such achievements in today's world. Tilonia, a village where people, especially women from different countries work together to earn their livelihood through the making of assorted variety of unique artistic things that may be used in daily life, toys for children, etc. is a true example of this.

## **2. Objective of the Study**

The study is an attempt to analyze the impact of digitalization on creative expression and how it enhances employability. This paper endeavours to achieve the following objectives:

- To understand and evaluate the extent to which digitalization fosters creative expressions
- To understand and examine whether there has been any significant difference in creative expression before and after digitalization
- To analyze the key constraints for creativity before digitalization
- To assess the innovative practices adopted by artists of different fields to enhance their creativity through digitalization
- To investigate the positive and negative aspects of creative expressions through digitalization and its effect on employability

## **3. Research Methodology**

The views shared by faculties, parents, students related to different fields will be studied critically for the proposed research paper. The basic aspects of the usage of digital era for creative expression shall be explored and analysed from different perspectives of digitalization and its effect on employability.

## **4. Findings**

### **4.1 Enhanced Artistic Collaboration in the Digital Age**

Digital era has brought about a celebration of diversity, that is; diversity of creative thinking of cultures, of techniques, and styles. The internet has opened newer ways of expression for the creative art community. Today, the geographical boundaries, for artists from around the globe, have fallen down in the face of World Wide Web. Now they can freely interact with each other, share knowledge, exchange experiences and creative ideas at the click of a button. The Digital Era has truly stormed a creative genesis where anyone can practically

avail his chance to create and present whatever he likes. These self-fashioned artists can now attempt, explore, express, learn, invent and re-invent themselves at their will and pace much faster than ever before. Through the internet anyone can have access to a sea of information and create something special and innovative, no matter where she/he is located: sky is the limit.

In the present age we are witnessing a new phase of a digital revolution in almost every aspect of life. Most of the teaching and learning methodologies have moved online. Computational techniques and graphic methodologies have transformed even research practices in many disciplines, leading to innovative techniques and tools. New interdisciplinary fields and dimensions exploiting the digital technology, such as human cognition, digital humanities and bioinformatics, are bringing faculties together in entirely novel ways.

#### **4.2 Diverse Influences of Digitization**

- (a) Major performing arts events are being digitally broadcasted to regional TV channels and public screens across country and around the globe.
- (b) All round support to innovation, extensive research and residency projects of artists for producing material for digital platforms like virtual videos world and video gaming.
- (c) Simplified research on the impact of the arts, including book -publishing, performing arts, and the music.
- (d) Helped to raise the capability and capacity of the art community through wider collaborations with the broad based digital content industry.

#### **4.3 Adding New Audience, Thus Promoting Accessibility to Art**

Accessibility of the creative arts content is changing dramatically due to the advent of digital media gadgets like cell phones and portable I-Pad and I-Pod, and improved digital communication protocols and faster and secured services such as broadband, 3G, 4G and wireless telephony. Arts content can now be just as enjoyable on the move or as it is at home or in theatre room. Digital Era enables communicating content across digital world locally, regionally and internationally.

#### **4.4 Evolve Art Content and Practice It in the New Domain**

By employing new technologies, artists not only invite audience to move beyond their boundaries of viewing or listening to the art contents but to participate by stepping inside and contributing to their creations. Traditional artists are still struggling with these new art practices, audience-artist relationship and different creative forms. These artists are looking forward for aid as they navigate in their new domains of creativity. The aim of digitalization is to raise the profile of emerging new art forms and support artists to evolve art practice in this new domain.

#### **4.5 Link between Creativity and Employability Because of Digitalization**

In the digital era, creativity has to compete in a wider global market. But on the other hand, it helps to give artists wider acclaim in the world. Before digitalization the audience went to the theatre primarily because they wanted to see a live performance but now they use TV, computers, mobile phones for entertainment. In the digital era all creative expressions get recognition. Employability has increased. Technology, by breaking

boundaries of medium, provides a wider scope to artists for expressing their creative talents. Sherry Shahani, a student of St. Xavier's College, Jaipur became famous by digitizing her art which was exhibited at the New York Art Gallery. It also opened new avenues of earning for the student.

#### 4.6 Preserving Different Forms of Artefacts Through Digitalization

Before the advent of digitalization, the artist's creation went in vain but through digitalization they can now preserve their artefacts as more and more digital archives are evolving.

#### 4.7 Boon of Digitalization

- Interactive, learning-enhanced, question-answer session can be held in real time through mass media, internet, etc.
- Real-time meeting of minds and discussions through video conferencing such as interview for prospective clients.
- Teaching classes of arts like ART ATTACK craft classes, dance classes by Saroj ji, a famous film choreographer and by Madhuri Dixit.
- Providing Online tutorials, study materials, question banks even e-books for membership fees. Thus generating income.
- More realistic experience of art through 3-D viewing like remake of the movie *Sholay* in 3-D.
- Animation films provide new directions to creative art and imagination, we have, for example, children's films like *Hanuman*, popular on TV as well as in theatres.
- Videos can be seen in slow motion to enhance understanding, can be repeated for multiple viewing at viewers' ease and can be recorded and played any time.
- Video caricatures can be humourously used to critique social and political situations.
- Mothers, pregnant women, the sick and disabled, can now work from home because the outsourcing of specialised work is now possible.

### 5. Conclusion

Digital era can help our arts and culture sector to understand the big picture of the changing environment. It will also ensure taking informed decisions and quick responses to the impact of social changes and amusement driven by the creative art.

The 21st century is certainly the heyday of digital technology. With the advent of computer technology, the digital era had its true efflorescence. The contemporary age is not the time of hard work rather it is the time of smart work. All the creative expression has been swept over by digital technology. To keep pace, one should be wise enough to adapt to situations. Adaptation makes the person fit for society. Survival of the fittest is a natural law, and it equally applies to the use of digital technology in creative expression. A musical composition is no doubt a creative expression but the expression with the help of digital technology makes it much more sonorous, rhythmic and melodious. Similarly, in the field of photography digital technology has

allowed not only perfect but also largely creative and time saving factors. There is no doubt that digital technology has increased the speed and the perfect way to adopt the present developments. It increases the avenues for better employability. Nowadays digital technology has increased the speed of accomplishing tasks so that the demands of the customer are quickly fulfilled. Digital era brings about unlimited scope of new creation so people will surely show their interest and in turn it will prove to be a good source of employability also.

#### **Works Cited**

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