

DIGITAL ART IN DESIGNING AN ARTISTIC IMAGE

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Abstract. The relevance of the research topic lies in improving the approaches to designing an artistic image, which is caused by the development of digital technologies and innovative art tools. Using digital art to display an artistic image creates opportunities to convey a more specific art work of perceiving the world and ideals. The development of digital art in the era of global digitization implies introducing several modern tools for designing an artistic image. The purpose of the academic paper is to study the development of digital art in the context of designing an artistic image. The research objectives are analyzing the results of the digital art development as a modern cultural center in the global dimension and the possibility of using tools for designing an artistic image. The object of research is the process of forming an artistic image by using computer graphics, special innovative processing technologies and correlation of works of art created by a person. With the help of using these tools in the global space, it becomes possible to form new types of art that are based on digital technologies. The research methodology involves using scientific methods for the formation of quality tools to implement the digital art in the conditions of rapid spreading of trends in the digitization of culture and human spirituality. The obtained results are of practical importance for contributing to the theoretical background of digital art and the components of its formation. As a product of digital art, an artistic image created with the help of digital technologies can convey in more detail the emotional palette, the inner vision of the artist's world and meaningfully explain his message. The academic paper examines the features of the influence of digital art on the design of an artistic image from the viewpoint of spirituality and compares the traditional design of artistic art.

Keywords: digital technologies, art, artistic image, computer graphics, visualization, digital directing, robotization

1 Introduction

In today's conditions, the development of digital technologies widely affects all spheres of human activity and qualitatively improves the possibilities of social-economic and creative activities. The development of digital art precisely in the person's creative activity can establish qualitatively innovative approaches to the use of tools for reflecting the inner world and the possibility of projecting it into artistic images. For the majority of people, artistic images are defined as aspects of the formation and development of a person's spiritual practices, which can improve the quality of a person's life through spiritual development. The issue of digital art is the most relevant direction of human creativity, as it allows using visualization tools to convey emotions and images that each specific artist imagines. An artistic image is the embodiment of certain symbols and aims to convey a non-verbal informational message, the content of the inner world and spiritual features of the perceived image. The importance of using digital art tools is also revealed in the methodology of improving existing artistic images, which have been identified in the literary and visual heritage. With the help of digital art, a person can reconstruct historical monuments and convey the full visual and verbal effect of ethical observation of an artistic image. In the literature,

digital tools are used to create e-books, and collections, adding pictures and various means of analyzing artistic images. In architecture, digital art is used as a means of designing a sculpture and improving it based on precise technical calculations. The most widespread application of digital art is its use in the visual design of paintings, photographs and video materials. With the help of robotization and artificial intelligence, it becomes possible to create a virtual reality, an unconventional means of human existence. In addition, digital art opens up not only the way to improve the artistic image but also raises the need to answer philosophical questions, such as human existence, culture and the genesis of the higher spirituality category. With the help of an artistic image, non-verbal communication is carried out, and the transfer of information and the development of a cultural center become possible. This is precisely why the issue of digital art in the design of an artistic image is a rather broad concept strongly demarcated from the basic principles of its implementation and functioning.

2 Literature Review

The issues of investigating the digital art in the design of an artistic image are being studied by numerous scientists. The possibility of creative development and the use of modern digital tools by everyone determine high attention to this topic. In addition, digital technologies are a catalyst for the creation of new genres, styles and types of art, which is expressed in the constant search for novelties. By means of digital art, the scientists Bramantyo Dupui (2021, p. 10) consider the possibility of using special digital technologies and the quality of their implementation by the set task of designing an artistic image. Emphasis is placed on the fact that the main characteristic principles of digital art are software and any robotic processes involved in creating an artist's work. By the way, another author, Florea (2021), believes that the design of an artistic image with the help of digital tools can contain many tools used, starting from the processing of the work as well as its sound and visual components. Any influence that matters to the final product through digital tools is a work of digital art. Scientists argue what can really be considered digital art, forasmuch as easy access to the market of digital technologies for a wide range of people who want to try themselves makes it necessary to outline clear styles and their directions, as well as define certain standards of quality that can be considered as art. However, this statement is not expedient when designing an artistic image. A. Whitaker (2019) believes that with the help of digital art, it is possible to project any artistic message and vision of the world that will take place among the supporters of this direction. The use of computer graphics has fundamentally changed the world of art. The author (Bessette, 2018) emphasizes that modern digital art has a number of necessary means for conveying not only art work's message at the mental level but also at the verbal and non-verbal level of communication. The use of digital art makes it possible to reproduce the author's desire to convey his opinion and depict the essence of the issue in the most detailed way. The researcher (Wilson, 2021) concludes that the establishment of digital art negatively affects the quality of perception of an artistic image. After all, the use of computer graphics and digital technologies makes it possible to understand the message of the artist visually, but there is no analysis of the problem from the perspective of human thinking. The authors see this issue as the main problem of digital art when designing an artistic image. Indeed, using such means will stimulate humanity to become accustomed to the perception of digital and virtual content, which reduces the ability for analytical thinking and the possibility of conducting internal dialogues according to the given image and its essence. Moreover, in the opinion of the scientist VanDerSchaa (2021, p. 32), the wide perception of artistic images designed by digital technologies can have a negative impact not only on analytical thinking but also on the deterioration of the perception level of art in its traditional genres and understanding. An important issue for discussion is

the possibility of using digital art to reconstruct artistic images of a historical nature because most of them had their own approaches to seeing and perceiving the world. Based on reconstructing the art of the past we can contemplate the moods, mentality and features of the spiritual culture of both individual people and specific events in the most detailed way. As noted by scientists VanDerSchaaf, Daim (2021, p. 42), historical events had a wide impact on the development of art, because their reflection in social life created the need to search for a style, use appropriate tools and convey a key message. In general, the prospects of digital art are too strong to be ignored in traditional approaches to the display of artistic images, forasmuch as the future of world culture will be implemented thanks to software and the rapid digitalization of human cultural activity. In the world of such events, Sohn J (2021) argues that the features of transforming the human soul are being studied in the context of the global digitalization policy and spreading global digitalization of sectors of everyday life. Thus, the issue of digital art is an open question that needs constant monitoring and necessitates conducting further studies on the disclosure and interpretation of the artistic image by means of digital technologies.

3 Research Goals

The purpose of the research is the analysis of modern theoretical approaches towards designing an artistic image in a person's spiritual culture and its implementation through digital technologies. The main goal of the research is to compare the traditional design of the artistic image and the means of digital art, outlining the advantages of each of them, and to study the trends in the development of the digital art market. It is important to form the concepts of using digital art to project an artistic image with the motive to improve the message to the target audience. The factors of digital art are the use of digital technologies and means of creating artistic images or their reconstructions. The academic paper examines the key tools for designing an artistic image and provides prospects for developing the digital art direction from the perspective of modern digital art in a global dimension.

4 Materials and Methods

In the course of the research, a wide range of scientific methods was used. In particular, the synthesis method was applied to determine the main approaches to the artistic image concept and the main postulates of its importance for the perception of the society. The characteristic features of an artistic image as a product of art were distinguished and the key features of an artistic image were outlined. By the way, particular attention is paid in the academic paper to consider the viewpoint on the distinction between traditional and digital art; the main principles of their differentiation are characterized, and further development prospects are outlined. It has been studied how the digital artistic image affects the human consciousness by methods of induction and deduction. The method of explanation was used in the research to determine the characteristic features between digital art and alienation from the essence of human existence. Abstraction makes it possible to explore the means of designing an artistic image using digital technologies and draw conclusions about virtual reality and the problems of spiritual culture. Along with this, a methodical approach was developed to analyze the problem, which lies in studying the issues of the philosophical approach to spiritual culture, the truth of being as a result of traditional theoretical art and its contrast with the digital one. The methods of exploratory analysis were used, with the help of which the key modern technologies of designing an artistic image were determined, and each was characterized. Approaches to designing an artistic image are formed on the basis of applying technological tools and a special digital infrastructure with the relevant software, which is a prerequisite for the development of digital art. Digital art plays a significant role in designing an artistic image, as it creates a significantly

new dimension of future human culture. With the help of artistic images and awareness of the world through artistic images, traditional human thinking and basic postulates of ethical and spiritual norms will be changed in accordance with the global processes of digitalization. Based on the given perspectives, by applying the classification method, the characteristic features of artistic image design technologies were determined, and their ontological significance in the development of art was revealed.

5 Results

Modern approaches to the digital art concept are ambiguous due to the prism of developing digital technologies and the using technology tools. The original essence of digital technologies is the result of scientific progress, forasmuch as the result of cultural development is the art of Kimberly (2021). The combination of both factors creates a separate dimension of the combination of technology and science, which is called digital art. Under this approach, it is possible to form one's own definition of digital art as a tool for implementing human civilization's spiritual and cultural values based on the results of technological progress.

Designing artistic images and communicating with the surrounding world is a direct means and function of art. The expression of opinions, the presentation of a vision picture or a character of a book or a sculpture is an opportunity for the artist to convey to his audience a certain ideological load and the appeal of Shortland (2020). Digital art comprises a significant number of its manifestations in the form of artistic images, and, as a rule, it does not contain a single structure for its display. Most of the results of digital art are approximations to traditional art through the use of innovative technologies.

An artistic image is a complex system of ethical, spiritual and cultural norms, which aims to send a hidden or open message to the broad society. The use of artistic images is a key means of communication with the population; therefore, under the digitalization trend of global society, it was the first to fall under the modernization, according to Triyono (2021). Artistic images are widely implemented in everyday life; they are the basis for cognition and understanding of the universe. They also create opportunities to get acquainted with the surrounding world and provide characteristic signs of its development.

Designing digital art is a creative process that uses artificially created tools to form channels of communication with the surrounding world. The advantage of designing artistic images by means of digital art is the possibility of using them to emphasize clear features and express one's vision of the world. In addition, digital design is able to carry out a qualitative transformation regarding the formation and separation of the main features of human consciousness.

Having defined the key principles of traditional and digital art, it is worth considering the main tools for designing an artistic image [13]. The development of digital technologies provides humanity with several essential elements that can maximally convey the meaning and features of an image in accordance with the set goal. In addition, the technologies of designing an artistic image differ in their implementation principles and the impact's nature. A more detailed description of the technologies for designing an artistic image is reflected in Table 1.

From the above positions of tools for designing an artistic image, it can be concluded that they are significantly different in their characteristics and contain several innovative approaches to implementing communication channels with the environment. In addition, digital art aims to create and display artistic images in a traditional style. However, the tools for implementing digital art are not natural, which contradicts the philosophical direction of ontology, where the unity of man with nature is considered the truth.

Tab. 1: Technologies of designing artistic images by means of digital technologies

Technologies	Characteristic
Computer graphics	They are used to design artistic images based on applying pixel graphics and color schemes to display multimedia video and photo materials. It is considered the most popular means of digital art for designing modern artistic images.
Virtual reality	Virtual reality is developed based on visual approaches to perceiving the virtual space in which human activity takes place. Virtual reality as a means of designing artistic art has emerged recently and undergone a significant increase in the quality of the formation of digital technologies and the possibility of use by a wide range of artists.
Animation	It is popular for projecting real physical character actions or creating a real-world feeling by animating images and movement. By the way, animations are often used for images on video hosting, web resources, mobile applications and other digital platforms. In art, the animation is used to create a number of video and photo materials.
Electronic music	Electronic music is a new direction in the development of digital art, as its essence lies in the possibility of using modern means and tools of digital technologies to improve the sound of musical instruments. In addition, electronic music implies the design of melodies related to the digital age. Separate genres with stylistic coloring emerge, which qualitatively reflect the digital age of humanity and create a corresponding image.
Media technologies	Media technologies are widely used in designing various artistic images and giving them human characteristics close to reality. In order to use media technologies, it is necessary to create modern and relevant means of forming and developing a stable digital environment and infrastructure.
Means of digital processing	The main means of digital infrastructure are the use and formation of quality indicators of the ability to process photo, video and audio materials. They are used to transform the interpretation of artistic images and the ability to provide the relevant features for the projected artistic image.

Source: compiled by the author

Such problems create the necessity to determine the key tools, implementation and nature of the influence on human consciousness as a source of the cultural and spiritual center generation, the result of which is the formation and promotion of civilization development. A person's spiritual values influence his social-economic and even scientific activities. Any sector of human activity is interconnected, forasmuch as it contains natural signs of its functioning and stimulates further development in the conditions of the global world and society digitization.

The issue of a qualitative nature regarding the possibility of absorbing traditional art by the digital one is ambiguous due to the following concept: the development of digital art is impossible without the presence of a source of creating the artistic images. The source of artistic images is the natural culture and spirituality of a person and the formation of his consciousness. To create artistic images by means of digital technologies, practical approaches of traditional or natural art will be used in any case, according to the study of Yuldasheva O. (2021).

However, the effects of influence are significantly different, because art is a key tool for comprehending and exploring the world and the surrounding environment. After all, based on the formation of ideas about the world and communications with the environment and contact with artistic images one can form a holistic vision of the spirituality and culture of the personality.

Digital art, as a separate layer, is characterized by realism. Although, by its nature, it is an illusion of reality, it contributes to the strengthening of non-verbal feelings, and it can improve the quality of interconnection when communicating with the environment precisely through the emotional and visual-auditory contact of Osadcha (2017).

It is important to note that digital art primarily functions in the information space. This means that in order to see an image or product of digital art, a person must have access to the Internet or use special technical equipment. Herewith, contemplating pictures, playing musical instruments, and reading or writing books can be done without these digital tools.

The difference lies in the quantitative approaches of projecting the imagination of the world and the possibility of corresponding consequences for each individual person. The detailed comparison of traditional and digital art is reflected in Table 2.

Comparing traditional and digital art creates various aspects of human culture formation and development, which directly affects designing the artistic images. An artistic image created by a person is the personification of his spiritual values and the desire to transfer certain spiritual features or a meaningful message to the object. In order to create and project an artistic image, it is necessary to use various means and tools of digital technologies with already existing cultural values.

The evolvement of digital art and the possibility of designing artistic images are rapidly developing. The first prototype of virtual reality glasses was developed by Comeau Charles and Brian James in 1961, which became a key direction for popularizing modern VR technologies in the XXI century (Wilson, 2021). By virtue of using such means of projecting artistic images, a whole community of the VR culture direction was created, the market of which as of 2022 reaches 210 billion dollars, which is almost twice as high as in 2015.

Implementation tools for animation and 3D technologies are also developing rapidly. Different approaches to digital design are emerging around the world. A separate tool of digital art is a 3D printer, with the help of which it becomes possible to "print" ordinary figures and even entire cities. The first 3D houses appeared in 2020 and became the global news among architecture and approaches to architectural art in general, according to the standpoint of Tweedie (2021).

According to the features outlined, it can be stated that the design of artistic images is developing as fast as the introduction of digital art technologies. Wide access to a set of digital art tools gives people the opportunity to constantly create their products. The information consciousness, to which most of the planet's inhabitants are connected, stimulates the daily use of information and the conduct of an information life, resulting in the formation of spiritual traits, reflections and culture, which is a key factor for designing and creating an artistic image.

According to such approaches, the cultural center of humanity is being restructured and its digitization is accelerating. Digital art is only one component of the global processes taking place nowadays. Let's consider in more detail the role of digital art in designing an artistic image according to the ontological meaning. The results are presented in Table 3.

Tab. 2: Comparison of traditional and digital art

	Traditional art	Digital art
Implementation tools	It is expressed in applying the traditional approaches regarding the use of material resources, reflection of human views on the basis of unity with nature, manual labor, etc.	Introduction of software, digital infrastructure and special digital technologies for implementation. Digital art can contain any number of digital technologies during its creation.
Nature of influence	It contributes to developing spiritual values, and reflects the main artistic images of different world communities. It qualitatively shows the possibilities of providing services in accordance with the characteristic features and quality of their implementation.	It influences the transformation of a person's ontological being. It forms new feelings of the world perception, promotes the spread of the illusion of reality and one's own projected dimension. It has ambiguous cultural and spiritual values, from negative to positive ones.
Stylistics	The stylistics of traditional art is mature; it clearly has constructive frameworks and a number of restrictions regarding the transmission of artistic images closest to humanity.	There are no clear stylistic frameworks even in the defined styles of digital art; any technological addition is characterized by the transformation of this art form. Therefore, the development is chaotic in stylistics.
Features	Manual labor, humanity, spiritual high culture and civilizational development, description of mentality, approval or ridicule of character traits.	The use of digital technologies, the introduction of technologies aimed at rapprochement with a person; however, they do not appear to be such. Positioning the product in the digital space and creating based on software.
Cultural significance	It contains historical heritage and many artistic images accompanying it. Influence the formation of social-political and social-economic opinion. It is a catalyst for the development of spirituality and humanity.	It influences the global philosophy of human ontology, brings innovations to the understanding and vision of the world. It discovers artistic images from the perspective of the universe as a unit of epistemological existence and development. It can contain constructive and destructive processes of strengthening a person's spirituality.

Source: compiled by the author

Tab. 3: The role of digital design of an artistic image in the ontological sense of a person

Influence on consciousness	It forms the perception of the world through the prism of ideas and illusory; it often does not correspond to reality. It contains several misconceptions about actual reality. It completely transforms a person's consciousness to a digital one. It connects a person to the consciousness of the information society.
Channels of communication	Web resources, mobile applications, and photo and video materials. Any establishments that offer the services of visiting or observing digital art and its created images.
Spirituality of a person	It creates a new value system for a short period according to a popular digital product. It makes it possible to establish a close connection between a person's behavior and the image perceived. It stimulates a person to feel the illusory reality and forms creative and spatial imagination.
Culture	It forms a wide range of innovative digital cultures, which are only at the stage of their birth and do not have a clear classification; however, we can observe the first images of the birth of digital art as a culture.
Perception of the world	It has a total level of influence on the world's perception due to the availability of understanding images and the lack of need for analytical thinking and understanding of issues. The digital artistic image is aimed at emotional and non-verbal perception, which excludes analytical thinking and immerses a person in the informational space of artistic images, forming his vision of the world.
Formation of information consciousness	The essence lies in the need to be in the information dimension and the impossibility of terminating the information activity. Artistic images create opportunities for connecting people to information consciousness and improving it through the positive effects of digital art.

Source: compiled by the author

Thus, digital art in designing an artistic image transforms the generally accepted concept of human knowledge of the world. In addition, artistic images created based on productive human activity strengthen the processes of the information society formation and stimulate people to be included in it, as a true natural necessity, although it does not appear to be such.

According to the features outlined, it can be argued that digital art in designing an artistic image and its role remains ambiguous and requires further investigation. The main principles of digital art in designing an artistic image remain the use of digital technologies that are close to reality, the introduction of information consciousness and a change in the paradigm of understanding the world.

6 Discussion

The research results characterize the features of designing an artistic image in modern digital art through the use of digital technologies and the corresponding infrastructure. It is on the basis of the introduced approaches that it is possible to improve the transfer of the artistic image and the implementation of its emotional and visual perception. The rapid pace of digitalization of the global environment has led to innovative approaches to the cultural activities of people, which has caused the emergence of new styles in art that belong to the digital one. The quality of the impact of traditional and digital art on future civilization

remains a broad issue. The era of traditional means of art is gradually ceasing to be relevant, and more and more attention is being paid to digital art. The artistic image, as the main means of spreading ideological thoughts, expressing the essence of human existence and reflecting acquired experience, is able to improve the ontological development of the society and contribute to positive processes of civilization direction. According to studies conducted by Osadacha and Bystryakova (2017), art is used for the spiritual development of humanity and the formation of higher spiritual values. The emergence of digital art significantly oversaturates the market and creates problematic aspects in qualitative approaches to the evaluation of artistic images and inhibits the analytical abilities of people through visual and non-verbal channels of perception.

Glavaš Z. (2020) notes that digital art will become dominant in designing an artistic image. It brings advantages in the quality of perception and reflects positive changes in the social-economic activity of cultural figures, in particular: it increases the speed of creating an artistic image; it affects the possibility of conveying a complete picture of the worldview and main features of the image, etc. It is believed that digital art will eventually become dominant, gradually squeezing out traditional art, turning historical cultural works and monuments into tools for the development of digital art. This approach is negatively perceived in the scientific circle and is debatable, which implies further studies of the prospects of designing artistic images and the development of digital art in general.

Foreign scientists Wilson, K. B., Karg, A., & Ghaderi, H. (2021) emphasize that the features of designing artistic images in digital art are the possibility of displaying a full range of feelings and emotions transmitted to a person through non-verbal and verbal contacts. It is with the help of high-quality design of an artistic image and a feeling of spiritual connection that is closer than with the help of traditional ways of transmitting artistic images, a person rather gets used to digital artistic images and prefers them.

Ukrainian scientists A. Osadcha and V. Bystryakova (2017, p. 21) pay attention to the wide development of digital art tools in designing an artistic image, particularly investigating the impact of computer graphics and robotization on the cultural world. Moreover, they have characterized the key principles of the possibility of using and implementing artificial intelligence to convey the truth of an artistic image. With the help of modeling and quantitative learning, artificial intelligence is able to generate conceptual images according to associative parameters. An engineering approach to the use of designing artistic images can not only improve the quality of their perception but also worsen the spiritual development of a person due to the lack of a sense of the presence of a person in the created product. Most digital products contain graphics not visually similar to the real world and representations of humanity and subconsciously evoke fear. Therefore, the analysis of the psychological impact of digital art on human consciousness is important in further scientific studies.

Prospects for further scientific studies lie in discussing the impact of designing an artistic image by means of digital art on society and their spiritual culture and outlining the key fundamentals of the development of digital technologies in society.

7 Conclusions

Thus, the following conclusions can be drawn from the study of digital art in designing an artistic image. The development of digital technologies contributes to the transformation of all spheres of human activity, including cultural and artistic activities. Designing an artistic image as a means of human communication with the surrounding world and the possibility of transmitting one's inner "I" with the tools of digital technologies has opened up new opportunities, namely, reaching a new verbal and non-verbal level of contact with others.

Digital art is the personification of human progress development, which is primarily connected with technical and scientific progress, influencing all spheres of social-economic activity. Digital art creates new genres and stylistic approaches to its implementation, reflecting both positive trends in human spirituality and significant destruction of spiritual qualities. The parity of these provisions lies in substituting the reality of art and the images used for this purpose. Being aware of unreality and having no contact with human existence, digital technologies have a fundamentally opposite meaning of existence and the ontological meaning of human development. This is precisely why the research draws attention to the technologies that are being developed for the maximum reduction of the visual feature of virtual reality. In fact, augmented reality technologies enhance the illusion of traditional art and project artistic images based on the use of computer graphics, which have a dual effect on people. This has determined the prospects for further studies of the influence of digital art and digital images on the consciousness and spirituality of society.

The main principles of digital art development in designing an artistic image are the use of innovative technologies to reflect a person's inner world and the possibility of its formation in accordance with the spirituality features or other directions, which is connected with the creativity of the artist. The quality of the design of artistic images is constantly increasing, and the popularity is spreading towards using digital means in cultural activities compared to traditional ones.

The process of designing an artistic image has a sacred meaning for human consciousness. Cognition of the world occurs through the perception of images and contact with the environment. The modern generation has faced the transition from the era of contact with traditional art and the absence of digital artistic images to a completely digital one. All future generations of people will be in contact with digital artistic images from their birth, and cognition of the world will be (and already is) based on digital technologies, which will create a new information society. Therefore, an important aspect is the further study of the influence of digital art on human spirituality.

Therefore, the research on digital art in designing an artistic image reveals the key signs of human activity and the possibility of using it for the formation of social consciousness and the general features of its improvement.

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