

# Understanding the Development of One's Artistic Style in Digital Arts

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**Abstract:** This study was conducted in order to understand how artists may develop their own art styles in digital arts. The researchers gather data from Professional illustrators with a field experience of 5 years or more and are under a company, or are freelancers; Amateur illustrators with a field experience of more than 2 years but not more than 5 years and are not under a company; And lastly, beginner illustrators with no more than 2 years field of experience and are not under a company. In order to determine the participants in this study, the researchers made use of purposive sampling method. The study made use of a quantitative research strategy a set of questionnaires was formulated by the researchers in which it is split into 3 categories: 1 for professionals, 1 for amateurs, and 1 for beginners. With the use of the said questionnaire, it enables the researchers to make generalizations out of the results. According to the data that was gathered in order to develop one's own artistic style, the artist must consider different factors and conduct methods and concepts that will support those factors. one must take time to dedicate themselves to learning by practicing through repetition and combining different styles that would help mold their own. Repetition allows the artist to be familiar and comfortable to the methods and techniques they use to create their artwork, later developing as their style. The objective of this study is to help artists understand and develop their own art style. The study recommends – considering that there is no solid way on finding or developing one's artistic style – to explore and try things out of your comfort zone. Combining different art style are proven effective as one of the factors of developing an artistic style.

**Keywords—Development, Artistic Style, Digital Arts**

## 1. INTRODUCTION

Artworks are a figment of one's imagination. They are meant to express one's intent, message, or feeling. Additionally, each person has their own unique set of ideas that may be put into canvas, or played in an instrument, or performed in a play. If you wish to express your own feelings, you would want to learn how to create your own works. By learning, it's only natural that you would want to ask questions.

As beginners, artists tend to wonder how another artist achieve their own unique flair that they can add into their artwork to call it their own. Having one's own style when creating works of art will give it personality and make the audience recognize the creator in question. We do not realize it, but even as viewers, we seek features and things that help us recognize who the creator of the piece is and what they are known for.

This paper aims to find a common ground in which artists may use to help them find their own style which can be used to recognize them as creators. Additionally, this paper also shows the difference between the methods of other artists having different time of experience in the field, and how these methods get affected over time.

## 2. RELATED LITERATURE

"Style is a fundamental category of aesthetics and the study of art: it is easily defined but hardly lends itself to theoretical research [1]." It is similar to a paradox, it's something expected, yet it's not expected at the same time.

That said, how can we define arts? How can we define styles?

One definition of art attributed to Allan Sekula is "a mode of communication, as a discourse anchored in concrete social relations, rather than a mystified, vaporous, and ahistorical realm of purely affective expression and experience [2]." Additionally, visual arts may be highly based on the artist's subjective feelings [3]. This makes sense as not everyone feels the same feeling. This difference in feelings may most of the time result in the difference of styles. Corollary to Sekula's statement, one can define visual art as a signal of interaction and communication by means of material media [4].

Art styles can be very important. The reason being is that they can be identified by audiences and help the artists be recognized for the look of their work. Having an artistic style may also affect the demographic that your art can inspire or target. Younger audiences, especially children, tend to prefer a more cartoony art style for their books compared to those of, say, representational and expressionistic art styles [5].

There are many things to consider when trying to learn or experiment with one's artistic style. Artists need to constantly think about what works best for their artworks. As artists develop the skills for their styles, "they learn to categorize visual stimuli as to-be-drawn scenes and objects. [6]." However, it's hard to educate yourself when it comes to finding your own artistic style. As stated earlier, art may be something subjective, hence no two people see art the same

way. This results in the difficulty of coaching or teaching an artist, leading to less people learning how to develop their art. "Traditionally, students were not explicitly taught how to use drawing as (a) thought process, rather it would have been assumed that conventional observational and technical skills [7]."

The main purpose of this paper is to help artists develop a strategy, a method of discovering their identity as artists by strengthening the foundation of their artistic styles. Finding one's identity as an artist is like finding the definition of art itself. "The fact that it is unstable and we don't really know what art is poses a challenge to a field in which all sides constantly have to make decisions [8]."

Consequently, the researchers wish that this paper will aid you on your journey to discovering your artistic identity.

### 3. STATEMENT OF THE PROBLEM

The main focus of this paper is to understand the views of different artists on how to develop one's artistic style in the medium of digital arts. The paper seeks to answer the following questions:

1. What methods can one use to develop their own art style?
2. What factors of an artist can an art style influence?
  - a. Engagement and Recognition
  - b. Work Environment
3. How does experience affect the development of an artist's style?

### 4. METHODOLOGY

#### Design

The research method for this study was a qualitative phenomenological approach. Phenomenology is defined as "the study of phenomena as they manifest in our experience, of the way we perceive and understand phenomena, and of the meaning phenomena have in our subjective experience." Simply put, an analysis of a person's experience in the world. [9]

The researchers explicated the data gathered instead of analyzing it. The explication process referred to has five phases or steps: (1) bracketing and phenomenological reduction, (2) delineating units of meaning, (3) clustering of units of meaning to form themes, (4) summarizing each interview, and (5) extracting general and unique themes from all the interviews and making a composite summary in the form of a grounded theoretical framework.

The researchers used interviews and observation in data gathering. This is to get the information requirements for this study. The researchers interviewed the respondents. The investigators also gave the participants a letter of request. This letter signifies their agreement with the interview.

#### Participants

The respondents of the study are comprised of illustrators ranging from professional illustrators who work under a company name with field experience of 5 years and above; Amateur illustrators who are not under a company

name, and have more than 2 years of experience in drawing but not more than 5 years; And Beginner Illustrators who have no more than 2 years of experience. To select the participants for this study, the researchers used a purposive sampling method. Purposive sampling in qualitative research selects the participants of the study through the characteristics of the population. "It is also known as judgmental, selective, or subjective sampling." [10]

In this study, selecting the participants was purposeful in the sense that they meet the following criteria:

- 1.) **Professional** –
  - a. The respondent must be working under a company name, or was working under a company for more than 5 years.
  - b. Or, the respondent must have an experience working freelance for more than 5 years.
- 2.) **Amateur/Hobbyist** –
  - a. The respondent must not be under a company name. (May be working freelance. e.g., Commissions)
  - b. Must have at least 2 years of experience in drawing, but not more than 5 years.
- 3.) **Beginner** –
  - a. The respondent must not be under a company name.
  - b. The respondent must have no more than 2 years of experience.

#### Instrument

To gather the information for this study, the interviewers used researcher-made interview questions. These questions seek to understand the common issues artists face when embarking on a journey to develop their own artistic style. The participants were contacted by the researchers beforehand to inform them of the upcoming text-based interview. The participants were informed of the general topic of the paper to enable them to prepare to tell their lived experiences as beginner, amateur, and professional artists. Additionally, some basic information was asked to help the researchers categorize the participants. The information asked are:

1. Age
2. Years of Drawing
3. Description of their Art Style

Upon asking for the basic information, the researchers also mentioned about the participant's right to tell which information are not to be shared. Finally, the guide questions asked on the actual interview are:

- i. For the professionals
  1. How did you identify and settle with your art style?
  2. As someone who has years of experience in the field of art, what stages did you

- encounter before settling on your art style?
3. What hurdles did you encounter on your journey?
  4. Did working under a company influence the development of your art style?
- ii. For the Amateurs
1. Do you have a style that you're comfortably using? Can you describe your art style?
  2. What do you think are the factors one need to develop their own art style?
  3. How long did it take for you to develop your own style?
  4. Does the art of fellow artists influence your style's development? If so, how?
- iii. For the Beginners
1. How do other people influence you as an artist?
  2. What is your motivation for drawing?
  3. What is your idea of an art style?

The researchers then conducted a simultaneous sending of questions to all involved participants based on their contact method (Twitter, Messenger, and Discord).

## 5. RESULTS AND DISCUSSIONS

### CONCEPTS AND METHODS ONE CAN USE TO DEVELOP THEIR OWN ARTISTIC STYLE.

#### *Practice makes an artist an Artist*

As for most artistic mediums such as art, music, and others, practice is a must have. An artist who is planning to have their own artistic style should take time and effort to practice in order to eventually discover their style. In fact, according to Amateur 1, "... Having/creating your own art style is dependent on your time practicing alone." This claim is also supported by Amateur 6 and 7, who states that repeating the process of drawing until you find something you are comfortable to draw are some of the methods that may affect one's development of style. One's willingness to practice is also a concept that may help develop one's style, even taking inspiration from other artist's art styles according to Amateur 4.

#### *Art is influenced by perceptions of things*

By taking time to practice drawing, one's style grows in them. According to Professional 2, "... Your style grows with you. Your style is influenced by a collective of your own favorite things about art in the world." However, Professional 2 also stated that settling in only one style is not advisable as a person's preference changes over time. This statement is supported by Professional 1, stating that "keeping and fine-tuning what kind of things I liked about my art during that time." and that it "simply reflects their current preferences."

#### *A step outside the norm is a step forward*

Then how does one's preference change? One's preferences in art may change when they are willing to discover new things. In fact, Amateur 5 states that the things a person discovers when they step foot outside of their comfort zone are things that may affect the development of their style.

### THE FACTORS THAT MAY AFFECT ONE'S ARTISTIC STYLE DEVELOPMENT.

#### *Engagement and Recognition*

As artists, our goals are to deliver our own creation to our audience. Hence, engagement and recognition are factors that affect one's development, but how? Engagement refers to how many people see and interact with one's art, while recognition refers to a person being recognized as an artist by said people, or other artists. By having more engagement and interactions with your audience and other people, it gives a person motivation to do more. "They make me want to do more art when they compliment me because it makes me really happy." and that people motivates them as they further improve are Beginners 4 and 1's statement. Furthermore, Beginners 2 and 3 stated that other people also make them want to "further understand the concept of arts" and that said interactions give them more ideas when it comes to art.

On the topic of being influenced by other artists, according to Amateur 1, by analyzing other artist's works and using it in your own style is another good way to develop your style. Additionally, Amateur 10 states that what they do to develop their style is like a salad, by trying to incorporate the methods that someone else does to their work, they mix it into their own style. Other respondents also say so, stating that by looking at other people's artworks, it gives them inspiration to draw more, to try out new things that may shape their style in one way or another, and to keep drawing.

#### *Workplace Environment*

Having different types of workplaces may affect the development of style. By producing artworks on your own, you will tend to have more time focusing on developing your style itself, rather than creating something with said art style. Most of the respondents have been drawing for a long time, some even drawing since their childhood like Amateur 7, who started taking art more seriously 6 years ago. However, there are still artists who are either unsure or have not developed an art style yet, like Amateur 10 who stated that since they started drawing, they're still developing their style, despite having drawing experience of more than 16 years.

Professional 1 mentioned that the lack of funds for purchasing proper materials and equipment for drawing are one of the hurdles in developing both one's art style and the artwork itself. "Battling with self esteem (self-esteem)" is

also one of the hurdles that Professional 1 mentioned. Corollary to this statement, Professional 2 stated “Self doubt (self-doubt) and stress” are the hurdles that they encountered on their journey.

#### THE EFFECT OF EXPERIENCE IN DEVELOPING ONE’S ARTISTIC STYLE.

Different levels of experience may result in the difference of understanding the concept between what is important to consider when developing an art style. Those with less experience will tend to have more simple understanding while those with more experience will have a much deeper understanding on the topic.

#### 6. CONCLUSIONS

In conclusion, when attempting to develop one’s own artistic style, the artist must consider different factors and conduct methods and concepts that will support those factors. As discovered, one must take time to dedicate themselves to learning by practicing through repetition and combining different styles that would help mold their own. Repetition allows the artist to be familiar and comfortable to the methods and techniques they use to create their artwork, later developing as their style. On the contrary, exploring outside one’s comfort zone is also recommended for the artist to discover new methods and techniques that they have possibly not done before, that may actually fit as an ingredient to their style.

#### 7. RECOMMENDATIONS

For aspiring artists who wish to learn how to develop their style for creating their own artworks, and to readers who simply read the paper out of curiosity, the researchers of this paper recommend experimentation regarding art styles. There is no concrete method or technique to teach as art is subjective, and different artists and different people have varying perceptions and perspective regarding the matter.

Creating works of art is like cooking. At first, you don’t really understand how it works, although there are many recipe books and, quite possibly, instructions from peers and family. Hence, you experiment. Putting things together based on trial and error, which methods satisfy you, and which do not, and which blends well with each other to create a final product. Art is very much like so. You may be inspired by fellow artists, or an issue in society, and you may use that as your *ingredients* to create your artwork. Your methods will serve as your *recipes*, thus learning the techniques fellow artists follow may help you in piecing out your own techniques.

Furthermore, once you’ve acquired your method, or have something to work with, it is recommended to dedicate yourself to practice said method. In order to be comfortable with using your own technique to create your artworks, you have to be familiar with said style. Hence, practicing your style is a must. By practicing, you also gain experience, which may help you tinker with your style.

Lastly, have fun. Although the journey in developing your own art style is indeed stressful and challenging, having fun is also recommended. By having a clear mind and having fun creating, you will have an open mind and become more perceptive and alert of things about your art style that may use some improvements, or which parts of your style impacts the audience more and use it to its fullest.

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