Visual Art Design for Multimedia Technology Art Work "The Afterlife"

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ABSTRACT

This creative art work is classified in the field of visual arts. The objective of conveying creativity to reflect religious beliefs, Buddhist philosophy which is a universal truth that exists in all forms, namely impermanence, namely death. From study and direct experiences, we cannot know where we go after we die, or whether we live after death. Therefore, death is a mystery, puzzling and there is no definitive answer as to how it proceeds. This bring some experiences to be expressed through abstract works of art synchronize with multimedia technology under systematic creative process. Firstly, start by studying and gathering information from the philosophical concepts of each religion. Study some of experiments to find life after death. Analyzing experiences together with art theory. Then bring the results of the analysis to synthesized into drafts before conveying to the creation of actual works by selecting appropriate visual elements. There are fundamental essential visual elements as scattered dots. There are primary visual elements as dots and colors. Secondary visual elements as shape and weight. This creation has resulted in a work of art combining multimedia technology with various compositions. Gives a different feel to each piece. Each piece has unity and unique in itself creative way. It also reflects the systematic creative work process as well. At the end, the art works were shown in the art installation exhibition.

CCS CONCEPTS

• **Applied computing** → Media arts.

KEYWORDS

Installation arts, multimedia technology, visual element, visual art, projection mapping, interactive, the afterlife

1 PREFACE

1.1 Introduction

Human life is in a cycle of journeys of the sankhara cycle, birth, aging, sickness, and death. Throughout the course of our life we go through various stories that affect our body and mind, causing a wide range of emotions and feelings. But most people still have a fear of death that will come to them [1]. Thanatophobia is a disease known as (The fear of death), where the person is anxious or fearful at the thought of death. When fear persists, it affects everyday life and can't stop that fear. The disease can lead to feelings of isolation and avoidance of contact with others for long periods of time. Symptoms may have disappeared or come back again like this throughout the life of an individual [2].

Nowadays, multimedia technology has played an increasingly important role in our lives. And people are very interested [3]. It also includes art that affects the feelings of the audience or convey emotions through art that to them to interested in as well. Therefore, the application between art and multimedia technology was created to communicate with the audience about the story of the latter world, beauty hiding in death. Let the audience feel that death is not so scary except something we all go through by exhibits in the form of installation art, using multimedia presentation technology that is getting a lot of attention at the moment [4]. It also uses light, color and sound to combine to create a complete work.

Installation art is an art that can be created in a specific area. Any area must be created or transformed into a part of the work that has a different meaning or the use of various media whether the waste material, finished materials, paintings, photographs, prints, sculptures or line drawings to create work of art according to the idea from artist's emotion and imagination [5]. The audience can walk into area to meet new experience which and become part of the work as well. At present, the art of installation is an art that has been widely popular [6]. As well as projection mapping which is a presentation technology in the form of multimedia media [7].

Part of designing works to create works of art is very necessary to use knowledge of art to determine the direction in the design, according to the needs of the designer. Professor Chalood Nimsamer classified art into two main parts, namely "forms" and "contents" which is the use of visual elements in art (Visual Elements) and material structures which is the use of materials and techniques. The "content" consists of conceptual content which is the story line. The aesthetic content blend together with the art form respond to an emotion that follows the storyline.

For the reasons mentioned above, the researchers have seen the problem of people's motion feeling and has applied the technique of projecting onto the object to blend with the art of placement

to present the story of the world after death. And bring motion graphics to show in the event to make it interesting easy access to work. It makes audiences feel as though they are in the afterlife. And it conveys to them that the world after death is not scary but beautiful maybe. Furthermore, this project also can give some information and guidelines for further study for those who are interested.

1.2 Objectives of creation

1.2.1 To convey the experience of death through Buddhism and reflects the beauty through works of art by using artistic visual elements as a means of aesthetic beauty. The content is consistent with the style and technique. and have a systematic creative process according to the principles of creating good visual arts.

1.2.2 To search and develop ideas for creating art interactive multimedia techniques with the concept of using visual elements and the process of artistic creation.

1.2.3 To disseminate the work to the public Give audiences the opportunity to interpret the work according to their own experiences. Be a part of cultivating charity through art.

1.3 Creative scope

The creation of works of Multimedia Technology Art Work "The Afterlife" series, is presented through an abstract art style which use visual elements, dots, shapes, colors, values and spaces to arrange art compositions. There is a meaningful representation in visual element to convey ideas feeling of imagination and experience into art, which defines the scope of work as follows.

1. Expressed through a symbolic abstract art form that conveys the concept of Buddhist philosophy. There is a representation of symbolic meanings and feelings in the works. From the interpretation and determination of the designer's feelings.

2. Expressed through elements of Primary visual elements which is dot, color. Secondary visual elements, shape and value and minor visual elements, weight and space. Including the arrangement of different elements in each piece.

3. Expression through interactive multimedia with various media combined in many parts, whether motion graphics

2 FUNDAMENTALS OF IDEAS AND CREATIVE INFLUENCES

2.1 Death / Afterlife

2.1.1 Theory of the afterlife in science. Both physicians and scientists from the University of Southampton were studied and collected data from 2,060 intensive care unit patients with cardiac arrest in more than 15 hospitals, of which 330 survived the condition and asked about their experiences during his cardiac arrest. The research team found that nearly 40 percent of the patients still had some feelings and some were unable to remember details. But overall, patients had similar experiences.

Dr David Wilde pointed to the report as evidence that some experiences actually occur after cardiac arrest or death. and is well documented in medical evidence [6].

2.1.2 Beliefs about the world after death. a. Buddhism - The Buddha taught to believe that what happened had causes and factors that

were related to each other. If dead person dies while miserable, suffering from pain, fear, or worrying about things. Their mind will lead to hell. But if the mind is clear and peaceful, think only of the good things in life, that mind will lead you to be born in heaven. At the end, the mind is the guide of our lives. It can be seen from thoughts that lead to speech and action. Whether a person is good or bad depends on the mind [7].

And there is also the belief that human beings are in an endless loop of birth, old age, sickness and death. Death is like a momentary pause. Even after death, they continued their journey [1].
b. Christianity - In the New Testament, Jesus made it clear that there is life after death. There is a punishment when you sin. and rewards for doing good. Hell is dirty and hot. Heaven is the god's house. Human beings who do good will enjoy eternal happiness [8].

In addition, beliefs are divided according to Christian denominations as follows.
c. Islam - Islam believes that God created only one human live being. Nobody will come back to be born again. Death is not the end of mankind, but merely a transition from one world to another. In which humans will encounter 3 worlds: Dunya, Alambarzakh and Akhirah.

Dunya is the world in which we live. It's just a temporary place. Everything that comes through is a test of both faith and fear of God. When dies, their will go to the world of Alambarzak which life is living in the grave. Anybody cannot take anything out of this Dunya world except his good deeds which will affect the next world. In Akhirah., heaven represents the abode of good people and God. There is only peace and happiness but hell is home to sinful and unbelieving people. It was a terrifying and sweltering place [9].
d. In most cases, butterflies are seen as symbols of nature beauty whether colors, sizes or species it is. But butterflies have different meanings in different cultures. In Japanese, butterflies are believed to symbolize the human soul while after death soul lives in the butterfly and flies from living world to the afterlife. [10]

2.2 Art Element Representative

To create work based on the design of life after death. According to beliefs and rituals about death in many religions Beliefs often go hand in hand with simplicity and complexity. Just as the afterlife is the path to heaven and hell, it is whiteness that represents light and black that represents darkness. The artistic composition therefore brings the aforementioned concept as an idea to present the afterlife through art.

Udomsak Saributr [11] said, "Design is the collection or arrangement of elements in both 2D and 3D with criteria for bringing design elements together." Designers must take advantage of benefits to create usability and beauty to the aesthetic design values and to meet needs of the user.

2.2.1 Line and Dot. Dots are important visual elements of this work. The star which looks like a white spot by means emptiness and shapeless. The butterfly in many shape, different colors and species arranged in a spread out position. In which case, it counts as a point as well. The pattern lines on the body of the butterfly have a variety of form, represents the very existence of the human

race that has a path of waving flying around like a soul that has drifted through the round of existences.

2.2.2 Light, Shadow and Contrast. Light and darkness was interpreted as a meaning of death through closing one's eyes. When we close our eyes we will see only darkness, while the eyes cannot see, so there is no way like a blind man. The afterlife is a world where people have died didn't come back to tell what the world after death is look like. Therefore, no one knows for sure the living conditions. So it can only guess as the imagination will lead when we walk in the dark, fear often begins to build and gives rise to panic. While brightness makes it clear and safety. Therefore, explicit ignorance thus accompanied by darkness. Limited vision through the eyes if his eyes had gotten used to the darkness, fear will be gone. All that remains is despair, loneliness and only concern for compassion.

2.2.3 Theme of Color and Tone. The overall color atmosphere in cool tone. By emphasizing the color weight towards the light and a little quite dark. From the meaning of color, Cool tones have a tendency towards calming, lonely and empty. If compared to life after death this will show the tranquility and loneliness while cool colors that are used will focus on blue and purple covers most areas. Also, but will use some contrasting colors in warm tones to present life but it's not a very hot color because if it's a life in the realm of spirit, It should be a life force that is not bright and cheerful. The color contrasts transformed into light and darkness, dark areas have a larger in total than bright areas. So that the audience can be in a calm mood as immersed in reverie.

3 DEVELOPMENT STAGE

The researchers define the development process as follows.

3.1 The creation of installation art mixed with multimedia techniques on the world after death.

Design an action plan in order to see an overview of the operation. About artwork design, installation and motion graphics media used to present the story world after death with multimedia techniques such as projection mapping on the wall, interactive texting, motion graphics and installation objects. By specifying the width, length and format of the media in relation to the content and concept to be presented. After that, the design that is most suitable for the presentation is selected. The form chosen by the researchers have the characteristics as shown in Figure 3.1. Determine the color scheme of art installations and motion graphics. The chosen colors are orange, blue, pink and white. In addition, researchers determine the materials for making installation art. The materials chosen include flowers that represent people's lives and LED linear lights representing people's journeys to show the way for audience.

3.2 Selection of various tools resources as follows.

For motion graphics, use a graphics program to create an image by determine the direction, size and position of the butterfly that represents the soul. The colors are set to be different to represent the human race. To encourage to know that they are also different in
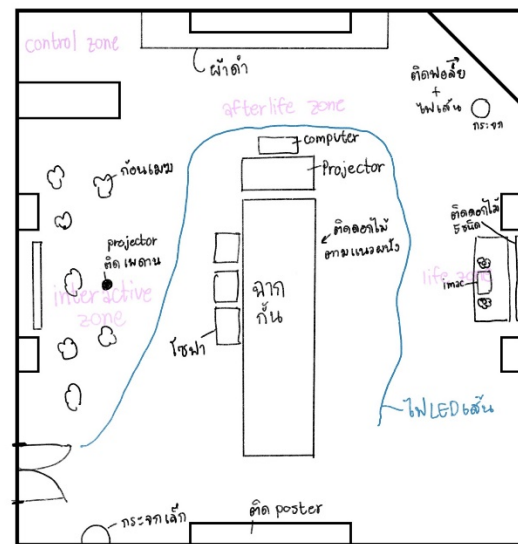
Figure 1: Plan design of the art installation in combination with multimedia techniques on the world after death including clouds made by cotton, projector on ceiling to map the wall, black screen fabric, aluminum foil in the corner with LED light and flower on the floor and wall for peaceful.

character and appearance. A lonely flight path similar to represent souls swimming in the world of the dead. It attracts the eye by moving the butterfly's wings, creating an amplification of color on the wings with highlighting them by size. This results in scattered colors flashing across the screen. The stars also add glitter to the entire space, creating moving animations across the entire screen.

3.3 Create an art installation that combines multimedia techniques about the world after death as designed. The steps to create are as follows:

Procure materials for creating installation art as required to create an them that will be used for display according to the design. The projector is use to present media on the wall support by black fabric to create sadness environment and absorb to light of projector. Purple and violet color in orbit light will make suspicious feeling to the audience. Then measure the distance between the object and the projector to make appropriate focus and best position of visual effects. Create motion graphics media for displaying through a projector onto an object, divided as 2 parts: a) section of motion graphics and b) parts of sound effect.

4 THE EXHIBITION

Poster was made to create some advertising to promote and announce to invite people through both social media and print ads. The exhibition design divided the exhibition into 3 parts as follows.
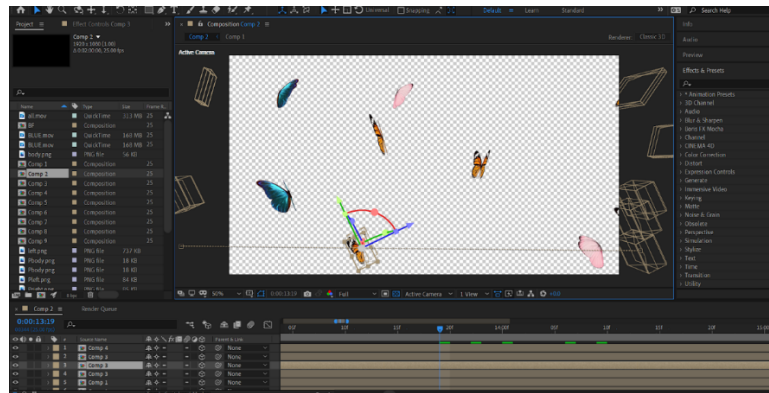
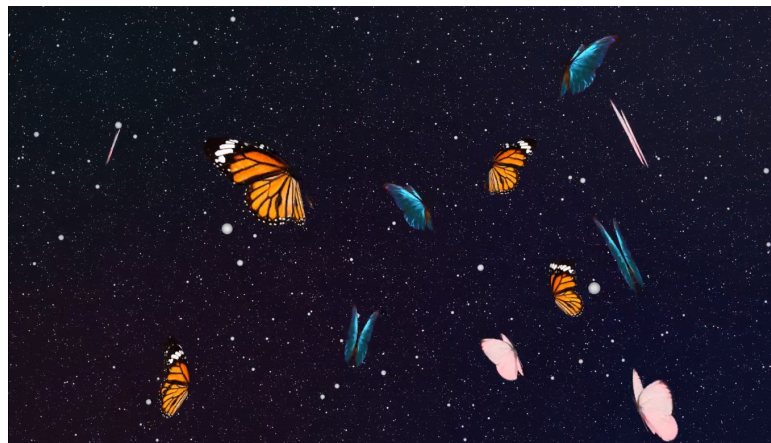**Figure 2: Screen showing motion graphics during process.**

Figure 3: Display showing the finished motion graphics media.

Figure 4: Test of putting the motion on a black fabric.

4.1 Creating art installations that combine multimedia techniques on the subject of the world after death.

In the process of creating art installations, combining multimedia techniques that reflects the story, world after death in which multimedia techniques are applied together, the researchers have set the size of the surface that supports the projection is 230 x 400 cm. Background set by black fabric for support the screen display upto 1920 x 1080 pixels. One projector displayed for one screen. And Displayed others media through 4 LED screens, commanded from 2 computers. The motion graphics media projected on the installation art is approximately 1 minute long and can be played in a loop. About the Interactive website, screen was set for scene with a size of 120 x 162 cm., a display screen equal to 1024 x 768 pixels displayed through one projector. However, texting would be commanded from 1 computer. Interactive media has been projected throughout all the time in exhibition period.

Details of the Exhibition of the art project and the installation of multimedia techniques "world after death". The process was divided into 3 parts as follows:

4.1.1 *The art installation (Objects & Interact).*

Figure 5: Shows the procedure for attaching the foil to the wall.

Figure 6: Visitors interacting with the fair.

4.1.2 *The part of the projection of the image onto the object.*
4.1.3 *Section of motion graphics media.*

4.1.1   The art installation (Objects). a. Life zone

To decorate the wall in this area, flowers were chosen for embed on it. The concept needs to communicate that human life is like a plant. Flowers have periods of gradual growth, blossoming and fruiting that's mean it similar to human life. And eventually all of them wither over time. Moreover, the flowers always use in funerals is the reason.

Five types of flowers were attached to the wall measuring 120 x 150 cm. and aluminum foil sheets being crinkled to convey a glorious, reflecting life will surely be crumpled one day. These foil sheets measuring 130 x 210 cm. were attached to the wall and floor. In the bottom section, the computer is placed and flowers are arranged around the device, perform the opinions of people about the afterlife. By turning on the camera from the device to allow visitors to interact with the event. In the whole picture, it means the existence of a life that is bright and colorful, looks free. But actually Instead, life was stranded in the time waiting for death to come.

b. Before death zone

This section as an interactive website in a chat format. The audience can think to themselves that if before they die, should they have an idea what do they wanted to do. Or what they has done and will not regret later. The white paper size 120 x 162 cm. is attached to the wall by using double-sided adhesive tape as a bracket to the wall act as screen supporter. And in the interactive website, display screen is 1024 x 768 pixels for one screen. It's displayed through 1 projector, commanded from 1 computer. Using interactive web program and designing user interface (UI). Use an online database "Firebase" to store text data that users type on the program. Interactive media is projected throughout the show period for audience to interact with the event. This area will represents the idea of consciousness of sinful karma and merit when alive, through a screen that can interact with many people at the same

time. Representing the thoughts that echoed in the midst of the soundless silence in the world of death.

c. Afterlife Zone

To present the world after death through the viewer's perspective through the medium of motion animate. In which the work uses butterflies to tell stories because the Japanese see the butterfly as a symbol represent human soul. So, that death as a transition from one world to another. Like a butterfly that flew continuously to another place. A black fabric size 230 x 400 cm. was attached to provide a size suitable for motion graphics and room dimensions. The black fabric is attached to the wall with double-sided adhesive tape with black paper clip 51 mm size and wire. Motion media display through 1 projector, command from 1 computer.

4.1.2   The part of the projection of the image onto the object. After the black fabric was attached to the projection scene. Test with projecting the media onto the fabric and adjusting the screen size to fit the fabric by adjusting it directly from the projector.

4.1.3   Section of motion graphics media. The motion graphics of 1920 x 1080 pixels, so that they are wide and sharp enough for multiple viewers. It shows animations of butterflies and the movement of stars in space.

5   ART WORK ANALYSIS

Professor Chalood Nimsamer wrote about the important elements of art in 2 parts as follows, If consider the meaning of art that has been mentioned. Art is something created by man to express himself. In which emotions, feelings, thoughts or beauty can be seen that art has two important components. First on is human made part, which is the physical structure that can be seen or can be perceived with part of the senses. And another, an expression as a result of the structure of the object. We call the first component "Form" or concrete elements and call the latter part "Content" or technical elements "Abstract". Therefore, the main structural elements of art are form and content.

Therefore, the consideration of artistic beauty can be divided into two parts: the concept and the visible form. By this exhibition,
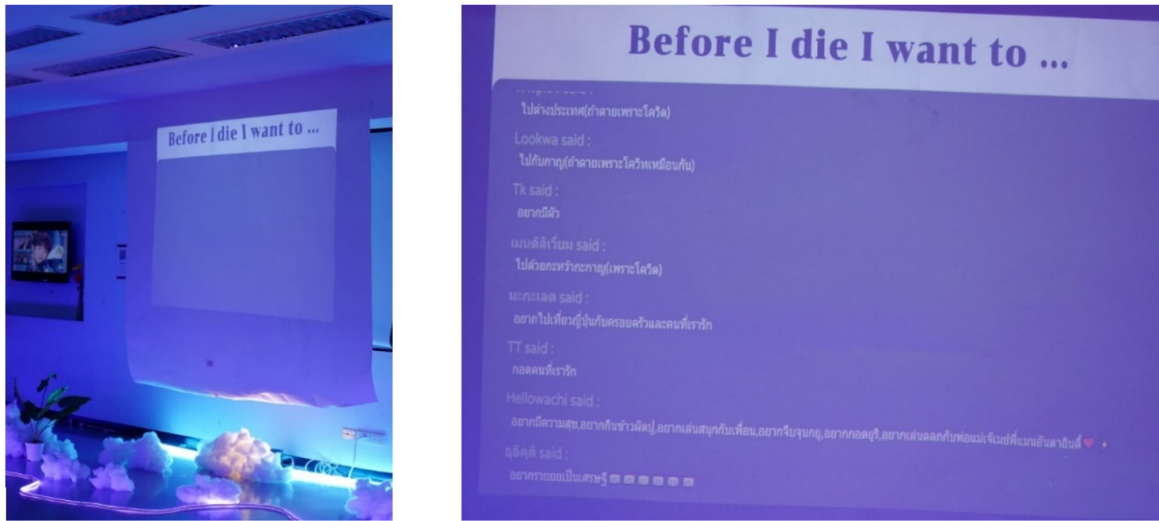
Figure 7-8: Audiences interacting in the exhibition through texting.

Figure 9: Shows background color tone of projection screen.

it is based on the idea of life in the afterlife which is an uncertain time. No one could say what it was like at that time, because of the deceased can't come back and say for sure what life was like at that time. Or there are cases where there are medical deaths but was revived and recounted the events of the cardiac arrest. But it is not conclusive proof that it is verifiable. Therefore, designing works about the afterlife, we considering the principles of art that affect the feelings, to be inclined into darkness, doubt and dive into the feelings of creators and viewers.

For the main work of this exhibition. It is divided into 3 parts: Motion graphic, Interactive media and Installation art objects.

5.1 Visual elements

5.1.1 Primary visual elements. It is a distinctive appearance. Primary visual elements are main character presented in the exhibition event. Responsible for driving the design concept to stand out.

a. Dots

This multimedia art work have main artistic elements are used as dots. They divided into 2 main elements: butterflies and stars. The butterflies look like a random but actually structured with four corners. It is arranged by each color, orange, blue and pink. So that the colors are scattered around, not piled up in one spot. On the other hand, the stars as white dots that are scattered everywhere. It moves and flashes slowly so that the viewer doesn't feel too fast but calm.

Including the installation parts where flowers of various species are arranged in different ways. Distributed in an even position in accordance with the design of the butterfly position. It presents the way of life that is simple and simple. but eventually withered over time.

b. Colors

Presenting motion graphics in light tone colors such as orange, blue, pink and white as lightness. To present a life that is fragile but still colorful according to life with different goals that bright color floating in the blackness of space. A vivid manifestation of life in the midst of an undefined death with time to come.

While Interactive conversation part there are white letters on a purple background. Presents a suspense in the midst of a confusing afterlife with no clear passages. White represents pure thought, like a child walking in a field with no path direct to the way, except the grass on the ground.

The installation parts showing the bright colors of natural flowers on a purple background. The color of the flowers looks fresh and lively, but the suspicion of existence is unclear under purple. Contrasting flower color and background color represents the opposite view of life and lifelessness.

5.1.2 Secondary visual elements. These minor components have greatly helped in pushing the key elements to stand out even more. If the secondary visual elements are missing, these will cause the work to be incomplete. By this design, there are secondary components as follows.

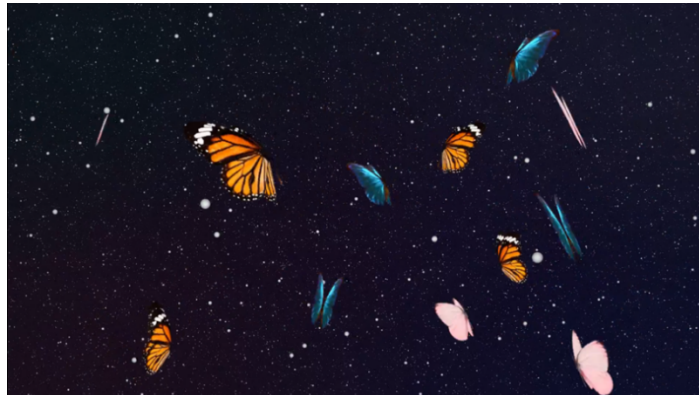**Figure 10: Shows the procedure for setting up a projection screen.**

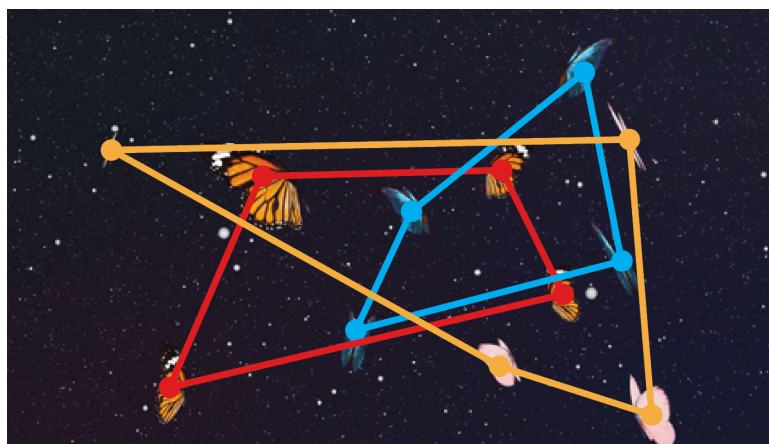**Figure 11: Screen showing the finished motion graphics media.**

Figure 12: Line in Red Blue Orange color show structure of Butterflies (dots) position in motion graphics media.

Figure 13: Position in different place of flower in installation art objects.

Figure 14: Typography "Serif" type in interactive media.

a. Shapes

Shape takes advantage of the nature of two shapes in the work: the shape of a butterfly that was used in motion graphics and the shape of the flower that can be seen in the installation art. These shapes used in the media represent vitality progression of life. Until the end of exhibit days, they will die over time especially flowers that when the exhibition has passed for days must not be as fresh as the first day. It was installed and wither away on the day the show ends. Moreover, in the lines that show the shape of the flower, the complexity of the petals of the them represents diversity and mysterious of life. For the shape of a butterfly, there are latent shapes of colors within the wings of butterflies that have a variety of shapes when combined together. It conveys life very well. And so on, the shape of typeface was use serif type which have tail to feel more period and mean tail of spirits swim in the ocean in the world of the dead.
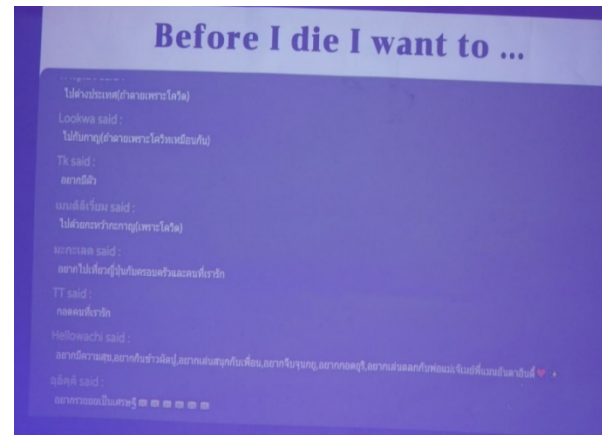
b. Values

The value of art works varies have greatly different. To present black and white, darkness and light to create a contrast of weight that contrasting feeling of life and death. While the interaction screen has a value from dark purple from background and light purple from text. Create a dark gray and light gray values make audience feel uncertainty, perplexity and indecisiveness unlike white and black value. Causing confusion as to which way to walk while returning to life or walk into the world of the dead.

Associate Professor Wut Wattanasin wrote about the weight of many colors as follows. "The light weight of many colors. Gives a sense of color perspective (Perspective of Color) can It represents shallow, deep, near, and far, which can be divided into 3 phases: close range, medium distance. remotely" [13]

5.2 Composition of the Art Works

The artistic composition is to create perfection for the creation of works of art. Bring the elements together and put them to create a new perspective that conveys the idea of an abstract thought of designer. So, the art work could communicate those things in a substantial way itself.

Kulnida Laebjamroen wrote the definition of the word composition art "Composition is the introduction of form, form, or symbolic meaning. come together perfectly together…" [14]

a. Structure

There is a structure connected to a loose net. In order to spread out the whole layout, Create a wide view so audience would not focus on one spot. To create freedom to walk and watch in line with the movement of the graphics.

b. Dominance

The uniqueness is due to the visual appeal of the butterfly's interesting shape. Pattern in butterfly wings and flower shape together with bright colors stands out on dark backgrounds. The movement of the art work attracts the eye to follow. Butterflies moving the wings creates a large area of color when the wings are spread, switch to less when the wings are closed. Therefore, it looks like a flash of color and light entering the eyes of audience.

c. Subordination

Essentially, the stars in motion graphics are tiny dots. But there is a bright white against a black background. There are blink like flashes to make it interesting but not too competing with butterflies. In the installation art section There are many components that contribute to the main work, such as aluminum foil, glass, LED lights, cloth, sound effects, etc. These components are all combined to make the exhibition complete.

d. Movement

It is very important in this exhibition to making the audience feel the slow swaying in the midst of the non-stop passing of time. Before audience know, time was passing by and our life is already a few minutes closer to death. The movement in the work therefore goes slowly and smoothly amid the progression of the performance. Audience have a moment to reflect on the existence of life, whether it is life between existence or life between death.

5.3 Conclusion of the Art Works

In the creation of Visual Art Design for Multimedia Technology Art Work "The Afterlife". It is a creation that has content from religious

concepts. By studying life after death according to the beliefs of many religions aimed at reflecting on the idea of life after death which is a truth that cannot be denied. It was a time that remained a mystery. There is no definitive explanation as to what life really was like during that time.

In terms of form that is a form of structure. Which is a result of the use of visual elements and composition. It has a relationship with the content of the beauty of the picture. To creating beauty, aesthetics for the audience. Bringing life to the works I communicate through works of art by visual elements. It is appropriate to respond to the concept of expressing feelings. From the inner world of the soul, which is an abstract state of feeling. Come out to the abstract in terms of art with perfect harmony.

In terms of visual elements, researcher used "Dots" to form the basis for other visual elements. Therefore, dots are considered to be the basic visual elements in creating all shapes and elements in the work. While "Shape" and "Value" are the secondary visual elements in communication. Represent the meaning of feelings and impermanence, to create atmosphere, dimensions, emotions and feelings within the work. Each piece of work is different in shape, use of color, composition have different meaning representations resulting in different feelings. Which is directly related to the shape and color in that area and is related to the law of unity in art.

The use of shapes has a variety of shapes and sizes, according to the rules of dominance. There is a gradual change in color and size according to the rules of harmony. It also communicates of emotions, feelings and meaning within art works. As for the use of colors, there are also harmony in colors. Researcher use color based on psychology to create positive or negative feelings to the audience. Including the use of colors in conjunction with created shapes to communicate the desired meaning.

About art composition, researcher use both symmetrical and asymmetrical framing principles. Create balance within the picture perfectly works have a more stable feel than asymmetrical ones which have a sense of movement. Dominant and Subordination within the works are defined to have a point of attraction and a point of relaxation.

Firstly, technical method to create multimedia art work. Researcher pay attention to motion graphic technic, where dozens of layers of objects are overlapped in detail. There is a method of mixing the colors to spread focus point in any position. Secondly, the interactive multimedia aim to interact with audience through texting attract them by color while watching and expecting some reply form system. And the last, installation art objects make exhibit fulfil an emotion and bring environment perfect.

According to above, the "content" can communicate concept through thoughts, experiences, perspectives, concepts, and beliefs in harmony with the "form" that is presented through abstract art. And these can support meaningful substitution good abstract feeling manifested through the use of visual elements art composition. To convey through the "technique" of multimedia technology, there is a creative process that responds well to the idea. The work therefore has unity between content, style and technique.

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