

greatly dampened the enthusiasm of designers and creators. In the Internet age, the spread of design works is extremely fast, but various infringements have also intensified, and appropriation has become a trend, which is suspected of cultural appropriation. On February 12, 2022, a Korean painter live-streamed his painting on the Twitch platform on a daily basis, but during the live broadcast, his draft was screenshotted by a Twitter user and uploaded to the AI drawing software, and the results of the AI creation were posted on his own account without indicating the source of the draft. After being pointed out for plagiarism, the Twitter user also "quibbled" in the painter's comment area, saying that the time of publishing his work was much earlier than the original author's draft. This move further triggered the condemnation of followers and further strengthened people's reflection on AI drawing [3]. These cases are enough to show that some designers rely too much on digital technology and cannot distinguish between reference and plagiarism, and even consciously plagiarize other works. They use cultural elements, patterns, crafts, and culture of other countries for commercial design without authorization for their own selfish interests. This not only infringes on the cultural sovereignty of other countries and causes misunderstandings between different cultures, but also brings negative effects of hindering innovation to the entire industry.

Conclusion. The field of visual arts and design in the digital age, current issues involve multiple levels such as technology, ethics, and social culture. Facing these issues requires joint efforts from many aspects. Not only is it necessary to conduct research and development in technology, to impose constraints in ethics, to develop diversity and conflict awareness in culture, but it is also necessary to add humanistic connotations and in-depth thinking to the design of works to cultivate design behaviors. In the future, how to find a balance between technological innovation and humanistic care will be the key to achieving sustainable development of visual arts and design under digital technology.

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PHOTOGRAPHY AND THE REDEFINITION OF AUTHENTICITY IN 20th–21st CENTURY ART

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This paper delves into the transformative impact of photography on the concept of authenticity in the art world from the 20th to the 21st century. By examining technological advancements, market dynamics, artistic expression, and the interplay with other art forms, we aim to provide a comprehensive understanding of how photography has reshaped our perception of art.

The advent of photography in the 19th century marked a pivotal moment in the history of art. This paper seeks to explore how photography has redefined authenticity in the art world over the past two centuries. The goal is to analyze the multifaceted influence of photography on art, highlighting its role in challenging traditional notions of originality, authorship, and reality.

Materials and Methods. Our research draws upon a diverse range of sources, including scholarly articles, artist interviews, and historical archives. We employ a qualitative analysis method to examine the evolution of photographic techniques, the changing status of photography in the art market, and the aesthetic and conceptual shifts in artistic practice.

Results and Discussion.

The development of digital photography and advanced editing software has revolutionized artistic creation, enabling new forms of expression and manipulation.

These technologies have democratized art, making it more accessible to a broader audience.

Photography has gained prominence in the art market, with significant growth in auctions, collections, and exhibitions.

The commercial success of photographic art reflects a shift in societal value and appreciation.

Photographers like Annie Leibovitz and Andreas Gursky have used the medium to convey powerful social, political, and personal narratives.

Photography has become a vital tool for artists to engage with contemporary issues and audiences.

The intricate relationship between photography and reality has undergone a continuous process of negotiation and evolution. Initially, documentary photography was seen as a direct and unaltered representation of the real world. However, as the medium progressed, the emergence of staged images and advanced digital alterations challenged this notion, blurring the lines between fact and fiction. This ongoing dialogue has led to a profound redefinition of authenticity in photography, where the once clear-cut boundaries of truth and representation have become increasingly fluid and subjective, reflecting the complex interplay between technology, artistic expression, and societal perceptions.

Interplay with Other Art Forms:

Photography has influenced and been influenced by other art forms, leading to innovative hybrid practices. The integration of photography with painting, sculpture, and installation art has expanded the boundaries of artistic expression.

The impact of photography on the art world is profound and far-reaching. It has not only altered the way art is created and consumed but also challenged our understanding of what constitutes authentic art. The democratization of photography has empowered diverse voices and perspectives, enriching the cultural landscape. However, the ease of manipulation in digital photography also raises questions about trust and veracity in art.

Conclusion. In conclusion, photography has been a driving force in redefining authenticity in 20th and 21st century art. Its technological advancements, market success, and profound influence on artistic expression have reshaped the art world. As we look to the future, photography is poised to continue evolving, offering new possibilities and challenges for the authenticity of art. This study underscores the significance of photography in contemporary art discourse and provides valuable insights for future explorations in art history and cultural studies.

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