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Art in the digital age: the transformation of the artistic image

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The article examines the processes of transformation of the artistic image in the context of the digitalization of culture. The influence of digital technologies on the forms of artistic expression, ways of perceiving art and the role of the artist in modern society is analyzed. Special attention is paid to comparing classical and modern art, identifying their fundamental differences and points of contact in the digital media era. It is shown that digital technologies not only expand artistic possibilities, but also form new aesthetic paradigms, transforming traditional ideas about the artistic image.

Keywords: digital art, artistic imagery, classical art, contemporary art, media art, visual culture

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