

DIGITAL DRAWING: CREATIVE APPROACHES AND INTERPRETATIONS IN POP ART

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The present report explores the role of digital drawing as a contemporary form of artistic expression, analyzing it within the context of Pop Art. A study has been conducted and a creative approach has been developed based on modern technologies and visualization techniques. An original author project is presented - a model of creative interpretation of a digital Pop Art work.

The objective of this study is to analyze new creative forms of visual representation in art (specifically within the Pop Art movement) through the prism of the digital environment. Methods have been identified for transforming and enriching contemporary visual language through digital drawing. The main stages of interaction between classical artistic methods and digital technologies in the creative process have been examined. Based on the conducted research, a new artistic vision of the original images is presented through digital drawing, thereby offering new possibilities - freedom of expression, multiplication, and the use of various software applications for digital painting.

The author’s interpretation of the artworks demonstrates how digital art can offer new visual concepts and generate contemporary meanings of familiar images. Today, digital drawing has a tangible presence in artistic practices and provides exceptional potential for innovation and new forms of cultural expression. The study could be apply skills in practice of artists and designers, students of fine arts, and educators in the field of art theory and visual studies.

Keywords: *digital art, digital drawing, Pop Art, fashion illustration*

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