

# Inglés

## Analysis of Digital Art production processes in Mexico:

### Mexican digital artists and their work

This thesis is divided in four parts: the first one establishes the guidelines that lie in the foundation of the work, such as the status of research on Digital Art in Mexico and its relevance, given that it is virtually non-existent, specifically regarding the analysis of the process of artistic production; the feasibility of generating knowledge about Mexican contemporary digital artists and their production process; and the establishment of a hypothesis which allows the possibility of detecting in Mexican digital artists, several production process ideas through the observation of their production, their process and the context of each artist, so that it would be possible for other artists to follow their path and implement methods of generating new and original ideas, and also to assist in the understanding of the work by the general public, contributing to the growth, spread and development of Digital Art in Mexico.

The second part addresses national and international Digital Art: origins, context, classifications (the ones that purview the present work), among other aspects that allow a comparison of the evolution of Digital Art in both contexts; this chapter also includes a necessary delimitation of the concept of Digital Art for the purposes of this work.

The third part deals with the process of artistic production, with further information about the context of the Mexican artists in areas such as economic, political, social and technological, so we can have a broader understanding of the production conditions of Mexican Digital Art; we should clarify that context is considered a fundamental part of the process of artistic production for the purposes of this work. In this third part, an analysis and reflection on ways of creating, on creativity and methodological production processes that have been studied previously by several authors is also made; this is included for generating a broader insight that is necessary for understanding our subject.

The fourth and final part deals with the Mexican digital artists and their work. A methodological description of the data obtained, the criteria used to classify artists as well as the items in each category -namely context and training, a description of the personal creative process derived from analysis and study of various research resources, a selection of digital works produced, insights on the process and a brief analysis of the pieces. All of the above concludes in an interdisciplinary methodological proposal based on the case study research that further elaborates on the findings of this thesis.