

Impact of Digital Technology in the Graphic Design Process in Sri Lankan Context

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The transition from analog to digital technology has affected both the design process and the working environment of graphic design industry. While the digital technology enhances the production process, it also has a negative impact in the elementary stages of design process such as ideation and conceptualization. This has created a conflict between the realization of the design concept and the enhancement of the production on demand in the modern society. Thus, the present study aims to identify the factors that affect the design process of commercial graphic designers in Sri Lanka, and to determine the impact of digital technology in the ideation and conceptualization. The study is mainly based on a literature survey on the history of design and the impact of digital technology on design process, and a field survey based on a questionnaire with the aim of obtaining data about the implementation of digital tools in the design process of commercial graphic designers. Approximately about sixty commercial graphic designers working in small-scale design or advertising companies in Sri Lanka were participated in the data collection. The results suggest that most of the designers neglect the initial ideation and conceptualization process due to two factors: negligence or lack of awareness of the holistic idea of the design and its process, and over reliance in digital tools and techniques. Moreover, lack of proper training and understanding about the design process is evident in the extremely limited time spent on the creative process.

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