

# **A Study of the Effects of Production Design on the Production of Meaning in a Cinematic Text**

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A century ago, cinema emerged as a synthetic medium with powerful expressive and representational potential. This ushered in the era of cinematic construction and re-creation of new dimensions of life and reality as a means of communication affecting all aspects of human society. The concept of production design is used in world cinema to construct the critical elements of cinema and its ultimate meaning. This is a study of the influence of production planning essays on the final meaning of the text in the Sri Lankan film industry. The research problem examines whether the production design essay has an effect on the production of meaning in a cinematographic text. The main purpose of this is to create a discussion about the feasibility of the professional use of production planning in the local film industry by studying how film production planning, which is a very basic concept for the global film industry, has been established in the local film industry and how its impact is, identifying the product design essay theoretically and conceptually, studying the difference between production design and art direction, analysing the need and uses of production design in the production of meaning in a film, introducing the title of production designer to the Sri Lankan film industry are the objectives of the research. Under the qualitative method, data was collected through interviews with experts and scholars in the field and content analysis with selected cinematographers. Here, there is a direct effect on the production design essay in shaping the overall meaning of Cinematography. The Sri Lankan cinematographer has not understood the proper meaning and process of the production plan essay and, therefore, has not understood its importance. That Sri Lankan cinema does not have a proper understanding of the difference between an art director, a director and a production designer and that the production planning essay cannot remain divided into departments. It was also concluded that compared to theoretical and conceptual studies, only simulation is done.

**Keywords:** film, production design, Movie meaning production, mood, production designer