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"A CRITICAL REVIEW OF THE IMPACT OF TECHNOLOGY
ON CREATIVE EXPRESSIONS IN ILLUSTRATION, WITH A SPECIAL
EMPHASIS ON PRINT MEDIA"



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ABSTRACT:

Drawing and painting invoke unconditional feelings of love, joy, happiness and heavenly experience for some people. Painting gives them a rare pleasure, and for some an out of the world experience. But the moment we talk about Illustration, we find an immediate switch of expressions on their faces. Their first and immediate reaction tells you the story. People say "Hey it is a published one " and the whole story ends there. Is it an end of the story? Certainly not, because this becomes a beginning point for someone who spare, or devote his time to create that Illustration, a person

called Illustrator. To create that expression you require same amount of feelings...about drawing you require same amount of affection to create that explanation for the story or poem. Probably, the Illustrator has to undergo more amount of pain because an Illustration means explanation given for an extract, story, poem or any medium of communication. The Illustrator is trying to give expression which means he/she is playing a dual role.

KEYWORDS

Technology, print media, medium of communication.

INTRODUCTION

Illustrator's Major roll is: 1) To understand a character, which creator wants to communicate. 2) To give a meaning to it and explain in a language which the target audience will understand. Probably this leads to limitations like requirement of media, Understanding the area and velocity of the target audience. There are many instances when 10 pages of article could not explain what an Illustrator has explained in one picture. Why should we give secondary treatment to an art form, which is just printed or published. In fact, more credit should be given to the Illustrator.

An Illustrator has to face more problems and difficulties ahead. He has to continue with his own presentation style and techniques; preserve his own identity against changing technology of the modern age. Every day there is a new task, new chapter and new trend, right from evolving computer tools to various effects in software and filters...to the social changes happening in society? Still he is devoted to his art, art work creativity and creative style.

Problem of Research:

In modern days an expansion and an exploration of computer based technology is so huge - it is very difficult to fix any parameter to find the create aspect out of it i.e.

Mumbai (India) 1980: A very important city and most happening commercial place in India for creators and Art lovers, faced many ups and downfalls. Once it had only two

2 computerized typesetting houses in entire city....providing crucial lifeline to printing and publishing houses as well as all commercial artists and Illustrators. Today, every building at the nook and corner of the city houses minimum hundred computers, working day and night. But the moot question is, "Has this technological tool really empowered creativity?" In fact, when it comes to one form of art, i.e. illustration, Computers have taken a real juice out of the process of creativity. Students are keen on finding shortcuts to their illustration using processes of scanning and editing on computers itself. The real expression of pencil on paper is somehow lost in the entire process. Technology is manmade concept built for the progress of humanity which should be use for betterment of mankind but a picture look exactly opposite today every person is so much engrossed with digital equipments and tools that he is becoming a slave of the system i.e. dependability on mobile phone to personal computer. An hour already it is not working person feels handicapped. Why? It is not a body extension of the same person which is just a mechanical tool isn't it? Here the next question comes are technological developments are greater than values life? Definitely his social personal, economical, geographical and family responsibilities play a major role. Hence when the values are changing it is very difficult to focus on any certain focal point for researcher. Hence we are discussing about creativity part of an Illustration researcher has to undergo the process of fixing his objectives in a very conscious manner. His primary duty is to choose his research tools, methodology, sample selection process etc. very appropriate and wisely.

Narration of Research Problem:

Illustration in print media and its creative aspects of it are consisted within goals of few important points given as under.

- 1) Review of various types of Illustration, such as Magazines, diaries, brochures, leaflets etc.
- 2) Pictorial presentation right from the History of Art with evidences techniques and Impressionism

ancient and commercial value posters etc.

3) Geographical evidences such as Asia, Europe and American Illustrations found on a M scale.

4) Dimidiation of Mediums and expressions: Botanical manuals, Biological representations, science and arts, Architectural, Engineering manuals etc.

5) Effectiveness of Media and utility points of the same target audience, Impact, visibility, durability etc.

Scope of Research:

We cannot forget the creative part of the Illustration, creativity at par in Illustration. Illustrations are used as a part of publishing and communication. It is misconception and has considered as second grade of Art. Very little work is being done on this subject critics have never taken this subject seriously. Values apart nobody has given serious thought to define Illustration in a proper and appropriate manner. Every one defines it as per his convenience such as,

- 1) An act of clarifying or explaining.
- 2) The state of being clarified or explained.

Which do not reflect the real meaning of Illustration? Its Dictionary meaning concludes in more confusing state, which says "something shows or explains by means of pictures" etc. Illustrator "Means a painter who paints explanation". Hence we find a scope to redefine it entirely.

We cannot forget creative in terms of all above elements stated above plus "Idea" plays major role in the whole process. Each Idea gives you something special, something unique and better. Something greater than every comparison such as: Idea and Illustration, Idea plus Illustration, Idea plus Illustrative Idea, Idea plus illustrative technique. An Ideal Illustration an combination of surfaces, Illustration and utilization of play fullness, Idea plus Exaggeration, Idea and design, Illustrative values, Illustration and Innovation, Illustrational expression etc. such as huge list of combinations could be worked out in a professional manner and come to a conclusion is an Idea behind it. There is a scope for research hence we are not just discussing limitations of print media, but also different reproduction techniques and technology with the modern equipments and tools wideness the an area and scope of possibilities not only that we can even ask technology to work for human expressions. This way we have a bigger canvas available for the scope of research.

LIMITATIONS OF RESEARCH:

1) Illustrations and the creators' (Illustrators) have to undergo all limitations prided by technology in spite of his creative requirements and happenings in the field. Such as reproduction values its shelf values and periodic parameters etc. are the real troubleshooting points for researcher. Researcher cannot help what even happened in the past because he can never change the past. In a simple language. Illustrations created with the help of wood cut, leno, litho-press and all the traditional tools and equipments at time were available do not justify the quality of illustration. Where possibly researcher might have to compromise a little with his opinion.

2) As stated above he might have to define the definition and find a root cause the same that means researcher have no choice but starting from the trash that means for the scientific research tools might not be available for him to prove his point mathematically.

3) Technique and equipments gifted by modern technology such as various software's and filters may not give any justification to use in a specific manner because we are not discussing here about virtual

reality for the future even if we think of this untouched area which may require a very high volume of funds to evaluate the same which researcher cannot afford to pay from his pocket. This is a key limitation for researcher personally.

REVIEW OF LITERATURE

The selection of suitable information according to the course outline and the discussion regarding the problems are taken into consideration in the reference literature. Reference literature confers deep knowledge and full understanding and informs the researchers about the problems of the study. (Even though the references of various research studies are about the illustration used in print media in many countries) Though, many countries in the world have the wide information about the Illustration and the facilities of media, there is a lack of information about mediums used in India. Generally, the references about Creative work have been reviewed in this chapter and various aspects have been taken consideration while taking review. The researcher has taken the reference of the theses few of them have been submitted previously.

OBJECTIVE OF THE RESEARCH

- 1) To find out Illustration and significance on its own possibilities quality of reproduction values, creativity, Impact and readability.
- 2) To find potential to carry thinking process with recent developments in digital technology.
- 3) To understand thinking process and procedures of famous Illustrators as well as people who are connected with the field.
- 4) To understand traditional methods of making Illustrations.
- 5) To understand difference between traditional and modern techniques of rendering
- 6) To understand relationship with modern equipments and tools of technology.
- 7) To empower Illustrators, up-coming cuts future in a realistic way.

Hypothesis

Modern technology has many angles especially when it consists of Visual communication, Multimedia functions, personal and specific kind of relationship with audio visual effects. It is bound to happen keen interest of a person drives in it. He enjoys the situations at virtual reality. But Illustration has its own space within. Which is untouched and beyond the limitations of time and place which is Immortal, it was being there yesterday. It is in existence today...and will remain there for tomorrow. In short the basic never change, all the basic rules and regulations discovered by the traditional methods of rendering techniques are just unbeatable. Tools and equipments may change with the flow of life. Aesthetical values will remain the same specialization may come to an end for survival. Values of lives and traditional and manual working style will remain in its own existence for ages to come.

Research Methodology

Generally there are various methods used for proving a point or for research are available such as Historical method, Survey method, descriptive method and experimental method out of which can justify the subject very carefully.

Researcher has prepared himself by taking video interviews of the people working actually in

this field few are connected with and know this subject very well.

- 2) Prepared him the by providing questionnaire an analytical way.
- 3) Will Collect samples from the cub illustrators (students) as their recent art work.
- 4) Also will collected award winning entries from national level exhibition.
- 5) Will use statistical tools to find out outcomes from the survey.

Sample Collections / Selection Criteria: To understand these things better, Researcher has divided backgrounds of community into THREE different categories

A) General People B) Art People C) Cub Artists

General People:

Those who has no prior training of drawing or having no connection with any form of Art. Selected age group between 20 to 40. They are graduate, under graduates and post graduates working in different fields such as Indian Railways working staff, Turner and fitters, low grade category workers, clerical staff and officers. Those who had filled questionnaire includes in Government and Central Government staff also includes people working for Private agencies, Semi Government, Private sector companies such as ONGC and Bhabha Atomic Research Centre, etc. Aim is to find their understanding of their knowledge about illustration, advertising, print media, electronic devices used for making Illustration. This gives a pure review on how person reacts to the special kind of techniques in Illustration as well as Researcher has taken personal Interviews to understand their views on a personal level.

Art People:

In this category researcher has included people who are some way than the other are connected with communication and art such as Art Professionals, Creative Directors, Art Directors, Visualisers, etc. directly involved in advertising agencies which meets communication and art together because illustration is a mix of these two expertise. In this category Professors who teachers this subject in art school could not be ignored. People who are having knowledge about printing, print procession studios, Xerox or small scale printing operators, Animation studios, Graphic Designers, artists, painters etc. Here researcher is able to understand ideas about creative aspects. Creation process, thinking process goes behind the working process of Illustration. Personal Interviews with few important people are also included in this specific category of age group between 22 to 40.

Cub Art Directors:

Cub Art Directors are those who are actually getting a training under good methodologies such as taking lessons of advertising art and ideas, computer graphics, typography, photography, exhibition display design and stage craft where each art form they create with or without ideas are directly leaving connections with communication. Special category those who had selected Illustrations as their elective subject for specialization. These kinds of people are very special about getting their views, ideas and futuristic perception on the subject. They are directly involved in the process of making communication and art forms working together. They are a very special bridge between traditional working methods and computerized electronic and digital processes of working. They are the most

informal people because they are very much familiar with social sites like Twitter, Gmail, Facebook, etc. They are also connected with their friends and families staying abroad. In short, we can say that they are having a global exposure regarding the subject. This special category are busy innovating and finding new avenues for their art such as concept art which makes them very special right from execution of small sketch to display anything. Age group between 20 to 26 years are selected purposely.

Researcher has selected all the above categories from different cities like Mumbai, Baroda (Vadodara), Surat, Indore, Nagpur and Nagar district for the better results to get it from the wide format through filling questionnaire and the important personal interviews.

Designing Questionnaire: Designing questionnaire was a mind blowing experience for the researcher. Researcher has drafted 200 questions for this paper. Out of which 5 questions were selected smartly for 5 point analysis. Analytical figures are more important to achieve opinion of the person. When you find out central tendency, mean or mode, you require authenticity or authentic structure. To make a story interesting this particular point is equally important that Researcher is not expecting just an Imaginary or interesting story behind, but it provides a solid platform.

In the second part of questionnaire there are only 3 questions which left as descriptive type of questions presenting the ideas that people from 1st i.e. general people category may not be able to solve this question at the same time expectation is that they should try to answer in their own way. Researcher had recognized few answers much more interesting than be thought of earlier. These particularly discipline had a second category of the people in mind but the findings are much more interesting and exciting than the reality.

An answer for rest of questions in YES or NO are optional. This part also is designed smartly for achieving not only smart answers expecting for innovative methodology with logical answer system. Various queries are answered quickly at a single stroke. This is a thing to combine logical and lateral thinking combination together. In this particular part more emphasis for print media and take care of importance of lateral thinking. Many time only left brain combination at work. Left hemisphere answers are true to the point.

Important results and discussion

Data Analysis Table 1

Distribution of respondents according to Age group, Faculty, Gender.

Faculty	Student			Faculty			Employed			Total		
	F	M	Total	F	M	Total	F	M	Total	F	M	Total
18-25	67	21	88	2	5	7	7	10	17	76	36	112
26-35		4	4	5	14	19	11	25	36	16	43	59
36 - 45				3	8	11	5	8	13	8	16	24
46 - 55					5	5		4	4	0	9	9
56 Onwards					1	1		2	2	0	3	3
Total	67	25	92	10	33	43	23	49	72	100	107	207

Footnote: F: Female, M: Male Source: Survey

[A] The hypothesis about the independence of attributes 'Possession of inbuilt artistic quality' and 'Maintaining one's own style as a specialist' is tested by the Chi-Square Test as follows.

To test this hypothesis, Q.10 (3) and Q.10 (5) responses were considered and tabulated as follows
 H_0 : 'Possession of inbuilt artistic quality' and 'maintaining one's own style as a specialist' are independent of each other.

Table of: observed frequencies.

Inbuilt Artistic quality' /style as a specialist'	Yes	No	Total
Yes	101	37	138
No	53	16	69
Total	154	53	207

Expected frequencies 'E' for each cell say (i,j)th cell is calculated by the formula

$$E_{ij} = (R_i \times C_j) / G \text{ where } R_i: i^{\text{th}} \text{ Row total, } C_j: j^{\text{th}} \text{ column total}$$

and G: Grand total = N

$$\text{Chi-Square statistic } \chi^2 = \sum \frac{(O - E)^2}{E} = \chi^2_{\text{table}} - N$$

Degrees of freedom = (2-1)(2-1) = 1, Level of significance: 5% and 1%

Calculation of χ^2 statistic.

O	E	O ² /E
101	102.6667	99.36039
37	35.33333	38.74528
53	51.33333	54.72078
16	17.66667	14.49057
207	207	207.317

$\chi^2_{\text{cal}} = 0.317$, $\chi^2_{\text{table}} = 3.841$ Since $\chi^2_{\text{cal}} < \chi^2_{\text{table}}$ at 5% Level of significance, Null hypothesis is accepted.

Conclusion: Possession of inbuilt artistic quality' and 'Maintaining one's own style as a specialist' are independent of each other.

[B] The hypothesis about Independence of Attributes 'Favourism to illustration quality is suffering due to digital illustration 'and' Favourism to digital Illustration is a compromise with creativity' is tested by the Chi-Square Test as follows:

To test this hypothesis, Q.10 (6) and Q.10 (7) responses with

Q.9 'NO' were considered and tabulated as follows:

H_0 : Favourism to illustration quality is suffering due to digital illustration' and 'Favourism to digital illustration is a compromise with creativity' are independent of each other.

Table of: observed frequencies

illustration quality is suffering to digital illustration' / digital Illustration is a compromise with creativity	Yes	No	Total
Yes	20	12	32
No	8	68	76
Total	28	80	108

Expected frequencies 'E' for each cell say (i,j) th cell is calculated by the formula

$E_{ij} = (R_i \times C_j) / G$ where R_i : i^{th} Row total, C_j : j^{th} column total

and G: Grand total = N

Chi-Square statistic $\chi^2 = \sum \frac{O^2}{E} - N$

Degrees of freedom = (2-1)(2-1) = 1, Level of significance :5% and 1%

O	E	O ² /E
20	8.296296	48.21429
8	19.7037	3.24812
12	23.7037	6.075
68	56.2963	82.13684
108	108	139.6742

Calculation of χ^2 statistic

$\chi^2_{cal} = 31.6742$ table = 3.841 for 5% I.o.s. and

= 6.635 for 1% I.o.s

Decision: Since $\chi^2_{cal} > \chi^2_{table}$ at 5% Level of significance,

Null Hypothesis is rejected

Also $\chi^2_{cal} > \chi^2_{table}$ at 1% Level of significance,

Null Hypothesis is rejected.

Conclusion: Favoritism to illustration quality is suffering due to digital illustration' and Favoritism to digital illustration is a compromise with creativity' are not independent of each other. That means there exists some association, relation between:

'Favoritism to illustration quality is suffering due to digital illustration and Favoritism to digital illustration is a compromise with creativity.

Researcher believes in visual art and it is more important than mathematical calculations, because in illustration visual language is used. It retains the audience attention for some time and creates a favorable image in his mind, touches his heart and then creates its own impact. In this process illustrators' skills, his ability to draw or create it plays a significant role. It is something about holistic approach. The researcher defines illustration as a non-verbal artistic expression using a suitable media to facilitate desired communication to the target audience. So here, the limitations posed by previous calculative decisions are surpassed and a holistic idea based on practical approach emerges wherein there is no boundary of idea or space. Through which we may be able to glimpse within and will continue to evoke ideas and emotion in its viewers.

Statistical Method:

With the help of statistical analysis researcher is looking forward to the questionnaire which he

prepared consist of 20 questions. Out of which 5 questions are objective type. 5 questions answers with yes or no. 5 are open ended questions and 5 are descriptive type which will help him to give exact number of analytical answers to prove his point also he has done nearly about 50 book reviews concern with the subject.

Tools for the accumulation of Information:

To accumulate information there are three tools available for researcher these are -

A) Observation B) Questionnaire C) Interviews

- With the help of collection made available by researcher as stated above will help him to gather information required.
- Questionnaire prepared by him containing 20 questions will help him to understand opinions of the people and main connections.
- Thinking and thought process of experts and famous personalities are expected through video interviews taken for the purpose of proving the point in a better way with a better manner.

Chapters :

Print media and effects of digital technology finds mediums used are different according to the task, visibility readability and functional values have been utilized very wisely and effectively. It is also important to have a review of the great Indian Illustrators who devoted their lives for the cause. Dinanath Dalal, Ravi Paranjpe, Miky Patel, Mario Miranda, Pulak Biswas, Dattatray Padekar, John Fernandis etc. living and nonliving legends in this field. Few people as Milind More, Mr. Vijay Raj, B. Sandeepan, Sameer Kulawoor etc. Who are working today with digital frame work at the same time a big list of western Illustrators who contributed for the cause of keeping creativity alive. For our convenience we can divide the chapters in 6 major parts

1. Introduction including review of literature
2. Illusory of visual grammar
3. Interpreting the nuances of illustration
4. An insight into the various facets of Illustration
5. Exploring the historical travails of Illustration
- 6 Importance of photography in the Evolution of Illustration.
7. Inimitable facets of Illustrations
8. Leveraging the techniques of Illustration
9. Appendix

CONCLUSION

Once a person gets into realization of happy status of mind, no comparative words can describe his feelings. Can any software fulfill this requirement of an artist ? Answer is: That means he is compromising with his working requirements, against his creativity.

Experiment – 8,9,10: Work for pleasure with Natural flow; all groups of three experiments displayed under were created using a simple flow of colours over water, with the comments on right

side of each illustration. They were created by the researcher to prove that technological researches and developments could not quench

"A HUMAN THIRST OF CREATIVITY".

Above experiments are clear enough to articulate the status of a statement made by the researcher earlier, that even though there exists some association, relation between quality of original creative illustration and digital illustration, we are compromising with creativity.

As well known advertising veteran and a brand conscious person Gopi Kukde stated, "You don't have to change things it will take its own place, because life has its own flow, it is never stagnant. It should be done, must be done, and will be done."

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 - b) Alokao Anandara Kahani by Manoj Das
 - c) Konkanama by Mario Cabral esa
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