

# Digital Natives...



## Creativity, & the future of Graphic Design



The new applications and technologies of the 21st century have made it possible for just about anyone with a computer or smartphone to create visually appealing artwork, graphics and photography without the need for specific training or skills.



### (( Social Media ))



Social media provides its users with a platform for self-expression and sharing. The photo filters and editing devices allow anyone who has an account and access to a digital camera the ability to share, edit photos, videos and create colorful text posts with editable colors and images.

### (( Digital Photography ))



Digital cameras and smartphones have brought creative, and increasingly sophisticated photography into the hand of anyone familiar with a smartphone or digital camera. The current iPhone features powerful camera and video recording capabilities with filters, cropping, text editing and drawing tools available. These powerful tools were once only available to digital camera enthusiasts, were expensive to purchase, and were complex to use and learn. The simplistic interfaces of today's smartphone cameras have brought this technology into the hands of the masses.

### (( Apps ))



Applications for the smartphone have made creative programs easier to access and obtainable for anyone. Apps such as Phonto, Facetune, Juxtaposer all contain photo-editing features that were at one time only available to highly trained individuals using Adobe Photoshop. These applications are now very simplistic to use and produce vibrant results. Facial blemishes can be removed, basic masking can be performed, collages can be created from multiple images. As a tool for self-expression and sharing on the internet, these features are fantastic, but as a tool for graphic design or printing these fail to provide the necessary resolution and quality that traditional programs contain.

### (( Theory ))

Applications, smartphones and digital cameras should all be thought of as tools, and these tools provide affordances to their users. The ability for users to easily create artwork is an overall benefit for self-expression and visual communication. As digital natives get older, they will grow with these tools and the affordances that they provide, learning to use their features easily and pushing the limits of their capabilities. On the other hand, if thought of as tools for professional Graphic Design, these applications can become problematic. Proper resolutions, imposition setups, and bleed requirements are needed in the print industry. A curriculum of study in Graphic Design, that includes the necessary technical knowledge and a foundation in the principles and fundamentals of design, can prepare the serious student with the skills and knowledge to succeed professionally in the graphic design field.

# Creativity & Self-Expression...

## NOW available to ALL!

During the computing era, of the late 20th century, computers were predicted to become a tool, where information could be spread, shared and open to all. This utopian view of computers can be seen firsthand today in the applications and smartphone technology of the current era, where powerful photo-editing tools that were once complicated to use and expensive to purchase are now more commonplace, often free to download and increasingly simplistic to use. Current examples of photo-editing applications include: Juxtaposer, Phonto, Facetune and the many filters and tools available on Instagram.

