

Graphic design in search of its identity

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Abstract

To encompass the multitude of activities currently attached to graphic design, scholars, practitioners, and other stakeholders have proposed a range of names in recent times. Owing to the expansion of the role and multiple proposed and prevalent nomenclatures in education and industry, some confusion and identity crisis exists. This study investigates and traces the journey of graphic design, how its roles and functions have evolved with time, and the challenge of assigning a universally acceptable nomenclature encompassing all that graphic design stands for now. Data has been collected from both primary and secondary sources to get a sense of the situation. The secondary sources helped understand the breadth of the problem, views of scholars, practitioners, and the education world. Primary sources helped establish the inconsistencies of nomenclature in graphic design education, mirroring the situation of graphic design's expanded functions in the profession. Primary information has been collected from the design institutes' official websites in India, government documents, and reports to understand prevalent names of similar study programmes. The paper calls for shared and renewed efforts by design associations, scholars, practitioners, and educationists to assess the profession's past, present, and future trajectory towards strengthening and reinforcing its identity.

Keywords: graphic design, expanded role & function of graphic design, identity crisis, name change, the scope of graphic design, graphic design education in India

Graphic Design in Search of Its Identity

The book *A Century of Graphic Design* published by Aynsley [1, p. 6], informs that William Addison Dwiggins, a designer, devised the term "graphic design" in 1922 to create a distinction for different kinds of design for printing, namely book design, illustration, typography, lettering, and calligraphy. Before this, the graphics industry referred to itself as graphic arts as indicated in the name of the organization—American Institute of Graphic Arts formulated in the year 1914 to strengthen the profession of graphic design [2,3]. Aynsley [1] points out that a significant historical landmark was the mechanization of printing technology that gave impetus to advertising for reaching out to the mass markets. It led to the burgeoning rise of highly skilled workers who could illustrate for a variety of printing mediums to provide communication

support to the demand of commerce. Further, graphic design gained acceptance compared to commercial arts, which were considered obsolete with its "skill-centric" connotations. The term commercial graphics had derogatory undertones of being inferior to fine arts which were not associated with commerce [1]. Thus, graphic design and graphic designers close links with printing technology goes back a long way. Further, conventional belief reduces the role of a graphic designer to a visualizer—one who organizes visual components, employing printing technology for the reproduction of his designs like logotypes, stationery, book and magazine layout, advertisements and campaigns, posters, packages (labels), exhibitions, displays, corporate identity systems, signage systems [4].

Since the beginning, graphic design's boundaries and identity have been in constant flux. The industry has been trying to keep pace

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