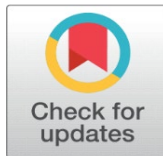
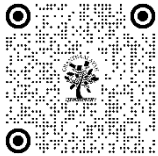


THE UTILITY OF DIGITAL ILLUSTRATIVE VISUALS IN THE DEVELOPMENT OF GRAPHIC DESIGN WITHIN THE REGIONAL CONTEXT OF MAHARASHTRA

Mandre Shailesh Bajirao ¹, Dr. Atre Avadhut ²

¹ Ph.D. Research Scholar, Art & Design, Vishwakarma University, Pune, India

² Guide, Ph.D. Research, Art & Design, Vishwakarma University, Pune, India



Corresponding Author

Dr. Atre Avadhut,
avadhut.atre@vupune.ac.in

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ABSTRACT

The primary goal of the study is to understand the utility of digital illustrative visuals in the development of graphic design in Maharashtra. The research has been meticulously structured, incorporating sections on introduction, aim, methodology, importance, history, discussion, case studies, advantages, disadvantages, implications for the future, and concluding remarks. The study employs a qualitative method to systematically assess the data through interviews, observations, and case studies. The literature within this document provides relevant data, along with links, charts, and visuals pertaining to the subject of study. The main outcomes are constructive. The digital illustrations have brought revolutionary positive changes in the graphic design sectors of Maharashtra. It has been established that the effective use of human hand skills and intelligence is used to create quality digital illustrative visuals through computers. The findings and interpretation aligned closely with the research title. The arrival of computers in Maharashtra post-1984 led to a swift uptake of the more efficient 'Desk-Top Publishing (DTP)' model by 1995. Presently, the most advanced generation of computers is operating in Maharashtra. This period marked the evolution of 'digital illustrative visuals' as artists experimented with a combination of manual and digital methods (collaborative methods). The digital method has become highly convenient for illustrators, producing creative results similar to traditional visual art. The utilization of 'Digital Illustrative Visuals' offers numerous advantages, including the swift creation of creative imaginative visuals, the ability to easily edit any image, and the resolution of issues related to human errors, time consumption, and quality.

Keywords: Graphic Design, Digital Illustrative Visuals, Digital Illustrations, Visual Communication, Illustrators & Designers

1. INTRODUCTION

In Maharashtra, around the year 1999-2000, the traditional techniques & styles in the field of Graphic Design have been computerized. Illustrative visuals in traditional techniques & styles Figure 1 are found reaching society through many media related to advertising and publishing. In Maharashtra, the Graphic Design sector was found to be a major contributor to the rapid industrial growth. Numerous Illustrative Visuals are encountered in our daily life through various products, packaging, advertisements, newspapers, magazines, publications, covers, signs & outdoor advertisements. The impact of the information, knowledge, visuals, and

appeals obtained from these sources can be observed to varying degrees in the lives of each individual.

Innovations, technological developments in advanced computing & progressive graphic software have led to the increasing scale and utility of digital graphic visuals being gradually adopted by professional designers & illustrators. This paper presents a study of the changes & developments in digital design methods, techniques and all relevant aspects. Use of digital visuals in graphic design, ultra modern design software, advance print processing, digital styles & techniques are discussed with some vital examples. Some important observations & studies have been given in paragraph, 'Features of the topic'. The need, advantages, disadvantages, new trends, challenges and future developments of this subject have been discussed. However, this research topic becomes important on the background of necessity of digital illustrations & new concept of 'Artificial intelligence' (AI). Zhenyu (2019) Interviews

2. AIM OF THE STUDY

- To understand the utility of Digital illustrative visuals in Graphic Design.
- To understand the changes in working method of illustrators & designers due to the demand of Digital Illustrations from publishing & advertising sector of Maharashtra.

3. RESEARCH METHODOLOGY

A qualitative method was utilized for data collection, with a focus on descriptive inquiries related to digital illustrative visuals within the publishing and advertising industries. Variations in perspectives on art expression, digital visual art, and digital techniques versus traditional methods were explored. The research paper collected data from diverse sources, including opinions from attendees at book exhibitions, galleries, libraries, visual art exhibitions, and the general public, as well as feedback from illustrators, designers, and publishers. The perspectives of various stakeholders were deemed critical, with a targeted population of 1000 assumed for the study and a 25% sample selected using tools such as interviews, inquiries, question-answers, discussions, and observations to obtain feedback based on thoughts, experiences, and expressions. Conceptual responses, observations, and views were gathered in a comprehensive manner, resulting in the generation of expected data. This research is related to a visual-based topic. Utilizing case studies was deemed suitable to gather opinions and responses from viewers. This approach was employed to acquire the necessary data by presenting selected color images to contributors in the case studies. The current study utilizes a contextual approach that examines not only the text but also its surrounding context. The results of this research are intimately linked to a mostly publicity sector framework in which digital illustrative visuals serve as a crucial instrument. The data collection sources are mentioned in references. Interviews

4. IMPORTANCE OF THE SUBJECT

In the realm of Fine Art & design, illustrative visuals have been brought to life using the innate intelligence and manual skills of humans. Today in Maharashtra, human intelligence and skills are being expressed through computers in context of graphic design. In spite of it, illustrators & designers in Maharashtra need to get updated about the concept & positive utility aspects of digital illustrations. Creative

thinking, aesthetics, visual composition, computer skills, knowledge of online sources & ability of quick outcomes has become mandatory to be master on these elements through various computers graphic software. It is vital to know the changes brought about by computerization in Maharashtra. Hence, it is important to understand the utility of digital illustrative visuals in graphic design field of Maharashtra.

5. HISTORY OF THE SUBJECT

Computer arrived in Maharashtra generally after year 1984. Around year 1990-94, the 'I.B.M.' computers became popular with the name 'PC' along with the Macintosh. Computer programs based on 'DOS' and later 'Window' became popular. 'Wordstar', 'Quark', 'Adobe-Pagemaker' became operational. By the year 1995, the more efficient 'Desk-Top Publishing (DTP)' concept began to spread rapidly in the Maharashtra state. Overall, by the year 1999-2000, the entire computer system required for 'Graphic Design' came into existence.

Computers have changed all the equations. The software like 'Photo Paint', 'Pagemaker', 'Photoshop', 'CoralDraw', Illustrator became available. All digital drawing tools, color palettes became available & color-line work became perfectly easy, hence all these aspects were immediately accepted in the field of graphic illustration & created a separate entity of 'Digital illustrations'. Compared to manual techniques & skillfully created classical style illustrations, 'Digital Illustrations' were initially limited in terms of artistry. Interviews

By the year 2000, advertisements & publications experimented with designs using digital graphics. 'Vignette', 'Quarter Tone', 'Half Tone', 'Tabular Formats', 'Paginations', 'Symbols', Logotypes', 'Diagrams' and 'Figurative Illustrations' began to be produced in small quantities. The digital illustrative visuals were created only with the help of computer & graphic software through various styles like Caricature, Graphic, figurative, realistic, distorted. Manual classic illustrative method with digital applications started to produce attractive illustrations with fine quality art values. Figure 2

After the year 2002, the creation of digital illustrative visuals became unavoidable in Maharashtra. All modernity in the field of Graphic Design appears to be converging around the computer. The generation of computers in the Pentium range & the unique software like Photoshop, CorelDraw, Illustrator, PageMaker, In-Design are seen to be made by studying all the elements required for the illustrative visuals very keenly. Mascots, fantasy illustrations, photo-finish illustrations are widely produced for advertising with the help of computers. Various graphic software were fully developed between year 1995 and 2005. All computer graphics is digital, however, there are distinct methods for generating digital images on a computer screen, namely Raster (Bitmap) and Vector graphics, each with its own unique characteristics and applications. Singh (2015) Due to the digital pen & brush, drawing on the computer screen started like creating by hand on paper. Therefore, many types of illustrative activities such as sketching, portraits, landscapes, conceptual, industrial drawings, started to be created. These software have demonstrated the alchemy of easily achieving the classic techniques of many art-media such as watercolor (transparent & opaque), pastel chalky effects, knife painting, textures fill, sponge, pen, pencil and charcoal rendering. In fact, the computer became a powerful medium and the intellectual skills of the illustrator who handled it became responsible for the creativity, production values and quality of digital illustration. Figure 3 Excellent & quality digital illustrations are seen in many advertising and publication media such as comics, storybooks, novels, posters,

billboards, newspaper and magazine advertisements, calendars. Various color palettes, color adjustments, replacements, brightness-contrast adjustments, various filter applications, vignettes, halftones, brushes, pencils, ready-made design patterns, reduction-enlargements, perspective angles in the computer software made it easy to make necessary changes in the illustrations. Interviews The division & composition between the background and the elements could be done as desired. In the year 2004, the company 'Adobe' has again brought advanced versions of Photoshop, Illustrator, and In-Design to the market to perform related tasks such as painting illustration, typography & page formats together. The development of Digital illustration has continued unabated due to the incredible advancements in the computing environment, inventions & the intelligence of illustrators. Zhenyu (2019)

6. DISCUSSION OF THE TOPIC

Today, the most advanced generation of computers such as Intel Core - i3, i5, i7, i9, & other upgraded versions are operating in Maharashtra. Ultramodern concepts like 'AI' (Artificial intelligence) with innovative devices like Mobiles, 'laptops' & 'tablets' are moving beyond 'Nano-Micro technology'. Numerous illustrations & photographs in various styles & techniques on different topics are now easily available through the Internet. In this scenario, the creation of 'Digital Illustrative Visuals' including its usage in graphic design, its creative standards, easy recreation methods, convenient production process & quick positive outcomes is found to be mandatory in the related fields. The research topic is presented on the basis of the following key points. Souto (2017)

6.1. CHANGES IN WORKING METHOD OF ILLUSTRATORS & DESIGNERS

It is natural to compare Digital illustrations with Manual illustrations. While creating traditional illustration in Maharashtra, an illustrator can make an Art-work with strong artistic values based on his confidence, intelligence & manual skills. Many illustrators in Maharashtra said that, "computer is a medium and is extremely limited compared to human intellect & skills"; however veteran illustrators Chandramohan Kulkarni, Ravimukul, Dyanesh Sonar Satish Bhavsar, & young illustrators such as Nilesh Jadhav, Rohan Pore, Pratik Kate, Anwar Hussain, etc. have created the desired atmosphere and preserved the sensitivity by using computers well in their digital illustrations. Interviews

Until the year 2000, most of the illustrative visuals for various subjects were drawn by hand in Maharashtra. From year 1997 to year 2000, there was a great constructive revolution in computer systems, devices & graphic software. But initially this revolution was not accepted fully by illustrators & designers. The illustrators & designers of the time had strong faith in manual or traditional design methods & the positive outcomes. They believed that, digital visuals felt artificial and could not deliver the expected effective natural feel & quality. Illustrators used their creative imagination to create beautiful illustrative visuals by hand-skills (Manual Method) in different styles & techniques using different materials like colours, inks, pestles, pencils, pens, brushes, airbrush. Various techniques & styles were used effectively by the then illustrators while creating visuals through manual method. Figure 1 Interviews

Figure 1

(a) Graphite Pencil (b) Ball-Pen (c) Oil Pestles (d) Water Colour

Figure 1 Manual Illustrative Visuals in Few Colour Mediums

Source (a) <https://www.pinterest.com/pin/40-realistic-animal-pencil-drawings-bored-art-418623727856616401/>

(b) <https://www.pinterest.com/pin/43-photolike-drawings-made-with-ballpoint-pens-by-mostafa-khodeir--31454897387992596/>

(c) <https://www.pinterest.com/pin/noel-badges-pugh--248331366941710820/>

(d) <https://www.pinterest.com/pin/watercolor-paintings--442549100874304544/>

Computers have been used for graphic design since year 1997 in Maharashtra. Initially, digital applications at basic level are found. The period for illustrators from year 2000 to 2008 was to develop the techniques of 'digital illustrative visuals' & to do various experiments in that regard. During this period they were found to have created remarkable visuals & designs using 'Collaborative method' (Manual-Digital) for various publicity media. In this method, visuals were created by hand in expected styles & techniques. Then it was scanned on a flatbed scanner & saved in the computer as a digital image. After it, with the help of Adobe Photoshop, the images were finely modified according to the expected requirements. Digital method is used mainly in the context of visual background, outlines, vignettes, smooth patchwork, and color replacement. Then the digital images of these visuals are found used for various print publicity media. Figure 2 Interviews

Figure 2**Figure 2 Collaborative Method for Illustrative Visuals (Manual-Digital)**

Source (a) <https://economictimes.indiatimes.com/magazines/panache/do-you-know-how-cinthol-soap-got-its-name/articleshow/47912438.cms?from=mdr>

(c) <https://www.amazon.in/Satya-Release-Vishal-Bhardwaj-Sandeep/dp/B0B2DPWJP1>

From year 2000 to 2007, there were major improvements in graphic design software in Maharashtra. Most of the tools & functions needed to create illustrative visuals have been upgraded to improved versions of the software. So it became possible to use these digital tools easily with the help of a mouse or pen. Also, it was possible to re-create the visuals & designs any time you require and re-create them in a very short time. Now illustrators are found creating very fine visuals using digital tools with manual method. After the year 2005, most of the visuals used in various advertising media are created using digital tools. For this, advanced versions of Photoshop, CorelDraw, Illustrator, In-Design software are used a lot. Most of the illustrators & designers in Maharashtra took training of this software due to numerous facilities available in it. Due to constant practice & various design experiments, these illustrators started creating innovative digital visual concepts & became experts. Figure 3 Interviews

Figure 3



Figure 3 Digital Method for Illustrative Visuals (Manual-Digital)

Source (a) https://www.freepik.com/premium-ai-image/face-woman-with-digital-face-blue-background_67613643.htm

(b) https://www.freepik.com/premium-ai-image/clip-art-digital-nomad_64665122.htm

From the year 2007 till today, numerous positive changes have taken place regarding digital illustrative visuals. Ultramodern software, innovative computer devices, super capacity processors & related services have all revolutionized significantly. A network of digital facilities is spreading across the world.

Today in Maharashtra, digital illustrative visuals are created using digital pads & tools. Now digital method is very convenient for illustrators & designers. Therefore, the necessity of digital art in the field of graphic design is increasing. Many branded devices are available. Graphic applications with highly improved & flexible compatibility are a boon for current illustrators. Hence today's digital art is successful in giving natural, attractive & creative results just like traditional manual visuals art. Bluehost (2023) Interviews

Table 1

Table 1 Popular Brands - Graphic Tablets, Pads, Pen & Brushes. Dean (2024) Garces (2024)

Popular Brands - Graphic Tablets, Pads, Pen & Brushes		
Wacom - Intuos Pro	Apple iPad	Huion
Graphic Tablet	Stylus	Interactive Whiteboard

Table 2

Table 2 Popular & Recommended Graphic Software, Apps by Illustrators. Foley (2024) Interviews		
Popular & recommended Graphic software & Apps by Illustrators		
Adobe Photoshop	Inkscape	Xara Designer Pro+
Adobe Illustrator	Affinity Designer	Gravit Designer
Adobe InDesign	Affinity Photo	PaintShop Pro
Adobe Express	Sketch	PhotoScape
Adobe Creative Cloud	Krita	SVG-edit
GIMP	Pixir	Alludo
CorelDRAW	Blender	SketchUp
Canva	Procreate	

All above software & apps are available in latest versions. Today, 'AI' (Artificial Intelligence) concept is rapidly taking root in the graphic design sector. Basically, artificial intelligence (AI) refers to the capability of a computer or a computer-controlled robot to carry out tasks typically performed by humans. Present-day machines possess the ability to learn from previous encounters, adapt to novel information and even execute tasks resembling human actions. After talking to many designers & illustrators, it was observed that most artists are eager to use AI. However, AI-illustrations are not widely used in Maharashtra today, due to up-gradation is in process in AI-tools. The below 'AI Design Tools' seem to be accepted in Maharashtra.

Table 3

Table 3 Most popular & recommended AI Graphic Design Tools. Sundararajan (2024) Browne (2023) Interviews					
Most popular & recommended AI graphic design tools by illustrators					
Figma	Designs.ai	Let's Enhance	DreamStudio	Khroma	Topaz Labs
VanceAI	Artbreeder	Art Effect	Looka	AutoDraw	Uizard
NVIDIA	Unsplash	Adobe Firefly	MidJourney	Canva	

In Maharashtra, many illustrators are found creating various experimental illustrative visuals through the graphic tools. As per the observations & interviews, the untrained illustrators are also interested in 'AI' for Digital Visual Design. Sixty-five professional illustrators and designers who are trend setters of various ages and levels in the publishing and advertising sector in Maharashtra were selected for interviews. Twenty-seven eminent professional illustrators and designers from Pune, Mumbai, Thane, Nashik, Aurangabad, Ahilyanagar, and Aurangabad were discussed and interviewed. Questions were asked regarding professional use of graphic software such as Adobe Photoshop, Illustrator, InDesign, Coreldraw, and some other smart graphic applications mentioned in. Table2 Each was inquired questions regarding the operating and functioning of graphic software used for digital illustrations. The answers to each of them were systematically sorted and analyzed, and the percentages related to the use of graphic software were calculated. Proper Excel sheet exercises have been done for analysis. A list of professional illustrators and designers interviewed is given in References. The conclusions are as follows: Table 4

Table 4**Table 4 Professional Illustrators in Maharashtra Used Graphic Software/Apps. Interviews**

Srs.	Use of Graphic Software	Percentage
1	Illustrators routinely used Graphic Software.	95
2	Illustrators skillfully use more than 2 Graphic softwares.	70
3	Illustrators skillfully use at least 2 Graphic softwares.	85
4	Illustrators are still not familiar with computer & Graphic softwares.	5
5	Illustrators have knowledge of modern printing techniques.	45

Considering all the above aspects, illustrators & designers in Maharashtra have accepted the necessity of digital illustrative visuals in advertising & publishing industry.

6.2. UTILITY OF DIGITAL ILLUSTRATIVE VISUALS IN GRAPHIC DESIGN

Today, the scope of graphic design in Maharashtra is mostly found expanded in Advertising sector, Publishing sector, Social - Industrial sector and Animation - Gaming sector. In this field, tasks have to be completed as per demand in a very short time. Therefore, preparations & planning of the design-work has to be done very carefully and meticulously. Hence, the use of digital techniques & methods was found to be indispensable while creating illustrative visuals. Bluehost (2023)

- **Conversion of manual poster to digital poster:**

In the year 1960, the popular black & white movie 'Mughal-E-Azam' was released. Hand-painted illustrative visuals were found to be created for the promotion of this film. When looking at the visuals of these posters & banners, the limitations of the then printing, visual styles and techniques are found. Visuals composed of key characters and scenes from the movie & illustrated in a realistic style were found to be eye-catching. Warm colors, Urdu font style, background with relevant visual elements & close-up visuals of the lead characters made the subject easy to understand.

In the year 2004, this film was made into color. The entire film was digitized. As a result the images appeared sharp, finest & more colorful. Accordingly, the design reproduction is found to be more effective due to the fine images of movie characters, facial expressions, costumes & colorful ambiance. This shows the utility of digital illustrative visuals. The effect of these digitized posters was found to be on people from all walks of life. After its re-release in year 2004, this 1960s movie was found to have been watched by approximately 80% of people in Maharashtra. Figure4 Interviews

Figure 4



Figure 4 Mughal-E-Azam, Posters - Manual & Digital Method

Source (a) <https://www.pinterest.com/pin/302726406193440918/>

(b) https://surflikesm.live/product_details/40200168.html

- **Digital illustrative visuals of Marathi Novel Cover Designs:**

After studying the digitized book cover designs of some selected Marathi novels published in Maharashtra from the year 2002 till date, the following observations were found.

Figure 5



Figure 5 Marathi Novel Covers - Digital illustrative visuals Table6

Source (a & b) <https://www.majesticreaders.com>

Table 5

Table 5 Marathi Novels, Publishers & Illustrators			
Srs.	Name of Book	Publisher	Designer / Illustrator
a	Gabhulalelya Chandrabanat	Mehta Publishing House, Pune.	Chandramohan Kulkarni
c	Contagion		Shailesh Mandre

Method of Design: Digital Bluehost (2023) Interviews Figure5

Table 6**Table 6 Observations - Method, Style & Technique & Appreciation.**

Srs.	Description of Design Method	Design style & technique	Viewer's Appreciation
a	Illustration created by using Digital Pen-tab & tools of Apple based digital app with Adobe Photoshop, utilized Filters, color pallets	Gabhulalelya Chandrabanat - The visual is in Semi-realistic style. Paint brush techniques used for whole illustration. The entire visual effect feels like Manual (Hand-drawn) method. Flat patches with Air-brush technique applied. Romantic feel & atmosphere created with effective color orchestration.	88%
b	Illustration created by Image Masking, filters, Chromatic Adjustments & Digital Air-Brush tool in Adobe Photoshop	Contagion - The visual is in realistic style. An air brush techniques used for the whole illustration. Red & blackish background encouraged the human & Ape face. Light filter in the back of face has given stunning look to the blue face.	75%

- Digital illustrative visuals for Newspaper & Magazine Advertisements:**

After studying the digitized Advertisements released in Newspapers, Magazines & Social Media of Maharashtra, the following observations were found.

Figure 6**Figure 6 Advertisement Designs - Newspaper & Magazine Table8**

Source (a) https://www.instagram.com/p/C58W-7NSAj1/?utm_source=ig_web_copy_link
 (b) https://www.linkedin.com/posts/mahabank_%E0%A4%85%E0%A4%A8%E0%A4%A4%E0%A4%9A%E0%A4%A4%E0%A4%B0%E0%A4%A6%E0%A4%B6-bankofmaharashtra-mahabank-activity-7113139105651167234-LMhA?trk=public_profile_like_view

Table 7**Table 7 Advertisement Designs - Brands & Advertising Company**

Srs.	Name of Brand	Advertising Company	Designer / Illustrator
a	Sphurti - Bharat Dairy Products, Kolhapur.	Shubh Advertising & Technology, Pune	In-house Studio Creation
b	Banka of Maharashtra	RAD Talent Management Agency	

Method of Design: Digital Bluehost (2023) Interviews

Table 8

Table 8 Observations - Method, Style & Technique & Appreciation. Figure6			
Srs.	Description of Design Method	Design style & technique	Viewer's Appreciation
a	Tools - Adobe Photoshop, illustrator & In-Design. Visual created by Digital Pen, Brush & edited with tools in Adobe Photoshop	'Sphurti Mango Lassi' - The digital visual of Mangos, Product & splash of Mango Lassi with color orchestration has composed with proper coordination in photo-finish technique, created & edited in Photoshop. Realistic style is used for this visual.	82%
c	Tools - Adobe Photoshop & In-Design. Visual created by Digital Air-Brush, Masking & edited with Adobe Photoshop	'Bank of Maharashtra', Anant Chaturdashi - The digital visual & under water transparent effect has created by using Photoshop with photo-finish technique. Image Masking, filters, Chromatic Adjustments & Digital Air-Brush tools have used for this affecting visual. The realistic style used for it.	78%

6.3. DIGITAL ILLUSTRATIVE VISUALS CHANGED THE ADVERTISING AND PUBLISHING BUSINESS

As information technology becomes more prevalent and Internet technology continues to advance, multimedia has become an essential aspect of both daily life and business operations. Bowen (2021) It is observed that the advertising & publication sector have made special efforts to make the designs more eye-catching and topical by using digital illustrations. Digital illustrative visuals are widely used in advertising to attract potential customers at the first sight by adding imagination to the images & creating long lasting brand impact. Research & advancement in the Internet, Information & Technology has made the scope of communication media limitless. In such a background, the people of the Maharashtra state interact with various media for 70% to 90 % of the day. A large amount of digital illustrations that are highly effective & eye-catchy can be seen in all media-designs. Such digital illustrations or graphics play an important role in media production. It is one of the main reason for creating interest, faith & habit towards media in the society. Bluehost (2023)

- **Using 'Digital Illustrative Visuals' provides the following important benefits in Advertising & Publishing sectors.** Interviews
 - 1) Creative, effective & imaginative visuals for advertisements are made in a short time.
 - 2) Any image can be edited to give the desired effect.
 - 3) A detailed illustrative image can be created.
 - 4) The created illustration can be repeatedly saved, edited and reused.
 - 5) Problems like human skills errors, over time consumption & lack of quality can be solved by digital technology.
 - 6) Best compatibility with other software, latest technology, print processing, production & communication modes.

Some of these key facilities have made Digital Illustrative Visuals very easy to use and functional for a long time. Accordingly, it has seen a very positive change in the Advertising & Publishing Business.

7. ADVANTAGES AND DISADVANTAGES OF DIGITAL ILLUSTRATIVE VISUALS

In graphic design, the utilization of digital illustrative visuals is a requirement. There exists a multitude of key benefits associated with these digital illustrative visuals such as,

- Transforming highly creative ideas into digitized illustrative visuals.
- Edit, update & upgrade the work done as needed.
- Reusing work numerous times.
- Circulating work on various communication platforms.
- Correcting errors caused by human intervention & over time consumption.
- Saving a lot of time.
- Making production qualitative by giving full compatibility to Print & Process.

Disadvantages are found to be very less when compared. Its major disadvantage is that digital illustrative visuals rarely seem artificial. It has been found that its naturalness has decreased. But due to upgraded software versions, this disadvantage is found to be greatly reduced. Interviews

8. FUTURE OF DIGITAL ILLUSTRATIVE VISUALS

In the future, even unskilled common people will be able to get the digital illustrative visuals they want in seconds with the help of artificial intelligence (AI). In this specific context, interviews were carried out with professional, eminent illustrators and designers from Pune, Mumbai, Nashik, Thane, Aurangabad, and Ahilyanagar. The discussions centered on the potential applications of artificial intelligence in the forthcoming development of digital illustrations. The ensuing responses provided by 90% of the participants have been assimilated into the study. "After feeding a hypothetical description of the expected visual to the AI platform, the desired illustrative visual is generated and displayed on the screen within seconds." The representative thought of the reactions of all the illustrators became clearer due to the answer of the famous illustrator and designer Chandramohan Kulkarni. Interviews Creative, intellectual, and good interpreters will use 'AI' more skillfully than average. This will reduce the monopoly of professional designers in the field of graphic design and increase the number of trained AI Designers and related industries will welcome this new role. This is going to be the most serious challenge in the future.

9. CONCLUSION

The publishing and advertising industries must undergo an intricate yet crucial process of creating high-quality products promptly to meet market demands. The progression and expansion of the publishing and advertising sector in Maharashtra are viewed positively in terms of meeting conceptual and technical requirements. For this reason, the use of digital graphic software has become mandatory. Most of the current software and applications used to create digital illustrative visuals are compatible with all devices in the production process. Therefore, digital illustrative visuals are widely used.

The visual art and beauty created by the illustrator using traditional methods, as well as the expected results as per demand, and its naturalness in color combination, texture, shape, style, and technique give the impression of a genuine work of art. A similar effect can be achieved using contemporary digital methods. There is now world-class graphic software that has greatly improved the creation of any digital illustration, making it more natural and incorporating all the features of human skills. While creating visuals with high production values, important and useful features are found, such as a paperless, easy-to-work method, user-friendly digital tools for the transformation of innovative ideas into digitized visuals, editing, reuse of work, and worldwide circulation. Taking into account all the key aspects highlighted in the research paper, we can conclude that the utility of 'digital illustrative visuals' is a vital component behind the development of the graphic design sector in Maharashtra.

CONFLICT OF INTERESTS

None.

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