

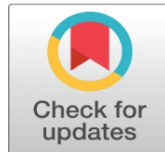
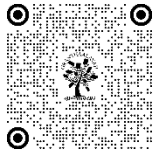
## RELATION BETWEEN GRAPHIC DESIGN AND MYTHOLOGY

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### DOI

[10.29121/shodhkosh.v5.i1.2024.1787](https://doi.org/10.29121/shodhkosh.v5.i1.2024.1787)

**Funding:** This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

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## ABSTRACT

Graphic design plays a huge role in our lives, starting from logos to animations to comics. It is very hard for us to imagine a world without graphic design. Graphic design dates back to the prehistoric time of cave paintings and now as digital media. It is a part of visual communication which helps us to deliver a specific message to the target audience using art. Mythology is the ancient information that our older generations have been passing down to the next generation for us to understand our culture, belief, literature and world. Using Graphic design as a medium to enlighten people about our mythology is increasing and helps our younger generation to know about our culture better, but this also has its own set of disadvantages. This paper is a Systematic Literature Review (SLR) on how Mythology affects Graphic Design – Comics, Animations, Character Making etc and how these stories have been reimagined, retold in today's world. This analysis was started off with a sample of 100 papers which included books, research papers and articles out of which 20 papers were deemed eligible for the research. The aim of this paper was to find out how different mythologies have affected today's graphic design. The findings of this review can help the future researchers to understand how mythology affects graphic design and vice-versa. The research was accomplished using the databases from Taylor and Francis, SAARC Culture etc. The review concludes with findings on aspects of mythology, graphic design, change in time and how the socio-economic prevalence has changed the way the stories and characters from mythology have been portrayed in today's world and the way this change is received by the younger audience. Thorough research is required for going in depth on any topic for detailed aspects.

**Keywords:** Graphic, Design, Mahabharata, Ramayana, Greek, Japanese, Influence, Mythology, Visual, Visual Novel

## 1. INTRODUCTION

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“A culture which is devoid of myths is devoid of religion of itself” states Joydev Maity in his or her paper “Myths and its role in contemporary society: A Critique of Saraswat Nagpal's Sita daughter of the earth” even though debates have been endless of the validity & worth of myths in the society, various contemporary writers of Graphic novelists are using myths morally and aesthetically.

Our research revolves around “Mythology influence on graphic design “. Mythologies and stories about god’s or higher power that have existed across cultures with civilizations finding methods or ways to communicate such stories to masses.

The enthusiasm for mythologies and stories has been regenerated, retold and reimagined of ancient stories and folk forms in current forms.

The paper presents how graphic design is influenced by the liveliness, integrity, spontaneity and comeliness of mythological tales and how that adapts in the current format of the society and how there is a shift in understanding culture and is developed by unifying both the forms. It not only helps to retrieve the mythical art forms but also leads to an innovation in graphic design. Folk art which captures mythical tales has felt the need to suit as a graphic novel.

Professional graphic artists create illustrations, screen printed gig posters, t shirts which are seemed to be influenced by mythology and spiritual practices.

One of the major focuses was to make paper approachable and easy to understand preferably for the younger audiences and get a better concept about graphic design and its adaptations from cross cultural mythologies, presenting models, super hero characters, graphic novels which are engaging and give clear complete ideas that are influenced by mythology.

Answers to how to deal with problems in the future often lie in looking at what was done in the past for a similar situation. Indian culture is a thousand years old, filled with folklore and stories of valour and life lessons, world over stories from various cultures and mythologies have been retold or reimagined into graphic novels, books and films. Similar is the case with India where various writers and comic artists have either retold or reimagined ancient mythologies, folklores. These things help in making such folklores and local culture and stories to reach out to the masses. Make them more aware of their culture. This research aims to find out more about the influence of mythologies in the field of graphic design over the years.

## 2. METHODOLOGY

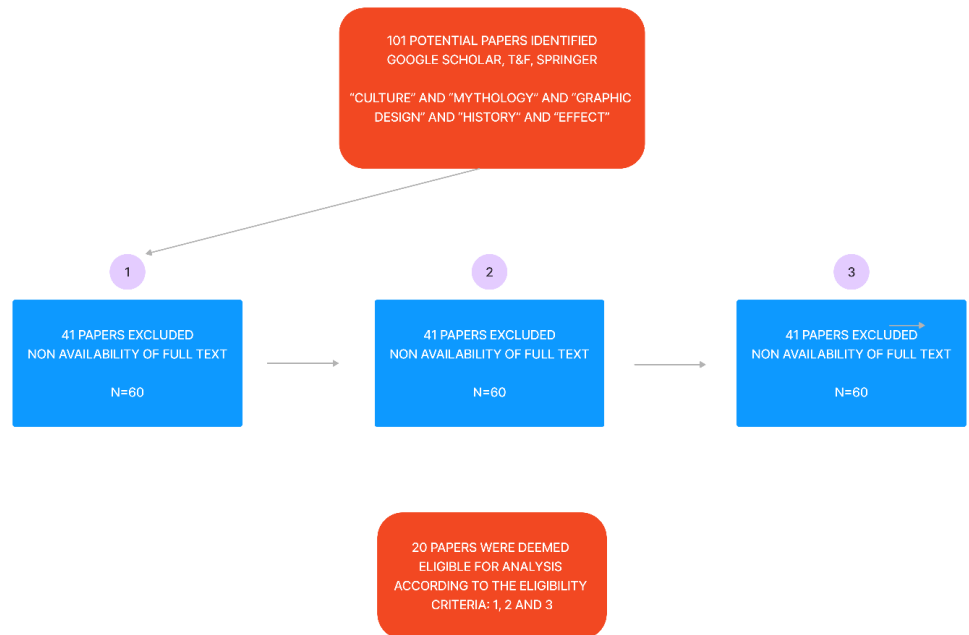
This review is a systematic analysis of published research papers that were available on the databases: Scopus, Springer, Taylor and Francis, and Google Scholar. to maintain adequate relevance, the keywords used in the searches were "mythology" and/or "graphic " and/or "design" and/or "influence". Further investigation revealed that some additional keywords were also relevant to the study, which were “effect” and/or “comic” and/or “Greek” and/or “Mahabharat” and/or “Asian” and/or “history” and/or “poster” and/or “culture” and were included thereafter.

Only the papers that met the inclusion criteria were adopted which were as following:

(1) entire study is published in English, (2) availability of full text of the research, (3) the paper included the keywords and were relevant to the matter of the topic,

The initial search resulted in 101 papers, which were then narrowed down to 41 after the inclusion criteria had been applied. the adoption of the final 18 papers eligible for analysis is depicted as a flowchart in figure no.1. the findings from the final 18 papers have been systematically categorized and presented in table 1.

### 3. FLOW CHART



### 4. OBSERVING THEMES

Throughout the thorough reading and observation of the resources, references, there are recurring themes such as books, culture, tradition, religion, and society. This helps us infer that these topics play a very influential part in particularly the subject of graphic design affected by mythology. Culture and mythology are interlinked in the sense that there are various myths coming out of various cultural backgrounds [20] around the world that play almost fundamental in passing on related legends. There is also a plethora of mythologies that arise from religion as a way of storytelling and faith preaching; local mythology or the paths of current major world religions [21]. Traditions, culture and religion go hand in hand in the birthing and impacting mythology. This is what we have observed through the tedious, meticulous secondary research conducted by our group of authors.

### 5. FINDINGS

| Citation                   | Findings                                                                                                                                                                                                                                                                                                                                              |
|----------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Polana, Y. C. M. L. (2013) | The book God is a black woman, Art reflects the mythology, witchcraft, crowds, and colonial period of pain and suffering related to the artist. It was observed by the author that the artists express their ethnicity and culture through shapes, strokes and colours by focusing on the pattern system, complexity, harmony, intention and meaning. |
| Alishusky, H. (2018)       | According to a literature review of _ illustrated myth: culture & meaning through graphic novels, it was found by the author by researching about Urashima Tarō myth, that game developers get influenced and take inspiration or build and create mythologies for building the game.                                                                 |
| Banerjee, A. (2019)        | According to the findings of the author, comics are said to be a mono sensory medium but patachitra manipulates the audience's auditory and visual senses.                                                                                                                                                                                            |

|                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|---------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                           | <p>he has found that patachitra consists a synoptic visual structure and the song accompanying it describe the events of the parts to make it understandable to the audience and how the</p> <p>scrolls contain stories that are to be sung and information is laid out in vertical panels. It also claims pre-requisite knowledge on the part of the audience as the chitrakar deals with specific episodes of an entire narrative.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Latham, A. S. (2012)      | <p>Having observed the similarities between superhero drawings and mythological heroes depicted in sculptures the author inferred that the modern serialized comic books were inspired by the aesthetics of classical works</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Ahmad Adib et al., (2016) | <p>according to author while analysing of the visual language semantics to al-qowam cover book visual relating to Islamic graphic design in book cover deduced this -Type- animal- is a paganism symbol, approximately from hadith, the prophet ever unpreoccupied when praying because his prayer rug had any animal picture.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Artemenko et al., (2018)  | <p>According to the author who reviews Slavic style in graphic design/symbolism- the snake motives and pictures find its utility in many areas of modern-day layout – clothing, indoors, structure, graphic layout, and many others.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Nolan, A. (2012)          | <p>According to this book, the style of Acker's design always viewed the graphic of writing and drawing the same, i.e., as a means to communicate the unspeakable. this novel is dedicated to acker's tattoo artist, whose tattoo are shown as images at places in the novel where the narrative progresses</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Round, J. (2014)          | <p>This book takes it into consideration historical, formal, textual and cultural influence of gothic culture in modern comics</p> <p>Explores the various influences of Gothic culture in the modern American and European comics.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Krishnamurti, S. (2019)   | <p>This paper analyzes two graphic novels based o hindu mythology: Samhita Arni's Sita's Ramayana and Amruta Patil's Adi Parva: The Churning of the Ocean.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Ding, Y. (2014, June)     | <p>Integration of traditional elements into graphic design can not only help improve the quality, but also promote traditional culture.</p> <p>This paper also talks about how lack of creativity works in the Chinese graphic design industry as the majority of works there are inefficient imitations of the traditional works which makes it lose its essence. The paper emphasizes on the fact that analysis of modern aesthetic with traditional cultural Inspiration to make an appealing piece of art.</p> <p>This paper documents the influence of religion on comic books from a period of 1840- 2014</p> <p>The Underground Comix movement and subsequent development of graphic novels provided a platform for open and honest discussion on religion.</p>                                                                                                                                   |
| Abi-Fares, H. (2017)      | <p>According to the author's thorough research in Arabic books and its cultural progress- Al tuni used his long preceding reign at Dār al-Hilāl to in addition create a visible device that guided the editorial coverage, and helped in systematically grouping books in subject matter-specific collection. within the late 1970s he set about designing icons that represented one of a kind subject matter. The icons had been composed of simple geometric shapes that symbolically illustrated each of the series: the Arab-Israeli conflict, literature, army, records, heritage, psychology, arts, theater, music, autobiography, and so forth. All icons represented symbolically their respective topic. They had been simplified and strong picture devices, a play of foreground and history, that could take any color following the cover's palette. The wide variety of icons grew as</p> |

|                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|-------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                         | new collection had been advanced and their visible styles additionally modified ultimately becoming less abstract and extra illustrative, specifically underneath                                                                                                                                                                                                                                                                                                                             |
| Campbell ([1949] 2000)  | According to the literature review by Campbell ([1949] 2000), the Hindu mythology has a prevalent influence on the collective psyche of people of society, which is why the main characters in the Indian Comics would be mythological ones.                                                                                                                                                                                                                                                  |
| Bajpai, L. M. (2014)    | It was found by the author, due to the prominence of new socio-cultural roles, the characters from Indian mythology were totally changed and transformed through stories for animation purposes and this according to the author had negative influence on especially children of losing basic ethos due to the storylines exposed by new media.                                                                                                                                              |
| Kawahata, Naomich 2002. | According to the author, an established artist of the period Wada Sanzo was given the task by the Olympic Organizers to make the poster of King Nio as the previous poster made by Norio as the representation of the King was illegitimate, as per the author Wada's poster superimposed the figure of the heroic king into a militant looking athlete as the King Nio, the Benevolent King is familiar in the Japanese mythology as the Buddhist gate keeper known to ward off evil spirits |
| Pacifico, A. (2022)     | According to this author Pacifico (2022), when the Hays Code were being adopted animation had started making process as an artform, where studios started making villains who would the virtuous hero which according to Pacifico is similar to Western folkloric tradition like those from classical mythology or European folktales                                                                                                                                                         |
| Fronk, J. (2016)        | This paper is not intending to rewrite Indian mythologies, this paper aims to present a feminist perspective and critical approach to Hindu mythologies. It argues that mythologies play a major role in passing down history and culture from one generation to another, taking examples of Comics like Amar Chitra Katha whose comics deal in Hindu mythology.                                                                                                                              |

## 6. CONCLUSION

This systematic literature review (SLR) initially adopted 100 potential papers, out of these 80 papers were deemed ineligible as they did not meet the exclusion criteria. The remaining 20 papers were consequently analyzed and they included books, articles and papers. The inclusion of books, articles and research papers as opposed to only research papers was done because some of the information contained in them was richer than when compared to only research papers. The purpose of this analysis is to offer a categorized review of the current research on the effect of mythology on graphic design. Certain observations emerged after the analysis which are as follows: (i) Mythologies from Indian, Chinese, Japanese, Western, Greek have shown to impact new media such as comics, animation, etc., (ii) Traditional elements have also been incorporated into graphic design in an effort to promote culture, (iii) game developers have shown to adapt mythology to create and build their world environment, (iv) One of the papers also showed how ethnicity and culture was expressed through shapes, color and principles of design (Polana, 2013). The research team has also analyzed graphic novels and have observed the use of mythological storyline and characters (Alishusky, 2018). It was also seen that there has been a shift in the way a character is received by the younger audience due to the change in socio-economic prevalence of new media (Bajpai, 2014). There have been observed similarities between superhero drawings and mythological heroes depicted in sculptures, through which the research inferred that the modern comic books could have been inspired by the aesthetics of classical works which is in line with the idea of (Latham, 2012). The prevalence of influence of Gothic culture in the modern American and European comics was also noticed (Round, 2014). It was also seen that Graphic design has changed the way people see a mythological character. This SLR also includes the investigator's research to present a feminist

perspective and critical approach to mythologies in the comics, for example Amar Chitra Katha (Fronk, 2016). There is also the indication of a scenario where the author mentions the making of animation similar to the mythological stories of Western folkloric tradition like those from classical mythology or European folktales (Pacifico, 2022). One author also talks about how there is a lack of creativity in the graphic design industry as major of their designs are inefficient imitations of the traditional works (Ding, 2014, June). They also talk about the influence of religion on the medium of comics and the Underground Comix Movement. One of the researchers mentions the use of simple geometric shapes as icons to represent various subjects like heritage, psychology, literature, army, records etc. with colors according to the cover, the number of icons also increased as new collections were developed, and their visual styles also changed, eventually becoming less abstract and more illustrative (Abi-Fares, 2017). This was the role of this SLR. Now the future researchers can focus on a detailed aspect of these findings in isolation.

### CONFLICT OF INTERESTS

None .

### ACKNOWLEDGMENTS

None.

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