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Honors College

Honors Proposal

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Automation in Graphic Design

The creation of the internet has developed a connected world. One where the breakthroughs from another continent quickly direct the direction of another. The isolation of each countries is a thing of the past, and now we have brilliant minds across countless borders working for the development of humanity in some form or another. This entire process continues to grow exponentially and produced the society seen today- ever evolving with each year holding more discoveries than the last. In America this is growing ever apparent in the mechanization of jobs previously held in regard as American staples. The auto industry is often referenced as assembly line jobs were some of the first to be done quicker, cheaper, and better by an arm of aluminum. Recently, after the protests broke out for higher wages in the fast food industry these restaurants have started to implement electronic kiosks which function as cash registers operated solely by the customer- cutting out the middle woman. Paying the electricity bill for a screen is much less demanding over paying the minimum wage of a human employee. Regardless of the opinion one may have on this process of mechanization- it's happening, and the rate of automation will only continue. We have already begun to see on the horizon cars with the ability to drive themselves.

With the evidence of mechanization within society the fear of losing one's livelihood to a machine is a very rational fear, especially those who may have sunk themselves into debt to

afford an education for a skill that is now obsolete before they could capitalize enough to pull themselves back out of the hole. Professions such as fast food employees or those in some form of automotive driving industry like taxi or semi-truck drivers are some of those most thought of becoming automated while professions based around human creativity are poised to be long lasting- or at least they're often thought to be. However, this thought process may already be in the process of being proven wrong.

After discussions with designers within the Graphic Design industry there has been talk about technological developments creating methods for the average business owner to create branding or any other sort of graphics they may need using simplified design programs or even voice-controlled design applications. Currently a graphic designer's skills in operating design software is a major component in a customer's need of a designer. A person may have a great idea for an image inside their head, however he or she may lack the ability to use the required programs to get that image outside their head. Programs allowing any unskilled user to describe what they want or potentially even select through a few predefined options could remove their need for a designer to purely operate a machine under their creative guidance.

For my research project I will be looking into other industries to get a glance at other programs and developments currently being tested that could pose to remove the simple "Adobe Suite operator" from a job. To achieve this I will look into research data and published reports from scholarly developers on the cutting edge of the human computer interaction field. Also, I will be looking and analyzing programs which aim to create a simplified design environment for the unexperienced person to see how easily someone with no experience could operate the software and create a graphic or work they are pleased with. After looking into the software currently in the market and trying to look into the future through research and development build

reports I will compile what I found and describe how I will apply my findings to my own path within the design industry and what I may recommend other Graphic Designers in a similar situation of my own to peruse to maintain relevancy.

The reason I would like to peruse this research is to better equip myself with an understating of what I can do to ensure that I offer something more in my service than what a machine can provide or even what someone would be able to conclude on their own. A design should not be merely an operating hand for Adobe products, but someone equip with the ability to provide complex analysis and draw conclusions to create professional design solutions.