

Chapter 4

Disseminated Views During the Digitalization Process A Review of Its Quality

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ABSTRACT

With digitalization and the development of the internet, copyrighted and royalty-free images are accessible from all over the world, and these images are often used in promotional materials; It can be used in outdoor advertising, on billboards at stops, on buses and subways, on websites, in short, in every field. In particular, the use of relevant images obtained from stock image sites in promotional materials belonging to different sectors may lead to negative consequences on the quality of their works. Regardless of the visual type, this can sometimes be the case even for template pages used in an illustration, a logo or presentation sheets. Considering that the design must be unique and have an original value, such copies can create a kind of metastasis effect and lead to a negative picture in terms of art and design.

INTRODUCTION

Developments in the field of technology; with the introduction of computers into the home environment, widespread use of the internet, and developing information technologies, the 21st century has entered an unprecedented period in world history. To explain this new era; As soon as we try to understand, make sense of, convey and describe, a great confusion of concepts and complex interdisciplinary terminology

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arises. Thousands of print and digital publications published every year; Advertising posters, billboards, electronically animated and illuminated advertisements in cities, and visual arrangements decorating store windows leave designers faced with an endless number of indicators.

With the rapidly increasing production, visual designers are trying to establish a new language, a new way of speaking, a new communication with the consumer. Attributes such as being different from others, creating many alternatives for a study, and being unique, which are frequently discussed in design disciplines, are not a discovery, a pioneering or experimental research as in previous periods, but rather a desire for the system. to serve the mechanism. Something that is relatively bad, wrong or ugly can easily become the subject of advertising.

In terms of the originality of the visual design idea, any ethical criteria seem to have long disappeared. With the Industrial Revolution period, the usual mass production was replaced by 'overproduction' in terms of visual design. With digitalization, visual design forms have unlimited processing, manipulation, storage and transfer possibilities. Nowadays, images, videos or animations can be obtained in return by writing text through artificial intelligence.

At our current point, it is not easy to distinguish whether an image is a photograph produced by a camera or by artificial intelligence. Since photography, in its classical definition, means making traces with light, any image produced independently of the method is also considered a photograph. At this point, the representation function of photography and its feature as document and evidence have become questionable. The peculiarity of digital documents is that they are easily shaped and plastic. Assembly and manipulation has now become much easier with graphic programs and artificial intelligence software. At this point, traces of reality can be fictionalized and changed. Thus, the evidentiary nature of the photographic document has been cast into doubt. Thus, all new fields have turned into the production of fakes, fabrications and deceptions. We are going through a period where photography's connection with time, memory and history is being displaced and turned upside down. One of the topics discussed in this research is that with the transformation of photography, the images created by visuals have become frequently used in the field of advertising.

With digitalization and the development of the internet, copyrighted and royalty-free images are accessible from all over the world, and these images are often used in promotional materials; It can be used in outdoor advertising, on billboards at stops, on buses and subways, on websites, in short, in every field. In particular, the use of relevant images obtained from stock image sites in promotional materials belonging to different sectors may lead to negative consequences on the quality of their works. Regardless of the visual type, this can sometimes be the case even for template pages used in an illustration, a logo or presentation sheets. Considering

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