

I have chosen the question:

How do digital technologies affect design communication?

I feel it imperative to research and scrutinise the technology that is rapidly modifying design and the world we design for. I stumbled upon *Singularity*, a virtual reality experience exploring how a superhuman intelligence would evolve to make sense of its surroundings; this seemingly futuristic concept, paired with current technology unveils our strides into Ultra reality. David Rudnick, graphic designer and lecturer at Strelka conference, states graphic design, in order to keep up with other industries, must embrace this new world of 360 degrees, user experience and personalisation, and reject the modernist values of straight lines and linear time. Andrew Blauvelt in *Graphic Design: Now in Production* emphasises: 'the tool in effect transforms our material and virtual realities and, by doing so, it transforms us'. The symbiotic nature between tool and maker, computer and brain, is what I will be focusing on within this essay; an analysis on tools such as cameras, softwares, social media platforms etc, and how that affects the ease, purpose and future of design communication.

Bibliography:

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Blauvelt, A. and Lupton, E., 2011. *Graphic Design: Now in Production*. 1st ed. Minneapolis: Walker Art Centre.