The impact of different digital image techniques on contemporary graphic design

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Abstract:
The aim of this research is to explore how technical changes (Photo digitization) combined with growing insights in cognitive science and socio-cultural transformations have affected personal photography. The increased manipulation of photographic images may suit the individual's need for continuous self-remodeling and instant communication and bonding. However, that same manipulability may also lessen our grip on our images' future repurposing and reframing. Memory is not eradicated from digital multipurpose tools. Instead, the function of memory reappears in the networked, distributed nature of digital photographs, as most images are sent over the internet and stored in virtual space.

Graphic designer's understanding of how to deal with the digital image by adding some effects to ensure the effective impact on the target audience of this design.

Keywords:
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