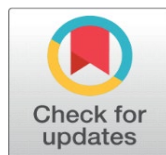# THE IMPACT OF THE SUSTAINABILITY ON GRAPHICS INDEX DESIGN (VIEW)

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ABSTRACT

The impact of the sustainability on graphic index design is a part of physical /internal schema of relational design. Graphics index design concept as a technical and aesthetical refer to the idea, content and layout of print media and electronic media. sustainability on graphics index design we will confirm on the level of economical, social and nature planet reusability. Sustainability may be defined as three pillars environmental sustainability, social sustainability, and economic sustainability graphics index design fulfil all requirement on the basis of visual. Graphics index (content) display the inspiration to purchase item, generates entrepreneurship idea and open new sources from old sources. Graphics index design means graphics content design in the form of colour schema, text schema and geometrical shapes or abstract topology. Social sustainability on graphic index design form refer to the aesthetical sense of law of attraction.

 Visual impact scientifically gets on mind and soul. Graphics index design come under verbal and non verbal communication. when we listen advertising content or index, punch line and copy matter line, we feel attraction about the product and create desire to purchase. SFX (special effects) and VFX (visual effects) create a very important on graphics index design. Graphics index design means schema design, layout design, content design. A big product house and small scale production house have catchy copy matter /content /index designer. In a way of news channel every day is a big challenge of content /index of high light news on this point create a point of view of audience gives TRP of news channel. Advertisement also depends on content or index design of product add and social add, target audience want strong content copy matter /index design in market one product have 100 same field competitor in front of one product. In Magazine design area also same problem graphics index design will be stronger then any one take interest to read the magazine.

Graphics is a visual data and whatever we   visualize the concept through text, colour, shapes transaction and effects all are a graphics form. When we try to combine text, colour and shapes in a layout sense, content sense and content index design sense of books, film, advertisement and magazine / newspaper. Audience / viewer take inspiration from books and make one, film on it means graphics index design provide sustainability.

1. INTRODUCTION

Graphics has own index schema of text, colour and texture, indexing is a overall understanding of layout. Graphics is not only a text graphics but also contain sculpture, cave painting, coin and manuscript on clothes tell the history of our Indian ancient time evidence. With the help of these evidence now we are writing books and making serial and making films. Maurya Period Coins and   two Yakshas, in 3rd century found in Pataliputra which will be helpful in Ancient History. Sculpture is

also a part of graphics art made in gold and, expensive metal. there are many different material sculptures in temple and caves exist, it gives us inspiration to create new idea to innovation in architecture, books, films and research. Chandragupt Maurya period and south Indian period   mention under menu script depicts the tale of our ancient history. we have made many films and write books on our historical monuments. Painting is also old evidence of our graphics index design sustainability.

Computer graphics and print graphics and packaging design have elements like dots, lines, shapes, forms, colours are the basic elements of graphic design without which graphic design is not possible. Principles of design include emphasis, alignment and balance, contrast, repetition, proportion, movement, and white space. The designer focuses on these points, the better would be the final design. Graphics is a solid platform of designing term. Graphics is a old term in the art form like printing style engraving and embossing is crafted on gold and silver coins and seal for sales and purchase.

There are integrated part of Graphics, Print media and Electronic media. The impact of the sustainability on graphic index design is a part of physical /internal schema of relational design. Graphics , Print media and Electronic media index part is a content / idea /designing, if we see sustainability inside them, they are connected with environment, people, financial and culture. We are looking sustainability in graphics print media and electronic media from social growth to economical growth. Social or environmental reusability design can invent new systems, products, and services that use more and deliver more. It can translate complex concepts into the relevant messages or advertising that help people adopt behavioral change to import and export. Print media and Electronic media index design can visualize acute needs, raise awareness, prompt public response, and affects. It can promote messages of inclusion, equality and empathy, helping to establish harmonious and healthy conditions in which all members of society can flourish. Economical growth in design thinking's approach to investigation, analysis, and visualization can create value and opportunities for companies and people across all streams of sustainability. Design can cross cultural barriers to promote universal understanding. It can deliver a compiling view of sustainability that ensures its assimilation by a broad array of people can shift consumption and lifestyle aspirations, literally changing the definition of reusability.

1.1. STATEMENT OF PURPOSE

- Graphics analysis how to sustainable.
- Visual analysis how to sustainable.
- Graphics use in print media analysis how to sustainable.
- Graphics use in electronic media analysis how to sustainable.

2. METHOD

Qualitative data will be used in this research paper. primary source and secondary source both use in this research paper. Primary data is taken from survey questionnaire of educational area. I cover in this survey of teacher opinion and students opinion of different field. Primary data is pick up from individual case study. Closed-Ended question is prepared for survey questionnaire. Conceptual research paper data is used in abstract writing at the narrator point of view, format is taken by original formation of knowledge is, on prior experience.

1) Graphics Sustainability
2) Print media index design sustainability
3) Electronic media index design sustainability

1) Graphics Sustainability

Visual identity graphic index design focuses on the visual elements of a product brand. It aims to communicate a brand's identity through images, shapes, text, line of action and colours. Graphic Designers create logos, typography, colour correction, and image sustainability that represent a brand. They also develop visual brand guidelines to ensure brand consistency across all uses. Colour indexing Layout of colour is depend on colour contrast, harmony, balance, hue, shade, tint, tone and saturation. Indexed Colour is limited to 256 colours, which can be any 256 colours from the set of 24 bit colours. Each colour used is a 24bit RGB value. every colour scheme cool and hot colour scheme depict the behaviour of mood, psychological each colour scheme have long impact on social level, personal level will come under influence level, then economical substantiality level, will increase . Sustainability structure and use of graphic and typographic conventions in graphic communication. Some common layout design colour conventions of novel, books, comic, articles and films include:

- Using a dark colour for text to ensure legibility.
- Keeping light colours for backgrounds.
- Using contrasting colours for accents (as mentioned above)
- Call-to-action colours—such as red for a warning sign
- Traditional way will reduce the cognitive load for your users, and allow them to navigate the interface inner sense.

Layout designers of print media and electronic media have the challenging task of incorporating color into their interface in a way that dashingly communicates a brand's visual identity. Colour produce: mood, Tone, hierarchy, action energy level, Sense of scene , Conceptual Relationships it increase the nature planet environment. colour index message remain cool and green country. all values of colour give agenda of clean and green India. Colour gives healthy environment agenda and colour also gives the sustainability

Line-Indexing: Indexing is the process of looking at files, email messages, and other content cataloguing on your PC and their information, such as the words and metadata in them. Index line design helps you find the index position of an element or an item in a string of characters or a list of items (such as topics or names) treated in a printed work that gives for each item the page number where it may be found. A Index line design is an identifiable path created by a doted line and segments of point moving in blank space. It is one-dimensional and can vary in width, direction, and length. Lines design often define the edges of a two vertex in computer language. Line Index design will be different in novel, books, comics, novel, articles and films. Index Lines can be horizontal, vertical, or diagonal, straight or curved, thick or thin. Line physiological lead your eye around the composition and can communicate information through their character and direction.

Computer Vector Lines -Index Design vector lines used in art and designs are made up of points, lines, and shapes. These are the fundamental building blocks of vector images. Vector points, straight lines, Bezier curves, and shapes, these elements also make it possible to create technical new Enovation drawings create

graphics index design sustainability in market. Examples include those used for engineering schematics, architectural blueprints, web page design and computer-aided design Corel CAD, professionals can draft precise and detailed renderings. Computer Raster lines- Raster files are also commonly used for editing images, photos, and graphics. Vector files work better for digital illustrations, complex graphics, and logos. Vertical direction. Resolution in this direction is primarily specified by the number of horizontal scanning lines (also called raster lines) While in raster scan, interlacing is used. when system specifications were adopted. In Interlaced scanning, each horizontal line of the screen is traced from top to bottom. Texturing indexing- Textures have consume the light energy of material, texture behaviour is relate with softness and hardness. Texture is a power of visual art like architecture, materials, nature elements, background and landscape. Texture is a behaviour of colour it depicts the softness and hardness of material. Material is a gas form, solid form and liquid form. Graphic index design is a part of physical /internal schema of relational design. Graphics index design concept as a technical and aesthetical refer to the idea, content and layout of print media and electronic media. sustainability on graphics index design we will confirm on the level of economical, social and nature planet reusability. Texture is one of the part of graphics design. Texture work on computer graphics as a 2d and 3d texturing mapping (UV mapping), User interface design UI layout design, painting, sculpture and Product design and packaging. Graphic Elements in Eco-Logo index design think of any famous logo here for a moment it create sustainability in market. What's the first thing that you can recall idea again in your books articles and advertising about it, it can colour, image, or font style. These are just some of the key elements that people tend to notice when they look at a logo design. Just take a look at the brand symbol here. What's the first thing that catches your eye in the design. Ideas of sustainability find in Nature-Inspired Colours for an eco-friendly logo design, consider soothing colours like green, blue. You should understand colour psychology so you can choose a palette that represents your industry closely as Clear-cut fonts, think about the font styles.

Icons or Symbols Ideas Sustainability: You will see sustainable brands or businesses using icons like trees, leaves, water drops, fire, sky and earth or a combination of nature-inspired symbols to attract their conscious audience. Shapes-In some logos, you may also see circular shapes or geometric ones with rounded edges that make the brand appear friendly and approachable too. Such shapes can help you send a strong message with few elements. So you can say a lot with just a simple design element create sustainability. Typography that appears Sustainable-This simply goes for a few and clean text that can be used for a word mark or letter mark. Icons or Symbols of Sustainability-If you think about it, the symbols and icons are the centre point of your logo design. Any such element can immediately catch the eye of the viewer and tell them what you have to offer from the first glance. When you are working on an sustainable logo design, you need to prioritize the use of nature-inspired symbols or icons. Leaf represents the closeness to nature, growth, and preservation in the logo. It can play an important role in sustainable branding for startups or businesses. The leaf icon could place on social media profiles on Instagram or Facebook. A logo for a sustainable in entertainment industry and food industry, for example, can include a represent the usage of organic and sustainable Fibers. Another example is a logo index design for packaging company in food and furniture's represent the use of materials that are responsibly produced and biodegradable.

2) Print Media Index Design Sustainability

Print media is oldest term of designing. The ancient time old kingdom use gold and silver madras exchange values and seal for import and export business. Coin sustainability Silver punch mark coin of the Maurya empire, with symbols of wheel and elephant. Sustainability on inscription - Budh Darma promote through inscriptions on the Pillars of Ashoka, as well as boulders (large rounded rock) and cave walls, attributed to Emperor Ashoka of the Maurya Empire who ruled most of the Indian subcontinent from 268 BCE to 232 BCE. Language sustainability -Ashoka used the expression Dhamma Lipi (Prakrit in the Brahmi script: "Inscriptions of the Dharma") to describe his own Edicts. These inscriptions were dispersed throughout the areas of modern-day India, Bangladesh, Nepal, Afghanistan and Pakistan, and provide the first tangible evidence of Buddhism. First, Indians were used to write on Palm Leaves. This was before the discovery of paper. Print media index design sustainability - China made wooden blocks to print letters. This was started during the period of the Tang Dynasty in 600 AD. The first printed book published in China. Copies of the Buddhist scriptures printed in 1377 are preserved in museums of China. Egyptians made paper by3500 BC. The first paper mill in Europe was set up in Spain in 1120. Johannes Gutenberg of Germany had developed printing technology around 1439. He printed 'Bible' in 1450.The invention of printing has revolutionized Print media index design sustainability in newspaper. Print media index design sustainability is used to sell products or services. This may involve print advertisements, such as posters, billboards, flyers, catalogues and packaging, or digital advertisements, such as television ads, video ads, or social media posts. Print media index design sustainability promote Graphic Designers work in this area, they spend a lot of time creating assets for marketing strategies and campaigns. They develop ideas, research consumer habits, and create designs that speak to the target audience. This type of design involves a strong knowledge of how to sell a product and how to attract consumers.

Printing promote Illustration for graphic design sustainability: Graphic Artists create original artwork through a combination of media and techniques. They often have a background in fine arts, animation, or architecture. Graphic Artists collaborate closely with writers, editors, marketers and art directors across all types of graphic design. Printing promote Publication graphic design sustainability -This design focuses on creating layouts and selecting typography and artwork, including photography, graphics, and illustrations. Graphic Designers working area with books, newspapers, magazines, and catalogues. They need to understand colour management, printing, and digital publishing for sustainability. Printing media promote sustainability through Packaging graphic design- Packaging not only protects products, but it is also an important advertising and marketing tool. Graphic Designers area in printing develop concepts, Printed mock-ups help visualize the layout of the finished piece. In the world of printing, a Physical Mock-Up refers to a representative sample that is created prior to production. and print-ready files. Packaging graphic design requires an understanding of print processes, as well as industrial design and manufacturing. Packaging Graphic Designers need to track trends and competitors strategy research so they can create packaging that stands out to consumers. Print media gives the social sustainability, economic sustainability and environmental, sustainability. Print media gives the knowledge of information through this we get inspiration of entrepreneurship and goes towards financial profit.

3) Electronic Media Index Design Sustainability

Electronic media inspired the human behaviour in the sense of increase the business, social and economic profit. Electronic media index design sustainability second increase the society calm and good behaviour in favour of religion and educational quality and make the nice society it give sustainability in society. Electronic media index design sustainability proof from the environment keep green and clean and awareness of sun's harmful ultraviolet radiation. Ozone layer depletion could have serious effects on human health and the environment. AI in sustainable architecture -AI algorithms can assist eco-friendly materials by considering factors like durability, recyclability, and embodied carbon. AI in architecture design transforms project conception, design, and execution. AI enhances project management, and visualizations to improve collaboration and decision-making, in less time and less expense. Film and advertising good for environment -film can change the psychology of human being and advertising message also have a power of change in environment. AI can also be used to improve agriculture and reduce its environmental impact, the World Economic Forum says.

Electronic Media Sustainable in Various Field: weather predictions, monitor agricultural sustainability, and assess farms for the presence of diseases or pests and undernourished plants using data like temperature, precipitation, wind speed, and sun radiation in conjunction with photographs taken by satellites and drones. Electronic media sustainable in finance-though the advertising, news, documentary and films conclusion. is transforming green finance by automating sustainable investment decisions, enhancing risk assessment, and streamlining compliance processes. AI employs natural language processing (NLP) to understand and respond to voice commands. Alexa uses machine learning (ML) to improve its responses over time by learning from user interactions. Electronic media part's AI used in sustainable cities and communities-The Centre of Excellence on AI for sustainable cities will strive to help the Smart Cities reduce energy consumption in target sectors by 15%; reduce air and water pollution by 10%; improve sewage and garbage disposal outcomes by 25%, leading to a reduction in pollutant levels in rivers and seas, as well as an increase level of water overflow dams. Google Home an AI and Ask Siri for Help With an Apple Product-Google Assistant is a virtual assistant software application developed by Google that is primarily available on home automation and mobile devices. Apple Intelligence has imbued Siri with the ability to offer help with navigating Apple products. Siri, help to use split screen on the iPad. Chat GPT is an artificial intelligence research lab consisting of the story writing message built in any language and film script .AI in EV technology The applications of AI turn electric vehicles into a fascinating consumer option as it integrates driver assistance systems and autonomous driving, facilitates. Electronic media growth in Driverless AI empowers data scientists to work on projects faster and more efficiently by using automation to accomplish key machine learning tasks in just minutes or hours, not months AI in a car vehicle design by analysing large datasets. They take aerodynamics, weight distribution, and safety into account to design vehicles that are sleeker, safer, and more fuel efficient. AI helps predict supply chain disruptions and optimize inventory management. Electronic media index design sustainability Nuro AI- Nuro uses AI and machine learning to make autonomous vehicles that generate revenue delivering food, groceries and packages. AI is central to all aspects of Nuro's business, Nuro is an American robotics company **Electronic media index design sustainability:**

- AI Art and Image Generation. ...
- Automating Tasks. ...
- Film and advertising creating New Visual Styles. ...
- Design Better Websites. ...
- Analyse Data to Understand Users. ...
- Create Multiple Variants. ...
- Product or Concept Ideation.

Electronic Media Index Design Sustainability: Motion graphic design is a new specialty area in the graphic design industry, though it is quickly growing and demand is increasing for Motion Graphic Designers. Computer graphics index design is a fascinating and dynamic field that combines creativity, mathematics, and technology to create realistic and immersive visual sustainability. Electronic media graphics index is a challenging and rewarding field that requires constant learning and adaptation. graphics can follow the sustainability trends by reading journals, magazines, blogs, or newsletters that cover computer graphics research and news. At a basic level, this type of design involves any graphic in motion. This can include animations, banners, title sequences, trailers, or video games. Web designing involves planning and building the appearance, layout, structure, and design of websites. It focuses on the front-facing aspects of a website, including the user experience. Although somewhat similar to a graphic design career, Web Designers combine a variety of visual elements, such as text, photos, graphics, and video, to create appealing and user-friendly sites and pages. Web design is also closely connected to UX and UI design. Electronic media sustainability we look on Face book designing, Twitter designing promotion, You tube videos messages, advertising, documentary, animation clips and films. Computer graphics sustainability topics, such as modelling, rendering, lighting, animation, simulation, and interaction. We are analysing sustainability in Graphics, Print media index design and Electronic media index design.

- Text, colour, line and texture
- AI Design
- UI Design
- films editing
- News credits - video, images, animation and color correction.
- Visiting card, brochure, magazine, flyer and letter head.
- Packaging design.
- in video
- in gaming
- in digital form
- PDF format
- video format
- in comics
- in books
- in magazine form
- brochure form
- epics

- social media - face books, twitter, YouTube and Google meeting (Google classroom)

3. CONCLUSION

Sustainable designing" is mapping connections between ideas of social sustainability, economic sustainability and environmental sustainability. The design is ideological, the design process is informed by values based on a specific concept view. Design that "provides a critique of the prevailing situation through designs that embody alternative social, cultural, technical, or economic values." Sustainable graphic design is not just design that helps people and our planet, but design that is also critical of existing social, cultural, technical, and economic structures.

Graphic design is use visual criteria for "formal goodness" or "beauty" are part of the aesthetic systems we must be critical thinking makes sustainability of communication designing. Contemporary formal goodness evolved from late 19th through mid-20th centuries western art traditions. The goal: make the resultant book "sustainable." These were sustainability focused artists, how could I represent their ecological like make money through making film on comic story and novel story and epics story and history story inventiveness in a printed book. The things that made the production of this book "sustainable" were that it was printed on demand, of readers recycled, books on paper. Visually, the book's design inspire the making film was meant to be critical index concept is in demand in market. The graphics print in glossy paper and stylish text and colour printing attractive way is a reason of print sustainability.
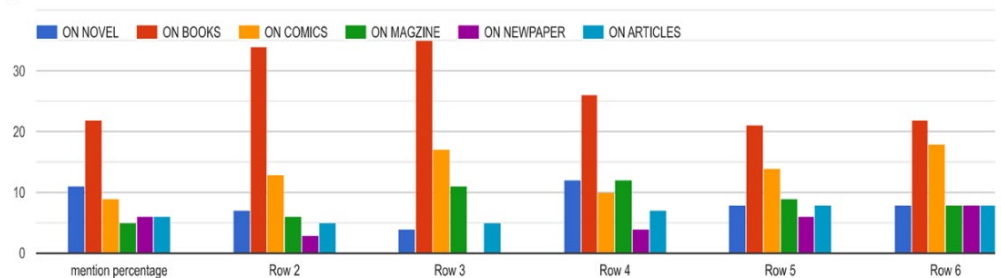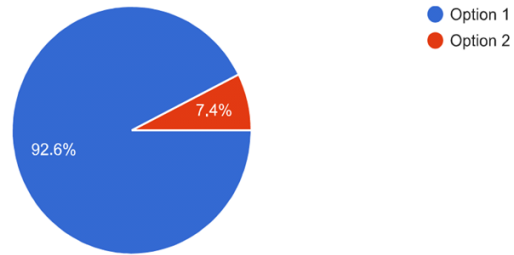
APPENDIX

Table and figures

Questionnaire

printing and packaging graphics design index is economical sustainable ?

Sustainable graphic design can carry with it additional new forms and aesthetics?
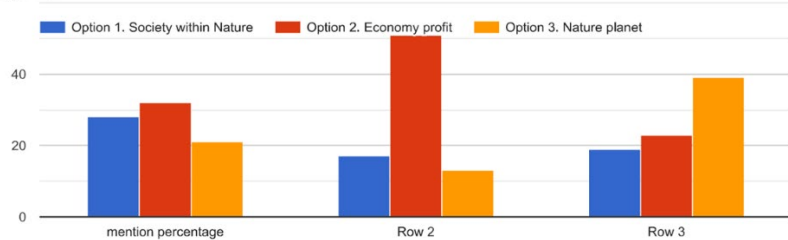Option 1. yes

Option 1. yes   Option 2. NO

Graphic design index for the welfare of all life.
Option 1.   Society within Nature (%)   25%   , 50%   and 100%
Option 2.   Economy profit   (%)   25%   , 50%   and 100%
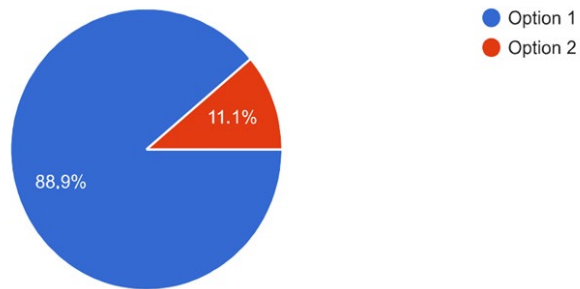Option 3.   Nature planet   (%)   25%   , 50%   and 100%

Copy chart

Graphics design's index new technologies has new social structures?
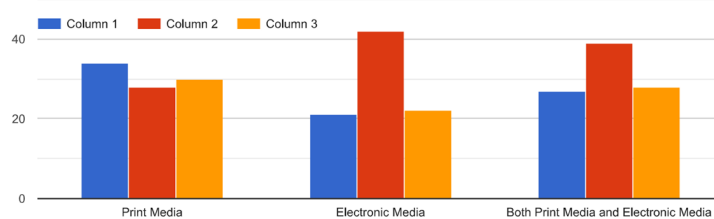
- Option 1. yes
- Option 2. No

Making choices around resource use might make good and bad graphic design?

- Option 1. yes Option 2   NO

Copy chart

Recycling as much as possible on IT equipment like website graphics design index make more money then print media ?
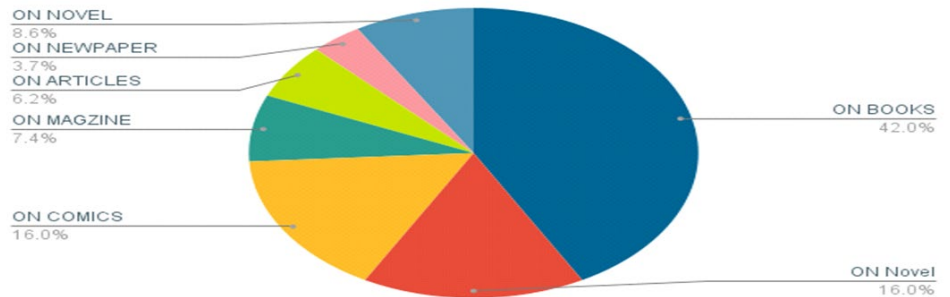Option 1. yes
Option 2.   No
81 responses

Recycling as much as possible on IT equipment like website graphics design index make more money then print media ?

- Option 1. yes
- Option 2. No

Digital stuff, it means doing energy use of making any website or app is more reusability and recyclability?

- Option 1. yes
- Option 2. No

Count of printing and packaging graphics design index is economical sustainable in support of novel ?

ON NOVEL 8.6%
ON NEWPAPER 3.7%
ON ARTICLES 6.2%
ON MAGZINE 7.4%
ON COMICS 16.0%
ON BOOKS 42.0%
ON Novel 16.0%

CONFLICT OF INTERESTS

None.

ACKNOWLEDGMENTS

None.

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