Chapter VI

6.1 Conclusions: The researcher could not find research or study in this area at the P.G or PhD. Levels conducted individually at the universities. But works in this area have been carried out by communication and Advertising agencies and Film industries. These institutions explored in the field of Graphic Design, Typography, Photography, Printing, Computers and creative process, Digital Cinematography. The change they brought by research evolved a culture that became foundation of a new era that grew with creativity and technology. As one advertising guru put it in reference to Apple Computer's Macintosh Ad, 'The commercial changed advertising; the product changed the world'.

Findings—With the increase in age the idea to technology behavior became prominent. A vast majority of respondents in all the organizations types indicated that they related themselves to technology. Except creative/Art Directors and Media and Publishing houses, the usage of PC was preferred to the usage of MAC. The categories—Creative/Art Directors, Advertising Agencies and Media Publishing houses use film Camera for technically superior output. More than 60% respondents always look out for new equipment. The dictum 'Computer enhances creativity' was accepted by the majority. Remarkable tilt for idea to technology' was observed in the categories related to Art, Media, Advertising and Advertising Photographers They preferred their own ideas and creativity to readily available options. Advertising with better presentation was considered more effective. Using the flavor of the day was preferred to the use of appropriate technology. The view 'technology is a way to success' is accepted by the majority.

6.2 Possible Contribution from the Study:
The study was undertaken so as to understand the co-relation between technology and creativity. This may help creative directors and advertising professionals to understand, accept and use technology at its fullest.

The study will help creative directors and advertising professionals in Advertising agencies and industry to harness technology and make optimum use of information to
build an original creative platform resulting in better heart touching, memorable advertising Campaigns. It will also help them in cost and time effectiveness.

The study may also help in identifying issues related to future use of optimum, useful and relevant technology in advertising and research related to creativity. And it is hoped that it will facilitate further research in Techno Creativity in Advertising. Computers can be used for storage, multiplication, for designing and precision. But one must remember that in spite of all the technological advancement "The Human Brain is the Greatest Computer of all".

6.3 Suggestions and recommendations

Today we are in an age where technology has become extremely important. It is a realization which has dawned on the advertising fraternity. Creative people have to also realize the fact that though for some pencil, brush, canvas and palettes have been replaced with mouse, stylus, computer screen and digital camera, the use of these technologically advanced gadgets is to enhance our creativity and not to do mechanical juggling with the existing software and to use advanced cameras so as to shoot a advertising film which is visually superior but lacks content. This lack of visualizing and better finishing cannot save the advertising agency or the client. Unfortunately this is the general trend among a lot of small and medium sized agencies.

Effective communication with the right dose of technology which touches the audience and conveys the message is the key to success.

Creative men who have specialized in different areas must use the available software for a specific purpose and try to get the best out of it, so as to reach out to maximum audience. If idea comes first and then the search for appropriate technology begins, it would result in a far reaching communicative message.
As National Geographic channel puts it, every day we see so much of digital art which doesn’t convey any message to masses. They have also gone on record to say that they do not publish or appreciate overcooked images.

It is necessary for creative people to understand that a computer does not have a mind of its own, so what you feed it is what you get. The innovative technology of computers, hardware, software and digital cameras which are the backbone of advertising industry are easily available to the masses. Most agencies and design studios more or less have the same configurations. As a matter of fact many a clients also have all the basic software and hardware which the advertising agency’s creative department has. As one client put it, we pay for ideas and not just for execution.

As the categories relating to Creative/Art Director, Media/Publishing House, Advertising Agencies, Prof Advertising Photographers/Film Makers are very much related to ‘Idea to Technology’ it becomes important for them to concentrate on continuously improving and solidifying the creative image and output. And to do so they have to position themselves as “Creative Talent”, as clients all over the world are always on look out for advertising agencies which are capable of delivering strikingly different creative output that can reach to the masses. To do that the advertising agencies should:

- The Technology for the effectiveness is related to better presentation that becomes very much useful for effective communication.

- As idea is basic to creativity, the technology becomes its important support to convey the idea.

- As better presentation is very much related to effectiveness the technology is to be understood and utilized for the better creative mass communicative output. And balanced use of Creativity and Technology can result in better path breaking advertising.

- In situations where more mechanical work is required it is necessary to use technology at its fullest, so as to save time and man power. But for this a deep understanding of the process is required.
What you say is more important than how you say it. As Ogilvy puts it “once upon a time I was riding a Fifth avenue bus, when I heard a mythical housewife say to another, Molly my dear, I would have bought that new brand of toilet soap if only they hadn’t set the body copy in ten point Garamond and used that particular software to create that effect on the photograph.”

This should not be believed, what really decides the consumers to buy or not to buy is the content of the advertising, and not just its form. Two hundred and twenty five years ago, Dr. Johnson said “Promise, large promise is the soul of an advertisement.” When he auctioned off the contents of the Anchor Brewery he made the following promise “We are not here to sell boilers and vats, but the potentiality of growing rich beyond the dreams of avarice.”

It is necessary to build the advertising campaigns around great ideas, and presenting facts with appropriate use of technology, otherwise the campaign built only on the permutation and combination of software will not succeed.

You cannot bore people into buying your product nor can you make them purchase the product by entertainment.

It is necessary to make you advertisement contemporary, technology can help you here. Advertising reflects societal values whichever are existing at that given period of time.

Highlight the image and the brand with the help of technology in a manner where it is memorable.

6.4 Conclusions: The researcher could not find research or study in this area at the P.G or PhD Levels conducted individually at the university. But works in this area have been carried out by communication and Advertising agencies and Film industries. These institutions explored in the field of Graphic Design, Typography, Photography, Printing, Computers and Creative Process, Digital Cinematography. The change they brought by research evolved a culture that became foundation of a new era that grew with creativity and technology. As one advertising guru put it in reference to Apple Computer’s Macintosh Ad, ‘The commercial changed advertising, the product changed the world’.
**Findings** - To improve the Technology behavior, use graded programs as increase in age the Idea to Technology behavior becomes prominent. In every project, Technology should be given imperative importance as persons relate themselves to it spontaneously. Research should be undertaken to study as to why Creative/Art Directors and Media/Publishing Houses prefer usage of PC than to the usage of MAC. For the technically superior output, Film Camera is preferred by the categories—Creative/Art Directors, Advertising Agencies, and Media Publishing Houses, but as it is rare in use, its availability may create a problem, so a project may be taken that can help all categories to use digital or newer technology that is available.

As there is always a craze for new equipment, a study may be taken to find better criteria to select it. As the dictum ‘Computer enhanced Creativity’ is accepted, a psychological study may be taken to select persons in the field of Technology and Creativity. It will be interesting to study as to why the categories, Art, Media, Advertising, and Advertising Photographers specifically prefer ‘Idea to Technology’ and why they select readily available options. A study may be undertaken to find out how to judge better presentation as how far it may be effective in that particular field. As there is a preference to using the flavor of the day, a study may be taken to see how it becomes advantageous in that particular area and what are its disadvantages. A study may be undertaken to measure the success of the Advertising Campaign by using a specific Technology.

**6.5 Limitation of the study:** The study is confined to understand creativity and its relation to technology. The respondents were only from Advertising Agencies, Creative Directors, Artists, Graphic Designers, Photographers, and Film Makers. The acceptance level to Techno Creativity among the new and the old breed of creative people was studied. The scarcity of availability of the study in the area-use of graphic technology in creativity, study directly related to Techno Creativity.

**6.6 Scope for further research in the area:** This area has a large scope for research as it has not been explored as we find in the other areas. Some suggestions have been given in the following—

Techno Creativity in Printing and its impact on Advertising.
Techno Creativity in Digital Cinematography and its impact on Advertising

Techno Creativity in Digital Photography and its impact on Advertising

Techno Creativity in Animation and its impact on Advertising