

## **Impacts of the use of space in the art of Digital Advertisement**

Ravindra Rathnasiri

Visiting Lecturer, Visual Arts & Design and performing Arts Unit, Department of Fine Arts  
University of Kelaniya  
Rrathnasiri6@gmail.com

The present study aims to identify and examine the impact of compositional elements and the techniques of contemporary Sri Lankan digital advertisement on marketing purposes. It is apparent that the advertisements and the art of advertising play a major role in attracting its customers/clients. The task of the artist is to utilize the space in terms of attaining the expectations of his client as well as the audience as well. The space is twofold: inner space and the outer space. The artist has to pay his attention to both these spaces. Whereas the inner space is reserved to implement and portray the thematic and conceptual elements of the product, the outer space is the catching point of the audience. The significant task of the artist is not to violate the natural compositional elements in the environment, the audience and the objective of the client and the product itself. The concern of the artist is, therefore, multifunctional: the awareness of colours, shapes, forms, as well as the space, and the environment is included in it. However, what is lacking in today's trend of the advertisement is the unawareness of such concepts and elements. The present day artists are less aware of the background and the lighting aspects of the artwork, integrating natural shapes and forms often in the artwork. Further, the constructional errors: oversized hoardings, inconsistency of organizing information, inappropriate use of typography causes miscommunication of the message to the audience. Thus, the particular situation provides a background to examine to re-generate and re-cultivate a culture that beautifies and enhances the society and encompasses the message of the art work as well. Twenty digital advertisements that have been posted along the highway stretch of the Kaduwela-Kollpity were examined as the specimens of the particular study. The study proved that the disintegration of the thematic and conceptual elements and the constructional flaws have made a significant impact on present day Sri Lankan digital advertisements and the art of digital advertising.

**Keywords:** Digital art, Sri Lankan art, art and the space, digital advertising