

THE USE OF ARTIFICIAL INTELLIGENCE IN GRAPHIC DESIGN

The aim of study is to explore the growing role of artificial intelligence (AI) in graphic design. It highlights how AI-powered tools improve efficiency, support creative exploration, and enhance accessibility for designers. At the same time, to outline the potential risks of AI for the profession, such as job disruption, undervaluation of human creativity, design homogeneity, intellectual property concerns, and the loss of emotional and artistic integrity. The conclusion emphasizes that while AI can simplify routine tasks, it cannot fully replace the human imagination and personal vision of a designer.

In the modern world, graphic design has a rapid increase in the popularity of artificial intelligence tools (AI). These technologies not only change approaches to the creative process, but also significantly affect the efficiency and capabilities of designers.

Through machine learning, software makers like Adobe have automated the most tedious processes to make design work easier and faster. Before smart selection tools, for example, if you wanted to replace the background of an image in Adobe Photoshop, you had to spend a lot of time carefully outlining the subject. Just tracing a person's hair could take hours. But thanks to Auto Selection and Select Subject, that process now takes just a few minutes.

The Content-Aware Fill tool in Photoshop is another great example of AI we now take for granted. When you want to fill in an area in an image, instead of using trial and error to match the color and tone, you can instantly and seamlessly fill it with content sampled from another part of the image. This is because the app is performing incredibly fast calculations based on the values in surrounding pixels.

Just as these AI-powered features have become indispensable for designers, amazing new generative AI tools are finding their place in the designer's toolset.

Whether you're using AI or generative AI, this technology can help make your work easier, faster, and it might even help you discover new artistic directions.

1. **Greater efficiency.** AI tools can help you automate repetitive tasks like separating subjects from backgrounds, resizing images, and applying consistent styles, so you can focus on more complex and creative work. These tools also spare you the physical and mental strain that come with peering at the tiniest details on your screen to select the right pixels or match fonts.
2. **Unlimited creativity.** Generative AI is a great brainstorming tool. You can try new ideas and concepts faster than ever, so you can explore your wildest ideas and see how they work with an ai art prompt.
3. **Greater accessibility.** With automated accessibility checks, AI can find issues with readability, color contrast, and more. It's faster and more reliable than checking accessibility yourself.

There are countless reasons as to why Artificial Intelligence is hurting the job market and professions today. We want to offer some reasons as to why AI is bad for graphic designers, namely:

1. **Job Disruption.** The first and most obvious one is of course job disruption. With the massive influx of generative AI in the creative field, more and more jobs the

likes of artists, musicians and designers are becoming obsolete. This is not just a problem for the graphic designers, but a whole horde of other jobs that we have already covered.

However, for graphic designers, the caveat is that their job is quite directly being taken over by a soulless string of code that might just be regurgitating the job they've already done. McKinsey claims up to 800 million people will lose their jobs by 2030 as a result of AI, which is just around 30% of the entire world's workforce. The graphic designers will be one of the first to go because it's simply too cost-effective for larger companies.

0. Undervaluing of Human Skills. Speaking of being cost-effective for larger companies; the AI tools that are arriving for these professions are putting a massive undervaluation of human design skills. Since Artificial Intelligence is capable of creating designs so quickly, the perceived value of human-created design is decreasing. This ripple effect is causing lower wages and fewer opportunities for professional designers who are currently relying on their amazing minds and creativity to feed themselves and their families.

0. Lack of Creativity and Increase of Homogeneity. All AI design tools rely on existing data sets. No matter how new and original it looks. If you have someone show you how proud they are of the AI-generated image they're prompted, know that the art generated is based on millions of other real artists' works. More and more logos, websites and advertisements are almost completely taken over by AI. This will lead to a massive homogenization of design, as AI will continuously recreate "what works" that conforms to the status quo. This will lead to a lack of diversity and originality in design outputs, the lack of breakthroughs within the design. Designers will no longer be going above and beyond about breaking barriers because the reliance on Artificial Intelligence simply won't allow for it. This will hurt the graphic designers who actively take part in AI to help their process. By relying too heavily on AI-generated outputs, designers will stunt the development of their skills and creative problem-solving abilities.

0. Intellectual Property Issues. All AI-generated content is the product of millions of other results that it has found online. This is going to lead to eventual plagiarism and lack of originality in design outputs.

0. No Human Touch = Bad Content. Up until this point, every logo or design decision had some form of backstory. Maybe it was because the designer just thought it would look cool, sure, but a lot of the time it comes from a story of the company.

0. Lack of Confidentiality. All AI systems require insanely large amounts of data to operate and produce content, which means that they also have access to a lot more than they should. This means that there'll always be an underlying risk that the confidentiality of client projects or personal data can be leaked at any point because its access points aren't restricted to disallow this. The controversy around data and privacy is no doubt one of the biggest topics that surrounds Artificial Intelligence today.

0. The Ruin of Artistic Integrity. The authenticity of art is now constantly coming into question. It's becoming so difficult to tell what is real and what is not, that the integrity of real artists is being put at stake. When it comes to graphic design, we are now looking at AI-generated art designed to earn money. This puts a certain value on the project, and there's no doubt that AI lowers the value of anything. There are

tons of statistics showing that people simply do not value artificially generated art or writing as high as human-generated ones, and most people won't even trust it.

As a conclusion, AI definitely has a place in the design process. But we know one thing, AI will not be able to depict all the ideas and feelings that were put into the work of a graphic designer.

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