

“ARTIFICIAL INTELLIGENCE FOR LAYOUT OF GIFT BOOK EDITIONS”

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Artificial Intelligence (AI) is a tool aimed at creating systems capable of solving complex tasks that typically require human intelligence. With the help of AI, computers become capable of what was previously considered the exclusive prerogative of people: to analyze and edit information, to draw conclusions based on certain data, to make decisions based on the information provided.

The continuous development of this tool has led to the fact that it can now be used in the printing industry as well. At a basic level, AI can be used for proofreading and checking text for grammatical, semantic and punctuation errors, or for checking the submitted text for plagiarism by comparing it to the publisher's database.

The use of AI in the book assembly process can be even more interesting. The person who intends to use this tool has a wide range of possibilities and options that can simplify the task of selecting materials. Also, based on the amount of text information, AI can suggest the optimal format of the publication and the type of cover (hard or soft), and recommend certain requirements for the choice of paper and binding material. AI can also be involved in the selection of the color scheme for the future book block, offering color and design solutions based on the content of the text, which a person can then transform into full-fledged conceptual solutions.

The use of AI is also a viable solution at the layout stage – the process of composing and formatting text and illustrative material on book pages, which meets certain technical and aesthetic requirements. This stage includes:

- Preparation of text material;
- Preparation of illustrative material;
- Layout of pages;
- Use of styles;

Re-checking the text for errors;

Preparation for printing.

Book layout is an important stage in the book creation process that affects its readability, aesthetics, and quality. Specifically, for gift editions, the layout of these books is a somewhat more complex task due to the large amount of illustrative information and more elaborate decoration of pages, which may include dividers, additional framing of margins, and numbering. Developing layouts for these publications can take two to three times longer than working with a standard book edition due to the aforementioned complexities and nuances.

The use of AI tools can simplify most stages of layout design and automate the work process itself, thus accelerating the release of the book being created.

Thus, the use of AI can lead to significant savings in time and money, improve the quality of printed products, increase the personalization of printed products, and open up new possibilities in the course of work on book publications. However, at the same time, this AI also entails problems with the high cost of developing such software tools, the loss of jobs for people in the printing industry, problems with certain ethical issues related to the use of AI in content creation, and copyright issues.

References:

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