

“WILL ARTIFICIAL INTELLIGENCE REPLACE THE WORK OF LIVE DESIGNERS?”

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Artificial intelligence is increasingly becoming an integral part of the lives of modern designers. Currently, with the help of artificial intelligence, it is possible to significantly simplify and reduce the time spent on routine design processes such as overall process organization, photo retouching, color palette selection, applying styles and filters, layout, creating icons, and simple illustrations. More experienced users can create high-quality images.

It's evident that many designers are beginning to worry that artificial intelligence will eventually fully replace human work. So, will artificial intelligence replace the work of live designers, or will it become a reliable assistant?

At present, there is no possibility to answer this question with complete certainty since artificial intelligence surprises us every day. However, currently, creating professional work without human involvement is not possible. Any AI resource requires a reviewer. No matter how high-quality and fast the AI works, to implement these developments into the final design, there always needs to be someone who will evaluate the AI's work and then incorporate it into the project. AI helps with analysis and selection, but it cannot evaluate its own work, find and correct errors, or improve it in any way. AI executes commands, and someone must give it those commands. Evaluation and criticism of the AI's work will also not yield good results if it is not done by a professional, someone without artistic education, without experience in graphic design, without experience in managing business processes, and understanding the target audience.

Thus, it can be concluded that AI will be an indispensable assistant for designers of the future and that modern designers must incorporate AI into their daily work to keep up with the times, reduce time spent on monotonous processes, and spend it on creating something truly creative and outstanding.

Integrating AI into design workflows will not only enhance efficiency but also foster innovation and creativity in the field.

As AI continues to evolve, designers should view it as a tool to augment, rather than replace, human creativity. Collaborations between human designers and AI systems hold the potential to unlock new realms of possibility in design. By leveraging AI's capabilities for analysis, selection, and automation, designers can focus their efforts on strategic decision-making, conceptualization, and refining creative outputs.

In conclusion, the symbiotic relationship between AI and designers promises to shape the future of design. By harnessing the power of AI as a supportive tool, designers can navigate the evolving landscape of design, adapt to emerging technologies, and continue to produce innovative and impactful work.

References

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