

CAN ARTIFICIAL INTELLIGENCE REPLACE GRAPHIC DESIGNERS?

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Abstract: *This paper highlights the importance of graphic designer and their great contribution to the development of our world. Science fiction movies have shown us many times that nothing good can come from a computer that begins to think, but Artificial Intelligence (AI) has caught up with fiction. People's fears of losing their jobs to computers and robots are now more realistic, with the development of technologies, digitization and globalization, especially in the design area. We can already see the fact that AI has a significant impact on graphic design, making people's work considerably easier, faster and more efficient, but not necessarily better. From logos, websites, packaging, to labels and covers, graphic designers are masters of visual art, and their mission is to ensure the quality, correctness of the work, which AI is not capable of. Although concerns about job losses due to the advance of technology are justified, there are many reasons why AI will not completely replace humans in the labor market. Collaboration, unique human abilities, adaptability and the need for human supervision are just some of the aspects that maintain the crucial role of humans in today's and future society.*

Keywords: *design, digitization, globalization, logo, technology, visual art.*

Introduction

Discussions and arguments over artificial intelligence (AI) have become more prevalent in a variety of fields, including graphic design. Considering the rising intelligence of AI-powered tools and software, some people are starting to question whether AI will eventually completely replace graphic designers. In this article we will examine the intricate connection between technology and creativity, as well as whether AI is ready to overtake graphic designers.

Graphic designer vs Artificial intelligence

One area of creativity that is still in great demand is graphic design. It's true that a picture speaks a thousand words, after all we are visual learners. Graphic designers are experts at conveying ideas visually, whether it be through logos, websites, packaging, labels, or covers.

On the other hand, although we may associate AI with science fiction films, it actually dominates our daily existence. AI is used in a variety of technologies, including facial recognition, streaming, navigation, and voice assistants on smartphones [1]. However, creative experiments have pushed the limits of machine learning to the edge. Alternative or inventive thinking involves seeing things from a different angle and having the capacity to go beyond conventional limitations. This is what creativity is. A computer is, surely, incapable of doing that or is it able to?

Nutella Unica Project

For instance, it came as little surprise when the world became aware of the Nutella Unica project, in which an AI system created seven million distinct variations of the Nutella branding. The jars are now exclusive goods, and the designs were utilized for packaging. These "like a piece of art" Nutella Unica jars were sold out in less than a month, according to the agency. The study demonstrated how AI could inventively provide new forms of visual design using already-existing information [2].

One example like this should not scare graphic designers about job security. Actual situations, the customers remarks, emotions and feelings, questioning and proper answering are things that AI fails to do. This means that it cannot interpret body language or determine how the finished product will impact on the target group.



Figure 1. Nutella Unica jars generated by AI

Areas where AI stands out and faces challenges

Automation: AI-powered tools such as Canva and Adobe Spark can automate tasks like photo editing, creating layouts, and matching colors which would usually take a long time.

However, there are limitations to automation. Artificial intelligent design systems just follow the same principles and templates. They cannot substitute human designers' originality and imagination. Also artificial intelligent generated designs may not tap the emotional and sociocultural backgrounds that human designers employ in their craftsmanship.

Customization: Through analysis of data and behaviours of users, AI technologies can produce personalized content as well as designs. For example, an online site can use AI to generate location-based landing pages that meet visitors' interests or tastes. Nevertheless, certain design applications like branding and identity would not allow for customization since they require uniformity and universality.

Quality Assurance: AI systems are able to scrutinize elements of design such as font type, color usage or even arrangement that have shortcomings. However, quality control does not replace human wisdom and expertise. Only previously established rules and norms can make AI algorithms discover errors.

AI and Ethics: The use of AI is becoming more widespread, so it's crucial to employ it responsibly and ethically. Designers and developers must consider the ethical implications of AI in their work, as AI-powered systems and software can raise ethical concerns about data privacy and manipulation. It's essential for designers to ensure that AI-generated designs do not infringe on copyrights or violate the intellectual property rights of others. This requires a thorough understanding of the legal frameworks and rules governing AI and design [3].

My research

I also did my own investigation on this issue and I asked the students in my group whether AI can replace Graphic Designers. And here is what happened: Nearly 78% of interviewed believed that artificial intelligence cannot take over a graphic designer, because: it lacks creativity and soul; AI generated ideas are not original; software thinking is limited and only helps graphic

design but does not replace it. On another hand, 22% think that AI can take the place of a designer as its working speed is faster than any other person's and it contributes a lot to our lives now.

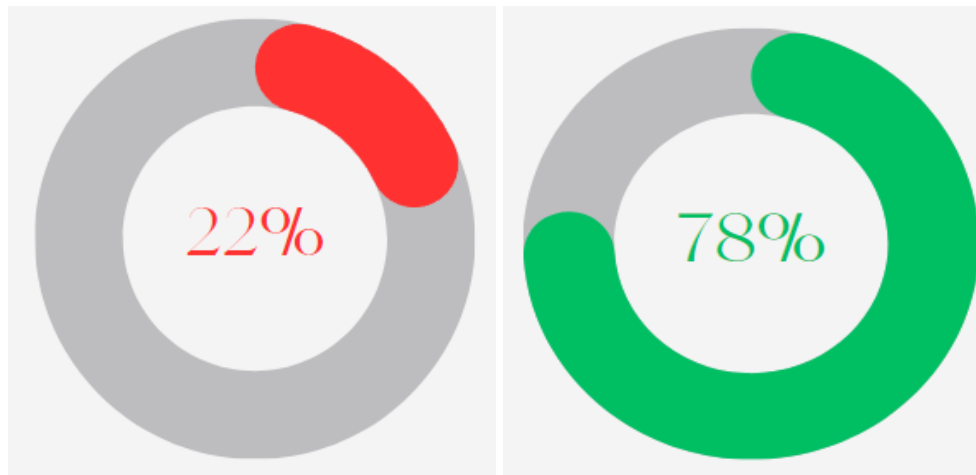


Figure 2. Diagrams on topic: Can AI replace graphic designers?

Conclusion

The contribution of AI to graphic design should be understood as joint work of human creativeness and efficiency, automation of AI. In fact, there's every possibility that humans will continue working together with AIs which may coexist peacefully in future graphic designs creating visually stunning fresh seeming designs.

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