Artificial intelligence in graphic design

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Artificial intelligence has entered into many aspects of our lives, and design is by no means an exception. In the last couple of years, we have witnessed rapid development in this segment and many new solutions have emerged, flooding the software market and offering designers opportunities to change the way they create and collaborate. In this article, we present an overview of the current use of AI in graphic design and discuss which role it might take in the design process in the near future. The primary goal of AI tools in graphic design used to be optimization and speed - replacing designers in doing repetitive tasks, or analysing the vast amount of user data to create better solutions. Today, AI is not only speeding up processes, allowing designers to focus on creative part of their work, but also creating designs from scratch by following user's input. AI tools offer more flexibility and creativity in finding the best solution for different tasks like font and colour selection, image editing, creating the best layouts and composition. They also provide high level of automatization mostly in image editing and UI/UX design (making fully functional prototypes from wireframes, for example). On top of that, with the rise of tools able to create personalised and adaptive design content based on user requirements, the roles are changing, and designers might be inclined to see those tools as threats. Luckily, that is still not the case, and we strongly believe it won't be in the near future.

Key words: artificial intelligence, graphic design, AI tools, design process, automatization