

Opportunities and Challenges of Using AI in Graphic Design

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Abstract:

This research investigates the positive and negative impacts of AI-powered generative tools on graphic designers in Oman. The study examines both full-time and freelance graphic designers. AI has rapidly advanced in recent years, influencing various aspects of human life. Essentially, AI is a tool that identifies patterns and aids in problem-solving. In the context of graphic design, AI can serve as a valuable assistant. The aim of the study is to identify the positive side of using artificial intelligence tools for graphic designers, in addition to highlighting the negative side of using artificial intelligence tools to accomplish design tasks. This study used a quantitative design method in which data was collected from an online survey questionnaire.

Keywords:

Artificial Intelligence, Graphic Design, Positivity, Negativity, Opportunities, Challenges.