

Raine Crowe

October 31, 2023

The Revolutionary Discovery of AI

Artificial Intelligence, also known as AI, was first discovered in the 1950s. Since its discovery, it has been used by iPhones, computers, businesses, and of course the art industry. AI generated art is used by many as a quick and easy way to make art. People view AI art as a tool to utilize when you are in need of quick art work, while others view it as a cheat. Some view AI as another paintbrush, helping artists find a new way of creating, and others view it as something that will take their job. However, this argument of whether AI will completely take over the art/design industry, has really only just begun. In recent years, AI has grown extensionally, expanding its reach from phone and computers, to AI generated art work. People argue that AI will take over their jobs, however, in the art/design industry, this will never truly happen. This is because AI can only do so much. It will do what it is told, which would still require someone's input.

Designers are needed in many fields of business. They market your products, they create your posters, they create your brand, they do so much for the business world that AI can never fully take over. AI is not meant to be creative, it is meant to be a helpful tool to make someone's job easier. Artists are able to learn new art techniques and styles with AI, designers can easily expand a picture or remove small imperfections with AI, and the list goes on. AI, once again, is only able to create what it is told. It has no true creative brain that gives it an idea for an art piece, that is the designers/artists job. With the revolution of AI in the art field, many feel as though they will lose their jobs to it. This will never happen, as AI cannot create the same as an

artist or designer could. It cannot add small details to a piece, it cannot put emotion and feeling into a piece. It cannot put the same effort into a piece as a designer or artist. AI is just another paintbrush used in the creative process.

I am new to the graphic design field, but even so, I already know how revolutionary AI has been to the design industry. I believe that designers should use AI alongside their own creativity. When I worked on creating my piece, I really wanted to try and use the Adobe Photoshop AI generative fill tool, to show that you cannot rely just on AI to make a piece of art good. While using it, I really saw how there is a limit that AI reaches when creating its work. AI will only create what you write as a prompt, while designers will go beyond just the prompt given. Designers or artists will give emotion to a piece, they will put small details in a piece that only few people notice. AI can only create what they are given, while designers and artists put feelings behind the piece.