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AI In The World

In 1983, the Musical Instrument Digital Interface (MIDI) was created, allowing musicians and artists anywhere to create music digitally with any instrument at their fingertips. However, despite what you might think, this invention wasn't received well by many musicians. They claimed that it would remove the soul and expression of playing real instruments and lead to mundane, homogenized music. As we know now, the results were quite the opposite, with some of the best music of all time being made as a result of MIDI. The story of MIDI is a perfect example of how AI can enhance creativity in the graphic design world.

As a creative myself, I initially saw the growing popularity of AI-generated content as a threat. I thought that one day someone might replace my job with a robot. But just like we learned with MIDI, people don't want artwork created solely by a robot. However, if you harness that robot as a tool to your advantage, we as artists can create the best work we ever have. A designer who uses AI as a tool will not only create better work but also do so faster.

We all know how stressful an upcoming deadline for a large project can be. You might think it would be nice to hire another person to assist with your task. The problem with that is you now have to train and catch them up to speed, costing time and money. Another solution could be, using AI to finish the work you couldn't, but at the cost of quality. Neither of these situations are ideal. However, if you had used AI as a tool from the beginning, to act as your assistant, it would allow you to finish your project on time with less stress. This is the power that AI can give to artists, and it doesn't stop there.

Human creativity can sometimes get blocked. We can't just sit under a tree until an apple hits our head and the perfect idea shows up. We need to search and dig through content to find inspiration. This is where AI can help. Artists can use AI to narrow down their ideas for projects, speeding up the brainstorming process and helping things come to a decision faster. On the other hand, having a designer who refuses to use AI might take twice as long to reach the same endpoint.

If AI is so good, then why don't people only use AI instead of hiring a human? Despite how incredible AI has gotten and the potential money-saving benefits. It's not that simple. Not only because AI isn't yet good enough to do everything on its own, but also because without human touch, your art will feel lifeless. A great designer is created because of the unique human

experiences expressed in their designs. AI can't replicate this. Additionally, audiences and consumers don't want to be fed things that are fully AI-generated. We need a human connection to latch onto. AI should never step on the creative part of the job but rather assist with the tedious, monotonous tasks. Allowing you more freedom and time to be creative.

To round things up, being a student and creative in the industry, it can be tough to see so much change happening with AI all at once. But as long as we can make sure we use AI as a tool, the benefits will be outstanding not just for us but the world.