


Casket Literaria




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PREFACE


The realm of Arts contains an enormous range of ideas, theories, perceptions, interpretations, critical analysis etc. Keeping this in view, as to make it helpful for the learners of GEMS Arts and Science College, this book titled "Casket Literaria" on Arts analyses a variety of subjects in the best way helping the Learners or faculties art related Research Works and thereby the future course of their Life. This venture can, indeed, ensure an advanced level of supports with selected subjects coming under the Purview of Arts.

Casket Literaria is a collection of varied articles of the well experienced faculties which published under the strict scrutiny of the Expert Committee appointed by the Management Governing Council. Hence quality and relevance on the content of the book have been ensured. The contents includes Social issues, Literature, Creativity, analytical study, views and previews on different matters and so on. Special care also has given to keep the entries correct with the incessant change being taken place in the day today life of the society. Besides, this edition has equally considered the new google generated Era's nature and scope in Art works.

Indeed Art, like life itself, opens the unfathomable depth of the possibilities for any learner or researcher of the coming future as well.

DR. Mohammed Nazeer. K.E.




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THE IMPACT OF AI ON GRAPHIC DESIGNERS: ENHANCING CREATIVITY AND EFFICIENCY

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INTRODUCTION

No industry has escaped the rapid improvements in artificial intelligence (AI) in recent years, and graphic design is no exception. AI has completely changed the way graphic artists work, from eliminating tedious jobs to making original suggestions. While some people may be concerned that AI may eventually replace human designers, the truth is that AI actually improves human designers' talents, allowing them to produce even more original and compelling ideas. This article examines how AI impacts graphic designers and the advantages it offers the sector.

By enabling both experts and amateurs to produce visually attractive and powerful visuals, graphic designing AI technologies have revolutionized the world of design. These tools use artificial intelligence to speed up the design process, foster creativity, and increase effectiveness.

Automating Repetitive Tasks

One big way AI affects graphic artists is through automating repetitive work. Designers used to have to spend hours adjusting photographs, cropping them, and removing backgrounds. However, AI-powered tools and software are increasingly making these activities substantially faster and more efficient.



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AI can accurately identify and eliminate backdrops or automate photo editing procedures using image recognition algorithms, saving designers time and allowing them to focus on more creative parts of their work.

Creative Assistance and Inspiration

AI has evolved into a great assistant for graphic artists, bringing inspiration and innovative suggestions. Designers can utilize AI-powered tools to develop design concepts, experiment with alternative colour schemes, and test different layouts. These technologies analyse massive data sets of existing designs, trends, and user preferences to provide suggestions and insights. This is especially handy when designers are stuck for ideas or require a new viewpoint. AI enables them to think beyond the box and explore new design ideas.

Improved Design Collaboration


Collaboration among designers and other stakeholders is essential in graphic design initiatives. AI tools and platforms provide seamless collaboration by offering real-time feedback and allowing several designers to work together at the same time. AI-powered project management tools help to streamline operations and keep everyone on the same page. Furthermore, AI can help with version control, decreasing errors and maintaining easy communication among team members.

Enhanced Personalization and Customization

AI has also transformed the realm of personalisation and customization. Designers can now more efficiently create customised designs for individual users or specific target populations. AI algorithms can analyse massive amounts of user data, such as preferences, browsing history, and demographics, to provide personalised recommendations and designs. This level of customisation not only improves the user experience, but also enables businesses to establish more successful marketing campaigns and better connections with their target demographic.

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Capabilities for Augmented Design

AI provides graphic designers with new tools and strategies to help them improve their design skills. Designers can use generative adversarial networks (GANs) and deep learning algorithms to generate realistic and captivating images, animations, and 3D models. These technologies help designers bridge the gap between vision and implementation, allowing them to bring their ideas to life with astounding precision and realism. AI-powered design tools also enable rapid prototyping, allowing designers to experiment and iterate more quickly, resulting in shorter turnaround times and higher design quality.

To remember about AI tools for visual design, consider the following:

Automation and Efficiency: AI-powered graphic design tools automate repetitive activities like picture resizing, cropping, and filter application. This allows designers to concentrate on more creative parts of their job while saving them significant time.

Design assistance: Which is offered by AI tools, which base their recommendations and inspiration on user preferences and well-established design trends. Large databases of designs are analysed to produce creative ideas, assisting designers in getting past creative roadblocks.

Image Editing and manipulations: AI algorithms make it possible to alter and manipulate images in an advanced way. These tools make it easier to complete difficult editing chores because they can remove backgrounds, improve colours, retouch pictures, and even create realistic photo modifications.

Typography and Layout: AI tools help in choosing the right typefaces, organising text, and developing layouts that are aesthetically pleasing. To ensure unified and consistent designs, they can offer font pairings, improve line spacing, and suggest complementary colour palettes.

Branding and Logo Design: Using user inputs like keywords, styles, and industry preferences, AI-based logo generators can produce original logos for branding and logo



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Designs.ai

Designs.ai is an online design platform that makes design available to everyone. It claims to let you develop your marketing portfolio in less than two minutes, even if you don't have a design background. Furthermore, its clever editor and wizard tool save you time brainstorming design ideas for your marketing content.

Features

- Assistive tools
- Brand identity package
- Color matcher
- Font pairer
- Scalable Vector Graphics
- Team collaboration
- Unlimited downloads

Adobe Sensei

Adobe Sensei employs AI and machine learning to improve creative assets, accelerate business operations, and enrich marketing insights. Adobe released the application in 2016 in order to help organisations operate faster and smarter. This allows designers to concentrate on the more crucial aspects of their work, such as ideation, creation, and client interaction.

Features

- Automated Forms Conversion
- Business and real-time intelligence
- Content creation and intelligence
- Image discovery and manipulation
- One-to-one marketing personalization
- Workflow automation

Uizard

Uizard launched in 2017 as a machine learning research project. The AI-powered prototyping platform now has over



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400,000 users and over 8,000 user-created projects each week. Its purpose is to democratise design by assisting both designers and non-designers in creating digital goods that audiences can interact with.

With Uizard, you can create sophisticated websites, desktop interfaces, and web and mobile apps in seconds. It automatically turns your scanned hand-drawn sketches into a prototype and applies them to your project. Furthermore, Uizard's pre-made design templates and drag-and-drop components enable you to swiftly change your designs.

Features

- Rapid product prototyping and ideation
- Digital product wireframing
- Pre-made and personalized templates
- Real-time design collaboration
- AI-powered design assistant

Fronty


Fronty is an AI-powered tool that generates source code from a user-uploaded image. It provides a new approach to build websites. The AI graphic design tool has almost two decades of front-end experience and now employs 11 technological products and services, including HTML5 and Google Analytics.

Fronty produces HTML CSS code depending on your drawings. Simply submit an image of your website design. The AI recognises the various aspects of the image and then generates your HTML/CSS code automatically. You can also utilise its online user interface (UI) editor to make changes to your webpages. Fronty takes pride in its clean, speed-optimized, and accessible code.

Features

- AI-powered image-to-code converter
- Online layout editor
- Website hosting
- Custom domain





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- Customized Bootstrap Theme
- Sassy Cascading Style Sheets
- Search Engine Optimization

CONCLUSION

The impact of AI on graphic artists is apparent. While some may see AI as a danger, the reality is that it complements and enhances the work of graphic designers. AI enables designers to work more efficiently and creatively by automating tedious processes, providing creative support, enhancing collaboration, enabling personalisation, and augmenting design capabilities. The symbiotic interaction between AI and graphic designers opens up a universe of possibilities, where creativity is enhanced and design boundaries are constantly challenged. As AI evolves, graphic designers can embrace its potential and harness its benefits to define the future of design.




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