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## **USE OF ARTIFICIAL INTELLIGENCE IN DESIGN: PROBLEMS AND PROSPECTS**

Technology has become an inseparable part of our life. Probably everyone has at least heard about artificial intelligence (AI) if not used. A dozen of years ago it might have perceived as something in the context of science fiction and now AI has become a part of our lives.

AI is a simulation of human intelligence, which is achieved by analyzing and processing existing information by a computer.

The first developments in the sphere of artificial intelligence were carried out in the 1950s, and in the 1990s the well-known T9 (Texton nine keys) appeared. In 1997 the IBM Deep Blue computer defeated the world chess champion Garry Kasparov. In 2017, the first GPT (Generative Pre-trained Transformer) was produced. And in 2023, GPT-4 appeared.

The most applicable and important development for designers' world was AI that generates images. In January 2021, Open AI introduced DALL-E - a program that uses artificial intelligence to generate images, based on text descriptions. It quickly became popular all over the world as a shocking novelty. Great number of people admired this invention, though it caused strong indignation and hostility on the part of artists as their drawings were used "to teach" AI without their consent. In practice, their "main competitor" was trained on their art, so confrontation and conflicts on the issue still occur.

The AI ability to instantly create any image has created complications for designers, artists and illustrators. Many people started devaluing artists' work, but

themselves using artificial intelligence to create the preferred design of a book covers, logo or a web-sites for instance, which in its turn arose the feelings of perplexity and uncertainty in the future. What if they become useless and their profession obsolete and replaced by AI?

Experts are sure, artificial intelligence will never replace humans, because the latter apply their imagination, emotions, associations, experience and feelings to create something new, a design in particular, while AI uses only the already downloaded, existing information. Moreover, most artists have their own, unique individual style, which is recognizable in both drawings and designs, as their works have absorbed a piece of creator's soul and individuality.

If to consider artificial intelligence as a tool, we can imagine the prospective areas for its use in a designer's work. For example, AI can be used as a source of inspiration or as a reference. Another cool way to use AI is to quickly visualize a customer's idea for a designer, or vice versa, which can be useful to ease communication and speed up work.

To conclude, artificial intelligence gradually enters, changing our lives and, despite difficulties, we might not have to be afraid of it, but we should learn to use and accept AI as another, efficient tool for work.

#### REFERENCES

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