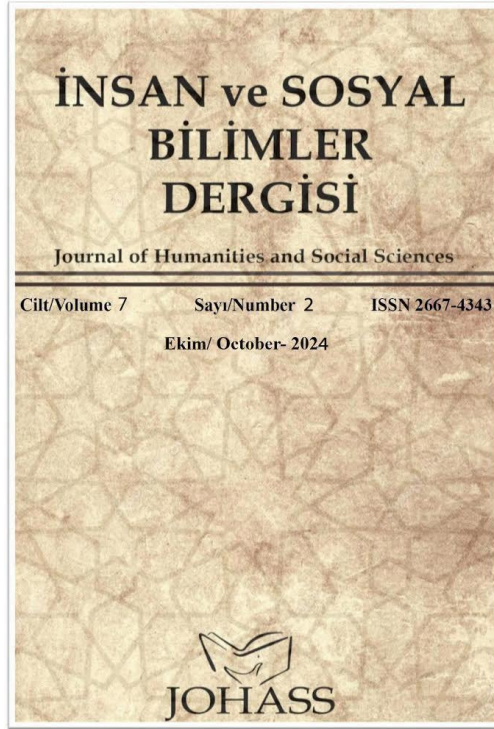


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Artificial Intelligence, Transformation and Expectations in Graphic Design Processes

Mehmet Akif ÖZDAL¹

*Sivas Cumhuriyet University, Faculty of Education, Department of Fine Arts Education
Teacher*

20229401012@cumhuriyet.edu.tr

Orcid ID: 0000-0003-3148-8988

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Artificial Intelligence, Transformation and Expectations in Graphic Design Processes

Mehmet Akif ÖZDAL¹

Sivas Cumhuriyet University, Faculty of Education, Department of Fine Arts Education

Abstract

Research Article

Artificial intelligence (AI), as the pioneer of today's technological advances, brings innovation to many sectors and graphic design is among these sectors. Within the rapidly developing technology of our age, the integration of AI technologies into the field of graphic design provides a significant acceleration in design processes. In this context, it is predicted that the use of AI in this field contributes to accelerate design processes, increase efficiency and improve user experience and interactive design. Additionally, the research examines the current and potential status. The study adopts qualitative methods of comparative analysis and logical reasoning and is limited to the reviewed literature and studies reviewed. The findings show that AI-assisted graphic design tools accelerate design processes, increase efficiency and enable more creative solutions. The results show that AI-supported graphic design tools accelerate design processes, increase efficiency and enable more creative solutions.

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¹ **Corresponding author:**

Teacher

20229401012@cumhuriyet.edu.tr

Orcid: 0000-0003-3148-8988

Introduction

Today, AI is a technology that enables a significant transformation in many sectors and optimizes business processes. The use of artificial intelligence in the field of graphic design increases the efficiency of designers and users by offering analytical insights in design processes (Rezk et al., 2023a).

As a key form of communication. Graphic design has a great influence in many fields such as advertising, marketing, branding and communication. has traditionally relied on the designer's skills, experience and aesthetic taste (Wong & Li, 2023). However, with advancements in AI technologies, artificial intelligence-supported tools that offer analysis in graphic design have started to be used.

AI-assisted graphic design tools are equipped with extensive databases and advanced machine learning algorithms. These tools help designers analyze and optimize their designs. For example, when designing a logo, a graphic designer can use an AI-assisted tool to analyze the design's color harmony, balance, flow of lines, and visual memory (Li, 2021a). Thus, they can have a deep understanding of the impact and perceptibility of the design.

AI-assisted analysis of graphic design allows designers to optimize their designs more effectively. Designers can use the analysis results of AI models to make changes that increase aesthetic value (Shallal, 2023).

For example, they can use AI-powered tools to optimize the color scheme of a logo or make a poster more eye-catching.

In this context, the aim of the research is to explore the current and potential uses of AI-supported graphic design tools and to evaluate the effects of these tools on the design process. It also seeks to demonstrate how artificial intelligence has become an effective tool in the graphic design process and how it can improve designers' workflows. Literature review and logical reasoning were used as methodology. In this framework, the effects of artificial intelligence technologies on graphic design products and their usage areas are analyzed. This examination provides insights into on the development processes of graphic design works created with artificial intelligence in order to determine the current situation.

Method

This study examines the implications of artificial intelligence (AI) assisted graphic design and evaluates the integration of AI technologies into graphic design processes. The research adopts qualitative methods of comparative analysis and logical reasoning and is limited to the literature and studies reviewed.

Logical reasoning is the process of reaching logical conclusions by analyzing the relationships between available information, and this process forms the basis of intellectual activities such as inference, hypothesis generation and problem solving (Tuffaha & Perello-Marín, 2023).

Comparative analysis is a research method that evaluates the strengths and weaknesses of two or more elements by examining their similarities and differences. This method is used to determine which element is more effective or appropriate in a given context.

Findings

The findings of this study are based on the results of literature review and comparative analysis investigating the effects of artificial intelligence-supported graphic design tools on design processes. Research has shown that these tools save time, increase productivity, and improve the capacity to produce more creative solutions, especially on repetitive tasks. The automatic analyzes offered by artificial intelligence technologies in graphic design processes have contributed to the improvement of basic design elements such as color harmony, composition and typography, enabling these elements to create more aesthetically effective and technically advanced designs.

In this context, it has been shown that artificial intelligence-supported tools cannot fully meet human emotional and aesthetic evaluations in the design processes. At this point, it has been concluded that integrating human-centered design approaches and designers' creativity with artificial intelligence technologies will further improve design processes (Wong and Li, 2023).

Principles, History and Contemporary Applications of Artificial Intelligence

Artificial intelligence (AI) is defined as the branch of computer science that refers to the ability of machines to perform certain tasks with human-like thinking and learning abilities

(Schroeder & Dean, 2019a). Artificial intelligence is a broad concept often used in the fields of computing and software engineering and is often considered a subfield of computer science (Tuffaha & Perello-Marin, 2023). Its main goal is to develop systems that mimic or simulate the processes and algorithms used by the human brain (Tian et al., 2022). It performs its tasks by analyzing and learning from large amounts of data. It is examined in two main categories, Weak and Strong, weak AI is designed for a specific task, while strong AI has the ability to perform a large number of different tasks and builds its data by leveraging its previous experience when faced with new tasks (Li, B. et al., 2022).

Artificial intelligence research involves many disciplines such as mathematics, computer science, statistics, psychology, philosophy, neurology, and its technology is used in many fields such as natural language processing, image recognition, voice recognition, recommendation systems, and autonomous vehicles (Haenlein & Kaplan, 2019). However, the rapid development of artificial intelligence has also brought serious debates on ethical and social dimensions.

When we look at its history. It has influenced people's imagination since ancient times, but modern works were embodied in it, for example, in the early 20th century. *"In this regard, importance has been given to making the watches made more detailed and precise."* (Uzun, 2019).

From another perspective, artificial intelligence is utilized across various sectors, ranging from automotive to health, finance to education. However, ethical concerns, security, and the protection of privacy remain critical issues in the application of this technology (Ruotsalainen & Blobel, 2020). In the future, artificial intelligence is expected to have a broader range of applications with the advancement of more intelligent and flexible systems. Yet, achieving a level equivalent to human intelligence, specifically reaching the stage of general artificial intelligence, is still seen as a significant challenge (Haenlein & Kaplan, 2019). Moreover, as the pace of artificial intelligence development accelerates, the importance of providing education tailored to gifted individuals becomes increasingly evident. When educational and practical programs are designed to meet the unique characteristics of gifted individuals, they can accomplish remarkable achievements due to their high cognitive and creative potential. On the other hand, if these individuals do not receive appropriate education, serious issues such as underachievement and social maladaptation may emerge (Oruç & Çağır, 2022). From a different perspective, *"It is essential to consider Where its technology takes into*

account human physiology when integrating artificial intelligence into various domains'' (Bulut, 2023).

Therefore, the basic principles of AI cover areas such as machine learning and deep learning, and these principles determine the working principles and application methods of AI. Today, artificial intelligence is at the forefront of technological developments, increasing its importance in areas such as graphic design. It plays an important role in automating design processes, supporting creativity and providing personalized design experiences (Guo et al., 2021a).

Evolution and Basic Principles of Graphic Design

Graphic design encompasses the use of visual and typographic skills in visual communication and problem solving processes and is applied in various fields such as brand identity, advertising, web design and product packaging. Its main purpose is to effectively communicate messages through visual tools, which involves understanding the target audience, translating the message into a visual language and applying this visual language with technical skills.

The history of graphic design begins with cave paintings and ancient hieroglyphs and accelerates its development with the Industrial Revolution, advances in printing technologies and the increasing need for mass communication (Ruotsalainen & Blobel, 2020).

When we look at the basic principles of graphic design, these include balance, contrast, repetition (rhythm), proportion, hierarchy, emphasis, movement and unity (Satrinia et al., 2023). Balance refers to the equal or appropriate distribution of visual weight among the various parts of the design, while contrast enhances the visual difference between different elements in the design. Repetition involves the repetition of a particular element or elements within the design and lends coherence and rhythm to the design. Proportion refers to the size and spatial relationships between the various elements of a design. Hierarchy determines the visual importance and sequence between the various elements of a design. Emphasis makes a particular point or element stand out in a design. Movement creates a sense of dynamism and fluidity in design. Unity provides integrity and consistency in design (Kovačević et al., 2020). These principles have the potential to increase the aesthetic value and visual interactivity of graphic design and are used strategically to increase the comprehensibility and aesthetic value of design.

Integration of Artificial Intelligence and Graphic Design

Artificial intelligence (AI) refers to the process of imitating the characteristics of human intelligence and its functions such as learning, problem solving and perception through computers, robots and other digital devices (S. M. M. Rezk, 2023). This technological field aims to model the basic dynamics of human intelligence (Li, 2021b). In parallel, graphic design can be defined as the art and practice of creating and conveying messages using visual communication and aesthetic means of expression (Aydemir, D, 2023). These two disciplines are becoming increasingly integrated with the incorporation of artificial intelligence technologies into the creative process (Satrinia et al., 2023).

AI technologies have the potential to transform graphic design processes in several ways. First of all, thanks to the possibilities provided by graphical automation tools, designers have the opportunity to save time on routine tasks and direct their energies towards more complex and innovative projects (Liu, 2023). AI-powered tools have the capacity to automate many specific tasks, from logo design to typography selection, from optimization of color schemes to visual arrangements (Blazhev, 2023a).

However, AI also contributes to integrating innovative approaches to design processes. Advanced technologies such as deep learning and artificial neural networks allow designers to develop previously unexplored visual styles and forms of expression (Satrinia et al., 2023). This is especially critical in the creation of unique and original designs (Gerard, 2020).

This increasing integration marks the emergence of a new field of work at the intersection of artificial intelligence and graphic design, where creativity and technology merge (J. Yang et al., 2022). In this new field, designers' aesthetic and technical skills, as well as their ability to use artificial intelligence systems effectively, are of great importance. This both contributes to the development of creative processes and expands the boundaries of design practice (Satrinia et al., 2023).

Besides these. *‘It is one of the ways people express themselves. The use of artistic expression method ensures that art is included within the scope of freedom of expression.’* (Elmas, 2021). Because it is seen as a means of conveying the thoughts and feelings of individuals in an aesthetic form.

Artificial Intelligence and New Dimensions of Graphic Design Innovation

AI-assisted graphic design encompasses key elements such as automatic content generation, personalized design and sentiment analysis. Automated content generation relates

to the ability of AI algorithms to generate visual content, which can range from illustrations to photographs (Schroeder & Dean, 2019b). Personalized design involves customizing the design according to the user's preferences and behaviors, which makes the design process more user-centered (Camarinha-Matos & Afsarmanesh, 2003). Sentiment analysis examines the effects of design elements such as color, composition and form on viewers.

Machine learning is the ability of artificial intelligence to learn from experience and is based on statistical and mathematical techniques used in learning to automatically extract patterns and relationships from data (Roy et al., 2021). Supervised learning involves machines that learn relationships between inputs and outputs by training with labeled data (Hundgeburth et al., 2021), while unsupervised learning works with unlabeled data and attempts to detect structures and patterns in data (Shallal, 2023a). Reinforcement learning is an approach in which a machine develops strategies to maximize positive outcomes and minimize negative outcomes based on feedback from the environment (Schroeder & Dean, 2019c). Deep learning enables AI to learn complex patterns using deep neural networks, which are multilayered structures inspired by the neural networks of the human brain (Camarinha-Matos & Afsarmanesh, 2003).

General artificial intelligence (AGI) refers to an artificial intelligence with human-like intelligence and includes the ability of a machine to be as flexible, versatile and capable of performing a wide range of tasks as human thought. However, AGI-level artificial intelligence has not yet been developed, and work in this area poses significant technical and ethical challenges (Gerards & Borgesius, 2022a). Areas such as machine learning, deep learning and AGI play a critical role in the advancement of AI, but ethical and societal implications need to be considered in the development and implementation processes.

The Effects of Artificial Intelligence and Data Mining on Graphic Design

Graphic design is a broad discipline that requires artistic creativity and strategic thinking. Designers use visual elements and design principles to communicate messages to specific target audiences, which makes graphic design indispensable for various industries such as advertising, marketing, web design and publishing. The historical development of graphic design helps us understand how the discipline took shape and how it is practiced today (Habovda, 2022).

Sub-disciplines of graphic design include corporate identity design, web design, illustration and typography. Corporate identity design includes visual elements that reflect a company's brand identity and values (Habovda, 2022). Web design involves user experience

and interface design (Z. Wang, 2022). illustration involves the creation of drawings and graphics, often to tell a story or illustrate a topic (Dianova and Dianov, 2022), and typography involves the design of fonts, sizes, and layout that improve the readability and aesthetic appeal of text (Habovda, 2022).

The role of data mining and artificial intelligence in graphic design is the process of extracting information from large datasets and is often accomplished through techniques such as artificial intelligence, machine learning and statistical analysis (Yan and Xin, 2022). Graphic design and data visualization make AI and data mining outputs understandable and effective, enabling them to reach a wider audience (S. Li, 2021).

AI can provide graphic designers with sources of inspiration, analyze color harmony and composition, guide typography choices, and help select the right images and graphics (Wong & Li, 2023). This integration leads to future research that will make data-driven information more accessible and usable for both technical and non-technical users (Guo et al., 2022). Although AI offers such advantages, it is essential to recognize that the mere retention of information in long-term memory does not necessarily imply comprehension. In other words, *“Just because an individual can recall information does not mean they fully understand it”* (Bulut, Ş, 2020). It merely indicates that they are prepared to process and potentially understand it at a later stage. This distinction is crucial in the context of AI-driven design processes, as the ability to access vast amounts of data does not guarantee that designers will inherently grasp the underlying principles required for effective visual communication. The cognitive readiness to understand a concept must be supported by deeper engagement with the material, which AI can facilitate by providing designers with tailored insights and suggestions that align with their level of expertise. from another perspective *“ In the brainstorming method with the graphic designer, the process is It is managed by a graphic designer.”* (Ülger, 2020). This highlights how traditional methods still rely heavily on the expertise and control of a designer, whereas AI offers a supplementary approach that can enhance but not replace the designer's central role in decision-making.

The Potential of Artificial Intelligence Assisted Design Tools in Graphic Design

Today, AI-assisted design tools offer unique opportunities to designers, with examples such as Adobe Sensei, Canva's Magic Resize and Autodesk's Dreamcatcher (Satrinia et al., 2023). These tools can be used effectively in a wide range of fields, from logo design to web design and from user interface design to the creation of advertising materials, and can increase

the creativity of designers by automating design processes with technologies such as data analysis, image recognition and natural language processing (Satrinia et al., 2023). They provide advantages such as time savings, consistency, rapid prototyping and high quality design outputs thanks to their main features such as providing automatic design suggestions based on user inputs, learning user preferences and personalizing design processes (Satrinia et al., 2023). However, they can also bring limitations such as limiting creativity, reducing users' control in design processes and affecting the uniqueness of customized designs (Satrinia et al., 2023).

Research on user experiences shows that users are generally satisfied with such tools, but are concerned about potential constraints on creativity (Satrinia et al., 2023). Case study analyses detail how these tools can be used effectively in complex design projects, their potential to increase efficiency in design processes, and how users can get the most out of them (Satrinia et al., 2023). In this context, AI-supported design tools offer significant advantages and have the potential to revolutionize the field of graphic design by automating design processes and supporting creativity (Satrinia et al., 2023).

Innovation, Analytics and Personalized Design at the Intersection of Artificial Intelligence and Graphic Design

Graphic design and artificial intelligence (AI) play important roles in the disciplines of visual communication and emulating human-like intelligence capabilities of computer systems (Rezk et al., 2023b). AI, through machine learning algorithms, guides designers through various processes such as analyzing visual content, understanding user preferences, and visual editing (Li, 2021c). These technologies improve design processes while also enabling designers to create more effective and personalized visual communication tools.

Artificial intelligence, with its capabilities such as image recognition, classification and content analysis, plays an important role in graphic design, helping designers to select the right images and use visual elements appropriate for the target audience (Gelbukh & Reyes-Garcia, 2006). Furthermore, AI-assisted graphic design offers applications in areas such as similarity matching, recommendation systems, and sentiment analysis, allowing designers to mimic certain styles, provide personalized recommendations, and understand the emotional impact of designs (Okuno and Ali, 2007).

User feedback and AI form an important combination in graphic design analytics processes. By analyzing user feedback, advanced AI technologies enable designs to better adapt to user needs, thereby increasing user-centered design and satisfaction (Tian, 2022). Data

mining, visual analytics, and AI play an important role in the analysis and exploration of graphic design data, providing designers with valuable insights into user behaviors, preferences, and trends, and enabling better understanding, improvement, and personalization of designs (Yan, 2022).

In this context, artificial intelligence and related technologies have a significant impact on the graphic design discipline. While improving design processes, these technologies help designers create more effective, user-oriented and personalized designs. The combination of user feedback and AI provides a higher level of understanding and effective process management in design analytics processes, which encourages the creation of more successful and effective designs in the field of graphic design.

Integration of Artificial Intelligence and Creativity

Creativity and artificial intelligence (AI) are two important concepts that are increasingly being integrated today (Taluğ et al., 2023). This integration is particularly evident in the role of AI-enabled systems in creative design processes (Wang et al., 2023). Using capabilities such as image recognition, natural language processing and machine learning, artificial intelligence systems offer new perspectives to designers, accelerate idea generation and become an important assistant in creative processes (Blazhev, 2023b). By analyzing complex datasets, these systems can reveal patterns and relationships that human designers may miss, thus expanding the boundaries of creativity (Petráková and Šimkovič, 2023).

The combination of artificial intelligence and human creativity is particularly prominent in co-creation processes (Pansoni et al., 2023). Such collaboration blends the intuitive and emotional intelligence of human designers with the processing power and pattern recognition capabilities of artificial intelligence, enabling the discovery of creative solutions that were previously unattainable (Ibrahim, 2023). AI-powered tools help designers push their conceptual boundaries and go beyond traditional design methodologies (Shi et al., 2023).

Examples of art and design produced by AI concretely demonstrate the creative potential of this technology (Moreira da Silva, 2023). Algorithmic compositions, digital paintings and even three-dimensional objects are evidence of the ability of AI systems to mimic, extend and even transform human creativity (Zheng, 2022). These artifacts are not only technical achievements, but can also have aesthetic and conceptual depth, thus demonstrating the contribution of AI to the fields of art and design.

Ethics, Security and Future Directions in Artificial Intelligence and Graphic Design

Artificial intelligence and graphic design emerge as important concepts at the intersection of technology and art. Artificial intelligence's goal of endowing computer systems with human-like intelligence and learning abilities and graphic design's process of providing visual communication through aesthetic values raise ethical and security issues for designers (Rezk et al., 2023c). The ethics and security of content produced by artificial intelligence brings issues such as forgery, misleading information transmission, discrimination, and privacy of user data (Zhao & Zhang, 2022).

It is suggested that graphic design education programs should raise awareness of future design professionals by emphasizing AI ethics and safety issues and organize continuous trainings for professionals working in the sector. While the automation of AI in the graphic design process may lead to unemployment issues, ethical issues such as reduced creativity, bias and discrimination, data privacy, and responsibility and accountability also come to the fore (Shallal, 2023b).

Security issues include data security, misleading content, misuse and imitation, and data privacy, and case studies are discussed. Data security measures and practices such as data encryption, authorization and authentication, secure data storage, continuous security audits and improvements are important (Thatikonda, 2023).

Advanced artificial intelligence and graphic design resources provide valuable information for those who want to learn more and conduct research in this field. Books such as *Deep Learning, Artificial Intelligence: A Modern Approach* and various online educational platforms provide in-depth information on artificial intelligence, while books such as *Graphic Design: The New Basics* and *Design for Motion* provide comprehensive information on the basics and techniques of graphic design (Nguyen & Voznak, 2024).

Advanced practices in graphic design include automated content creation, style adaptation and recommendations, image processing and editing, user experience design, and data visualization. These applications allow designers to create more creative and expressive work and offer potential opportunities for future innovative applications of the integration of artificial intelligence and graphic design (Tapeh & Naser, 2023).

The Impact of Artificial Intelligence on Graphic Design and Its Future

Graphic design is a branch of art and practice that communicates information and ideas through visual and textual content. The rapid development of artificial intelligence (AI)

technologies has led to significant changes in this field, transforming design processes, opening up new possibilities and making designers' work more efficient (Rezk et al., 2023d). In particular, AI plays a major role in automated design creation processes and the creation of personalized experiences (Xiang, 2023). However, ethical and privacy issues also arise with the application of AI, which can lead to data privacy concerns and the risk of misuse of users' personal information (Gerards & Borgesius, 2022b).

In the future, AI's role and influence in the field of graphic design will increase and more sophisticated and creative design tools and systems will be developed. These tools will facilitate the creation of complex designs and speed up the workflow by providing designers with more flexibility and freedom. Moreover, AI models can optimize designs by analyzing users' feedback and adapt them to better suit users' needs (Lu and Huang, 2022).

However, it is noted that despite AI's involvement in creative processes, it is not yet able to fully mimic the intuition and creativity of designers, and the contribution of designers is still important in creating original and meaningful designs (Shallal, 2023c). Future work should focus on exploring how AI technology can be further integrated into the graphic design process, how it can enhance creative processes, and how solutions to ethical and privacy issues can be found. These studies should aim for a future shaped by the collaboration of AI and designers, enriching the role of designers and enabling more original and personalized design solutions. from another perspective ‘ *Social memories into the system of signs or connotations to which they refer It is constructed with the aim of bringing it to the surface of consciousness by carrying it*’ (Mollaoğlu, 2023). Because This indicates that the integration of AI can also serve as a medium for reflecting and interpreting collective social memories within design, contributing to a deeper cultural connection in the creative process.

Artificial Intelligence and the Role and Effects of Technological Progress in the Future of Graphic Design

The rapid advancement of artificial intelligence (AI) technology is creating significant transformations in the field of graphic design. Emerging AI technologies enable computers to perform complex and creative tasks more effectively, thanks to advances in areas such as deep learning, natural language processing and general artificial intelligence (Choi et al., 2022). These advances allow AI algorithms to analyze user data and feedback to create more attractive and effective designs, while also improving the ability to identify and predict design trends (Guo et al., 2021b).

The future of graphic design is shaped by the integration of AI technologies. Artificial intelligence has the potential to automate design processes, improve user experience and support designers' creativity (Shallal, 2023d). Applications such as automated design tools, design analytics and personalized design highlight the impact of AI on graphic design processes and outcomes. These applications enable designers to work more effectively and efficiently, improve user experience and reshape design processes (Li, 2021d).

To make the most of the possibilities offered by AI, the graphic design industry must closely follow technological developments and constantly innovate its practices. This requires continuous research and development, while at the same time contributing to the continuous improvement of design processes and results (Shallal, 2023e).

New Tools, Approaches and Applications in the Design World Transformed by Artificial Intelligence

AI-assisted design tools bring innovative approaches to design processes and provide designers with new capabilities through technologies such as natural language processing and image processing. These tools can be used to understand user feedback, analyze visual data, and provide designers with creative ideas (Garg et al., 2018). For example, natural language processing algorithms can analyze user feedback, while image processing techniques can provide inspiration from visual data (Bao and Zhang, 2022).

Artificial intelligence supports designers in areas such as analyzing design parameters and evaluating aesthetic and functional features (Sood, Uniyal, Prasanna, & Ahluwalia, 2012). In addition, natural language processing helps designers better understand user expectations and optimize their designs, while image processing algorithms provide inspiring examples for designers (Zhang & Ma, 2021).

Composition and visual hierarchy refer to the organization of design and the highlighting of certain elements. By incorporating these artistic concepts into automated editing and content generation processes, AI technologies can automate the creation of visual arrangements and content (Huo & Wang, 2022). These algorithms can analyze the aesthetics and expressiveness of a work and perform automatic content generation (Li et al., 2022).

Color theory is a discipline that studies the perception, combination and interaction of colors and is applied in various fields, especially in graphic design, fashion and interior design (Wei et al., 2023). Artificial intelligence technologies can provide automatic color selection and matching based on color theory principles, which helps designers with color choices and

facilitates design processes (Pramkeaw et al., 2019). These technologies can also be used to predict color trends in the marketing and fashion industries by analyzing the trends and uses of colors.

Discussion and Results

In this study, the effects of Artificial Intelligence (AI) on graphic design are examined in detail. By addressing the advantages and challenges of AI-supported design tools, suggestions are developed on how AI can become an effective tool in graphic design and how it can improve designers' workflows.

The main aim of the research is to explore the current and potential state of AI-supported graphic design tools and to evaluate the effects of this technology on design processes. The findings show that AI-powered tools can speed up the design process, increase designers' productivity and enable them to produce more creative solutions. However, it is concluded that these tools cannot fully fulfill the aesthetic and emotional evaluations of designers, so human-centered design approaches are still of great importance.

In this framework, it is suggested that research on the development and improvement of AI-supported design tools should be continued. In addition to efforts to optimize the interaction of AI tools and designers in the design process, it is important to continue efforts to better understand the aesthetic and emotional evaluations of these tools. It is also important to encourage the use of AI tools in design education and to develop educational programs to understand the potential of these tools.

It is predicted that Artificial Intelligence-supported graphic design will develop further in the future and achieve more effective results. It has been concluded that more complex design problems can be solved and more creative solutions can be produced by using advanced Artificial Intelligence algorithms. However, the experience and aesthetic evaluations of designers are still of great importance in the AI-assisted design process. Therefore, in order to make the design process more efficient, the use of AI-based graphic design tools should be widespread, while the contributions and creativity of designers should be prioritized.

As a result, Artificial Intelligence-supported graphic design is gaining a place in our age by developing itself as a tool that provides significant benefits to designers and has the potential to transform design processes. It is envisaged that this technology working in harmony with designers and taking into account subjective aspects such as aesthetic evaluations will make it

possible to make the best use of the potential of Artificial Intelligence-supported graphic design and to offer innovative solutions in the field of design.

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