

THE ACTUALITY OF ARTIFICIAL INTELLIGENCE IN DESIGN AMONG IBB UNIVERSITY INSTRUCTIONAL TECHNOLOGY AND GRAPHICS STUDENTS

ESHRAQ MOHAMMED SAEED AL-SABRI

(Master, Ibb University-Yemen)

*Scientific supervisor: Mamun A.N. Qasem, Ph.D., Associate Professor
(Psychological and Educational Studies Department, Ibb University, Yemen.)*

Relevance: Artificial intelligence (AI) has become an increasingly relevant and impactful technology in various industries, including design. At Ibb University, instructional technology and graphics students are recognizing the actuality of AI and its potential in the field of design. AI-driven tools and techniques are transforming the way students approach and execute design projects, offering new possibilities and enhancing their creative processes.

Goal of the work: to cultivate a new generation of designers who can harness AI's potential to create innovative and ethically conscious design solutions.

Result analysis – AI technology enables personalization and customization in design. Students can use AI-powered tools to create designs tailored to specific user preferences or demographics. Whether it's designing personalized user interfaces, adaptive learning materials, or customized graphics, instructional technology and graphics students at Ibb University can leverage AI to create designs that cater to individual needs and enhance user experiences. This increased efficiency enables students to produce high-quality designs within shorter timeframes. By leveraging AI-driven recommendations, students Ibb University can make informed design decisions and create designs that resonate with their intended audience. Whether it's designing personalized user interfaces, adaptive learning materials, or customized graphics, instructional technology and graphics students at Ibb University can leverage AI to create designs that cater to individual needs and enhance user experiences. Understanding the responsible and ethical use of AI in design ensures that the technology is harnessed for the benefit of society while mitigating potential risks..

Conclusion. In conclusion, the actuality of artificial intelligence in design is becoming increasingly evident among instructional technology and graphics students at Ibb University. AI technology offers opportunities to streamline workflows, enhance creativity, provide intelligent design assistance, enable personalization, and encourage ethical considerations. Embracing AI-driven tools and techniques equips students with valuable skills and prepares them for the evolving landscape of design, empowering them to create innovative and impactful designs.