Artificial Intelligence Approach in Visual Design Ideation Process

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Abstract. This study aims to see the effectiveness of artificial intelligence in reducing the time for the design ideation process. For visual communication designers, the ideation process is a source of innovation and creativity and is typically used in the early stages of the design process. While some works acknowledge the importance of design skills and creative ideas for the designer, sometimes a long process is required in visual design ideation. This study used deep learning with generative art based to support the ideation process. The level of influence of artificial intelligence in the creation of visual designs is assessed using a scale survey method in this study. The effectiveness of AI in the idea process may assist visual communication designers in accelerating the design process. Decreasing the process ideation time without reducing the design quality will enhance designer productivity in graphic design work.

Keywords: Generative arts - Visual generator - Machine learning - Visual ideas

1 Introduction

In visual communication design, the visual concept is essential. Various methods have been developed to stimulate creativity and generate original solutions to problems, and each designer has a unique procedure [1]. However, designers require the ideation process to produce visual concepts to solve problems that sometimes require a lengthy procedure.

Given a set of constraints, the primary objective of a designer is to create or generate the most optimal artifact or prototype. The process of ideation is the primary step in developing the optimum visual design concept [2]. "ideation" refers to the process of generating initial concepts at the outset of conceiving a design solution [3]. Ideation in a collaborative design team necessitates cognitive artifacts customized to different visualization abilities and pre-acquired representational skills to use these artifacts actively and intuitively. However, there is a lack of relevant digital support for generating new ideas in the ideation gap.

Artificial intelligence (AI) has been designed using preprogrammed algorithms and machine learning to repeat most user actions. In this case, the AI works without any design process and does not require any power or inspiration to stimulate creativity, despite the fact that AI loses the invention needed to solve complex design problems.

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