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Intelligent Graphic Design: The Effectiveness of Midjourney as a Participant in a Creative Brainstorming Session

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Abstract:

This study aims to explore the effectiveness of the Midjourney artificial intelligence tool's participation in a creative brainstorming session, and the effect of that tool on the quality of the final product, and the quality of the brainstorming session, through an in-depth study that focuses on the effectiveness and actual participation of the tool in the creative process. The study followed the descriptive approach and the experimental approach to assess the effectiveness of sharing the artificial intelligence tool and testing the hypotheses. Where a deep, interactive mental thinking process was implemented that combines human thinking with artificial intelligent thinking, to find creative solutions to a specific design problem, which is the design of an educational advertising video on the "International Day of Happiness". The statistical study proved that there are statistically significant differences at the level of 0.01 in favor of the responses in sharing the artificial intelligence tool. This indicates the effectiveness of the tool's participation. The arithmetic mean of the tool's impact on the quality of the final creative product and the quality of the brainstorming session was (92.3), which is a high level, which indicates the positivity of the session and the quality of the creative product with the participation of Midjourney. Future research should conduct more in-depth studies on the effectiveness of AI tools in the creative thinking and design process, with a focus on the data of AI tools and how to exploit them in the creative process. Studies in the field of human-machine interaction, particularly in the field of creative thinking and design, are scarce. This research presents an in-depth study that was not discovered in previous studies in integrating the artificial intelligence tool Medjerney in particular and the tools of artificial intelligence in general in the creative thinking process during brainstorming sessions in the field of graphic design and multimedia.

Keywords:

Artificial Intelligence, Midjourney, Graphic Design, Brainstorming, Creative Thinking

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