

## **The Impact of Current and Future Artificial Intelligence on the Design Profession and Industry**

**Khulud AlJarallah**

Professor, Princess Noura University, KSA, [ihab.obeidat@gmail.com](mailto:ihab.obeidat@gmail.com),  
Khulud

### **Abstract:**

The idea of researching the current and future impact of artificial intelligence on the design industry and profession was crystallized, with a focus on the implications for the roles and careers of designers now and in the future. Ensuring that designers can be replaced by artificial intelligence technologies, as well as exploring the benefits and limitations that artificial intelligence brings to the field of design and The research sought to address several key research queries, including the overall impact of AI on the digital design sector, the transformative role of AI in reshaping digital design practices, and the future prospects and directions of AI in the design field. To achieve the research objectives, a qualitative research methodology and a descriptive analytical approach were used, which allowed for a comprehensive exploration and analysis of the topic. Thus, the research provided a general overview of artificial intelligence and its applications in the design industry, in addition to discussing future prospects in the experimental section of the exploratory study conducted by the research on four people working in the field (designers) with different and varied jobs, ranging from website and game designer to assistant director in designing characters. And a design teacher at the university, then analyzed the qualitative data, which included their respective visions on the two study questions, then tabulated the answers, compiled the results, discussed them at the end of the research, and presented some recommendations. The most important results of the study were: Artificial intelligence will not completely replace designers, but there is a possibility that it will replace designers in certain aspects of their work due to its superior performance and speed. It can replace emerging designers in the industry while senior designers can use the program as a complementary tool to them and benefit from it without giving way to it replacing them.

### **Keywords:**

Design - Artificial Intelligence - Virtual Reality -Augmented Reality

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## ***Paper History:***

**Paper received March 25, 2024, Accepted May 17, 2024, Published on line July 1, 2024**