

## VISUAL COMMUNICATION IN THE ERA OF AI

*Yu. Druzhynina, Bachelor Student,  
FHNW HGK Basel (Fachhochschule Nordwestschweiz,  
Hochschule für Gestaltung und Kunst),  
Visuelle Kommunikation und digitale Räume/  
Visual Communication and Digital Spaces*

Modern visual communication is undergoing one of the most significant transformations of the past few decades. The development of artificial intelligence is changing not only the ways in which images are created, but also the very role of the designer in society. Today, AI is actively used in graphic design, website development, and the creation of advertisements, banners, posters, animations, and video content. Many processes that used to take days or weeks can now be completed in a matter of minutes. Artificial intelligence is becoming an integral part of the creative industry, and visual communication increasingly relies on digital technologies and automation. Previously, creating visual content required a significant amount of technical skill. To develop a website, a designer had to plan the interface structure, draw mockups, select typography and colors, and collaborate with programmers. Today, AI is capable of automatically generating interfaces, creating UX mockups, and even writing code for web pages. There are platforms that can generate a complete design for a landing page or online store based on a brief text description. This significantly speeds up the development process and makes website creation more accessible to small businesses and novice creators.

A similar situation is observed in the advertising sector. Artificial intelligence is capable of analyzing audience behavior, selecting the most effective visual solutions, and automatically generating ad banners for various platforms. Previously, designers created numerous ad variations manually, adapting them to different formats and audiences. Now, AI can do this automatically while maintaining the brand's overall style. This saves companies time and resources, and advertising content is created much faster.

The impact of artificial intelligence is particularly noticeable in the creation of posters, illustrations, and graphics for social media. Generative neural networks allow for the creation of images in virtually any style—from minimalism to complex digital painting. A user can describe an idea in text, and the AI will suggest dozens of visual options. For designers, this becomes a powerful tool for finding references and concepts. Instead of starting from a blank slate, designers can quickly experiment with compositions, colors, and styles.

The development of AI has also had a major impact on the video industry. Modern technologies allow for the automatic generation of animations, lip-syncing, the creation of virtual characters, and even the complete editing of videos. Artificial intelligence helps remove noise, improve image quality, generate subtitles, and adapt videos for different platforms. Some programs are capable of creating short commercials or presentations without the involvement of a cameraman or editor. This opens up enormous opportunities for media, marketing, and independent content creators.

Despite its many advantages, the development of artificial intelligence poses serious challenges for aspiring designers. One of the main problems is intense competition. Previously, proficiency in graphic design software was already considered a valuable skill, but today many tasks are being automated. Simple banners, basic logos, or template-based layouts can be created by a neural network without the involvement of a professional designer. Because of this, the market is becoming oversaturated with fast and cheap content.

For entry-level professionals, this means that basic technical skills are no longer enough. Whereas a beginner could previously earn money by doing simple social media design or creating banners, such work is now increasingly being handled by AI. As a result, it is becoming harder for novice designers to land their first projects and compete with automated services. This is especially true in freelancing, where clients often opt for cheaper and faster solutions.

Another problem is the declining value of manual work. When images are generated in seconds, the audience's attitude toward visual content gradually shifts.

People are getting used to a constant stream of images and are no longer perceiving design as the result of a lengthy creative process. This creates the risk that the design profession will begin to be perceived as less significant, even though high-quality visual communication actually requires not only technical skills but also an understanding of psychology, composition, culture, and marketing.

In addition, artificial intelligence creates a problem of visual content uniformity. Neural networks are trained on massive datasets of images from the internet, so they often reproduce similar styles, compositions, and visual solutions. Because of this, many AI-generated works look beautiful but identical. There is a risk that visual culture will become more formulaic and lose its individuality. For designers, this means they must seek out their own style and develop a unique creative mindset that cannot be fully replaced by algorithms.

The issue of authorship and ethics also remains a significant concern. Artificial intelligence is trained on the works of real artists and designers, often without their consent. This sparks debates about who owns the rights to images created by AI and how ethical it is to use others' styles to generate new content. Many artists fear that their work is being used to train neural networks without compensation or acknowledgment of authorship.

However, despite the existing risks, artificial intelligence should not be viewed solely as a threat to the profession. For many designers, AI is becoming an assistant that takes on routine tasks and frees up more time for conceptual and creative work. Instead of spending hours on the technical adaptation of layouts, a designer can focus on the idea, brand strategy, and audience engagement. In the future, it will not be people who simply know how to use software who will be of particular value, but specialists capable of thinking conceptually and creating unique visual systems.

As technology evolves, so does the very understanding of the design profession. Today, a designer is not only a creator of images but also an art director, a curator of the visual process, and someone who knows how to interact effectively with AI. One of the key skills of the future is the ability to formulate ideas, analyze information, and

manage visual communication. Artificial intelligence can offer many options, but it is the human who decides which one truly makes sense and has emotional value.

Against the backdrop of rapid technological development, the human factor is becoming increasingly important. People are beginning to value the authenticity, emotionality, and individuality of visual content. Therefore, documentary photography, original graphics, and unique design solutions remain in demand even in the age of AI. Artificial intelligence can accelerate the content creation process, but it cannot fully replace human experience, cultural understanding, and emotional depth.

In total, artificial intelligence is radically transforming the field of visual communication. It opens up enormous opportunities for website development, advertising, video, and digital design, makes content creation faster and more accessible, and helps automate many processes. At the same time, AI poses serious challenges for aspiring designers, intensifies competition, and changes the requirements of the profession. In today's world, success in the field of visual communication increasingly depends not only on technical skills, but also on the ability to think creatively, understand the audience, and create meaningful visual solutions. It is precisely this combination of human thinking and technological capabilities that will likely form the foundation of design in the future.

One of the most fascinating topics in the field of visual communication is how people react to content created by artificial intelligence compared to works created by humans. Despite rapid technological advancements, research shows that audiences still perceive human-created and AI-generated content differently. In most cases, people rate images, advertisements, and works of art more highly if they believe they were created by a human. A study published in the journal *Cognitive Research* showed that participants in the experiment were more likely to describe images as more beautiful, profound, and valuable if they were told the work was created by a human, even if the image was actually generated by a neural network. This suggests that the perception of a visual product depends not only on its quality but also on who is considered its creator.

A similar situation is observed in advertising. Modern AI-generated advertising materials are already of such high quality that many users cannot distinguish them from

the work of professional designers and advertising agencies. However, studies show that the effectiveness of such advertising materials still often falls short of human-created work. In a study by Ipsos and researchers from Syracuse University, participants were shown ads created by humans and by artificial intelligence based on the same brief. The results showed that ads created by humans, on average, inspired a higher level of trust and better predicted the short-term desire to purchase a product. At the same time, the difference turned out to be significantly smaller than the researchers expected, which demonstrates the rapid development of AI technologies.

Interestingly, it is not the image quality itself that has a major impact, but rather information about its origin. Some studies show that people may react positively to AI-generated images until they learn that they were created by artificial intelligence. Once the content's origin is labeled, the audience's attitude often deteriorates. Discussions among marketers and advertising specialists note that once an ad is labeled as AI-generated, its effectiveness can drop significantly, as users associate it with cheap, formulaic, and impersonal content.

The situation is similar in the art world. According to a survey published in *Scientific American*, more than 62% of respondents said they would view their favorite artwork less favorably if they learned it was created entirely by artificial intelligence without human involvement. Only about 5% of participants reported that they would begin to view such a work more favorably. At the same time, the majority of those surveyed consider the use of AI as a tool for artists to be acceptable, but not as a complete replacement for human creativity.

Similar trends can be observed in product packaging design, outdoor advertising, and branding. Although specific research in this area is still limited, many experts suggest that consumers are more likely to trust brands whose visual communication retains a sense of human involvement. This is particularly true for premium goods, the fashion industry, and designer brands. People associate high-quality design not only with visual appeal but also with the idea of craftsmanship, individuality, and emotional investment. This is precisely why many companies strive to use artificial intelligence

as a supporting tool, while keeping humans in control of the concept and creative direction of the project.

It is also worth noting that the audience is gradually learning to recognize AI-generated content. According to a 2025 study, people were able to correctly identify an AI-generated image in approximately 62% of cases, which is only slightly better than guessing at random. This shows that the visual boundary between human-created and AI-generated work is becoming increasingly blurred. In the future, this could lead to a situation where the main factor in evaluation is no longer the origin of the image, but its emotional impact, originality, and ability to inspire trust in the audience.

Thus, current research paints a rather contradictory picture. On the one hand, artificial intelligence is already capable of creating advertisements, images, and visual content at nearly human levels. On the other hand, people still tend to value works created by human authors more highly. For many viewers, it remains important to understand that real emotions, experience, and creative intent lie behind a visual product. Therefore, in the coming years, the most successful model for the development of visual communication will likely be collaboration between humans and artificial intelligence, rather than the complete replacement of one by the other.

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*Holubnichii Ye. A., student*