Investigate the factors that influence the use of AI tools in graphic design for designers

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Abstract

The objectives of this study are to identify artificial intelligence tools and their areas of use and to research the factors that affect the designer's Attitude to use artificial intelligence tools in both the design environment and the learning environment, It is to study the impact of the following factors: Performance Expectancy ,Effort Expectancy, the social influence, facilitating conditions and anxiety of using artificial intelligence tools on designers' Attitude in graphic design. The researcher collected data using the study tool (questionnaire). The descriptive analytical method was used to describe the study variables and the relationships that attach them to each other, where the researcher selected a random sample of (540) individuals from the study population, which consisted of graphic designers. The results showed an effect on the Performance Expectancy, on the Effort Expectancy, on the social influence, on the facilitating conditions, and also on the anxiety for using artificial intelligence tools on designers' Attitude towards using them in graphic design. This study came up with a set of recommendations: Conduct further studies to investigate the factors that influence the use of artificial intelligence tools in the field of graphic design for designers. Integrating AI into the graphic design

curriculum, ensuring that designers are equipped with the knowledge and skills needed to use these cutting-edge tools to bridge the gap between theory and practice. The study also recommends encouraging teaching staff to use artificial intelligence tools to help design students efficiently harness artificial intelligence tools in graphic design projects.