

Graphic design with AI

A beginner's guide

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*...to my wife **Derya** and
our lovely daughter **Duru**
whose beauty have made my life
more valuable...*

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About the author

Assoc. Prof. Dr. Bilal Atasoy graduated from Gazi University with bachelor's, master's, and doctorate degrees in Computer and Instructional Technologies.

He has over 20 years of experience in graphic design, web design, and desktop publishing. He has given lectures, in-service training, and courses.

The author, married with one child, continues to work as a faculty member in the Department of Computer Education and Instructional Technology at Gazi University.

Who is this book for?

This book is written for two types of readers: graphic designers who want to improve their efficiency with artificial intelligence (AI) or produce better results in less time and non-designers who need to create images for their work but need more expertise.

Sample applications aim to help anyone interested in Generative Art and graphic design become familiar with the advances, environments, and tools that AI brings to graphic design.

Preface

AI and ChatGPT applications are now deeply embedded in daily life. Many industries are affected, and the pros and drawbacks of these technologies are still being argued in various discussions.

This book's focus is on something other than these debates. Instead, it considers these technologies, like all creative technologies throughout history, tools for increasing efficiency.

This book aims to provide a starting point for people interested in AI-enabled visual design. To that end, I have utilized as much plain English as possible in each book section.

First and foremost, I raise awareness of AI, machine learning, deep learning, natural language processing, and generative art.

Thus, it is hoped to have a concept with the system's backdrop for people who wish to benefit from it.

The book provides essential knowledge on graphic design, the attributes of a good design, design elements, principles, and AI and associated components.

In light of this information, it is hoped that the reader will develop fundamental visual literacy skills and evaluate the visuals they create using these tools.

The book highlights leading Generative art platforms and applications while providing a theoretical grounding in AI and visual design.

As a result, the reader is given a resource to help them understand the subject comprehensively. In addition, step-by-step applications with selected environments are created in another book section.

As a result, the user will receive knowledge and expertise in using these settings in practice and an understanding of Generative art environments.

Prompt design and strategies cover basic and sophisticated techniques for creating successful prompts. This section also contains numerous instances and methods to prompt selection, particularly in graphic design.

For individuals interested in generative art, the legal problems area contains material on legal rights, privacy, originality, and ethics. Furthermore, controversial incidents within this context are examined, and answers to issues that readers may have are sought.

The References and Recommended Sources section lists print and online resources the author believes the reader will find valuable.

Most images in the book that do not have an origin are made with DALL-E3 and Bing Chat in the Microsoft Edge browser. This contains visuals within chapters and the book's cover and images at the beginning of the chapters.

I hope you will utilize these robust tools to create more effective, beautiful, and aesthetically pleasing designs.

Chapter I

Definitions

