

The diploma thesis inquires into the use of A.I. – artificial intelligence in the field of graphic design. This thesis aims to describe the current state of A.I. use and algorithmization in graphic design and, based on the conducted study, to evaluate the potential of this type of tool and possible impacts on graphic design. The theoretical section will introduce basic principles and concepts of graphic design and its relationship with art and technology, based on professional literature and current research. Furthermore, it will describe the current possibilities and specializations of artificial intelligence. Findings from these two chapters will serve as a framework for critical evaluation of the currently available A.I. driven tools for graphic design. In the research section, a quantitative study utilizing a questionnaire will be conducted among the professional public and examine the opinions and experiences of Czech graphic designers with tools for design automatization. Its results will be used to test the formulated hypotheses utilizing appropriate statistical methods.