

RESEARCH SYMPOSIUM

How Artificial Intelligence can Enhance Creativity and Streamline Prepress Operations in the Digital Landscape.

Panelists:

- Carl Blue, Associate Professor, Graphic Communications
- Amanda Bridges, Clinical Assistant Professor, Graphic Communications

This presentation will explore how artificial intelligence can enhance creativity and streamline prepress operations in the digital landscape.

The study utilized two in-class exercises, one incorporated into an introductory design and production course and the other in an intermediate print production course. This initial exercise focuses on using AI as a design tool in Adobe Photoshop, and the second exercise uses AI-generated images to develop a prepress workflow using Adobe Illustrator. Data collection included class observations, the completed activities, and a follow-up questionnaire.

Presentation attendees will gain valuable insights into AI's automation capabilities, enabling more efficient project workflows and fostering innovative approaches to digital design challenges and problem-solving. They will learn practical AI applications to be integrated into their current practices to improve output quality and reduce time-to-market. This presentation aligns with the ongoing conversations on AI in teaching and teaching innovation.