

2. McLuhan M. Understanding the means of communication: the continuation of man. – Cambridge; London: MIT Press, 1994. – 355 p.

3. Solodovnikov, S.Y. Network mechanisms of economic management as new forms of socio-functional technologies / S. Y. Solodovnikov // Economics today: collection of scientific articles / BNTU. – Minsk, 2019. – Issue 9. – pp. 84-91.

THE USE OF ARTIFICIAL INTELLIGENCE (AI) IN THE FIELD OF GRAPHIC AND INDUSTRIAL DESIGN

Криворот В.В.

Научный руководитель: преподаватель Бондарчук Д.И.
Белорусский национальный технический университет

The use of AI technologies and abilities in the sphere of graphic and industrial design is evolving very fast and has the potential to change the industry. AI technologies, such as deep learning and machine learning, are being employed to automate different aspects of industrial design, increase creativity, and streamline workflows. The use of artificial intelligence (AI) in this field of industrial design presents exciting future trends and challenges. Some of the potential future trends include:

1. Automation of Routine Tasks: AI can be used to automate boring design tasks such as changing the size of different images, generating layout variations, or applying consistent styles across multiple elements. By using AI to handle tasks like that, designers can free up their time to focus on more creative and high-level aspects of their work. This can lead to increased productivity, improved quality of design, and more time for innovation and experimentation.

2. Data-Driven Design: Artificial Intelligence has the capability to examine extensive datasets to recognize patterns in design, user inclinations, and performance indicators. Utilizing data-driven design is a potent tool of AI within industrial design. Through analyzing big amounts of data, AI can pinpoint trends and patterns in user preferences, behavior, and performance metrics. This data can subsequently guide designers in making informed design choices, enabling them to develop designs that are more efficient and user-focused. For instance, AI can assess user engagement data to determine the most effective design components for attracting and retaining user attention, ultimately resulting in more influential and prosperous designs.

3. Personalized Design Solutions: AI can be used to create personalized design solutions based on user's preferences, behavior, and other collected information. This could lead to more engaging and relevant visual content for users.

4. **Typography and Font Generation:** AI algorithms can analyze huge amounts of typography styles and generate new fonts or suggest font pairings based on specific design requirements. This can help designers explore unique typographic options.

5. **Enhanced Creativity Tools:** AI-powered tools can assist designers in generating new ideas, suggesting design elements, and providing inspiration.

However, despite the promising and remarkable future developments, there exist various obstacles and concerns related to the integration of AI in graphic design:

1. **Preserving Creativity and Uniqueness:** A key obstacle involves guaranteeing that AI-generated designs do not lack creativity. Designers must discover methods to blend their distinct artistic perspectives with AI-generated content while preserving a human touch in their creations.

2. **Ethical Implementation of AI:** Ethical considerations surround the application of AI in design, particularly regarding issues like privacy and the influence on cultural and societal standards. Designers and institutions must responsibly navigate these ethical dilemmas.

3. **Education and Skill Development:** Designers need to receive education on AI technologies and proper training in utilizing AI tools effectively. Grasping the capabilities and constraints of AI will be essential for designers to harness its full potential.

4. **Data Security and Privacy:** Given that AI systems depend on extensive data, ensuring the protection and confidentiality of this data will be a significant priority for designers and organizations leveraging AI in industrial and graphic design.

And now as a conclusion we would like to answer to the most interesting and important question that worries a lot of people in the sphere of design right now. Can AI replace real people in the sphere of design? Despite the fact that AI has the potential to automate certain aspects of design and assist designers in their work, it is very unlikely to completely replace real people in the sphere of design. While AI can help with data analysis, pattern recognition, generating design variations and many other, but human creativity, intuition, and emotional intelligence are still very important in the process of design.

Design involves complex problem-solving, empathy, and understanding of human emotions and behavior, which are areas where human designers excel. It also often requires a deep understanding of cultural, social, and aesthetic nuances that AI may struggle to fully grasp. Human designers bring a unique perspective, creativity, and critical thinking that AI cannot replicate. Therefore, while AI can be a valuable tool in the design process, it is more likely to complement and enhance human creativity rather than completely replace it.

Литература

1. Akash Takyar “Exploring innovative AI use cases in manufacturing” [Electronic resource]. – Mode of access: <https://www.leewayhertz.com/ai-use-cases-in-manufacturing/>. – Date of access: 31.03.2024.
2. Anthiathia Vail “What Is Big Data In HR” [Electronic resource]. – Mode of access: <https://robots.net/fintech/what-is-big-data-in-hr/>. – Date of access: 31.03.2024.
3. Artificial intelligence and its impact on unemployment [Electronic resource]. – Mode of access: https://aiforsocialgood.ca/blog/artificial-intelligence-and-its-impact-on-unemployment#google_vignette. – Date of access: 31.03.2024.

TEAM MANAGEMENT AND STAFF MOTIVATION

Листопадова А.Д.

Научный руководитель: преподаватель Бондарчук Д.И.
Белорусский национальный технический университет

Nowadays, the ability to effectively manage a team and motivate staff is a key success factor for any organization. Successful managers know that their Team is not just employees, but a united force that is able to achieve the highest results through coordinated actions and interaction.

The foundation of effective communication thrives on an authentic curiosity in individuals. Demonstrating a sincere interest in those around us leaves a lasting impact. People are naturally drawn to those who genuinely engage with them, showcasing a concern for their personal victories and career challenges. When we show a genuine interest in others, it sparks reciprocity, fostering a culture of collaboration, trust, and uplifting interactions within communication.

As leaders, we navigate the realm of managing a dynamic group of individuals. We want coherence, creativity and teamwork. The opposite of this is slave labor but it is ineffective. And there are 3 skills that allow you to manage the team as much as possible

The ability to demand solutions from their subordinates. For example, when a person from the team comes with some question or problem, it is right to demand to act as he would do it from his point of view. Require subordinates to plan their own work independently. The task of the manager is for the employee to come with a plan, then check it to see if it meets the standard and approve it.

Set long-term goals. That is, set goals for a month (or more). What kind of results should we achieve, what kind of growth should be attained.