

# The Impact of AI Technology on Multimedia Designers

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**Abstract:** Artificial intelligence, AI is growing in every field. AI has usurped the space in the field of multimedia designers. A task is easily achieved by AI as compared to designers in less time without much effort. Anyone is making Audio, Video and Image at home with the help of AI in a few moments. It has been presented through this research paper whether this will affect multimedia designers.

**Keywords:** Artificial Intelligence, Multimedia, Technology, Tool, Influencer

## 1. Introduction

In today's era, new technologies are being invented. Thus in November 2022, chatgpt, an AI - generated language processing tool emerged and captivated the entire media industry. AI - generated videos, audio, images and various presentations are currently being discussed. It's good to see and hear. AI creates videos, photos as you want. It has its advantages and disadvantages, but even now AI has gained a lot of momentum and created a distinct identity in this technological age.

## 2. Literature Review

A literature review has been used to study AI - generated design. This includes online surveys and some research papers.

## 3. Methodology

### 3.1 Survey

For this research paper online survey was done through Google form. It has asked questions about AI and multimedia design.

### 3.2 AI Tools

#### 1) Chatgpt

It is a language processing tool. In this, words are converted into human voices. We see this Chatgpt being used for influencer, media.

#### 2) Deepbrain AI

This is a video generator tool. In this, you can make a video by typing a script. This makes the video presentation faster.

#### 3) VEED. IO

It is an image - processing tool. You can make any image you want by typing words in it. This research is done to know whether these AI tools are useful or not.

## 4. Discussion

For this research, an online survey was conducted by selected engineering, media, environment students, social media influencers and multimedia designers to see if AI tools will have any effect on multimedia designers.

- 1) AI tools make video, audio and image processing faster. In this, it was seen that language and image processing are being done more using AI tools.
- 2) The survey showed that some people answered that multimedia designers need AI tools, while others said that these AI tools will have a good effect on multimedia designers.
- 3) Some disliked listening to AI - generated voices and watching videos but preferred AI - generated Images.
- 4) It was seen that multimedia designers will benefit due to AI tools.
- 5) This online survey also showed that designers were asked if AI technology will take their jobs in the future, but they could not answer.

## 5. Conclusion

An online survey revealed that AI technology will benefit multimedia designers. It will save time. Can create images, videos and audio with words without much effort. There is doubt about the job of multimedia designers in the future. The present age is the age of technology. Every day new technology emerges here. This is how AI has set foot. There is some discussion that the career of multimedia designers will be in danger due to this AI technology. The career will not be in danger, but multimedia designers must know about AI technology. Because AI and video editing, Photo editing, and audio editing software are all four tools, they are operated and the knowledge of new technology as an operator should be updated by multimedia designers. So that there is no question of career risk. Therefore, by adopting this AI technology, multimedia designers should make full use of it and present their work in a better creative way.

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