

**THE DEVELOPMENT OF MODERN DESIGN UNIVERSITIES
AND THEIR EDUCATIONAL PROBLEMS RELATED TO ARTIFICIAL
INTELLIGENCE**

Introduction. The topic of the development of modern design higher education institutions in Ukraine and in the world is important and relevant for the society of today. Design as the bridge between art and life [Bruno] has impacted all spheres of life. Thus, **the purpose of the paper** is to analyze the development and tendencies of modern design education and the problems it faces in the contemporary world.

Formulation of the main material. There are many design schools in the world that work in the field of industry and art. The largest institutions, such as the University of the Arts London (UK), Istituto Marangoni (Italy), ArtEZ Institute of the Art (Netherlands) and L’Institut Supérieur des Arts Appliqués (LISAA) (France), use modern technologies and teaching methods, to prepare students for success in a rapidly evolving competitive field. These design schools often offer a variety of programs, including Bachelor’s and Master’s degrees, as well as short courses and seminars. They also provide students with access to state-of-the-art facilities and equipment, such as 3D printers and computer equipment, which allow them to experiment and create cutting-edge projects.

Recently, in addition to national educational institutions of design, the number of private institutions and various courses has increased in Ukraine and around the world. These educational establishments allow students to choose a study program that meets their interests and needs.

International cooperation successfully plays an important role in the development of educational institutions in Ukraine as well. An increasing

number of them cooperate with international schools and universities, which allows students to gain a wider range of experiences and opportunities for international interaction.

Online education in the field of design also began to gain popularity, while with the development of technology and online work in the direction of design, a new trend such as artificial intelligence emerged. Artificial intelligence (AI) is becoming an increasingly important tool in design, both to enhance creativity and to improve productivity. It is used to automate some tasks, such as image and video editing, and to analyze large data sets and creating a variety of choices. AI is used in motion design, web design, video production, game design, but today it best copes with graphic design tasks. In addition, it is used in the creation of drawings. «Artificial intelligence (AI) is a rapidly developing branch of computational linguistics and computer science that focuses on the development of intelligent machines capable of performing tasks that normally require human intelligence. These tasks can range from simple tasks such as recognizing speech or images to more complex tasks such as playing games or driving a car» [2]. Artificial intelligence can be considered a new era in the field of design and not only, because nowadays various chats, which help to generate either images or texts, are actively used. AI is useful because it can easily process a lot of information and speed up work that would take humans many hours. However, despite these advantages, with the emergence of AI, several problems appeared at once. Many people pass off the work of a neural network as their own. This has a bad effect on both education and the field of professional activity, because the work of designers and artists is devalued. Many people are scared by the prospect of their work being replaced by AI, many students and apprentices are increasingly doubtful about choosing their profession as designers. This is a very big problem, because the more young people are disappointed in this direction, the fewer people enter the relevant universities, and this may lead to problems with the lack of admissions in the future.

In addition to the problems with the fear of replacing workers with artificial intelligence, the use of neural networks for writing articles, students' papers and passing exams has become more common. This may have a strong impact on the level of education of the next generation. It can be said without a doubt that AI can be an excellent assistant in writing any documents that have their own established patterns and clichés, but this should not be extended to work done in the learning process.

After all, the work of artificial intelligence is difficult, and in some cases even impossible to recognize. Richard Lazarus, the Berkeley University's expert, believes that a situation is stressful only when we perceive it as such. What is a threat to you may be perceived by others as a challenge [4]. These words make sense, because everything has its advantages and options for improving the situation. Once upon a time, people were against the use of computers, because they were new technologies that could cause people to lose their jobs. However, over time, we still use them in many fields of work and now using modern technology is a necessary skill in everyday life and in work. Therefore, instead of fighting the use of artificial intelligence, the focus should be on making changes in the curriculum that are related to the emergence of artificial intelligence. Students should learn how to work with it correctly and know where it is appropriate to use it.

Another challenge after the advent of artificial intelligence is protecting your copyright as a creator. This is a challenge both from the side of artificial intelligence works, and from the side of other designers engaged in plagiarism. Teaching students about copyright is a necessary direction of the educational process: knowledge about one's own copyrights, their scope and possible ways of protection. Students should understand how to protect their copyright. They must understand how to use the material obtained from artificial intelligence, how and where it is appropriate to use it, based on the result of its work, to perform the assigned tasks. Students should be confident about their future, so the curriculum should not only give knowledge, but also confidence to the future

generation.

Conclusions. The main task of educational institutions in general and in the field of design and art is not only to teach students new knowledge and skills, but also to give confidence that they will live in the chosen field. There is necessary to keep up with the times and be open to changes, even if these changes completely change the basis and foundations of perception. Artificial intelligence is now a hot topic in the design community and in educational institutions, but looking at all its advantages, it will continue to develop. Therefore, it is necessary not to fight it, but to adjust the teaching program and take into account the trends of studying its advantages and threats, and suggest ways its use taking into account its features.

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