

## Editorial Preface

### CAN ARTIFICIAL INTELLIGENCE REPLACE DESIGN THINKING?

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Artificial Intelligence or AI has been the town's talk recently, even though this concept has existed since the 1950s. AI is a simulation of human intelligence processes using several programmed tools to think and act like humans. Artificial Intelligence has been seen in many applications, including healthcare, education, finance etc.

Artificial Intelligence (AI) is rapidly changing the world, and the design is not unique. Several AI-driven tools are now available to assist designers in doing everything from designing to creating printed materials. Despite this progress, designers still have some exceptional skills that cannot be replicated. While AI can programme specific design characteristics, such as producing layouts or colour schemes, more is needed to replace the creativity, critical thinking, and problem-solving skills designers bring to their work. When designer design, elements of thoughts and feelings are embedded in their plans or towards a human-centred approach. Designers are also able to evoke emotions through their products. Designers also can communicate effectively with their clients and stakeholders in terms of their needs and ideas. At the same time, AI algorithms

could not handle the interpersonal and communication skills that designers bring. Many designers also have a deeper understanding of the cultural and social aspects of design and are aware of the needs of each user group.

As designers, it is essential to remember that any successful implementation must consider the users' needs. Overall, AI can provide designers with new opportunities to quickly collect data about users and test ideas while focusing on the user. Despite the many advantages of AI, it is essential not to rely on it excessively. Overusing AI can kill the designers' ability to develop creatively and produce uninteresting ideas.

Finally, I thank the authors who contributed to this issue. Ten articles have been published. It is also hoped that ALAM CIPTA would like to receive more topics related to how designers solve problems by using AI in the future. On behalf of the editors, I thank all the authors and reviewers who have contributed to this issue.