



WILL AI REPLACE ME?

Graphic Designer

Media and Digital

Graphic designers rely heavily on creativity, interpreting client requests, and translating ideas into visuals. While some AI tools can assist with minor design tasks, the subjective and artistic nature of the work makes complete automation challenging.

Collaboration with teams is also essential, necessitating a deep human understanding of the nuances and intentions behind each project.

Automation degree: 26,67%

Moderate but identified automation impact of AI for this Job



26,67%

Main tasks

This section reviews the 3 main tasks associated with the job studied and assesses the potential level of automation induced by AI (« **AI Automation Impact** »). The modeling uses 8 criteria detailed on the « **Methodology** » page.

Tasks	AI Automation Impact
Design visual supports in line with client requests.	Moderate
Ensure the graphic consistency of a brand or product.	Moderate
Collaborate with communication teams to realize projects.	Significant

Impact on skills

At-risk Skills ↓

Manual Media Management	Some media management tasks, such as sorting and categorizing images, can be automated using AI-based image recognition systems.
Design the layout and enhance the document according to the graphic charter	AI-based software can be programmed to adhere to a given graphic charter and automatically generate consistent layouts based on predefined parameters: title font and size, image and text placement, colors.

Future-proof Skills ↑

Generative Design	Creating original concepts, choosing images and illustrations, selecting colors and typography based on the message and target audience remains a key skill.
Multidisciplinary Collaboration	Designers may work more closely with AI experts and developers to incorporate interactive and dynamic elements into their designs.

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