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INNOVATIVE ARTIFICIAL INTELLIGENCE TECHNOLOGIES IN THE EDUCATIONAL PROCESS OF PROFESSIONAL TRAINING OF FUTURE DESIGNERS

Introduction. Contemporary professional design practice is undergoing significant transformation under the influence of digitalization and the rapid development of artificial intelligence technologies. Generative artificial intelligence expands the possibilities for creating, visualizing, and processing artistic and design ideas, facilitates the rapid search for creative solutions, and enables experimentation with composition, colour, typography, stylistic approaches, and visual imagery. Of particular importance is the development of future designers’ ability to critically evaluate AI-generated results, formulate effective prompts, select and refine generated materials, and integrate them into their own creative concepts.

Purpose. To theoretically substantiate the potential of innovative artificial intelligence technologies in the educational process of professional training of future designers in higher education institutions and to identify the main areas of their pedagogically appropriate application.

Results. An analysis of contemporary approaches to the use of artificial intelligence in education demonstrates its considerable potential for the professional training of future designers. Generative artificial intelligence tools can be used at various stages of the design process, from searching for and visualizing conceptual ideas to creating references, alternative compositional solutions, colour schemes, graphic imagery, and presentation materials. Their integration into the educational process contributes to the intensification of creative exploration, the development of visual thinking and digital literacy, and the enhancement of students’ independent learning and creative activity.

Conclusions. Innovative artificial intelligence technologies represent a promising means of improving the professional training of future designers in higher education institutions. Their pedagogically appropriate use contributes to the development of creative and visual thinking, digital competence, project-based skills, and the ability to independently seek and substantiate professional design solutions. At the same time, artificial intelligence should be considered not as a substitute for the designer’s creative activity, but as an innovative tool that expands creative possibilities and supports the development of professional competencies.

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