

# **The effect of using artificial intelligence tools in graphic design on users' interaction to design commercial advertisements.**

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## **Abstract**

The main purpose of this study is to define the concept of Artificial intelligence (AI), its tools, and its application. Furthermore, this study aimed to examine the factors that influence users' interaction with (AI) tools in commercial advertisements. In addition, we aimed to determine (AI) benefits and how pleasure derived is performed when employing (AI) tools. The study tool was an electronic questionnaire. The study sample consists of 536 students from "Al-Khwarizmi Technical University" and "Princess Tharwat Intermediate University College". An analytical and descriptive approach was performed in the analysis. Our result showed that there is a positive impact of using (AI) tools on utilitarian benefit through saving time and effort in designing. Moreover, there is a positive impact on ease of use for users, also there is a positive effect on pleasure derived. The researcher recommended the integration of (AI) tools in graphic design, commercial advertisements, and education.

**Keywords:** Graphic Design, Artificial Intelligence, Commercial Advertisements, Utilitarian Benefit, User Interaction Perceived ease of use, Hedonic Benefits.