SL: How to Use AI for Designers?

PV: AI wants to make everyone a designer

Welcome!

The standard for creating professional-grade designs and content is getting easier day by day. *Thanks to AI!*

As a designer, you might be wondering how AI can enhance your creativity and boost efficiency, but you will soon know it.

Over the last few years, AI tools have been incorporated into various fields or industries, from entertainment to architecture and even healthcare.

But one area, *graphic designing* has skyrocketed by using AI tools.

AI is not here to replace you—it's here to empower you.

It is just like having a world-class assistant and mentor to help you in designing.

Gone are the days when designers sat at their systems for hours or days just to create a single design.

Now, AI has been innovating and helping designers complete tasks in almost half the time, from creating new fonts to crafting new image designs,

You will get the most out of your designs with just a few clicks.

Today's insights:

- ➢ Embrace the **Magic** in Canva
- ➢ How can designers get enough of AI tools
- ➢ Your must-haves as a designer

➢ Elevate your design with these 7 game-changing AI tools

Why do designers use AI designer tools?

You can say, AI has empowered and revolutionised the graphic design industry.

AI tools can be used in many different ways for graphic designing by designers

Tools are being used in the following ways:

- Removing the backgrounds from existing photos
- Upscaling the images
- Sharpening tools
- Colour palette generation
- Enhancing Image resolution
- AI content generation

Besides this, these can assist in creating elements like buttons, text boxes, menus, logos, themes, and icons.

In 2024, the use of AI in graphic design will be limitless, and new tools will be released every year.

But don’t get overwhelmed! We have tailored this guide to incorporate them into your creative palette seamlessly. Here is your comprehensive guide covering all the tools' features and their usage that will boost your design in no time.

AI leads to better work output and less stressful days for you as a designer.

It may be difficult for you to scrutinise which tools are the best.
If that’s the case, you have come to the right place!

So, read on for a look at some of the best AI graphic design tools.
A few of the best AI graphic design tools’ are listed:

- Canva
- Adobe firefly
- Uizard

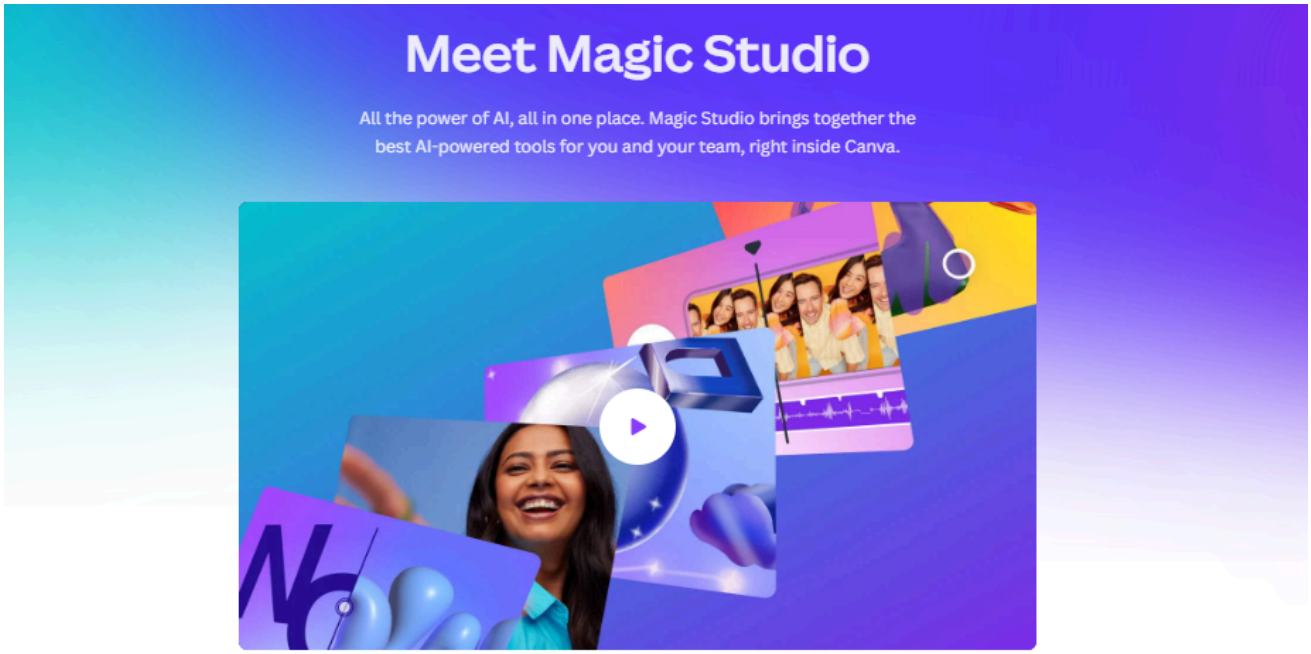
- Looka
- Khroma
- Mid-journey
- Design.ai
- Let’s enhance

1. Canva’s new AI features unlock for designers:

CANVA has launched a long list of new AI-powered features to make your designs more productive and take things to the next level.

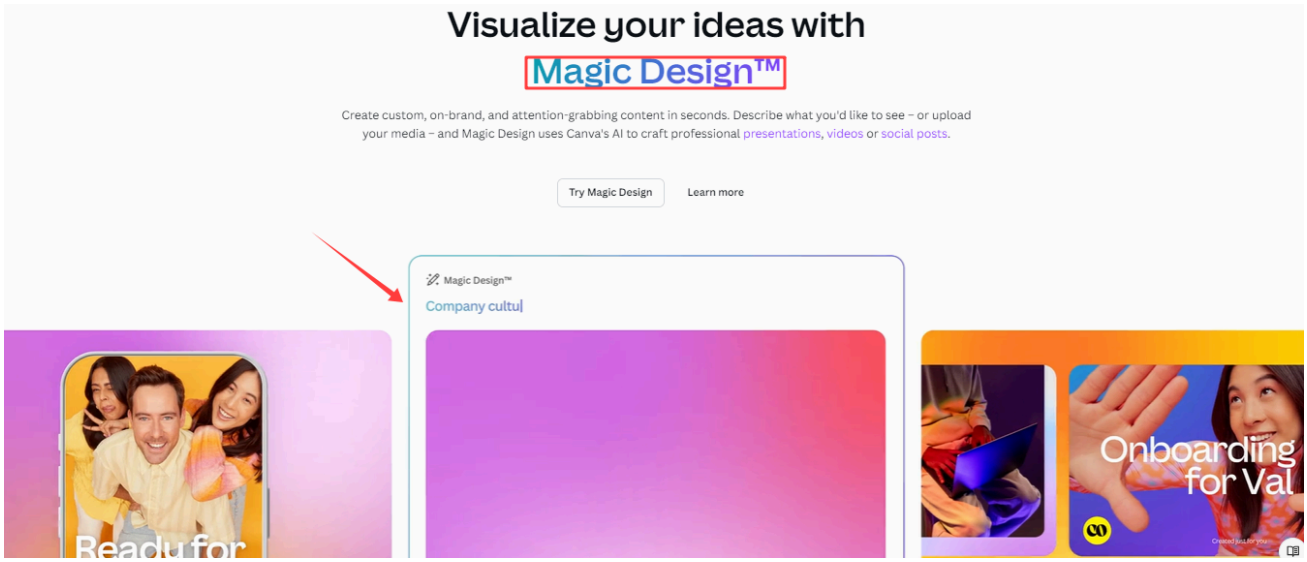
Over the past few years, the design tool has become central to the workflows of many designers, marketers, content creators, and educators.

The company rolled out a slew of new AI-powered features.
Canva’s secret is its powerful simplicity.

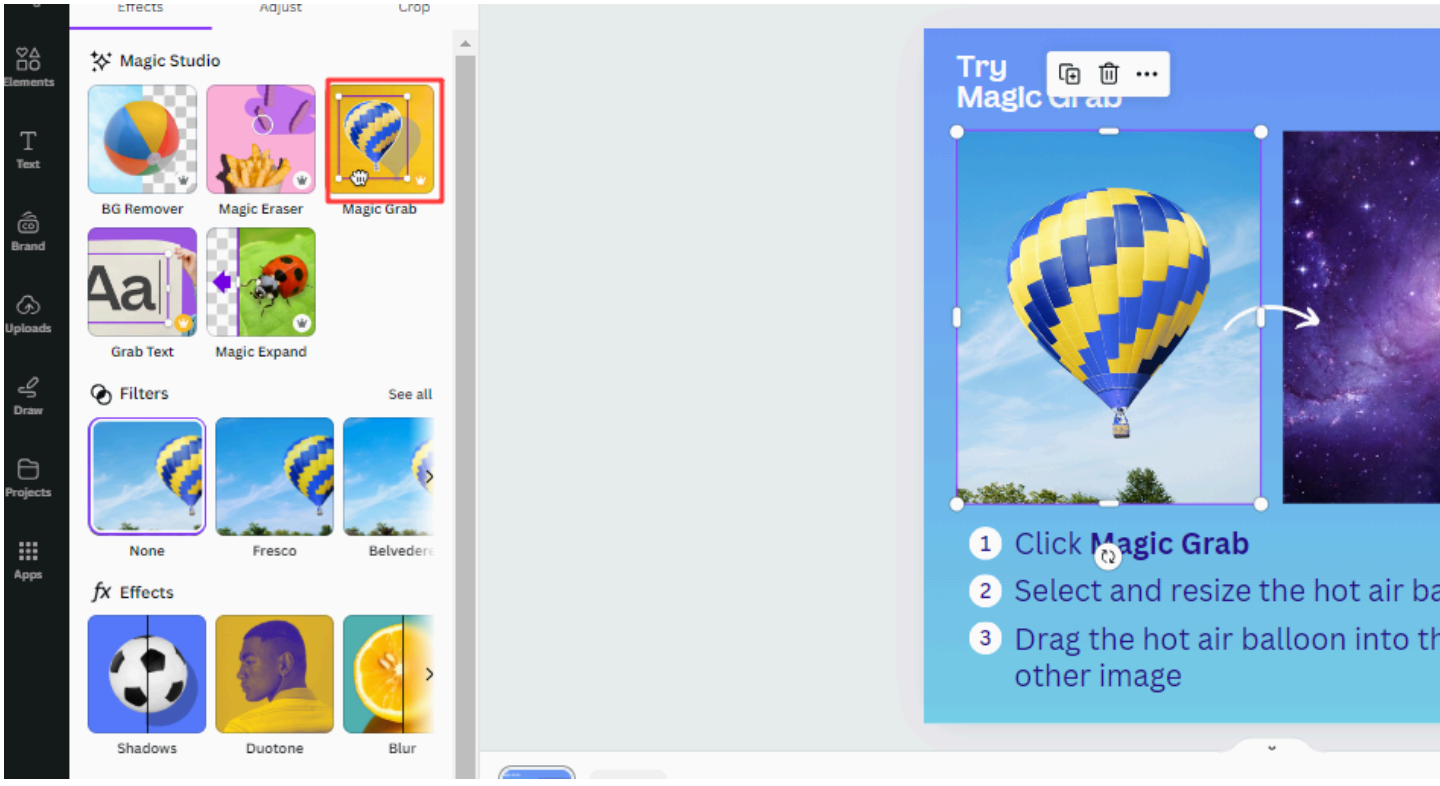


Some of the new Canva features that could be everyone’s favourite are:

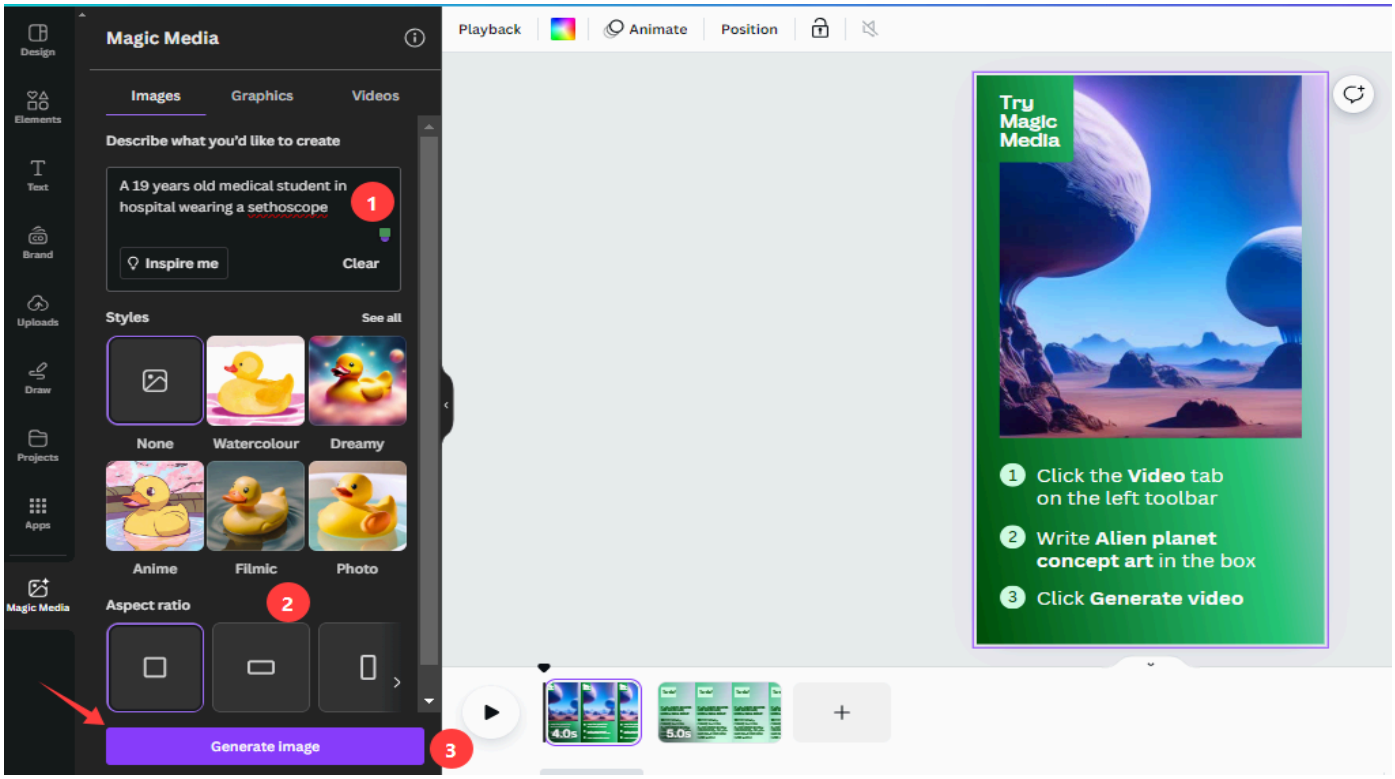
- **Magic Design:** Use these AI features to generate ads and presentations swiftly.



- **Magic Grab:** New AI-powered photo editor of Canva lets you select any element within your photo to move, remove, or replace it in seconds

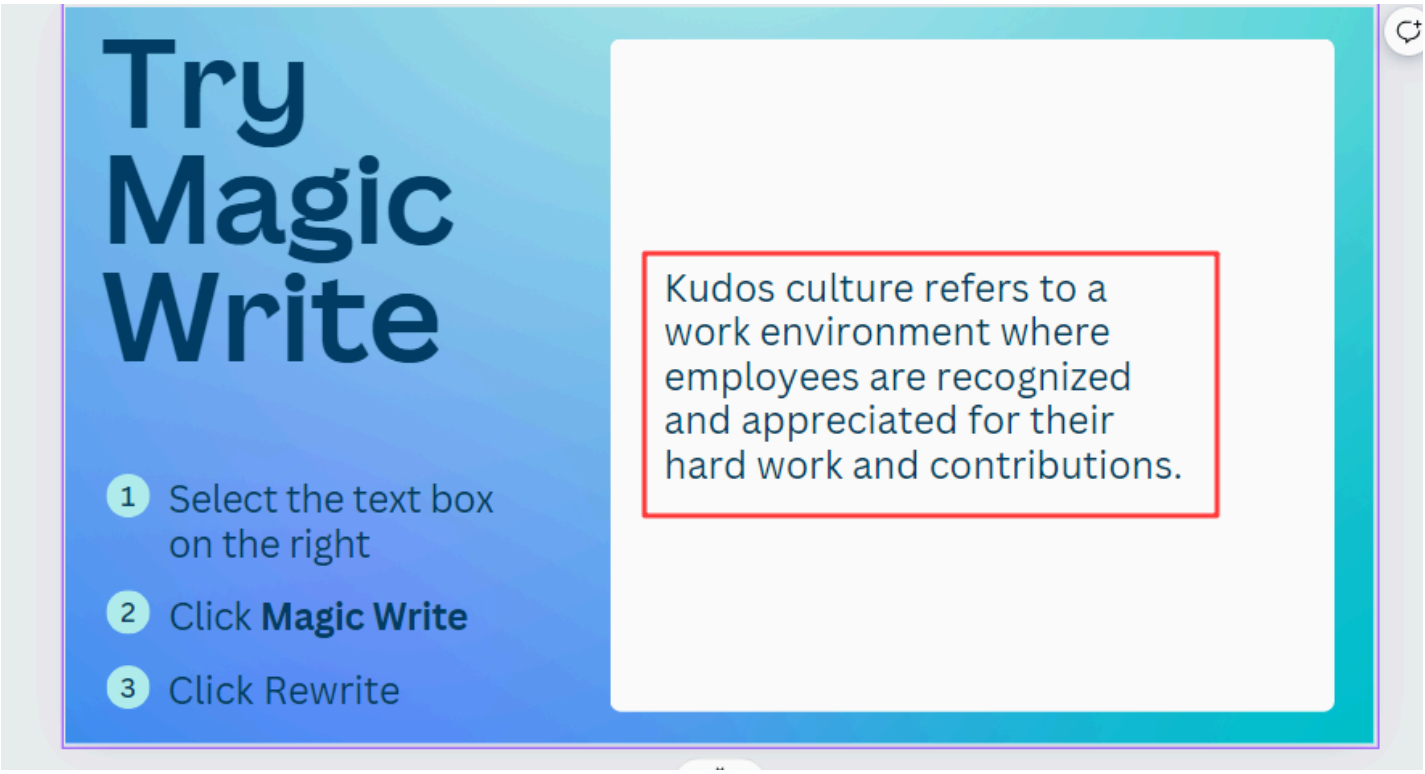


- **Magic Media:** Simply enter a prompt to generate images or videos in a few minutes.

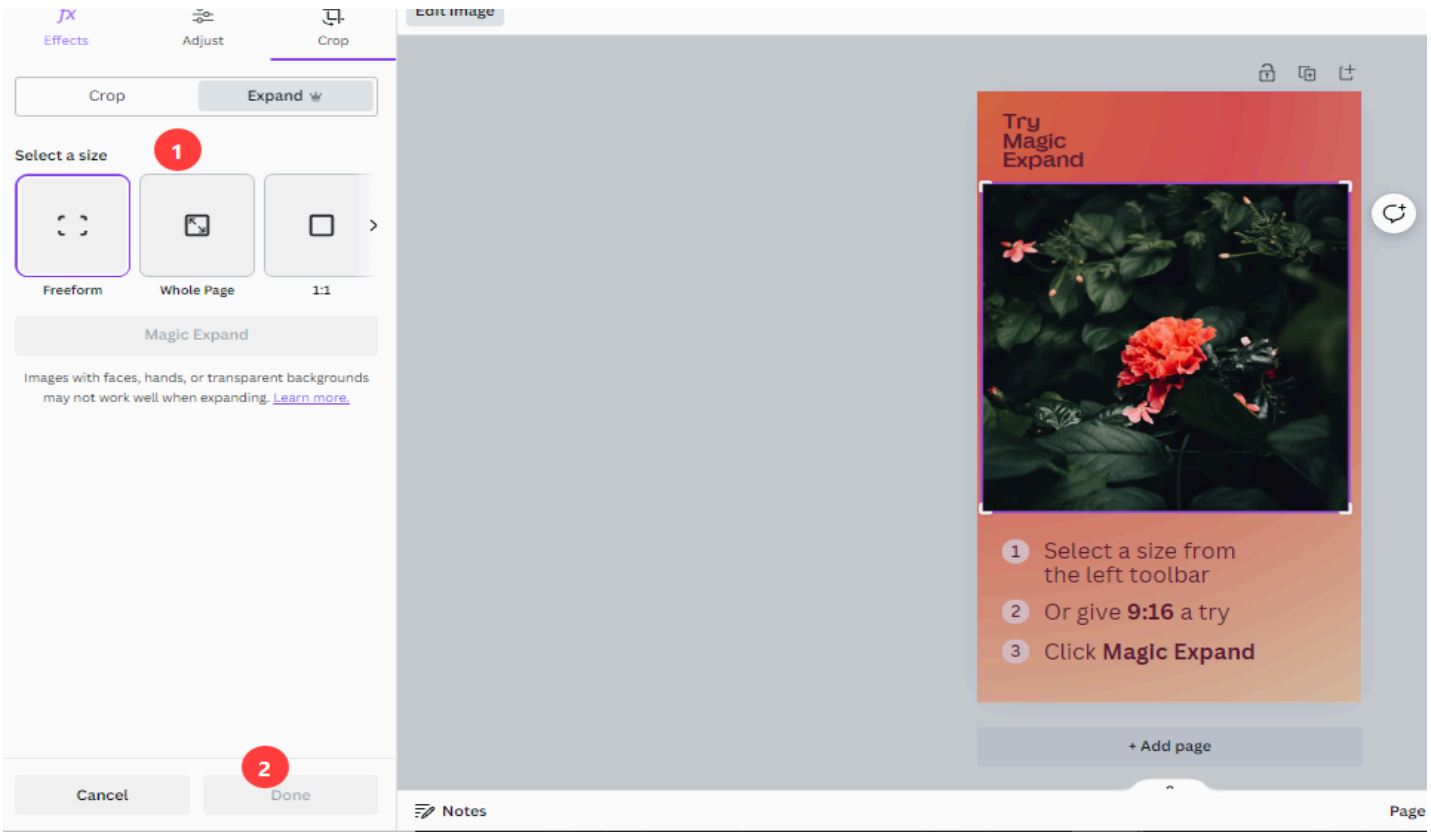


- **AI Video Editor:** Instantly create and edit short videos for your company and personal social media accounts.

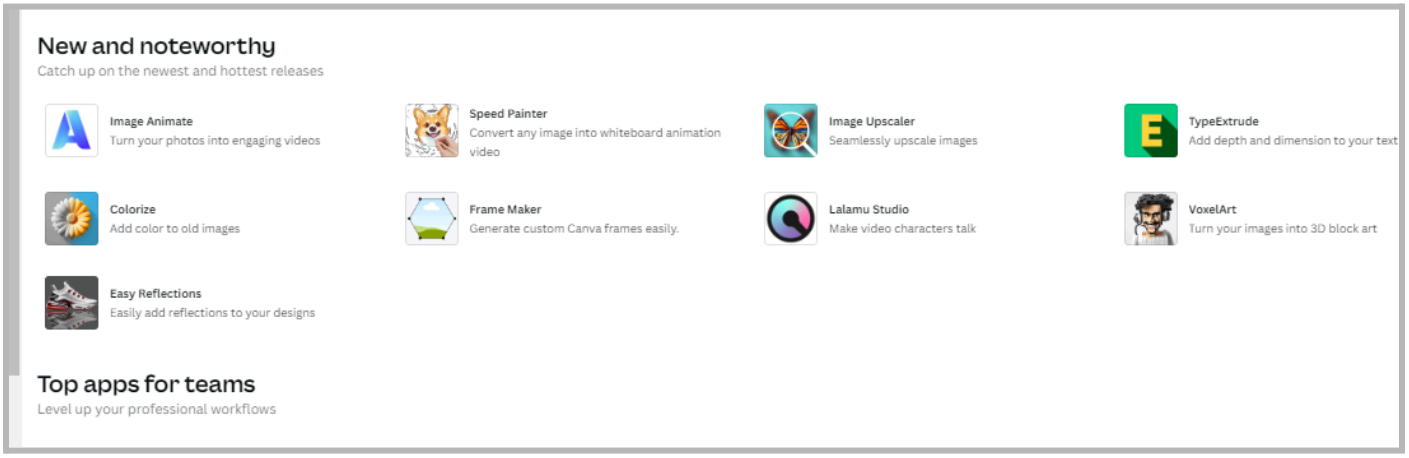
- **Magic Write:** This latest feature lets you generate text and tone synchronising with your brand.



- **Magic Expand:** You can bring missing elements using the power of generative AI.



- **AI Apps**: This app, Canva, now has a new app marketplace where you can get AI-powered apps that let you transform and elevate your creatives.



These Canva marketplace apps elevate your designs by:

- Generating high-quality images and illustrations in a couple of seconds
- Supercharging engagement with video avatars

- Adding voice-overs to your designs

Canva lets new professional designers get high-quality creatives, while giving more seasoned pros needed to generate higher-quality creatives.

(Execution of designs in Canva is as simple as lying, Lol)

2. Create AI Art with Adobe Firefly:

If you've worked within the Adobe suite before, you're familiar with how innovative their products are.

Adobe Suite has added an advanced AI-enhanced tool, Adobe Firefly, for designers.

This tool offers a text-to-image generator and can create different text fonts based on your detailed prompts.

image created with Adobe Firefly

Firefly can also recolor SVGs to provide a broader range of colour variations to vectors.

This tool was available to anyone who subscribed to Adobe Illustrator or Photoshop.

However, it is now available as a stand-alone tool.

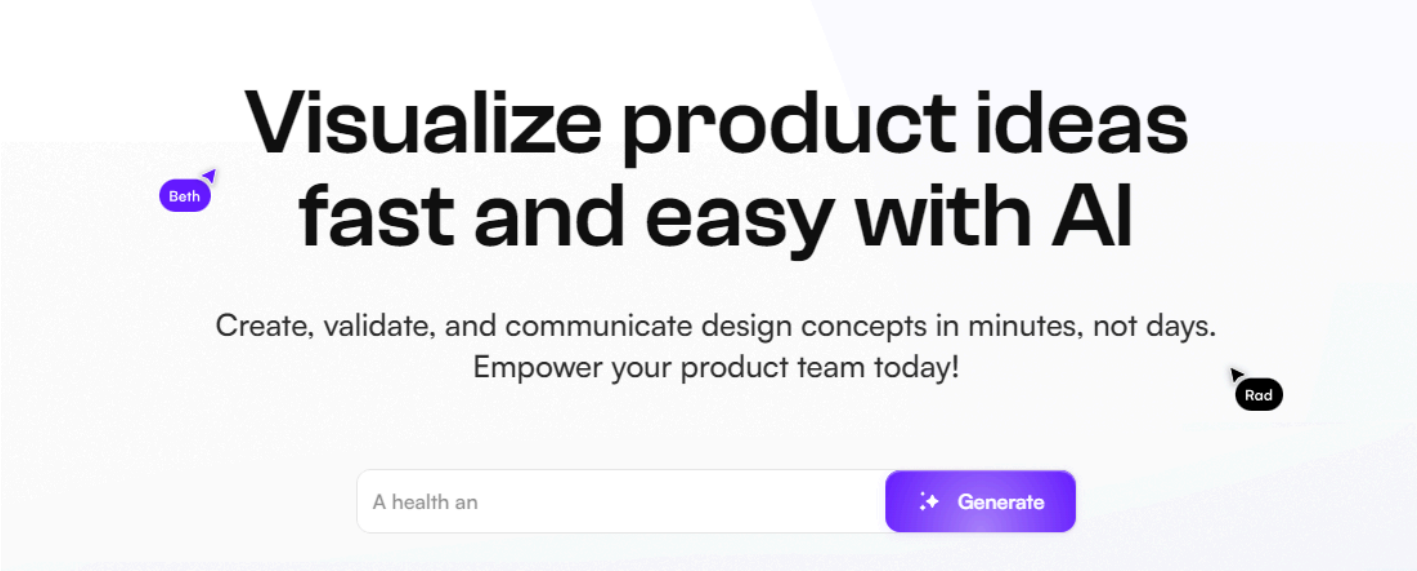
Here is a con: the platform will watermark any AI-generated images, just like Adobe.

This discourages users from using them commercially.

3. Uizard:

An AI tool that allows you to effortlessly design your websites, mobile and web apps, and desktop software.

Uizard contains a huge library of design elements, which you can play with by simply dragging and dropping onto the workspace.



A screenshot of the Uizard website, one of the best AI graphic design tools

It allows for free design from scratch or one of the hundreds of templates available.

Uizard's AI features are easy to use, and the design includes the following:

- Text assistant
- Text-to-image generator
- To turn uploaded sketches or screenshots into digital mockups.

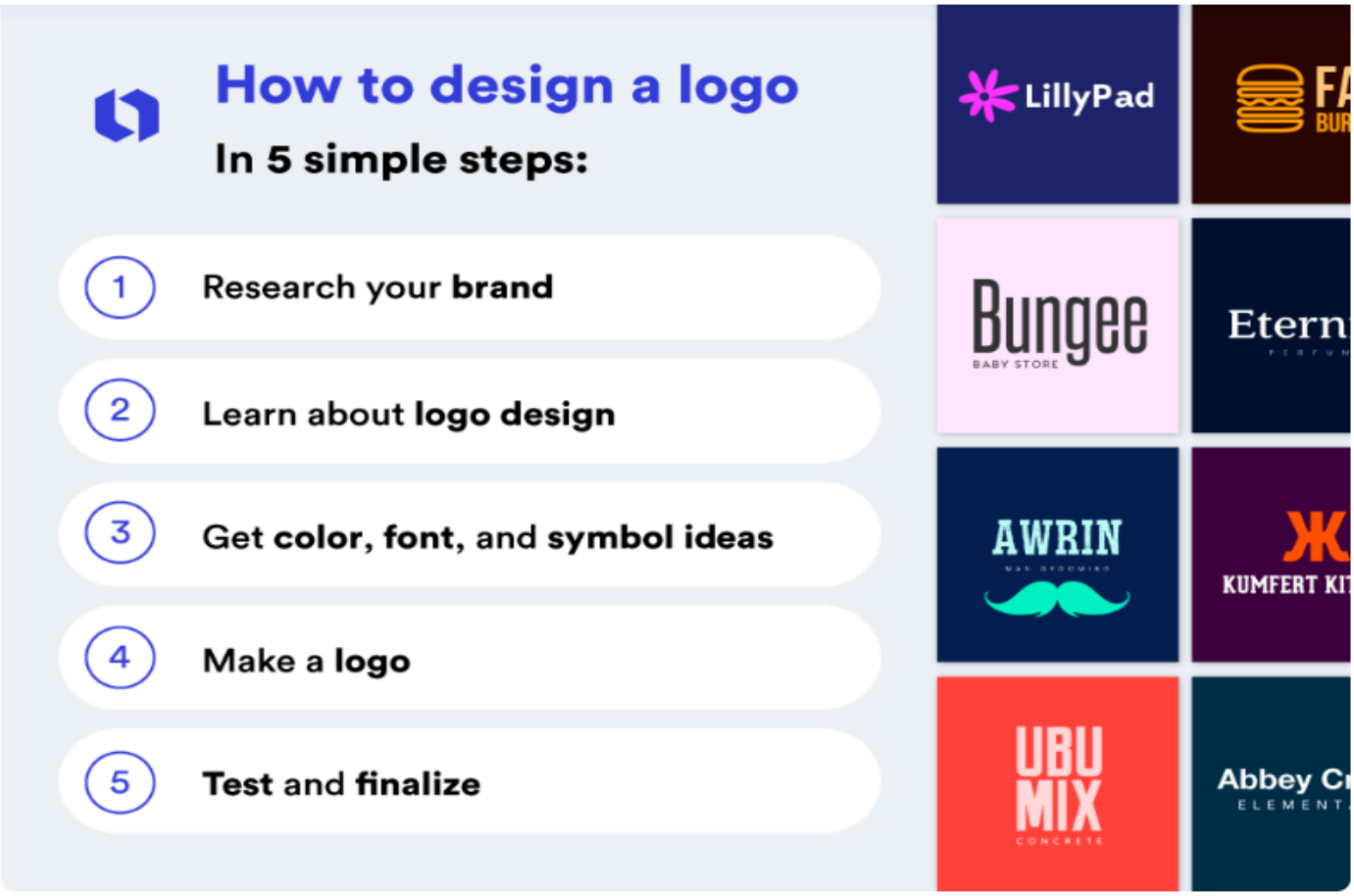
Another feature is Uizard's theme generator, which can provide colours and fonts based on uploaded images.

4. Looka:

AI-powered wizard that creates multiple logo options based on prompts.

Graphic designers can create appealing logos for their client's companies.

Looka Logo Maker is innovative software with a user-friendly interface.



(A screenshot of the Looka website, one of the best AI logo-designing tools)

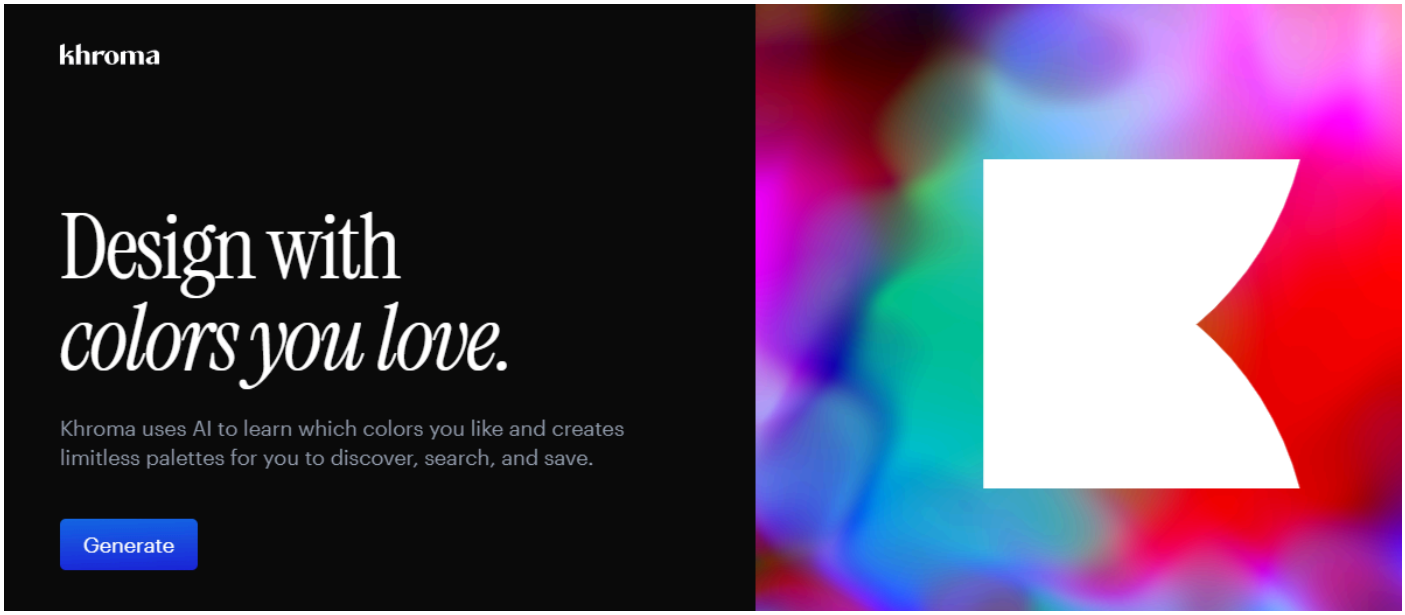
The AI wizard will present multiple pre-made logos to identify your preferences.

Then, you'll select preferred colours, symbols, and slogans that best represent the business.

Users then choose from the dozens of provided logos and, if necessary, can further edit them using a library of layouts, icons, colours, symbols, and fonts.

5. Khroma:

Khroma is a graphic design AI tool that provides users with an infinite number of attractive colour combinations to design with.



This tool completely takes the guesswork out of selecting compatible, engaging colours.

When you use Khroma for the first time, you must select 50 of your favourite colours from the large selection provided.

Designers can favourite or edit the palettes provided. This selection also informs the AI of their preferences for the future.

You can even upload images to add colour to them or copy and paste the provided hex code to use in other design platforms.

6. Mid-journey:

This tool is spotted as one of the best graphic design AI tools on the market for creating realistic images.

It produces such realistic images that it can be hard to distinguish them from ones made by humans.

(A screenshot of Mid-journey AI graphic design tool)

Midjourney can only be accessed through a Discord channel.

A free or paid subscription is offered to users.

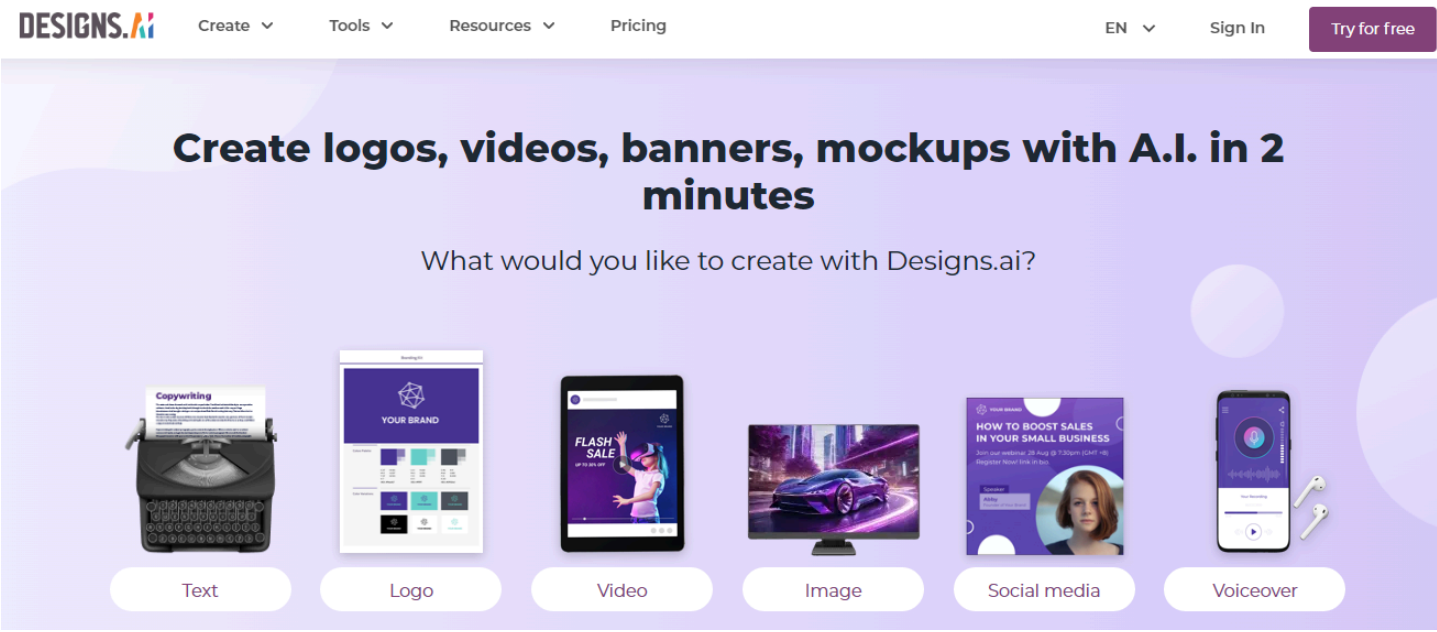
You may find it difficult to use if you're unfamiliar with the Discord platform.

The rest is all set.

7. Designs.ai:

Designs.ai is a toolkit that helps designers create social media posts, logos, videos, and more…

It offers an optimised and personalised workflow for designers. It also boasts an impressive library of graphics, fonts, design elements, and colours.



(A screenshot of Designs.AI graphic design tool)

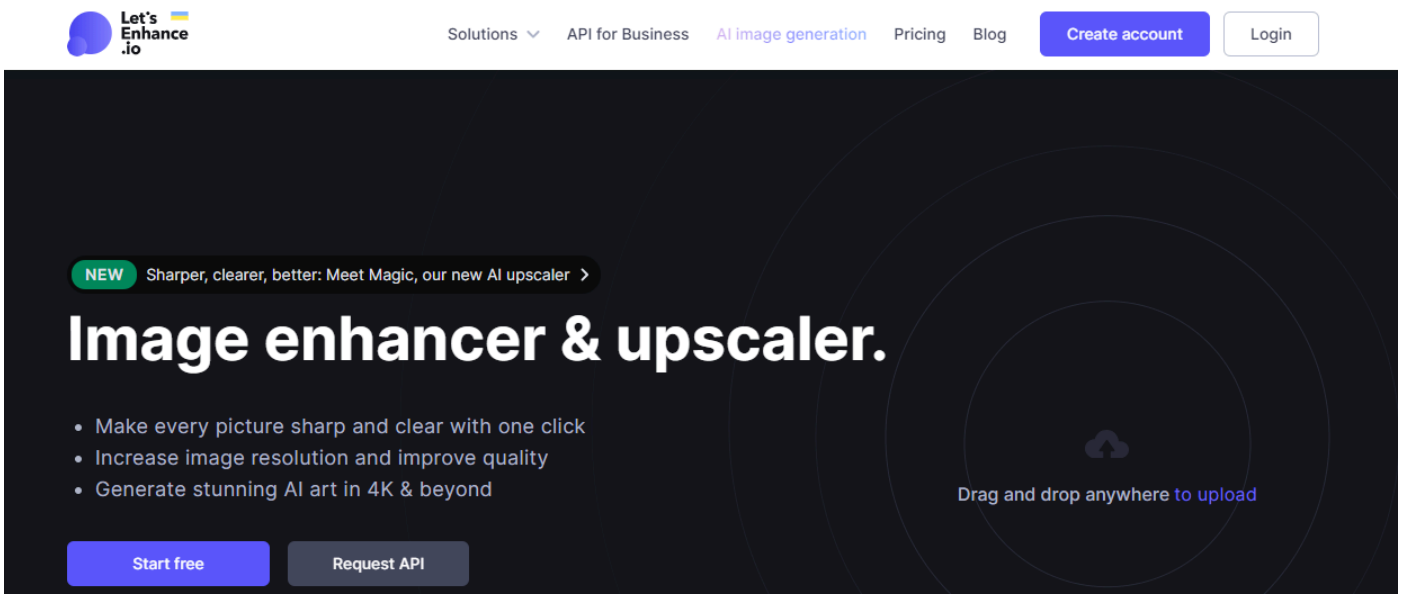
When you design your creativity, various design solutions are given according to your taste or need.

This is a great choice for designers who use many different kinds of media or need access to various tools.

8. Let's Enhance:

Designers, with *Let's Enhance*, you can increase the resolution of low-quality photos and enlarge photos and images of any resolution without losing detail or quality.

This software can take even the most pixelated image and make it print-ready using powerful and effective AI.



(A screenshot of Let's Enhance AI graphic design tool)

Let's Enhance is also a good choice for making images for print or digital media with the highest resolution possible.

Take-home lesson:

AI tools have elevated your graphic designing process and creativity.

Indeed, you would be sure now how AI can transform your designs.

Simple.

But are you still waiting, or have you yet to incorporate AI design tools into your creativity?

If you haven't yet, you're missing out on powerful resources that can enhance your work significantly!

Thanks for reading.

Until next time!

Shivathmaj Shenoy

P.S. If you like this newsletter guide, do share it with your friends and colleagues and help them upscale without upscaling.