

Hi Kouame,

It is fascinating to see how this technology is enabling startups to compete with industry giants (Rezazadeh, Kohns, Bohnsack, António, & Rita, 2025).

Pentagram's revamp of the Performance.gov website for the U.S. government is one example from the real world that springs to mind. They streamlined a procedure that would have taken months by using Midjourney to create more than 1,500 unique icons. They were able to retain a consistent visual language while meeting strict deadlines thanks to this strategy, but there was also discussion about this project in the design community. While some expressed concern about the possible replacement of human illustrators, others commended the creative application of AI. It emphasizes the importance of using AI as a tool for collaboration rather than as a substitute for human ingenuity (Wilson, 2024).

It is very interesting how you linked artificial intelligence to electricity, which is important. It makes me think about how we can guarantee that AI blends seamlessly into our daily lives without sacrificing moral principles or the human element, which is important for creative purposes (Stallard & Stallard, 2024).

I look forward to your thoughts on how businesses can train employees to work effectively alongside AI tools, ensuring that creativity and ethics remain at the forefront of innovation.

All The Best!

Avinash

References

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- Wilson, M. (2024, December 5). *Pentagram partner Paula Scher unapologetically defends using generative AI*. Fast Company. Retrieved April 18, 2025, from <https://www.fastcompany.com/91240809/pentagram-partner-paula-scher-unapologetically-defends-using-generative-ai>