

Learning and Reflection

During the development of the website, I used AI tools ChatGPT and image generation models to help generate content and design the layouts. I prompted the AI to generate organized html-code sections (to embed YouTube videos, image placeholders, and features) to help organize the structure of the website. The AI generated assets of professionally-created fitness-related images relevant to the MetaMotion brand.

AI tools excelled at producing clean, functional html structures, as well as engaging, visually-representational or conceptual images for the visual content that the website would feature. Most importantly, their output increased my workflow efficiency which is a big bonus, while allowing me to focus on design coherence, presentation of narrative or brand meaning, and to spin up web content rather than starting completely from scratch. Where AI fell short was in any kind of creative decision-making. Establishing visual balance, tone consistency, brand identity expressions for a youth and tech audience through MetaMotion communications. Human judgment is critical to authenticating content so it feels engaging, polished, and user-friendly.

Human creativity was key to selecting and refining the outputs of AI. I had to select the best AI-generated images that corresponded with the brand's identity of fitness and tech, rephrase text to ensure a consistent tone, and make adjustments to layout spacing to improve usability. Meanwhile, AI added value through its technical precision and rapid generation of base-level content.

The project demonstrated that generative AI works best as a collaborator rather than a replacement. AI can create content layouts, generate visuals, and speed up iterative processes, however, a human must drive creative execution, brand consistency, and be responsible for the final delivery. For future projects, AI can take care of repetitive or technical work, leaving people to do the conceptual design, think deeply about storytelling, and move into the creation of the user experience.