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DIGITAL POSTER



ARTIFICIAL INTELLIGENCE (AI)

The digital poster is an inspiring visual reflection on the dual impact of Artificial Intelligence (AI) in modern society. A robotic hand grabbing an AI chip in the center of the image represents AI's technological power over many aspects of life, using AI as the primary foundation of future progress. To the left of this central artwork, a friendly-looking robot (Jollibot) stands next to a rising bar graph, representing the economic growth and enhanced efficiency that AI may bring to industries. This highlights the positive elements of AI, showing it as a tool that benefits businesses and increases productivity. On the poster's right side, two human figures with red "X" on their faces represent the potential negative effects of AI, especially job displacement and labor dehumanization. The background is dark with glitch-like textures and the repeated text "ARTIFICIAL INTELLIGENCE" in red, creating an awful mood that represents the fear surrounding the adoption of AI. The overall design conveys the advantages as well as disadvantages of AI, demonstrating that while technology has the potential to increase efficiency, it also offers severe social dangers.

Artificial intelligence (AI) has huge opportunities to shape the future, but it also has serious downsides. On the positive side, artificial intelligence is transforming industries by enhancing efficiency, reducing errors, and encouraging innovation. For example, in the fast-food business (Jollibee), AI-powered robots like the JolliBot may do repetitive activities, such as serving meals to clients. This reduces operational costs while also increasing service efficiency, allowing Jollibee to serve more customers in time. JolliBot improves the overall customer experience by automating these ordinary operations, resulting in faster, more consistent service and freeing up human staff to focus on more complicated and customer-focused jobs. This is represented on the poster by an upward-trending bar graph, which represents growth and progress. AI is also making advances in industries such as healthcare, where it helps clinicians diagnose diseases early and optimize treatment strategies, resulting in better patient outcomes. Also, AI-powered solutions are being integrated into everyday life, ranging from smart home gadgets to specific shopping experiences, bringing ease and increasing customer satisfaction.

However, the challenges that AI poses are equally huge, particularly in terms of its ability to disrupt jobs. As shown in the image by the faceless human figures with red X", job displacement is one of the most important worries as AI evolves. Automation threatens to replace human workers in a variety of industries, particularly those that need repetitive, low-skilled jobs. The rise of self-driving vehicles, for example, might result in enormous employment losses in the transportation sector. Similarly, AI technologies in customer



support, such as chatbots, are gradually replacing human labor, resulting in a drop in available positions. This trend may worsen current wage gaps, leaving certain areas of the population struggling to adapt to the growing demands of an AI-driven employment market.

To conclusion, artificial intelligence presents a complicated combination of advantages and disadvantages, as visually shown by the digital poster. On the one hand, AI has the potential to boost economic growth, increase efficiency, and revolutionize industries. However, it poses the risk of displacing workers, invading privacy, and promoting bias. The poster effectively shows the conflict by utilizing visual components that highlight the importance of careful evaluation and regulation of AI as it becomes more integrated into society. While AI has the potential to significantly assist humanity, its development must be directed by ethical standards and social responsibility to guarantee that its effects are beneficial to all members of society.