



ANALYSIS OF GRAPHIC DESIGN PRINCIPLES AND ETHICS OF THE USE OF ARTIFICIAL INTELLIGENCE (AI) ON THE GRADUATION APPEAL POSTER OF SMA 1 SIMANJAYA

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Article history: Received 17-02-2026 Revised 24-02-2026 Accepted 13-02-2026 Published 28-03-2026 How to cite: Wahidah, A. N., Setyosari, P., & Kurniawan, C. (2026). Analysis of Graphic Design Principles and Ethics of the Use of Artificial Intelligence (AI) on the Graduation Appeal Poster of Sma 1 Simanjaya. <i>Journal of Facilitating Learning and Improving Performance</i>, 1(1), 105–117. © The Author(s)  This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License	The use of GenAI in graphic design is becoming a trend that could shift the role of designers, especially in educational institutions that lack professional resources for creating informational content and school promotions. Even though the design made by GenAI still does not fully meet the principles and ethics of design. Therefore, this research was conducted with the aim of analyzing the principles of graphic design and the ethics of using AI in the graduation appeal poster of SMA 1 Simanjaya. This research was conducted with a qualitative descriptive approach based on a case study on the poster of the graduation appeal of SMA 1 Simanjaya. Data is collected through documentation, interviews, and observations. Data analysis is carried out in 3 stages, namely data condensation, data presentation, and drawing conclusions. The results of the analysis showed that the poster for the graduation of SMA 1 Simanjaya had met the principles of contrast, balance, emphasis, and rhythm but had not met the principles of proportion and unity. Meanwhile, in the ethical aspect, posters still contain bias, data privacy risks, and lack of transparency. Keywords: <i>Principles of Graphic Design; Ethics of Using AI; Graduation Appeal Poster.</i>

INTRODUCTION

The delivery of public information by educational institutions has undergone many changes amid the rapid development of digital technology. Most educational institutions choose visual media such as posters, videos, and infographics that aim to make it easier for people to capture information. However, the creation of visual media today has undergone a transition, from the conventional method using graphic design software to a more automated method with generative AI (GenAI). The use of GenAI in graphic design is generally needed in the early stages of planning. As many as 68.94% of designers use GenAI to find ideas, initial concepts, and create design visualizations (Jang et al., 2025). Not a few use GenAI in making final designs that don't require editing anymore. Even designers are starting to feel that their role has changed to that of a curator. The very instant results of GenAI actually eliminate the designer's sense of authorship, which makes them tend to view themselves as curators (Jang, 2026). This is also felt and happens a lot in educational institutions, especially in areas where there is a shortage of professional workers in the field of graphic design. Despite its convenience, GenAI, in fact still holds a lot of debate among graphic designers related to design effectiveness and ethics of use.

Recently, quite a number of educational institutions, from elementary schools to universities, have used GenAI in the creation of promotional media and information dissemination. Educational institutions, which should hold the principles of honesty and transparency, are currently using GenAI's work without labeling the use of AI. Even though GenAI's results do not necessarily meet the principles of graphic design and ethical principles. GenAI can in fact weaken aesthetic values, personal design styles, and satisfaction with design results (Jang, 2026). In fact, GenAI's work is considered to be very uniform and similar to each other, so there is no uniqueness or originality visible (Doshi & Hauser, 2024). This means that GenAI has not been able to fully meet the principles of graphic design and good design ethics.

Previous research has shown that GenAI's design results have deficiencies in meeting design principles. Around 70.5% of GenAI designs experience layout imbalance which has an impact on reducing efficiency in information delivery by 20% (Lee & Lee, 2026). GenAI's design results are still inferior in terms of visual appeal, brand alignment compatibility, and usability aspects (Fu et al., 2024). When viewed from an ethical aspect, GenAI is known to have the potential to create mass manipulation that has an impact on the emergence of the phenomenon of misleading communication and visual misinterpretation (Klenk, 2024). Behind the convenience offered by GenAI, there are ethical issues such as authorship ambiguity, intellectual property concerns, algorithmic bias, and the potential displacement of human designers. So it is important to position AI as a tool, not a maker (Kutanova, 2025). The results of previous research show that the output of GenAI does not always meet the principles of graphic design and instead raises various ethical issues.

Previous findings encourage control in designing with GenAI, especially for educational institutions. As happened at SMA 1 Simanjaya where the staff used GenAI in making posters urging students to graduate. Unfortunately, GenAI's results were completely not edited at all, not even labeled as AI-generated results. This certainly raises the question of whether the poster meets the principles and ethics of graphic

design. Therefore, the researcher is interested in analyzing the principles and ethics of graphic design in the poster for the graduation appeal of SMA 1 Simanjaya. This study aims to analyze the quality of posters from GenAI results reviewed from graphic design principles. In addition, it also aims to analyze potential ethical problems in GenAI's poster design.

METHODS

This study uses a qualitative descriptive approach. The qualitative approach is aimed at obtaining a meaningful understanding of a research object which is generally carried out by triangulation techniques (interviews, observations, and documentation) (Sugiyono, 2017). Meanwhile, this type of research is a descriptive case study that aims to provide a detailed description of a case using a specific theoretical framework (Ilhami et al., 2024).

This study analyzed the poster results of GenAI based on 6 graphic design principles using the theory proposed by Pentak & Lauer (2016) and Hass (2015). Pentak & Lauer (2016) state that the principles of graphic design include balance, unity, rhythm, proportion and emphasis. Meanwhile, Hass (2015) states that the principles of design composition include alignment, contrast, emphasis, movement, and scale. The combination of these theories was used to construct six graphic design principles, namely contrast, balance, emphasis, proportion/scale, rhythm/movement, and unity. In addition to the principles of graphic design, the analysis was also carried out to examine the ethical principles of design made by GenAI. The ethical analysis component of the use of AI is based on the opinion of Dediher et al. (2025) who stated that the ethical use of AI in graphic design includes various dimensions, namely algorithmic bias, user privacy, transparency of sources and influence, as well as issues of ownership and intellectual property rights.

The data sources in the study consist of primary and secondary data. The primary data of the research was in the form of a graduation appeal poster of SMA 1 Simanjaya and data from a brief interview with the poster maker. Meanwhile, secondary data are obtained from supporting references such as books, journals, and legal/copyright regulations. Data collection was carried out by means of observation, interviews, and documentation. The researcher conducted an interview with the teacher of SMA 1 Simanjaya who is responsible for making the poster to get an explanation of the procedure for making and uploading the poster on social media. Furthermore, the researcher documented the poster of the graduation appeal of SMA 1 Simanjaya so that it could be used as analytical material. The last stage carried out by the researcher was in the form of object observation by analyzing the design elements and ethics applied by the poster maker.

The data analysis technique was carried out through three stages according to the model of Miles et al. (2014) which consisted of data condensation, data presentation, and conclusion. In the condensation stage, the researcher focused on highlighting findings related to graphic design principles and ethical limitations in the GenAI poster. The results of the data condensation are then presented in the form of a narrative so that a conclusion can be drawn from the research results.

RESULTS

Analysis Results of Graphic Design Principles

The analysis of the graduation appeal poster for SMA 1 Simanjaya was carried out based on components in the principles of graphic design which include contrast, balance, emphasis, proportion, rhythm, and unity. The poster of the graduation appeal for SMA 1 Simanjaya (Figure 1) was made using GenAI and did not go through any editing process. The poster contains information related to actions that must be carried out by all students of SMA 1 Simanjaya ahead of the graduation announcement.



Figure 1. Visual Poster for Graduation Appeal of SMA 1 Simanjaya

Design Contrast

The color contrast on the poster of the graduation appeal for SMA 1 Simanjaya is quite good. The color palette (Figure 2) used has a strong contrast with each other so that the visual message is clearly visible. The inscription "Himbauan Kelulusan" which is the headline on the poster looks sharp and stands out with a combination of blue (#021E8B) and yellow (#FEC703) colors on a white background (#F7F7F7). This clarifies the main focus of the poster, which conveys information related to the graduation appeal. Additional elements in red (#F40000) that have the meaning of prohibition also look contrasted with other colors, so that the visuals do not look monotonous.

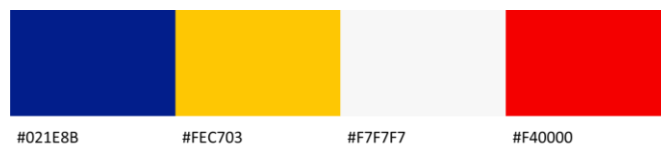


Figure 2. Color Palette of SMA 1 Simanjaya Graduation Appeal Poster

Design Balance

The poster design uses the principle of asymmetrical balance. This can be seen in the use of elements, text, and bullet points on the left side being balanced

by the icon and photo of the principal on the right side (Figure 3). With the balance of elements and photos on both sides, the poster looks like it has a harmonious visual weight. This means that the visual component does not feel biased.



Figure 3. Asymmetrical Balance on the Graduation Appeal Poster of SMA 1 Simanjaya

Design Emphasis

The design emphasis on the graduation appeal poster focuses more on the word "*Himbauan Kelulusan*" which is the center of interest (Figure 4). This immediately makes the reader's eyes go directly to the title, so that readers can immediately know the main message of the poster. The emphasis of the text "*Himbauan Kelulusan*" is formed by the difference in font size that is deliberately made the largest among the writing and other design elements. In addition, there is a drop shadow on the writing that makes the writing stand out.



Figure 4. Emphasis on The Text "*Himbauan Kelulusan*"

Design Proportions

If you look at the title to the appeal point, the proportions in the poster look fitting and appropriate. However, there is a slight distraction when the reader's eyes begin to look at the photo of the principal which is made larger than the message in the column next to it (Figure 5). In fact, a message that reads "Our attitude today reflects our character and future" needs to stand out more because it is an important message for readers, especially students who are targeted. However, the proportion of the principal's photos was made larger, so that the more important moral message was drowned. So the poster still does not meet the principle of design proportion, especially for poster designs in the field of education that should highlight moral messages, not highlight the identity element of the principal.



Figure 5. The Difference in the Proportion of the Principal's Photo and the Moral Message of the Poster

Design Rhythm

The rhythm in the poster design is illustrated through the repetition of visual elements in the appeal point section (Figure 6). The consistent use of a layout on the numbers on the left side, followed by icons and explanatory text looks aligned from top to bottom. The use of yellow and blue colors in the text also makes the poster more comfortable to look at and makes it easier for readers to switch from one point to another.



Figure 6. Rhythm of Design That Aligns with Appeal Points

Design Unity

The unity of the design can be seen in the consistency of the use of yellow, blue, and white colors and the uniform style of the elements. The dominance of blue, yellow, and white colors on the poster makes all elements look unified and harmonious. Meanwhile, the style icons and other design elements that use the flat design style also look in harmony with each other. Unfortunately, the presence of whitespace at the bottom of the design is almost non-existent so that the design looks crowded. The columns of moral messages, dates, social media, and photos of the principal look like they are crammed at the bottom (Figure 7). This makes the principle of unity split because the elements at the bottom look colliding. So the poster still does not fully meet the principle of unity in graphic design.



Figure 7. Design Elements Stack at the Bottom

Analysis of the Ethical Principles of the Use of AI

The analysis of the ethical principles of the use of AI in the SMA 1 Simanjaya graduation appeal poster was carried out by analyzing bias, user privacy, transparency, and intellectual property rights. The ethical analysis component of the use of AI is based on the opinion of Dedijer et al. (2025) who stated that the ethical use of AI in graphic design includes various dimensions, namely algorithmic bias, user privacy, transparency of sources and influence, as well as issues of ownership and intellectual property rights.

Design Bias

In the poster of the graduation appeal for SMA 1 Simanjaya, there is no gender or cultural bias. The principal's photo does show the female gender, but it is a form of the principal's identity, so it does not include gender bias. However, some design icons that are symbols of crowds or student convoys are made too general (Figure 8). This actually causes visual homogenization bias. The poster only displays a uniform, anonymous student symbol and does not represent social diversity.



Figure 8. Visual Homogenization Bias on Student Convoy Icons

User Privacy

The poster does not contain student photos or personal identities so as to minimize the risk of spreading student data in the AI database. However, there is a photo of the principal in it (Figure 9). According to the poster maker's teacher, the process of making posters with GenAI is carried out by inserting a photo of the principal, the school logo, and the desired prompt. This certainly raises questions related to the privacy of school principals' data. However, the school emphasized that all of this has been approved by the principal, so the use of the photo does not violate the ethical principles of using AI. Even so, the use of data in the form of

photos and names of school principals must still be considered to anticipate data leakage from AI databases to other parties for commercial purposes.



Figure 9. Photo of the Principal in the GenAI Results Poster

Transparency

The poster for the graduation of SMA 1 Simanjaya made with AI is unfortunately not labeled with the label 'AI-made works'. Even when uploaded on Instagram social media, the school did not include the label 'label as made with AI' (Figure 10). This certainly violates the principle of transparency in the use of AI to make poster designs, especially for educational institutions that should hold the principle of transparency.



Figure 10. The Results of Uploading Posters to Social Media Without AI Labels

Intellectual Property Rights

The poster's intellectual property rights are determined from the AI platform used. According to the school's statement, the poster was made using Chat GPT. If you look at the term of use of the chat GPT, all components in the poster are free to use because the user is given the right to use GenAI's output. However, there are still limitations because the GPT platform affirms that users have full responsibility

for all published elements so as not to infringe on trademarks, plagiarize other people's works, and publish illegal assets. Even though it can be seen that the Chat GPT platform provides the right to use and publication, the school is still obliged to check and edit the content.

DISCUSSION

Graphic Design Principles on the SMA 1 Simanjaya Graduation Appeal Poster

The findings show that the SMA 1 Simanjaya graduation appeal poster made using GenAI has met several graphic design principles. There are 4 principles of graphic design that are fulfilled, including contrast, balance, emphasis, and rhythm. However, there are still some shortcomings so that the principle of proportion and unity is not fulfilled.

The color contrast on the poster from GenAI turned out to have good results. The yellow and blue colors are seen in contrast against a white background. This is in line with the opinion of Liu & Liu (2026) who stated that GenAI is able to produce an accurate color palette up to an average score of 85. The accuracy of the color palette results proves that GenAI successfully follows color theory that includes harmony, contrast, and balance. In addition, according to Marwah et al. (2025), the designs produced by GenAI have a high level of consistency in the use of colors and typography.

The balance of the poster design looks good because every design element as well as the text has a balanced visual weight. Despite using an asymmetrical balance, the design elements on the left and right sides do not appear to be biased. However, the use of GenAI to produce a balanced design is in fact still quite varied. Perhaps this low consistency is not too visible in the poster design of SMA 1 Simanjaya which applies an asymmetrical balance. This is because asymmetric balance cannot be used as an accurate indicator to measure the consistency of design balance. According to Kahraman et al. (2025), GenAI's consistency in creating balanced visual designs is still inconsistent, especially when producing designs with symmetrical balance. GenAI is considered to be less able to show the principle of balance in certain designs that tend to require symmetrical balance such as logo creation. In line with the research of Bertão et al. (2025) which proves that GenAI still does not meet the principle of balance in making designs, especially related to icons and logo types. So, even though the balance of the SMA 1 Simanjaya graduation appeal poster looks good, there is still a need for deeper analysis and study on the poster that uses the principle of symmetrical balance.

Previous results show that the poster design has a good design emphasis. It can be seen that the title that is the headline is deliberately made bigger and more prominent. The findings prove that GenAI's results are already very good in creating design emphasis. This is in line with Demir et al. (2021) who stated that AI is able to analyze and recommend focal points in design. This means that GenAI can produce good design emphasis through the determination of focal point analysis.

The rhythm of the poster design seems to have met the principles of graphic design. The consistency of the layout of the text and design elements makes the design harmonious. This is because GenAI has the ability to recognize patterns, so it can create an orderly design rhythm. In line with the opinion of Hong et al. (2023) that the GenAI model has an advantage in recognizing data patterns to generate new content. In

addition, Demir et al. (2021) also emphasized that AI is able to analyze rhythm principles in design.

Although it has met some design principles, GenAI's results are known to still have some shortcomings. The poster of the graduation appeal for SMA 1 Simanjaya made with GenAI still does not meet the principle of proportion and unity as explained in the analysis results section. Bertão et al. (2025) emphasized that AI used as a design tool actually produces designs with low balance, proportion, and unity. So that an additional editing process is still needed to perfect it. This is in line with Kurnia & Ratum (2024) who stated that even though AI is able to produce designs that are comparable to manual work and meet the principles of graphic design, GenAI's results still require the touch of a human hand because there are still several aspects that need to be improved.

Ethical Issues of the Use of AI in the Graduation Appeal Poster of SMA 1 Simanjaya

The ethical issue of using AI in a graphic design includes several aspects, namely bias, transparency, privacy, and intellectual property rights. In the design of the graduation appeal poster of SMA 1 Simanjaya, there is a visual homogenization bias in the elements used to depict crowds and student convoys. According to Hintze et al. (2026), GenAI has a tendency to create designs with a visual homogenization bias that overrides cultural diversity. This is emphasized by the opinion of Reza & Iskandar (2025) who stated that the adoption of AI in design can cause various issues, one of which is in the form of visual homogenization.

Not only visual bias, the use of GenAI in design also sometimes raises user privacy issues. In the poster of the graduation appeal for SMA 1 Simanjaya, it can be seen that there is a photo and the name of the principal which turned out to be included in AI as data input. This can certainly be a threat to the privacy of the principal, considering that some inputs will enter the AI database. In line with the opinion of Zlateva & Velez (2024) that AI is trained using large-scale data and has a high risk of data leakage so that it can inadvertently reveal sensitive information about data that has already been stored. The findings show the dangers that lurk in users when entering input in the form of personal data. This opinion is also reinforced by the findings of Ardi & Bintari (2024), that AI can access users' personal data that is very vulnerable to being stolen and manipulated. The principal's personal data in the poster is certainly very vulnerable to data theft and manipulation, so the school needs to limit input in the form of personal data, both student and teacher data.

Transparency is one of the components that should not be taken lightly, especially by educational institutions. However, it is very unfortunate that SMA 1 Simanjaya does not disclose the transparency of the content produced by GenAI. It can be seen in the social media post of SMA 1 Simanjaya which contains a poster made by GenAI but not labeled 'made with AI', thus raising the risk of decreasing public trust in educational institutions. According to Hasan (2026), the lack of transparency in GenAI's output can reduce user trust, especially in the education sector. Even though currently there are still many parties who do not fully trust the results of GenAI. As revealed by Lyu et al. (2025) that user trust, especially in the field of education, is still limited to certain aspects. Some teachers believe in AI but still use the principle of "trust but verify". The

findings prove that the transparency of AI use must be truly considered to increase public trust.

GenAI used by SMA 1 Simanjaya frees its users to use every output as long as it does not contain prohibited things. This is related to the terms of use issued by OpenAI. Under OpenAI's Terms of Use, ownership rights to services and technologies remain with OpenAI, while users retain the right to input as well as acquire rights to the resulting output, to the extent permitted by applicable law. So that the poster for the graduation of SMA 1 Simanjaya as a result of GenAI can be said to be legally legal, moreover it does not include prohibited elements.

CONCLUSION

The analysis result of the SMA 1 Simanjaya Graduation Appeal show that the poster made by GenAI has fulfilled some of the graphic design principles. The SMA 1 Simanjaya graduation appeal poster made with GenAI has fulfilled the principles of contrast, balance, emphasis, and rhythm. Meanwhile, the principle of proportion and unity in the poster design has not been fulfilled properly. In the ethical aspect, the poster appealing for the graduation of SMA 1 Simanjaya still does not pay attention to most of the ethical issues and problems in the use of GenAI. There is still a homogenization bias in the poster that is seen in some design elements. In addition, the existence of the principal's data as GenAI's input can threaten the data security of the party concerned. The absence of transparency in the form of AI-generated labels on posters risks causing a decrease in public trust in institutions. But in general, the SMA 1 Simanjaya graduation appeal poster is legal to use on social media because the license follows the openAI license which gives full rights to users while not violating the law.

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