

Abstract

This thesis deals with the incorporation of artificial intelligence into graphic design for marketing purposes. The aim of my thesis is to find, compare and recommend tools that are currently available that use artificial intelligence to create graphic design for marketing proposals. Artificial intelligence itself is constantly evolving and offers its help in many professions. I have divided the thesis into two parts, theoretical and practical. In the theoretical one, I deal with the explanation and evolution of the phenomenon, followed by the appearance of artificial intelligence in design, graphic design and marketing. From the acquired knowledge and according to the given criteria I compare the available tools. Following the examination, I evaluate them and recommend how they can be used today, but also where they still lack.