Graphic Design Showcase

2026

CONTINUUM by bold



MUHAMMAD AMIRUL HAZIM BIN FU'AT

Ethical Use of Artificial Intelligence Among Social Media Users

This project presents the design and development of an awareness campaign titled Genuine Protocol, which promotes the ethical and responsible use of Artificial Intelligence (AI) among social media users. As AI tools become increasingly common in content creation, many users are exposed to risks such as misinformation, fake content, and overreliance on AI-generated materials.

The project aims to raise awareness about the importance of verifying information, identifying AI-generated content, and maintaining originality when creating and sharing content online.Through a user centred design approach, the campaign incorporates visual communication, interactive activities, and storytelling to deliver engaging and educational experiences. Ultimately, the project seeks to encourage responsible AI practices, improve digital literacy, and empower social media users to make informed decisions while contributing to a safer and more trustworthy online environment.

