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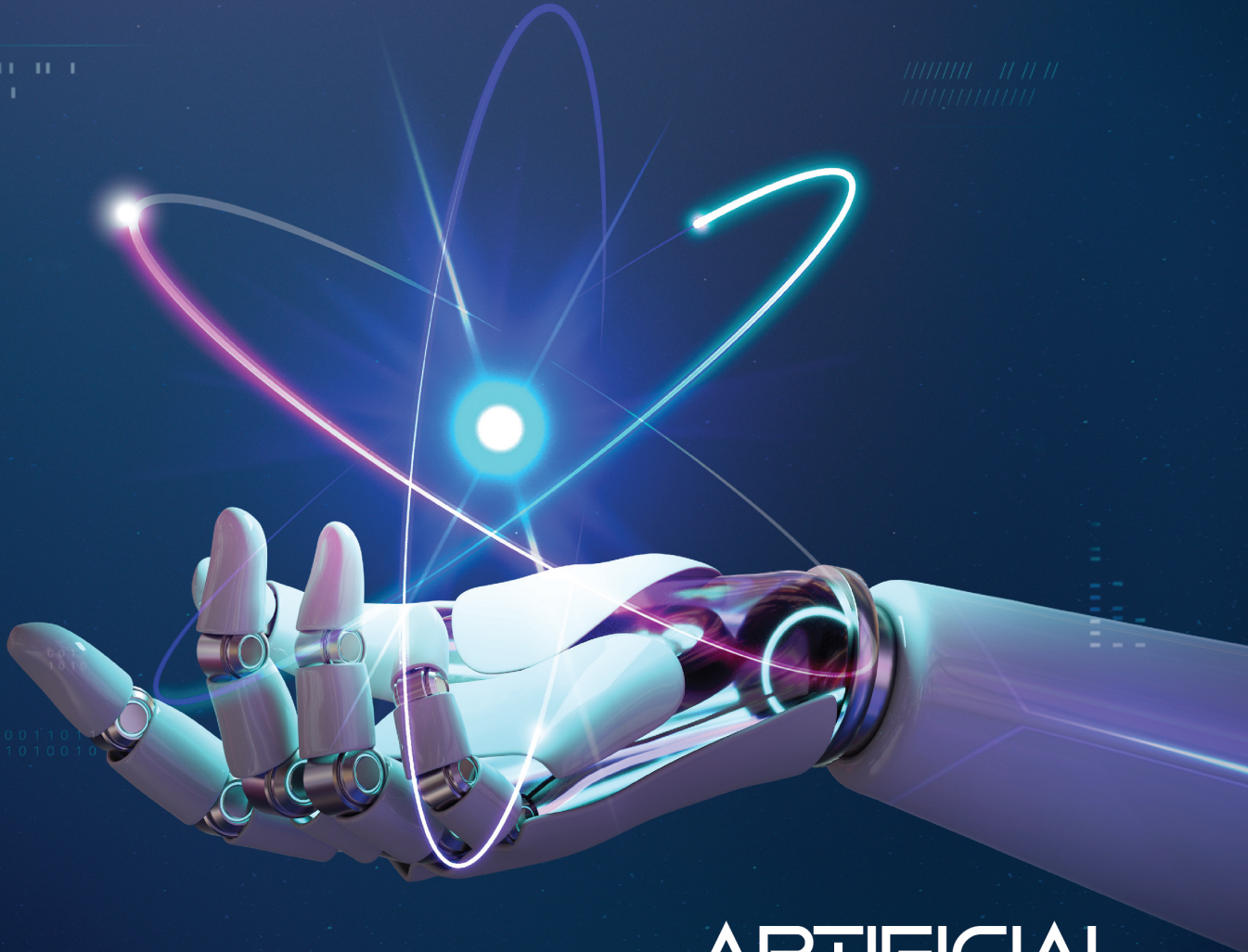
ARTIFICIAL INTELLIGENCE (AI):
Embracing the Future

RISE

UNIVERSITI TEKNOLOGI MARA

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ABOUT THE MAGAZINE

RISE Magazine is published by Office of the Deputy Vice-Chancellor (Research and Innovation) with aims to highlight a research and innovation on multidisciplinary expert of fields in UiTM. It serves as a platform for researcher to showcase their high quality and impactful findings, activities and innovative solution through publication. Contribution of these ideas come from academicians, researchers, graduates and universities professionals who will enhance the visibility of research and stride to elevate Universiti Teknologi MARA to global standards. This is an effort to promote research as a culture that is accepted by all expertise.

ABOUT UiTM

Universiti Teknologi MARA (UiTM) is a public university based primarily in Shah Alam, Malaysia. It has grown into the largest institution of higher education in Malaysia as measured by physical infrastructure, faculty and staff, and student enrollment. UiTM is the largest public university in Malaysia with numerous campuses throughout all 13 states in Malaysia. There is a mixture of research, coursework and programmes offered to the students. The Office of the Deputy Vice-Chancellor (Research and Innovation) also known as PTNCPI *(Pejabat Timbalan Naib Canselor (Penyelidikan dan Inovasi))* serves as a *Pusat Tanggungjawab* (PTJ) for navigating the research and innovation agenda of the university to achieve UiTM's goals.The PTNCPI office strives to mobilize faculty and campuses, fostering collaboration among researchers, with the aim of transforming the University into a Globally Renowned University by 2025

ADOPTING ARTIFICIAL INTELLIGENCE TECHNOLOGY IN THE WORLD OF DIGITAL ART

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The presence of Artificial Intelligence technology, better known as AI, is becoming increasingly significant in human life. Many technologists and experts believe that this phenomenon will profoundly change the way we communicate, learn, think, and work. There are even concerns that AI technology might take over various tasks and potentially replace careers, particularly those based on computer technology.
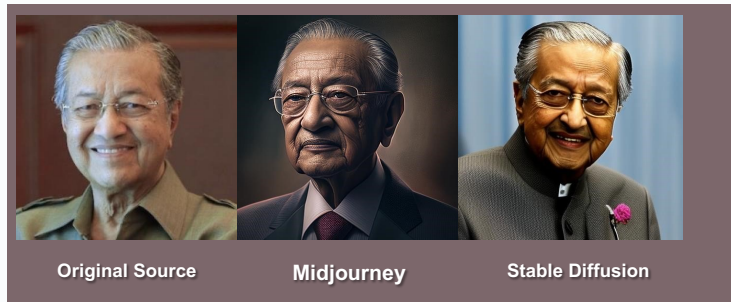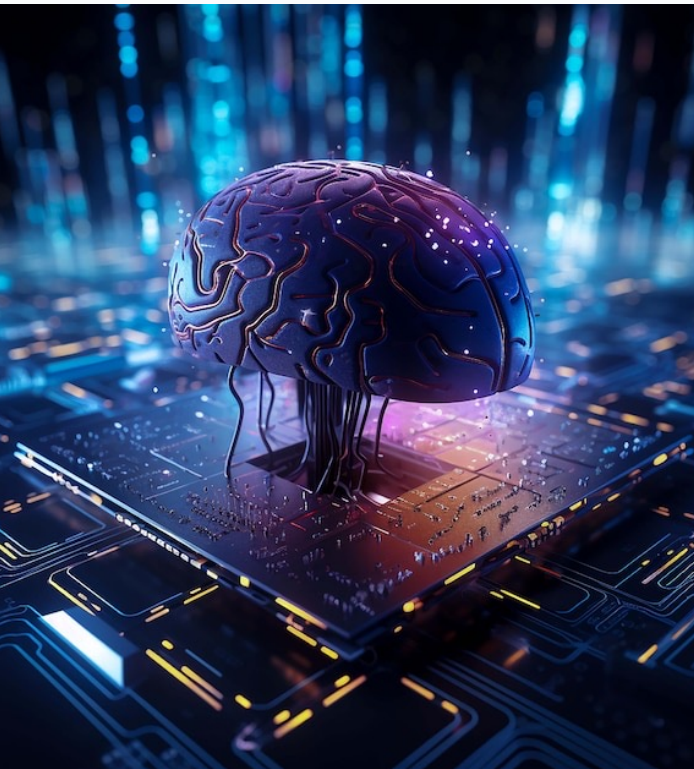
What is AI, and why should we know about it?

AI technology, as one of the branches of computer science, can be described as a machine with intelligence comparable to that of humans. This technology excels in its ability to be "taught" and "learned" autonomously, enabling it to swiftly complete various tasks. By utilizing algorithms, AI can identify and process data or patterns, learn from them extensively, and ultimately make independent decisions. Remarkably, the output generated by AI technology aligns with users' expectations and preferences.

Efforts to develop the concept of AI technology began as early as the 1950s. Indirectly, the idea of AI can be traced back to Hollywood science fiction films that featured intelligent robot characters such as Maria in the film "Metropolis" (1927) and The Tin Man in "The Wizard of Oz" (1939). These classic films demonstrated the potential of artificial intelligence in portraying realistic humans and their harmonious coexistence.

The dream of creating intelligent machines was further inspired by a mathematician and computer science expert named Alan Turing in 1950 (Anyoha, 2017). In his article titled "Computing Machinery and Intelligence," Turing hypothesized that if a machine could access all forms of information, it could potentially solve various problems just like humans. Five years later, an AI program called Logic Theorist was successfully developed by Allen Newell, Cliff Shaw, and Herbert Simon. The Logic Theorist project, funded by the Research and Development Corporation (RAND), aimed to mimic human critical thinking.

Notably, in 1997, IBM's computer called Deep Blue managed to defeat the reigning world chess champion, Garry Kimovich Kasparov, three times. This groundbreaking achievement demonstrated that machines can indeed think for themselves and strategize to outperform human intelligence.

The Impact of AI Technology in the World of Digital Art

One intriguing question raised by the author is the impact of AI technology in the world of digital art. According to "AI in Art" (2022), a group of researchers from the University of Creative Arts in London produced a series of images inspired by paintings by the late artist Francis Bacon using AI technology called Generative Adversarial Network (GAN). This AI was trained to learn Francis Bacon's painting techniques and styles. In the same year, Google developed Art Transfer apps that allow users to convert digital photos into paintings. As Thomson (2021) suggests, creative art serves as a powerful tool to comprehend the societal changes brought about by the rapid integration of AI technology into human life.

While AI technology has led to numerous positive developments in the world of digital art, it has also sparked concerns, particularly among painters and designers. In theory, AI enables users to create artworks without possessing specific talent or skills. For example, open-source software such as Stable Diffusion (SD) and Midjourney (MJ) can effortlessly produce realistic illustrations with simple keyboard commands. Additionally, these AI-generated artworks can be exclusive, making it possible for anyone to own and sell them without worrying about copyright infringement issues.

Examples of digital artwork from Midjourney and Stable Diffusion. Each one is unique even though the instructions from the craftsman are the same.

The dilemma of AI's impact on creative arts education arises. Is the current teaching and learning of the creative arts curriculum still relevant in the face of AI advancements? Tengku Shahril Norzaimi, a graphic design lecturer from UiTM Melaka Branch, contends that the influx of AI applications cannot be avoided and should be managed prudently. He provides an example: the procedures in logo and graphic design may no longer rely solely on students' mastery of conventional software like Photoshop and Illustrator, as AI technology can now efficiently complete these tasks. Moreover, concerns about plagiarism are minimized because AI-generated logos are original and not plagiarized. Therefore, Tengku believes that the learning outcomes of creative arts programs need to adapt to AI technology, emphasizing not only artistic talent but also the ability to manipulate and exploit AI for entrepreneurial purposes.

Questions to Ponder

Writers, artists, and creative arts educators should contemplate the goals, applications, and implications of leveraging AI to produce digital artworks. Is dependence on AI technology capable of strengthening human values? How can AIgenerated digital artworks ensure the preservation of civilization, morals, and identity? It is vital to remember that the primary purpose of AI technology is to assist in problemsolving, not to compete with or surpass human intelligence. Additionally, creative ideas generated by AI originate from human thoughts, bestowed by the Supreme Creator.

AI technology represents not the end but the beginning of something better in the creative arts realm. Artists must not cease their creative pursuits, allowing AI to dominate the industry. Such a scenario would undoubtedly lead to a decline in human values and have a negative impact on future generations.