



An Examination of Posters Created with Artificial Intelligence from a Graphic Design Perspective

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Abstract

This study examines poster designs created with artificial intelligence in line with graphic design principles to analyze the reflections of artificial intelligence technology in the field of visual communication. Posters created with artificial intelligence from KADEM Sanat's "Artificial Intelligence and Women" poster competition, KTO Karatay University's "October 29 Republic Day" poster exhibition, and Jardim Sonoro's "Electronic Music Festival" were selected as samples for the study. Using a descriptive analysis approach based on qualitative research methods, the selected posters were evaluated based on basic design elements, such as color, typography, and visual composition. The findings show that AI-supported posters offer technically successful results that align with graphic design principles. However, the study observed that human designers contributions are crucial for abstract components such as narrative depth, cultural context, and creative originality. This study provides a contemporary framework for evaluating the integration of AI technology into graphic design processes. It also contributes to discussions about creative production forms based on human-machine collaboration.

Keywords: Graphic Design, Artificial Intelligence, Poster Design, Visual Communication

Introduction

Throughout history, humanity has used visual communication as one of the most powerful forms of expression to convey thoughts, feelings, and knowledge. From cave paintings and hieroglyphics to ancient architecture, mosaics, manuscripts, and stained glass art, visual forms have played an important role in shaping cultural memory by carrying individual and collective memories (Meggs & W. Purvis, 2016:66). Graphic design emerged in the 19th century as a systematic, contemporary form of visual communication in an industrial society context. It developed alongside the invention of the printing press and the rise of printed media, including posters, books, newspapers, and magazines (Becer, 2015:65). Graphic design emerged as a discipline in the field of visual communication, particularly in the 20th century, and became a profession that responded to the needs of the modern age (Hollis, 2002:83). The Industrial Revolution accelerated mass production and expanded consumer markets, paving the way for the modern concept of graphic design. It sped up the shift from traditional craftsmanship to modern design and allowed the design industry to distance itself from manual labor (Li, 2019). During the 20th century, design movements such as the Bauhaus, De Stijl, and International Typographic styles



emphasized the functionality of graphic design. These styles addressed the aesthetic and semantic dimensions of design within an interdisciplinary framework (Drucker & McVarish, 2009:27). These developments have been further advanced by the impact of digitalization today, leading to graphic design processes becoming largely dependent on technology.

The acceleration of digitalization has led to a radical transformation of graphic design processes. In the 21st century, integrating artificial intelligence (AI) technologies into this field has increased production speed and added a new dimension to creative approaches. AI provides more than just technical automation; it offers analyses that guide design decisions and support designers in their production processes (Boden, 2018:48). In areas where visual communication is paramount, such as poster design, AI-powered tools optimize elements like color selection, typography, composition, and placement of visual elements, enabling faster and more efficient results. However, important questions remain about the extent to which such productions are aesthetically and functionally successful, how well they align with graphic design principles, and how they interact with human creativity (Sindhura et al., 2021). The transformation brought about by artificial intelligence in the field of design is redefining the relationship between traditional approaches and new digital production methods. This shift is bringing important discussions about the future of graphic design to the forefront.

Integrating artificial intelligence into graphic design processes raises the question of how the relationship between the artistic and technical aspects of design is formed. Traditional poster design relies on individual aesthetic understanding and cultural context, whereas AI-supported design uses data analytics and algorithm-based systems (Gifford & Hutchings, 2019). Artificial intelligence analyzes fundamental elements such as color harmony, typography, and composition and presents them in the form of recommendations. However, it is clear that these systems still need human designers to provide guidance in producing artistic meaning and reflecting cultural context (Boden, 2018:48).

Traditional poster design relies on an individual's aesthetic understanding and cultural context. In contrast, AI-supported designs are shaped more by data analytics and algorithms (Sindhura et al., 2021). These systems can produce effective visuals by analyzing current design trends and user preferences. However, the resulting products are said to fall short of achieving the creative vision in terms of artistic originality and cultural sensitivity (Heller & Chwast, 2000:75). Technological developments, especially artificial intelligence (AI), are radically transforming graphic design processes, as they are in many other fields. AI systems with capabilities such as big data analysis, image recognition, and machine learning significantly support novice designers in optimizing fundamental design elements, such as color selection, typography, composition, and visual hierarchy (Cemiloğlu et al., 2023). These technologies are becoming increasingly widespread, particularly in areas where visual communication is paramount, such as poster design. This enables designers to adopt innovative approaches in their creative processes. While AI-powered tools can speed up the design process and make it more efficient, they cannot replace human creativity when it comes to artistic decision-making (Sindhura et al., 2021). This study aims to provide an aesthetic and functional analysis of posters produced by artificial intelligence, in line with graphic design principles. The sample comprises posters from the "*Artificial Intelligence and Women*" competition organised by KADEM Sanat, the "*October 29 Republic Day*" exhibition at KTO Karatay University, and AI-supported posters designed by Jardim Sonoro for the "Electronic Music Festival". The posters were evaluated based on fundamental graphic design elements, such as colour usage, typography choices and compositional structure. This qualitative content analysis-based research aims to highlight the contributions of AI to graphic design processes through concrete examples, while also critically examining the interaction between human creativity and these technologies. In this period of redefining the discipline of graphic design in the context of



digital transformation, the aim is to establish a theoretical framework for understanding the limits and potential of creative processes based on human-machine collaboration.

1. WHAT IS ARTIFICIAL INTELLIGENCE?

Artificial intelligence refers to computer systems or software that can perform processes such as learning, problem solving, and decision making, mimicking human cognitive abilities. AI systems function through advanced technological methods, such as machine learning, deep learning, and big data analytics (Russell & Norvig, 2021:42). The literature defines artificial intelligence as the ability to perform high-level cognitive processes, such as extracting meaning, generalising, learning from previous experiences and solving complex problems (Nabiyev, 2021:23). These processes allow artificial intelligence to be evaluated as both a technical system and a flexible decision-support mechanism that can be applied in various disciplines. Initially encountered only in science fiction narratives, the concept of artificial intelligence has become an indispensable part of everyday life. Systems that can perform functions such as data processing, learning and decision-making are now fully integrated into social structures (Abbass, 2021). Artificial intelligence is used in many fields, including education, health, finance, transportation, and design. AI increases efficiency and contributes to human creativity and cognitive activities. Machine learning-based algorithms allow artificial intelligence systems to perform certain tasks without human intervention, fundamentally changing production processes. In the technological age, artificial intelligence is used in a wide range of applications, including automation processes and the healthcare, finance, education, and design sectors. Techniques such as machine learning, deep learning, and big data analytics allow artificial intelligence systems to perform certain tasks without human intervention. These developments demonstrate that artificial intelligence represents a significant paradigm shift that brings about social transformations, not merely a technical tool (Shanmukh, 2021:305-306).

2. HISTORY OF ARTIFICIAL INTELLIGENCE

Throughout history, humanity has sought to understand cognitive functions and develop systems capable of mimicking them. This quest has underpinned technological advances from the discovery of fire and the development of agriculture to the Industrial Revolution. The first intellectual foundations of artificial intelligence (AI) emerged in the 1940s with Isaac Asimov's Three Laws of Robotics, as set out in his short story Runaround. However, the Industrial Revolution was a significant turning point in this process. (Öztemel, 2020:101). The philosophical foundations of AI were established in the 17th century, when René Descartes began to view the mind as a mechanical system. This paved the way for the idea that human cognition could be modelled mathematically (Coşkun et al., 2021). In the 19th century, Charles Babbage designed the 'Difference Engine' to mimic thought processes. Ada Lovelace, however, argued that this machine could perform complex logical tasks as well as calculations, and developed the first algorithms (Buchanan, 2006). By the 20th century, Alan Turing had made a significant technological breakthrough with the Bombe, an automatic code-breaking machine that he had developed during the Second World War (Acar, 2022:78). In his 1950 article Computing Machinery and Intelligence, he posed the question "Can machines think?" and proposed the Turing Test (Turing, 1950:433-460). The acceptance of AI as an academic field began with the Dartmouth Conference held in 1956 with the participation of McCarthy, Minsky, Rochester, and Shannon. The term "artificial intelligence" was first used at this conference (Dick, 2019). During the same period, Herbert Simon and Allen Newell proposed that the human mind and digital computers were similar information-processing systems. Their program, The Logic Theorist (LT), proved mathematical theorems and was one of the most significant achievements of the time (Newell & A Simon, 1972:72).

Developed in the 1960s, the robot named Shakey was the first of its kind with the ability to perceive its surroundings and make decisions (J.Nilsson, 1984:65). Although natural language understanding research intensified during this period, machine translations were found to be inadequate, and the 1973 Lighthill Report highlighted the practical

shortcomings of AI, leading to the withdrawal of financial support. This period became known as the “*Artificial Intelligence Winter*” (Coşkun & Gülleroğlu, 2021). However, Japan's Fifth Generation Computer Project contributed to the revival of interest in this field (Öztürk & Şahin, 2018). Rule-based expert systems emerged in the 1990s. The power of this technology was demonstrated by IBM's Deep Blue chess program when it defeated world champion Garry Kasparov in 1997 (Campbell et al., 2002). However, these systems have been unable to replicate certain aspects of human intelligence, such as intuition and contextual understanding. In 2015, Google's AlphaGo showcased the potential of artificial neural networks when it used deep learning algorithms to defeat professional Go players (Haenlein & Kaplan, 2019). The historical development of artificial intelligence reflects humanity's interaction with technology and our efforts to create smarter machines. This ongoing process is a sign that AI will continue to advance in the future.

3. THE ROLE OF ARTIFICIAL INTELLIGENCE IN THE GRAPHIC DESIGN PROCESS

Artificial intelligence is defined as systems that can mimic human intelligence and perform cognitive processes such as learning, problem solving, language comprehension and data analysis. In recent years, AI technologies have begun to be used in graphic design to accelerate processes, boost productivity and support creativity. These technologies offer significant advantages in terms of automating repetitive tasks, optimising processes and personalising the user experience (Rezk, 2023). As a field of visual communication that combines ideas, concepts, and applications, graphic design is directly affected by technological transformations. AI-based systems are now commonly used in areas such as logo design, page layout, web interface design, poster design and image processing. These applications automate routine and time-consuming tasks for designers, enabling them to focus on more creative and strategic decision-making (Pamuklu et al., 2023). Integrating artificial intelligence into graphic design software can significantly improve efficiency and reduce workload. Adobe's AI-powered Sensei technology, for example, was developed to enable designers to work faster and more efficiently (Meron, 2022). In addition, platforms such as Midjourney, DALL-E and Canva can now provide users with creative visuals based on just a few keywords. However, despite these developments, artificial intelligence technologies play a supporting role in the graphic design process rather than replacing human creativity. In this context, designers' fundamental opportunity lies in positioning artificial intelligence as a strategic production tool. The future of graphic design lies in integrating the technical efficiency of artificial intelligence with the intuitive and original creative power of humans.

3.1. Color in Poster Design

As one of the fundamental building blocks of graphic design, colour is an indispensable element of visual communication. It adds aesthetic value to a design and can also convey meaning, depth and emotional intensity. The conscious and strategic use of colour ensures that the intended message is effectively communicated to the target audience. In this context, colour establishes a lasting and effective connection in the visual communication process by evoking strong psychological responses in the viewer (Yücel & Uğur, 2018). Designers establish a visual dialogue with their audience through the colour palette and contrasts they use. This process affects visual perception, as well as an individual's motivation and attitude. In graphic design, as well as the primary colours red, yellow and blue, secondary colours such as green, orange and purple, which are obtained by mixing these primary colours, are also used. Secondary colours can create a striking effect through the contrast they create with a primary colour that is not part of the mixture (Kahraman et al., 2019). Research on colour psychology shows that different colours can have various psychological and emotional effects on individuals. For example, red is associated with power, passion, danger and attractiveness, while green evokes feelings of naturalness and tranquillity. Blue is associated with coolness and authority, but also with sadness. Black typically conveys prestige and sophistication, but can also evoke a sense of coldness. Yellow is linked to luxury and wealth, while orange tones suggest warmth,

sincerity and naturalness. Purple has historically been associated with nobility and royalty (İçli et al., 2008).

3.2. Typography in Poster Design

Typography is one of the most effective components of the first visual contact established with the audience in poster design. Typography is not just about the arrangement of fonts; it highlights the message to be conveyed, improves readability, and adds emotional depth to the design (Günay, 2024). In graphic design, typography is a fundamental communication tool that ensures the message reaches the target audience effectively and with the right tone and visual integrity. In poster design, fonts not only convey information, but also create eye-catching emphasis to enhance the message's impact and add meaning to the design. Thus, typography transcends written communication to become a potent narrative instrument that shapes the emotional and cognitive resonance of a design. In this context, the form of the text affects the audience by both what is said and how it is said (Yadav et al., 2014). The formal characteristics of typefaces play an important role in determining the emotional tone of the message conveyed by typography. For example, typefaces with angular, bold, and sharp lines evoke associations of power, authority, and formality, while characters with rounded, thin, and flowing lines can create a more intimate, sincere, or emotional effect. Therefore, typography does not merely convey text; it also directly influences how the message is perceived by eliciting certain psychological responses in the viewer. In typographic design, functionality is as important as aesthetic concerns. The balance between legibility (the perceptibility of the typographic structure) and readability (the ease of following the text) is essential for successful visual communication. While eye catching fonts can be preferred for headlines and highlights in posters, the use of simple and easy on the eye fonts is recommended for long texts. Additionally, other design elements that enhance the impact of text include color contrast, spacing, and layout. Overly compressed text blocks or colors with insufficient contrast can weaken the perceptual impact on the viewer. Therefore, balanced spacing and harmonious color choices should be considered critical typographic decisions that directly influence the user experience (Selamat, 1995).

3.3. Visual Elements in Poster Design

Visual elements in poster design are fundamental to conveying a message quickly and effectively to the target audience. Graphic elements contribute to aesthetics and fulfil basic communication functions, such as attracting attention, providing information and directing viewers. In this context, photographs, illustrations and graphic elements are considered indispensable structural components of design. Selecting and arranging visual content appropriately and carefully enhances visual appeal and strengthens the durability of the message being conveyed. Visual elements play an effective role in behavioural transformation processes by creating emotional and cognitive interactions with the audience (Rosli, 2018). Graphic elements are not just for conveying information. They can also create an emotional impact on the viewer, establish a product or brand identity, and make the message more memorable. Graphic language uses symbols, abstract forms and visual metaphors to establish a direct connection with the viewer, significantly increasing the poster's perceptibility and persuasive power (Zhou, 2016). Using visuals alongside text in harmony with it creates a holistic structure that maximises communication effectiveness. Simultaneously processing visual and verbal information provides a higher level of memorability than using visual or textual content alone. This makes it easier for viewers to understand and remember the message (Murchie & Diomedes, 2020).

4. METHODOLOGY

4.1. The Purpose of the Research

This study aims to analyse poster designs created using artificial intelligence in terms of their aesthetic and functional qualities, in line with graphic design principles. The poster competition organised by KADEM Art on the theme of '*Artificial Intelligence and Women*', the poster exhibition organised by KTO Karatay University on the theme of '*29 October*



Republic Day', and the AI-supported posters designed for Jardim Sonoro's '*Electronic Music Festival*' were selected as samples in this context. These posters were examined based on fundamental graphic design elements such as colour, typography and visual composition. The contributions of AI technologies to the design process, their guiding roles, and their potential impact on this field were critically evaluated.

4.2. Research Method

This study uses a descriptive analysis approach based on qualitative research methods. Rather than focusing on numerical data, qualitative research focuses on the analysis of verbal, textual, or visual data in order to provide an in-depth understanding of the facts (Yıldırım & Şimşek, 2018:28). This method provides an effective approach to graphic design, facilitating the systematic analysis of visual communication and design elements. In the research, document analysis and content analysis techniques were employed together. The study evaluated three different poster examples designed with artificial intelligence support in the context of graphic design principles. These are:

- A poster competition themed '*Artificial Intelligence and Women*', organised by KADEM Art.
- A poster exhibition themed '*October 29 Republic Day*', held by KTO Karatay University.
- This is a festival poster created by artificial intelligence for the "*International Electronic Music Festival*" organized by Jardim Sonoro in Portugal.

These examples were selected based on the following criteria:

- Direct and active use of artificial intelligence tools in the production process.
- Themes that reflect sociocultural, national and artistic diversity.
- Posters that are publicly available and accessible for visual analysis.
- Graphic design that reflects visual languages belonging to different contexts (social messages, national narratives and artistic experiments).

These examples were selected based on the following criteria: active use of artificial intelligence technology in the production process, thematic diversity and public availability. During the data collection process, each poster was obtained digitally and analysed directly from visual sources. A structured analysis framework was adopted in line with the basic principles of graphic design for the analysis process. Within this framework, the posters were evaluated in terms of colour usage, typography and visual composition. Each design element was interpreted in terms of the message it conveyed, its aesthetic integrity and its level of visual communication. The study opted for descriptive analysis based on predefined themes without incorporating numerical data or statistical comparisons. This methodological approach provides a suitable foundation for evaluating the structure of visual communication materials generated by artificial intelligence within the context of graphic design principles.

4.3. Importance and Scope of the Research

The impact of artificial intelligence technologies on creative industries is bringing about fundamental transformations in design disciplines today. Graphic design is one of the areas that is particularly open to collaboration with AI, in terms of both aesthetics and communication. However, this technological transformation has also sparked many debates: Is artificial intelligence merely a tool, or is it an active component of the creative process? Can artificial intelligence produce originality and conceptual depth in graphic design? How should designers position themselves in the face of these new forms of production? This research seeks to provide concrete answers to these questions through visual analysis. Evaluating designs such as posters, which engage directly with the audience, opens up a discussion on the aesthetic adequacy and communicative power of AI-assisted designs. Thus, the study reveals the limits and possibilities of human-technology interaction in graphic design, while also contributing to the development of critical awareness regarding AI technologies. The limited number of studies on the

relationship between artificial intelligence and graphic design in the existing literature makes this research both original and timely. This study can provide valuable insights for design education and professional applications, creating a new ground for discussion for academics and practitioners alike. Notably, evaluating AI-generated posters in the context of design principles sheds light on future directions in graphic design.

4.4. Limitations of the Research

This research is limited to a select number of examples of posters supported by AI within the scope of specific events and competitions. Therefore, it does not cover all types of posters designed using AI. Due to the rapid development of AI technologies, it has not been possible to access broader and more up-to-date data, so the data sources used are limited to academic literature and digital platforms. This study only analysed existing posters visually and formally in accordance with graphic design principles; it did not conduct any experimental examinations that directly intervened in AI-supported design processes. Similarly, detailed analyses of the technical infrastructure of AI systems and qualitative data containing designers' opinions and experiences were excluded from the scope of the research. Given these limitations, future studies are recommended that include different artificial intelligence tools, are supported by expanded sample groups and incorporate experimental approaches. Additionally, including designers' user experiences in studies could provide a more comprehensive assessment of the interaction between artificial intelligence and human creativity.

4.5. Data Collection and Analysis Process

The data were obtained by creating digital versions of the relevant posters from publicly available sources. During the analysis process, a structured analysis scheme was employed that aligned with the fundamental principles of graphic design. The posters were examined in terms of colour usage, typography features and visual composition. Each element was evaluated in terms of its aesthetic and communicative value.

Table 1. Basic Design Criteria and Explanations Used in the Analysis Process

Design Principle	Sub Criteria	Explanation
Use of Color	Color psychology, contrast, cultural connotation, visual hierarchy	Color creates emotional impact, directs attention and creates cultural/semantic context.
Typography	Font selection, readability, hierarchy, formal harmony	Typography strengthens the transmission of the message and provides aesthetic and functional balance.
Visual Composition	Focal point, balance, symmetry/asymmetry, visual flow, visual placement	Composition organizes the relationships between elements and provides unity and visual direction.

5. FINDINGS

5.1. Analysis of KADEM Art's "Artificial Intelligence and Women" Poster Competition

This section discusses the top three posters from the artificial intelligence-assisted poster design competition organised by KADEM. These works are analysed from aesthetic and functional perspectives, considering basic graphic design principles such as colour usage, typography and visual composition.

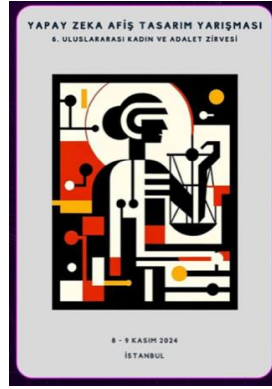


Figure 1. Mesut Tabuk's First Prize in the Kadem Art "Artificial Intelligence Poster and Women" Competition, 2024

Designed with artificial intelligence, Mesut Tabuk's poster is structured on the basis of a modernist and minimalist aesthetic approach (Figure 1.). The high-contrast colour palette, consisting of limited colours such as black, white, red and yellow, presents an abstract geometric visual language reminiscent of Bauhaus influences. These colours are not merely superficial aesthetic elements; they also play a functional role in establishing a visual hierarchy. The black areas emphasise the figure's form, while the red and yellow blocks direct the viewer's attention to key points, thereby reinforcing the composition's dynamic structure. These colour choices stimulate the viewer and enhance the message's perceptibility. The typographic elements of the poster also support this modernist approach. The text in the top and bottom sections is set in a simple, geometric, highly legible sans-serif font. The use of capital letters emphasises the message. The spacing between the letters improves readability, and the text on the grey background stands out thanks to the contrast it creates. Thus, typography becomes an important element that contributes to the poster's overall visual integrity, going beyond its mere function of conveying information. At the centre of the visual composition is a figure depicting an abstract female silhouette holding a set of scales. This figure has been adapted to reflect the aesthetics of artificial intelligence through the use of geometric shapes. While the composition is not symmetrical, it offers balanced visual weight. The grid structure formed by the intersection of horizontal and vertical lines creates a holistic visual system. The circular form at the top of the figure reinforces the focus on artificial intelligence, its structure being reminiscent of digital networks. Visual metaphors, such as the female figure, the linear depiction of the scales and connection points, create layers of meaning on both a conceptual and a technological aesthetic level. Despite its high level of abstraction, this composition maintains its ability to convey the message directly, offering artistic and communicative functions. Using an AI-supported system to design the poster offers clear advantages, particularly in terms of technical elements such as colour balance, composition, and visual balance. AI can successfully organise the formal relationships it learns from visual data and apply graphic design principles such as symmetrical balance, visual hierarchy and creating a focal point. However, it has also been observed that the thematic depth and symbolic meaning of the poster's content struggle to present a sufficiently powerful narrative without human intervention. The social, cultural and ideological meanings conveyed by the female figure have largely been accurately contextualised through human intuition and interpretive power. This demonstrates that despite AI's capacity for aesthetic production, it remains limited in terms of conceptual thinking, contextual sensitivity and mastery of cultural codes. Therefore, while this poster showcases the strengths of AI-assisted design, it also highlights the importance of human creativity.



Figure 2. Mesut Tanrikulu wins second prize in Kadem Sanat's "Artificial Intelligence Poster and Women" competition, 2024

Mesut Tanrikulu's AI-powered poster makes high-contrast, eye-catching and semantically powerful use of colour. In the composition of human and robot hands coming together, the balanced distribution of warm (red and orange) and cool (blue and grey) colours is striking. This contrast enhances the poster's visual appeal and adds emotional intensity to the content. AI-supported systems are understood to analyse user trends through large data sets and recommend effective colour palettes such as this one. This enables the poster to establish a stronger visual connection with its target audience and helps the message to be perceived more quickly. From a typography perspective, the bold headline emphasises the message, while the simple, legible font used for the supporting text facilitates information transfer. The contrast between the fonts creates a visual hierarchy that directs the reader's attention and establishes a strong visual balance between the headline and supporting text. It has been observed that artificial intelligence algorithms optimise basic visual communication elements, such as readability, emphasis and balance, when making typographic decisions (Figure 2.). In this respect, typography not only carries information, but also creates the visual rhythm of the composition. The scene at the centre of the poster, in which the human and robot hands meet, is impressively constructed, both technically and conceptually. Artificial intelligence pays attention to anatomical proportions in such symbolic narratives, structuring the placement of figures in accordance with the principles of balance and focus. The flow progressing from the visual centre towards the typography consciously directs the viewer's attention, demonstrating that AI systems can model aesthetic and behavioural user experiences. The fact that this poster was created using artificial intelligence offers several advantages in terms of graphic design. In particular, artificial intelligence has been found to offer swift and precise solutions in areas such as technical integrity, symbolic balance, visual flow and attention management. Data-driven decisions have optimised elements such as colour composition, typography selection and visual hierarchy, enabling the poster to present a professional visual appearance. However, it has also been observed that more abstract dimensions, such as creative originality, narrative depth and cultural context, cannot be adequately reflected without human intervention. The meaning of symbolic expression, in particular, still depends on the intuitive contribution and cultural sensitivity of the human designer. While this poster showcases the strengths of AI-supported production, it also clearly demonstrates that the design process cannot be left solely to algorithms - human creativity is an indispensable part of this process.



Figure 3. Hikmet Şule Özbay wins third prize in Kadem Sanat's "Artificial Intelligence Poster and Women" competition, 2024

Hikmet Şule Özbay's artificial intelligence poster design is able to select color palettes that create a dramatic effect with high accuracy thanks to big data analysis. The colors chosen for this poster, intense red, burnt orange, gray, and black tones, are extremely effective in emphasizing themes of conflict, violence, and resistance, creating a powerful atmosphere in terms of both visual impact and contextual meaning. Artificial intelligence can optimize these types of high-contrast color transitions, which are often used in dramatic scenes, in terms of both aesthetics and emotional connotations, successfully creating tones that will evoke strong emotional responses in the viewer. The smoke, fire, and explosion effects on the poster are integrated with the color composition, enhancing the dramatic power of the visual narrative. From a typographic perspective, the headline text, "FİLİSTİN'DE VİCDANLARI SANSAN ADALETSİZLİK" is presented in a bold, sans-serif font; this choice emphasizes the urgency of the message and establishes a strong connection between the visual and verbal expressions (Figure 3.). The typographic layout has been positioned in areas of low visual density to improve readability and ensure the message is conveyed clearly and directly to the viewer. However, despite the correct implementation of the layout and overall design of the text, insufficient line spacing negatively affects readability. It has been observed that artificial intelligence systems can evaluate factors such as font selection, contrast creation and space utilisation based on data, achieving optimal results. Compositionally, the layout adheres to the classic rule of thirds and the principle of central focus. The figure in the foreground, who is likely to be a female resistance fighter, has become the symbolic carrier of the main message, with her back turned and holding the Palestinian flag. The elements of destruction, smoke and fire in the background not only fill the frame, but also add thematic depth and visual atmosphere. This multi-layered composition demonstrates the potential of artificial intelligence in terms of both aesthetics and "meaning representation". However, human cultural and emotional intuition plays a decisive role in effectively conveying the symbolic values represented by the figure. While this poster showcases the technical and aesthetic power of AI-generated designs, it also clearly demonstrates that they require a human touch to achieve content depth and layers of meaning.

5.2. KTO Karatay University: 29 October Republic Day - Analysis of Artificial Intelligence Posters

In this section, three posters selected from the artworks designed by KTO Karatay University Graphic Design Master's Programme students using artificial intelligence are examined.



Figure 4. Damla Ün, KTO Karatay University, Work from the 29 October Digital Art Exhibition with the Theme of Artificial Intelligence, 2024

The color palettes chosen by AI in the relevant posters contain strong symbolic tones that support the historical and national narrative. Red and white directly reference the founding values of the Republic of Turkey, while softer tones like pastel blue, cream, and brown are used to emphasize the nostalgic dimension of the historical atmosphere. Effective contrast not only enhances visual depth but also directs the viewer's attention to specific scenes. Typography choices are structured to convey historical and ideological emphasis. Main headings like "CUMHURİYET KADINLARI" are presented in bold, condensed sans-serif fonts in large font sizes, creating visual weight (Figure 4.). The simple and legible fonts used in subtexts contribute to the easy perception of informative content. The traditional feel of serif fonts establishes a balanced connection between content and visual aesthetics. From a visual compositional perspective, the ability of artificial intelligence to create multi-layered narratives is remarkable. The central positioning of female figures references the modern face of the Republic and the social representation of women. This composition, supported by symbols such as the Turkish flag, mosque silhouettes, books, rally scenes, and wave motifs, provides historical continuity and thematic integrity. The positioning of the poster figures around central focal points creates a successful hierarchy that directs the viewer's attention to the center of the image. Furthermore, symmetry, light-shadow balance, and depth effects demonstrate the compositional competence of AI-powered systems. The contributions of AI-generated posters to the graphic design process are remarkable. They can produce particularly positive results in technical aspects such as color harmony, visual hierarchy, typeface selection, and focal point creation. AI systems analyze the cultural connotations of symbols, colors, and fonts using large datasets to produce aesthetically balanced and meaningful visuals. However, despite all these technical capabilities, intangible elements such as conceptual depth, thematic creativity, and cultural sensitivity still rely on the intuition and interpretive power of the human designer. While AI is technically capable of producing near-perfect visuals, it requires human input for narrative power, symbolic meaning, and contextual coherence. This situation shows that although artificial intelligence offers a significant advantage when considered as a tool in the design process, aesthetic and cultural originality may be limited if the process is fully automated.



Figure 5. Buket Halime Aral, KTO Karatay University, Artwork from the October 29 Digital Art Exhibition Themed Artificial Intelligence, 2024

The color palette chosen for the poster consists of tones with high contrast and strong symbolic value. The red of the Turkish flag stands out strikingly against the light blue and gray tones on the background, adding a dramatic touch to the poster's overall atmosphere. The gradual lightening of the sky tones and the stage setting, supported by lighting effects, heighten emotional intensity and focus visual attention. The ability of AI-powered design systems to analyze the cultural and psychological impacts of colors associated with national symbols allows for the creation of striking and emotionally engaging results in such compositions. Typographically, the word "CUMHURİYET" appears at the top of the poster in large fonts, in a classic serif font, creating a strong historical emphasis (Figure 5.). The serif font design conveys a traditional and institutional impression, while the simple presentation of the text balances the poster's overall visual intensity and enhances readability. Artificial intelligence systems are capable of evaluating the semantic connotations of different typefaces and suggesting the most appropriate typographic choices contextually. In this example, the typography used is positioned in harmony with the design's integrity, creating a simple yet authoritative visual tone. The visual composition constitutes one of the poster's most striking aspects. The symmetrical and centralized composition naturally directs the viewer's attention to the visual center. The flag's rising, waving toward the sky, is emphasized by a burst of light surrounding it, further enhancing the dramatic effect. The placement of the figures, especially the silhouetted soldiers' stance toward the flag, symbolically conveys the theme of unity and solidarity. The capabilities of AI-powered tools to create a focal point and establish visual hierarchy have been successfully implemented in this poster. The poster's narrative is not only an aesthetic creation but also a historical and ideological unity through the identifiable combination of symbols rooted in collective memory. The presentation of elements such as a flag, a soldier figure, a mountain, light beams, and an airplane together reveals the capacity of artificial intelligence to comprehend cultural images and create a meaningful composition.

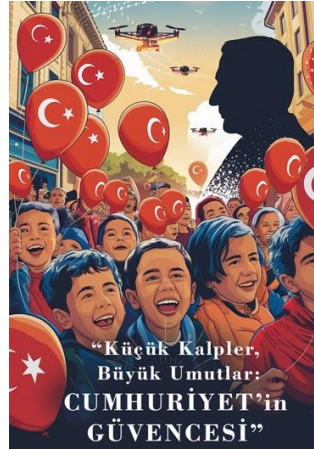


Figure 6. Sümeyye Turhal, KTO Karatay University, Artwork from the October 29 Digital Art Exhibition Themed Artificial Intelligence, 2024

The color palette chosen for the poster was carefully structured to create a cheerful and national atmosphere. The use of red, white, and blue hues, combined with the children's facial expressions, creates a positive energy in the viewer, while the theme of national belonging is strongly emphasized through the Turkish flag balloons. The pastel transitions in the sky, particularly the use of a soft gradient from yellow to blue, inject a sense of hope and openness into the poster, emotionally softening the overall composition. AI-powered systems can perform emotion-oriented color matching in such thematic designs, successfully conveying concepts such as joy, unity, and future through color. The typographic element appears in a white font with serifs at the bottom of the poster, and the phrase "CUMHURİYET'İN GÜVENCESİ" in all capital letters is highlighted in harmony with the visual integrity (Figure 6.). The font choice creates a traditional, respectable, and serious impression, while simultaneously being kept simple enough to support the sense of hope and trust attributed to children. Artificial intelligence has achieved visual balance and increased readability by positioning the typography in the lower area where the density of the composition is lower. Compositionally, the poster features a strikingly dynamic, horizontal plane. The foreground features smiling faces of children of varying ages and genders, while Atatürk's silhouette is positioned in the upper section, supported by technological tools such as Turkish flag balloons and drones. This multi-layered stage arrangement transforms the Republic's historical legacy into a symbolic narrative through the children carrying it into the future. Artificial intelligence models are effective in creating thematic unity by combining symbols and stage elements in visual storytelling. The combination of the poster's flag symbols and the children's enthusiasm powerfully conveys the theme of "hope and future" on both visual and conceptual levels. The positioning of Atatürk's silhouette as a rising figure in the background, in particular, integrates historical leadership with a vision of the future, demonstrating the potential of AI to reproduce cultural memory through symbolic forms.

5.3. Jardim Sonoro International Electronic Music Festival Artificial Intelligence Analysis of Posters

In this section, three posters designed with artificial intelligence by Jardim Sonoro in 2022 for the international electronic music festival held annually in Lisbon, the capital of Portugal, are discussed.



Figure 7. Jardim Sonoro, Poster Design through Artificial Intelligence for the International Electronic Music Festival, 2022

Purple and blue tones, the dominant colors used in the poster, offer an aesthetic plane that symbolizes both integration with nature and abstract intellectual associations. Considering the mysterious, imaginary and artistic layers of meaning that purple has historically carried, it can be said that these preferences made by artificial intelligence coincide with the thematic context. The presentation of the purple-blue transitive butterfly wings by integrating with the face of the figure not only provides a visual aesthetic, but also produces a conceptual metaphor. This metaphor reflects the idea that in a visual plane where the boundaries between man and nature are removed, the gaze may be associated with a natural or universal mind. Artificial intelligence models, especially systems such as Midjourney and DALL-E, have the ability to optimize the emotional effects of colors on the audience through learned visual-psychological relations. Typography is used experimentally and strikingly in the poster, and the name "JAN BLOMQVIST" is capitalized to form the visual focus of the composition (Figure 7.). The fine-lined and long-form typeface creates a modern and delicate impression, while the typographic layout integrates the text with the visual elements, providing a balanced integrity. The article takes on a complementary role without emphasizing the visual field and does not disrupt the overall flow of the composition. In addition, the phrase "Visual Imagined by Artificial Intelligence" at the bottom of the poster shows that typography has become not only a content carrier, but also a factor that offers transparency to the production process. This statement reveals that artificial intelligence has gone beyond being a means of production in the graphic design process and has begun to be accepted as a "common creative subject" with a postmodern understanding. One of the most striking aspects of the poster is the butterfly wings mounted on the human face. This hybrid visual structure, created by placing the wings at the eye-socket level, produces a multi-layered meaning at both the aesthetic and symbolic levels. The replacement of the eyes with nature emphasizes the idea that the individual's perception can be integrated with nature; at the same time, it reveals the potential of artificial intelligence in establishing metaphorical narratives. The visual surface textures, light-shadow distributions, symmetry and centering principles demonstrate the competence of AI-powered systems in creating compositional balances. This poster is a powerful example of how artificial intelligence can be not only a tool of production but also a design subject that is actively involved in creative processes.

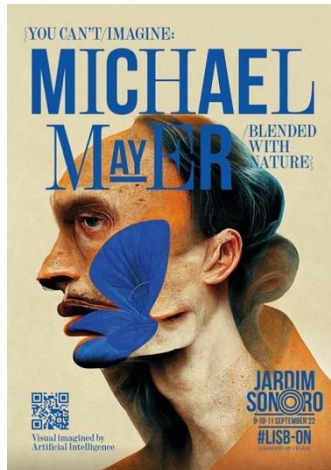


Figure 8. Jardim Sonoro, Poster Design through Artificial Intelligence for the International Electronic Music Festival, 2022

Shades of blue selected in accordance with the principles of color psychology are strategically positioned in banner design to support confidence, calmness and creative thinking perception. The saturated blue used especially in butterfly wings both directs visual attention to the figure and reinforces the surreal atmosphere brought by artificial intelligence. The light beige tones preferred in the background create a strong contrast by providing clearer perception of the figure and typography; thus, the visual flow of the viewer is directed in a more controlled way. This color strategy shows that artificial intelligence can produce results that are compatible with human aesthetic perception with its capacity to analyze psychological color effects. Typography stands out as one of the most remarkable graphic components of the poster. The name "MICHAEL MAYER" is written in capital letters, and a hierarchical structure is created thanks to conscious differences between font sizes (Figure 8.). The letters "M" and "ER" are written in a larger and larger font, and "Moon" in a smaller font, creating a visual rhythm in the name and giving the text a dynamic narrative character. While the serif font used establishes a balanced relationship between traditional and modern elements; the plain and sharp lines of the font form an integrity with the geometric structure of the poster. The expression "/BLENDED WITH NATURE/", curved in the upper right corner, gives a sense of movement that supports the direction of typographic editing and contributes to the overall composition structure of the poster. In this respect, typography is not only an element of information, but also a basic design element that forms the backbone of the visual structure. The central figure in visual composition is depicted in a hybrid form that reflects the transition between human and nature. The large blue butterfly wing in the middle of the face form of the figure disrupts the physical integrity of the figure; a conceptual reconstruction is presented through this deformation. The butterfly figure, which replaces the eyes, represents a metaphorical approach by which nature can replace human perception. In this context, the visual created with artificial intelligence not only offers an aesthetic structure, but also carries an intellectual depth. Symmetrical layout, transitions in surface textures and volumetric shading offer an impressive design in terms of visual integrity and balance; the text and QR code, which are positioned simply at the bottom of the poster, have a complementary function without disturbing the visual space. When all these elements come together, it is seen that artificial intelligence is able to successfully bridge between traditional graphic design principles and contemporary metaphoric approaches.

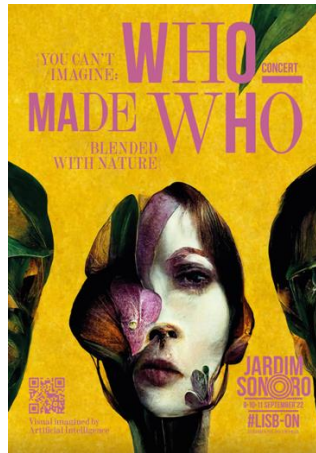


Figure 9. Jardim Sonoro, Poster Design through Artificial Intelligence for the International Electronic Music Festival, 2022

The color palette used in the poster is built on purple and green tones that contrasts with a particularly saturated yellow background. Yellow successfully reflects the dynamism and vibrant atmosphere of this poster of the open air music festival, representing color, attention and energy. The choice of purple gives the visual both a sophisticated and imaginary layer; dark greens and purple flower textures in plant elements symbolize the transition between nature and human. This visual structure also coincides thematically with the phrase "Blended with Nature", which is mentioned in the subtitle of the poster. This visual, which is the production of artificial intelligence, has turned into a narrative tool that provides not only aesthetic surface arrangement but also conceptual integrity. The psychological effects of the colors used are intuitively modeled by artificial intelligence systems and designed in a way integrated with the visual context. Typographic editing, on the other hand, offers a remarkable aesthetic while maintaining traditional readability principles. The title text, "WHO MADE WHO", is written in all capital letters and in purple tones; thus, the text has been made the dominant visual element of the poster (Figure 9.). Although typography is spread over a wide surface, it does not prevent figurative elements, but on the contrary, it exhibits an integrated structure with the composition. While the geometric and contemporary structure of the font provides a harmonious appearance with the digital and experimental aesthetics of the poster; the thinner and smaller font used in the subtexts creates a hierarchical visual layout and reveals a balanced communication structure that brings informative content to the second floor. The phrase "Visual imagined by Artificial Intelligence" at the bottom of the poster shows that typography functions not only as a content carrier, but also as a design element that provides transparency regarding the production process. This approach is an example of an aesthetic conception that is identified with the vehicle that is frequently encountered in postmodern graphic design. In terms of visual composition, the poster offers a hybrid portrait in which the human face and herbal elements are integrated. This combination blurs the boundaries between nature and human, and reveals a unique "nature-human synthesis" produced through artificial intelligence. Merging the leaf and flower forms with the contours of the human face creates aesthetic and conceptual depth; it evokes an evocative effect in the audience. Although the composition structure is not fully symmetrical, it is established on a center-oriented plane; thus, while the face of the figure constitutes the visual focus, environmental herbal elements have a framework that supports this central structure. The solid and textured yellow surface of the background gives depth to the visual layers, creating a contrast field that highlights the figure. This composition produced by artificial intelligence is not only a formal achievement but also strengthens the content dimension of the design by providing a narrative and thematic integrity.

6. Conclusion and Discussion

Artificial intelligence is becoming an increasingly effective actor in the world of graphic design; it is considered not only a tool that automates technical operations, but also a creative partner that shapes visual aesthetics. Especially in a field with strong artistic and communicative aspects such as poster design, the results of artificial intelligence-supported productions provide important data to understand how this technology integrates with the contemporary design language. When the samples analyzed in this study are evaluated within the framework of basic design principles such as color use, typography preferences and visual composition, it has been observed that artificial intelligence tools can create technically balanced, remarkable and rules-compliant visual fictions. High-contrast color palettes, plain and readable text editing, and symmetrical or focal compositions all offer insights into how these systems can work in harmony with graphic design theories. However, despite all these strengths, it is seen that the layers of visual expression that contain conceptual depth and cultural references still depend on human creativity. For example, symbols such as a female figure symbolizing the Republic or a portrait integrated with nature can gain meaning not only with the formal production of artificial intelligence, but also with the aesthetic intuition and cultural sensitivity of the designer. This shows that, in the creative process, man is not only the idea-maker, but also the fundamental actor who establishes the emotional, historical and social context. Although artificial intelligence provides significant advantages to the designer in terms of visual analysis and production, it can still play a limited role in areas such as meaning building, context reading and social sensitivity. At this point, the integration of AI into the practice of design should be evaluated not only in its aesthetic and functional aspects, but also in its ethical dimensions. Because AI systems are based on algorithms that are fed from large datasets, they also entail ethical risks such as copyright infringement, discussions on authenticity, reproduction of cultural biases, and devaluation of designer labor. Especially visual productions based on the use of royalty-free data raise questions about intellectual property and creative rights. In addition, the potential of artificial intelligence to produce content that lacks cultural sensitivity should be handled carefully in terms of social responsibility of design. Artificial intelligence supported graphic design applications actually present many important ethical issues beyond offering technical and aesthetic contributions. AI systems are often trained with gigantic data sets containing copyrighted images. This can lead to intellectual property violations such as the unauthorized use of artists' works and the questioning of originality. Moreover, it is possible to consider how original the designs produced by artificial intelligence are very controversial. After all, such productions often constitute a derivative of existing visuals. This will make you question whether design really has creative value. This can lead to the emergence of representations that have a sexist, racist or culturally narrow perspective without being aware of it. In this design process, the role of man has started to change gradually. As AI rose to a decision-making position, designers began to be pushed into a more pragmatic position. Therefore, it is not necessary to ignore the ethical dimensions of artificial intelligence in graphic design. The design process should be carried out not only with aesthetic concerns, but also with a conscious and responsible approach. In this context, graphic designers should be positioned not only as users of technological tools, but also as ethical decision-makers who determine the limits and responsibilities of these tools. As a result, AI is accelerating, diversifying, and technically enhancing the graphic design process. However, the need for human creativity continues in areas such as conceptual integrity, intuition, cultural context and ethical responsibility. For this reason, artificial intelligence should be considered as a complement and supporter of the creative process, not a competitor to the designer. The combination of the designer's vision and technological capacity will contribute to the enrichment of both aesthetic and narrative aspects of graphic design in the future. This study evaluates the visual communication power and design competence of AI-powered posters, while at the same time opening up a debate on the possibilities and limits of human-machine cooperation in the creative field, and laying the groundwork for more comprehensive, interdisciplinary and ethical-based research in the future.

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Visual Resources

Figure 1: <https://kadem.org.tr/yapay-zeka-ve-kadin-temali-afis-yarismasi-sonuclari-aciklandi/> (accessed 10 June 2025)

Figure 2: <https://kadem.org.tr/yapay-zeka-ve-kadin-temali-afis-yarismasi-sonuclari-aciklandi/> (accessed 12 June 2025)

Figure 3: <https://kadem.org.tr/yapay-zeka-ve-kadin-temali-afis-yarismasi-sonuclari-aciklandi/> (accessed 13 June 2025)

Figure 4: <https://29ekim.karatay.edu.tr/> (accessed 21 June 2025)

Figure 5: <https://29ekim.karatay.edu.tr/> (accessed 24 June 2025)

Figure 6: <https://29ekim.karatay.edu.tr/> (accessed 27 June 2025)

Figure 7: <https://www.creativereview.co.uk/midjourney-jardim-sonoro-posters/> (accessed 5 July 2025)

Figure 8: <https://www.creativereview.co.uk/midjourney-jardim-sonoro-posters/> (accessed 7 July 2025)

Figure 9: <https://www.creativereview.co.uk/midjourney-jardim-sonoro-posters/> (accessed 10 July 2025)

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