

Article

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Research on Influence of AIGC on the Display Design of Major Themes

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Abstract: Artificial intelligence technology, especially AIGC (artificial intelligence generated content technology), is widely appeared in many academic research projects at home and abroad, and is sought after by different groups such as designers, artists and entrepreneurs. This not only proves the great potential value of artificial intelligence generation content technology itself, but also represents the active exploration of new technologies, new methods and even new ideas by all sectors of society, especially in the academic field. Under such big background, major themes show design field no doubt also influenced by the important influence of artificial intelligence generation technology, and depends on design discipline inherent practicality, universality and exhibition planning design disciplines more prominent interdisciplinary linkage, the influence will come earlier than other disciplines, this is the basis of the writing in this paper. Today, we are still in the initial stage of the development of ARTIFICIAL intelligence technology, that is, the weak artificial intelligence stage, AIGC technology is still in the stage of toddling learning language, but it is undeniable that it has come, not only come, but also has inadvertently gradually penetrated into every aspect of our life. However, no matter what views we hold, no matter what kind of attitude we hold, the story of AIGC and the elegance and moon it will bring are worth our carefully.

Keywords: AIGC; display; design value; major themes

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1. Introduction

When discussing the influence of AIGC on the design of major themes, it is probably necessary to clarify the question of what AIGC is, and the discussion has become a castle in the air. Unfortunately, unfortunately, it is not easy to explain such a simple concept. Different scholars have different ways of expression, and different ways of expression carry the thoughts of their own masters. This is a subject, and there is no real authority for us to directly use. However, we can still stretch out the general meaning of the current AIGC, which is the basis of its influence on the display design.

First of all, we should say that AIGC is the carrier of mature science and technology, and there is probably no doubt about this. Different scholars will attribute the science and technology expressed by AIGC to different scientific forms and even ideas, but there should be no dispute that the development of artificial intelligence technology depends on science and technology, especially computer science. AIGC research covers a wide range of fields, spanning many disciplines, including but not limited to computer science, mathematics, physics, and even philosophy, but the most important impact on AIGC is undoubtedly a science. Scientific thought is one of the sources for the development of AIGC, and science and technology is the platform for the realization of AIGC.

Similarly, the AIGC is the carrier of scientific thought. AIGC will human history, especially the Renaissance enlightenment after the rapid development of modern scientific achievement of several centuries all use together, whether it is the first mechanics of the industrial revolution, or the development of the second industrial revolution, or the third revolution of information technology wave agitation in the study of artificial intelligence, not a research or project can like it so fully reaction human science and its concept development [1].

Secondly, it is worth saying that AIGC is the ultimate embodiment of imitation wisdom. It attempts to complete some complex, massive or boring behavior instead of manpower. The definition of this description is very extensive. In short, the subject is the human beings, especially the human brain itself, and the specific details can include all the prior perception channel, heard, felt, felt and thought. In other words, everything that actually exists can be the object of an AIGC imitation. Most of the AI objects are our brain, and a small part of the brain or facial features, which is very intelligent.

Many previous philosophical and scientific studies have used the vision of human brain nerves. Hearing that this is the first-class wisdom of human beings, then today AIGC is more sensible and profound wisdom to directly copy the wisdom of nature to create human brain nerves. In the final analysis, the operation thinking of AIGC is a copy of people's thinking, and all the operation thinking of AIGC is a description of human behavior. Our brain was born in thousands of years of evolutionary epic, which should be a great representative of human adaptation to the natural environment, so there is no doubt that the brain is very intelligent. But we don't yet know the logic of this intelligence, but we can create similar wisdom by simulating brain behavior. This so-called highest copy, as the wise men in ancient times, did not know how mud and water can make pottery on fire, but this did not affect the ancient people's use of pottery. The real problem is still in the far direction we recruit, as a replacement of the copy behavior has come to us.

2. Influence of AIGC on Display Design

When domestic scholars talk about the view or evaluation of a thing or idea, they always tend to summarize our expression from two aspects of good or bad. Generally speaking, the dialectics created by Mr. Hegel really has a good market in the Chinese world. However, it is not so much that AIGC will have the influence of good or bad, we should treat it dialectically, as the existence of AIGC itself has its logical part, because its real existence and indeed affecting and changing our lives [2].

This is not on the repetition of the importance of AIGC, just our human itself has received from AIGC influence and impact, we make the part of our will called, the appearance of mostly including technology update iteration convenience and information cost reduction of saving value, and against the representation of our will called disadvantages, mainly covers the AIGC technology for the impact of the labor market, and the resulting stress designer answer design value and exhibition value, this is not in the designer's comfort zone.

2.1. Technological Innovation Brings about the Optimization of Design Ideas and Information Media

The development of AIGC technology will bring a lot of convenience to the exhibition planning and design of major theme exhibitions, which is self-evident, mainly reflected in the innovation of information planning generation and information dissemination mode by the advanced technology represented by its powerful computing power. The advent of AIGC announced the automation of information collection, information processing and information generation, and many design behaviors of previous planning designers have been greatly optimized. A need many team members as a whole collaboration large exhibition activities, may only need a display of the requirements of the theme, all related information generated all through the AIGC processing, not only greatly accelerate the

speed of the information regularity and combing, AIGC given by the accuracy of knowledge, I'm afraid is not you I can match. Ordinary people have their limitations, but AIGC can minimize the quality of information generation through the means of information integration, such as knowledge and knowledge. This countermeasure exhibition planning, is an important breakthrough does not represent that the existing design ideas are about to be reintegrated. Followed by the problem of information media optimization, the influence of AIGC is self-evident, huge amount of information will promote the change of information media, always traditional display media will gradually replaced by new media, the media to the contribution of information transmission and communication is self-evident, such as hard to imagine in the 21st century today's international industrial exposition "crystal palace" exhibition form will have that huge social value.

In fact, the progress in this aspect has been growing freely in the time before the birth of artificial intelligence generation technology. AIGC is more of an extremely powerful catalyst. Like decades of philosophy, many research achievements in science and technology suddenly burst out at a critical point. In the era before AIGC, the popularity of the Internet also greatly promoted the innovation of display information mode and the iteration of information interaction media, and we also actually lived in the convenience it created. The impact of cash AIGC on the design information transmission of major theme exhibitions may be comparable to the huge wave of the rise of the Internet.

2.2. Intelligent Copy Triggers the Question of Design Value and Exhibition Value

The shadow always follows the footsteps of light, and sorrow grows with joy. In the planning and design behavior itself of major theme exhibitions, AIGC will probably have no negative impact. A very useful tool is, if it is not good. AIGC can assist asuke exhibition design to achieve its own goals, and the value of AIGC at the moment is covered in the value of the design behavior itself. But speaking back to the design of the behavior service object itself, when we ourselves, I am afraid that no one can blindly and optimistically say that such an intelligent tool will only benefit us.

AIGC has a great impact on the design industry, and it is imminent. Among them, the most important aspect is the replacement of ineffective design behavior. The designer has to ask what kind of value the design has and what kind of value the design behavior can create. Theoretically any design behavior must have its design thought design concept and design value, in fact most of the lower curator designer don't need to answer these questions, the important module of the work in the design form of grinding and collaboration information as a whole, this in the past time to complete the basic goal of curator design, in the AIGC s basic declared lost the value of its existence. Those large, complex, repeated work gradually by AIGC eroded, can avoid or disguised avoid problems all before the eyes, we curator design to convey information, what kind of spirit, to promote what to solve the problem, these are often vague in the past has become the primary focus of have to face, before relying on the form of grinding and information stack design means gradually to the cheaper AIGC hands.

I here have no intention of many before sinking curator design behavior, I want to express in the time and space before such a design method is able to meet the design requirements to achieve design purpose, the designer has its value, but now the situation is new AIGC can with higher efficiency and lower cost to complete all the above content, not to ask the design of thought behavior will eventually be replaced by large area, this is extremely strong impact.

3. Application of AIGC on the Display

This part is a continuation of the previous part. Let's talk about the specific impact of AIGC on the design of major themes, and analyze the value of these effects and how we should use them.

As we have mentioned above, AIGC's powerful computing power can effectively help the generation and transmission of information. What is also worth mentioning is that whether the black box unknown attribute of AIGC itself forces the designer to generate design ideas and design questions, it can promote the innovative development of curatorial design behavior [3].

3.1. Information is Neat and Data Processing

AIGC has great potential in information analysis and processing and exhibition materials, and can help designers solve many complex problems of screening and sorting. With amazing computing power, AI GC technology can not only quickly collect, process and analyze the vast amount of big data, but also easily detect hidden correlations and trends. This is a great booster tool for the curator of the exhibition design. To know today in the wave of digital age, major subject show design need to process and present information is far before show activity information, it requires us to have a powerful selection, screening and carding tools, otherwise curator activities information collection process will be more and more complex more and more lengthy.

In addition, the accuracy of AIGC checking information is also a magnitude higher than the previous era, thanks to the development of the era of big data. For individual or small groups of curators, if it is easy to ensure that the information conveyed by the exhibition is conveyed without obvious error, then how to ensure that the information is accurate and appropriate is a great adjustment. Each of us is limited, and each of us designers is good at in limited fields. We not only have a deep understanding of all the fields to be curated, but also can not make the data canvas of each potential exhibitor as well as possible, but this is not difficult for AIGC. AIGC can not only obtain feedback from multiple channels such as news and comments, which provides more objective evaluation and adjustment direction for major theme exhibition curators, but also makes a logical model to depict user behavior psychological analysis through big data processing operation, so as to provide important reference and training for curators.

3.2. Assist in the Exhibition Content Generation

AIGC also plays an important role in the generation logic and form of exhibition content generation, which is a continuation of the previous part of the information and data collation. AIGC can assist the curators of major themes to complete the writing of the exhibition stories, and also provide more diversified forms of expression for the curatorial design. Although this has been constantly initiated in the previous exhibition design activities, it has never had such a scale and convenience. Today, we go to the streets and alleys to have a look at a variety of colorful information media. The presence of AIGC, not to mention the changes in the specific display space, has almost reached the level of no digital exhibition.

From the perspective of the logic of content generation, the core of the display design of major themes is to convey a real, moving and thought-provoking story, allowing people to think actively, learn actively, and teach through fun to learn clearly. In the previous curator activities, professional knowledge is the curator behavior itself layman, curator designer is major subject knowledge of knowledge, the communication with each other itself consumes huge energy, but AIGC does not need to consider such problems, AIGC itself is a historian, and curator designer, numerous, brilliant, clear, lines not disorderly. In terms of the form of content generation, AIGC can also achieve a variety of interesting display designs that many previous curators cannot or cannot achieve. For example, AIGC can automatically generate various forms of content such as text, images, audio and video, which provides a more diverse presentation way for display design. If these content only to a or kind of curator designer, it is almost certainly the workload for designers is a disaster, he needs to constantly and all walks of life professionals talk about ideas, the cost than the content logic generated.

3.3. *The Advent of AIGC Itself is a Grand Epic of Innovation*

The regulated information and forms generated by AIGC are all part of innovation, but more important is the innovative change of AIGC on the interactive experience of design of major themes and the influence on designers' ideas. With the development of AIGC, the interactive experience in the display design has been upgraded. Traditional displays are often static, with the audience passively receiving the information. With AIGC, exhibitions can become more interactive and personalized. Virtual reality (VR) and augmented reality (AR) technologies, for example, can be combined with AIGC to create a more immersive experience that makes the exhibition more attractive and interactive.

Secondly, as we mentioned earlier, the participation of AIGC has stimulated innovative thinking in the design of major theme display, which is not only a passive incentive mechanism, but also an active regulation, that is, otherwise, the design will lose or partially lose its own value. AIGC can help curators and designers to jump out of the traditional thinking patterns and try new forms of display and artistic expression. In working with machines, curatorial designers can be inspired to create more creative and forward-looking displays. If curators do not, their value will be replaced by AIGC. AIGC is not only a tool, but also a creative catalyst, which inspires designers to think about new ideas for display design.

3.4. *Promote the Display of Economic Green Development*

AIGC can also play a role in the sustainability of major themes. For example, through data analysis, AIGC can help curators predict the impact and response of the exhibition, evaluate the resource consumption of the possible pollution, and provide lessons for future curation, so as to better plan resources and budgets. This is the contribution of artificial intelligence to sustainable curation design. AIGC can optimize the energy use of the exhibition through its powerful examples, reduce waste, and make the exhibition more care for our living environment.

Moreover AIGC to a large extent contribute to digital exhibition behavior continue to spread out, which is conducive to further reduce the entity resource consumption loss, help to solve the energy shortage is widespread in our society and environmental pollution problems, with its own design behavior for green sustainable development concept contribute important force.

4. Conclusion

Everything is in the endless movement, the great river east, star Han west flow, time always forward stretch. Technology after technology, thought after thought, stacked into our past, leading us to the future. As a representative of the new era, AIGC technology has penetrated into every inch of our life. We have no choice but to actively embrace the era and embrace the future.

It is true that the impact of AIGC to the society, especially to many sinking designers, is huge, maybe even painful, but the current of The Times is irreversible. The advent of any previous technology announces that workers in a field have lost their previous value, and these impacted people either take advantage of the new tools to continue to run to the future, or fail to flow to a more depressed situation for various reasons. How to jump out of their comfort zone, how to actively learn and learn efficiently, and effectively bring on such a new tool, is a question that every major theme curator has to answer.

In the final analysis, AIGC, like all technological changes in the past, has brought a lot of convenience and interest to human beings, and also brought many impacts of negative value. These impacts are complex, but in the final analysis, they are only the core, that is, ask designers to answer the value of their own design, and there is nothing else. As for the questions that AIGC may bring, it is out of the technical question, at least not to worry about now.

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