



The Importance of Artificial Intelligence in Modern Media Education Technologies in Institutions of Higher Education

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ABSTRACT: This scientific work provides information about the importance of artificial intelligence in modern media education technologies in institutions of higher education. Artificial intelligence in media education in Uzbekistan offers unique opportunities for students and educators. Initially, artificial intelligence (AI) is employed for personalizing the educational process by adapting learning materials to the individual needs of each student. This contributes to more effective comprehension of the material and improved academic performance.

KEYWORDS: artificial intelligence, modern media education, technology, virtual reality, educational process, augmented reality, software application, Institutions of Higher Education, students, effective comprehension.

Information and communication technology have become an indispensable part of modern education in Uzbekistan, as well as globally. Artificial intelligence (AI) has a substantial impact on the change of the educational process, particularly in the domain of media education. This paper provides a comprehensive examination of the function of artificial intelligence in contemporary media education technologies within higher education institutions.

The integration of artificial intelligence with media education in higher education institutions offers distinct advantages for both students and staff. At first, AI is employed to customize the educational process by tailoring learning materials to the specific requirements of each learner. This enhances the process of acquiring knowledge and leads to enhanced academic achievement. Furthermore, the integration of AI in media education facilitates the development of cutting-edge instructional materials, including virtual and augmented reality applications, educational chatbots, and automated evaluation systems. These technologies enhance the educational process by making it more engaging and easily available, while also fostering the growth of students' digital literacy.

Data analysis plays a crucial role in AI's involvement in media education. Artificial intelligence can analyze vast quantities of data, detect patterns and trends in student learning, hence enhancing educational programs and methodologies.

Nevertheless, it is imperative to address ethical and privacy concerns associated with the implementation of AI in the field of education. Establishing stringent protocols and laws is crucial in safeguarding students' data and guaranteeing the secure implementation of AI in media education in Uzbekistan.

Artificial intelligence is crucial in contemporary media education technologies in Uzbekistan, as it facilitates personalized instruction, fosters the development of novel material, and enables data analysis. Nevertheless, it is imperative to consider ethical considerations and guarantee data security while implementing AI in the educational process.

The field of media education is experiencing substantial transformations in the contemporary world, and Uzbekistan is actively participating in this process. The utilization of artificial intelligence (AI) and contemporary technology significantly contributes to the educational process, presenting novel prospects for both educators and learners. This article will analyze the impact of artificial intelligence (AI) and graphics software, such as Adobe Photoshop and Adobe Premiere Pro, on media education in Uzbekistan.

The history of media education in Uzbekistan dates back to the foundation of national universities and colleges. Due to technological advancements, media education is increasingly accessible and efficient. The Internet and contemporary graphics applications have become essential components of the teaching process in recent decades.

Media education in higher education institutions is currently undergoing substantial transformations and updates in accordance with the demands of the contemporary information society. The nation is aggressively implementing contemporary technology and Artificial Intelligence in the educational system to offer students high-quality instruction in media and other sectors.



Artificial intelligence is crucial for the automation of numerous operations in media education. It facilitates the processing and analysis of vast quantities of data, a crucial aspect in the creation of audiovisual content. Artificial intelligence can be employed to scrutinize textual feedback and comments on films, thereby aiding professors and students in comprehending audience responses to their work.

Uzbekistan boasts a profound educational heritage. Uzbekistan possesses numerous establishments of higher learning, one of which is the State Institute of Art and Culture. These institutions are actively cultivating media education and furnishing students with contemporary materials and learning opportunities.

Artificial intelligence facilitates the development of customized instructional resources. The system assesses the degree of knowledge and requirements of each learner, and thereafter offers personalized recommendations and tasks. This facilitates enhanced learning outcomes and enables personalized learning at a customized pace for each student.

In order to equip students with essential resources, numerous universities and colleges in Uzbekistan are establishing media laboratories equipped with state-of-the-art technology and software. These laboratories offer the opportunity to utilize graphic software, video editing software, as well as tools for audio and video creation.

AI is crucial in media education for the implementation of virtual and augmented reality. Through the utilization of virtual and augmented reality technologies, students can fully engage in interactive learning environments, enabling them to apply their knowledge in practical settings. In this particular application, AI can generate self-governing virtual instructors and learning situations.

Due to the advancements in Internet technology and the availability of high-speed networks, distance learning is gaining popularity in Uzbekistan. This enables students to engage in studying at any location and at any time, hence enhancing the accessibility of media education.

Uzbekistan is actively fostering collaborations between educational institutions and the media business. This enables students to acquire practical knowledge and skills through engagement in authentic projects and internships within media organizations.

Specialized educational programs are developed to cater to the requirements of contemporary media workers. These encompass courses in video content development, audio production, graphic design, and virtual reality.

Uzbekistan also engages in extensive collaboration with foreign educational and media institutions. This enables students and professors to obtain global exemplary methods and resources.

The future of media education at higher education institutions has the potential for greater innovation and accessibility. The integration of Artificial Intelligence, virtual reality, and other contemporary technologies will equip students in Uzbekistan with the necessary skills to thrive in the media and creative sectors, both domestically and internationally.

The accessibility and effectiveness of training students to utilize AI-enhanced graphics tools are increasing. Contemporary higher education programs incorporate instruction on the utilization of these applications, enabling graduates to possess enhanced proficiency and competitiveness in the labor market.

The integration of artificial intelligence into graphics applications has become an essential and irreplaceable tool for both students and professionals working in the fields of media and design. It enhances both the caliber and velocity of work, while also streamlining the creative process, rendering it more attainable and effective.

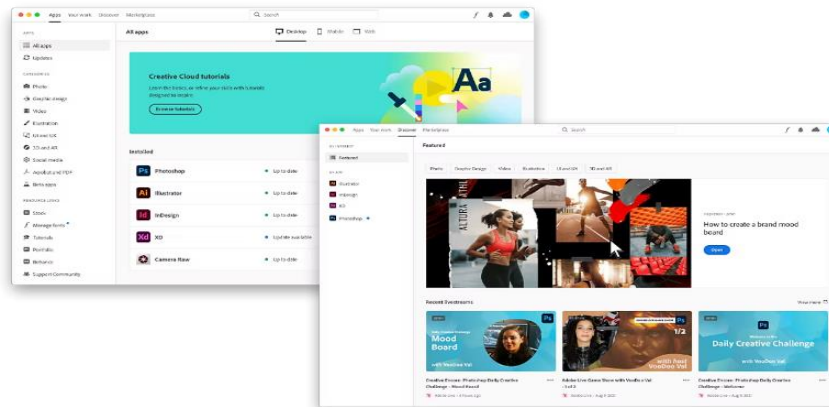
Graphics programs augmented with Artificial Intelligence (AI) are crucial in the current media education landscape inside higher education institutions. These programs serve a significant purpose in developing students' abilities and preparing them for careers in the media industry.

Let us examine the various graphics applications that utilize artificial intelligence (AI) and analyze its impact on the educational process.

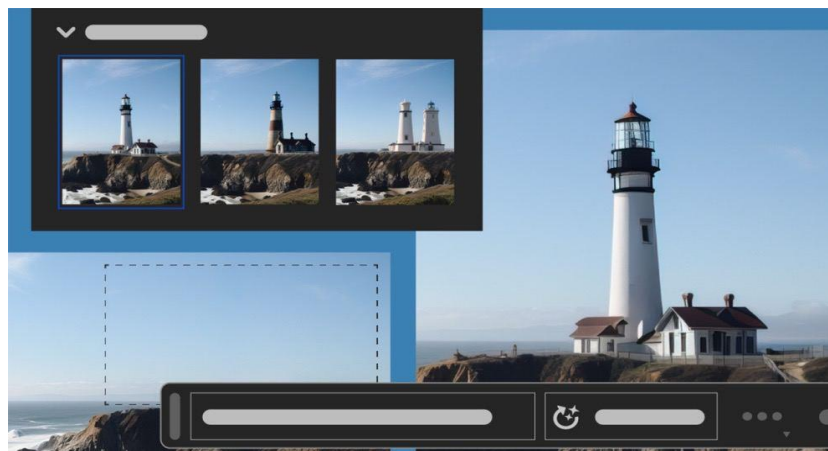
Adobe Creative Cloud (CC) is a renowned and extensively utilized suite of applications for graphic design and video production. Adobe incorporates artificial intelligence (AI) into numerous apps to enhance and streamline the creative process.

Creative Cloud is a comprehensive collection of over 20 applications that cater to various creative needs such as photo manipulation, video editing, design development, interface design, web content generation, and social media content. The applications have integrated color palettes, font collections, collaboration features, and other essential components.

Today is the beginning of a new period of innovation for all Adobe Creative Cloud subscribers, as artificial intelligence is now integrated into their work processes. This development brings the introduction of Adobe Firefly and Adobe Express Premium applications, which provide exciting new creative possibilities.



Adobe Photoshop is a prominent software for manipulating images. AI technology in Photoshop offers users enhanced and expedited tools for retouching and improving photographs with greater precision. Machine learning algorithms possess the capability to autonomously eliminate undesirable components from a photograph, increase the color spectrum, and even generate authentic photo collages.



Adobe Photoshop incorporates Artificial Intelligence (AI) to streamline and enhance the process of altering images. Here are several methods you can employ artificial intelligence in Adobe Photoshop:

Adobe Photoshop has included an Artificial Intelligence (AI) tool called Neural Filters, which grants users access to a variety of AI-powered functionalities. This tool enables you to utilize the subsequent effects:

Skin Smoothing: AI can enhance the texture of the skin in portraiture, resulting in a smoother and more polished appearance.

Portrait Enhancement: This filter enhances facial features such as eyes, mouth, and other aspects to enhance the expressiveness of portraits.

Emotion Modification: AI can be utilized to alter the facial emotion captured in a photograph, such as intensifying a smile or altering the direction of a gaze.

Background Replacement: This filter enables effortless substitution of the background in a photograph, leveraging artificial intelligence to achieve a more authentic integration between the subject and the new background.



Auto–Select (Auto-Select): Adobe Photoshop employs artificial intelligence (AI) to enhance the precision of object selection in photographs. Utilizing a selection tool, such as Magic Wand or Lasso, the AI will autonomously establish the borders of the object by analyzing its contrast and texture.

Enhanced Text and Font manipulation: Photoshop can utilize artificial intelligence to more effectively handle text and typefaces. This encompasses tasks such as automated text alignment, optimal font selection for a design, and even handwriting recognition.

Addressing Defects and Noise: Artificial intelligence aids in eliminating diverse image imperfections, including dust, scratches, and noise. Photoshop employs artificial intelligence algorithms to automatically identify and rectify such issues.

Preview the available filters and effects: AI enables the preview of built–in filters and effects in Photoshop, facilitating a rapid evaluation of their impact on your image before their application.

Advice & Suggestions: Photoshop also offers guidance and suggestions via artificial intelligence. For instance, you may receive recommendations on the most effective techniques for enhancing or refining your color palette.

The utilization of artificial intelligence in Adobe Photoshop can enhance the speed and quality of image processing, hence increasing accessibility and efficiency. These technologies are particularly beneficial for photographers, designers, and individuals engaged in visual content creation.

Adobe Premiere Pro is a software application used for video editing. AI can streamline the editing process by incorporating automatic functions for audio and video synchronization, color correction, and sound quality enhancement.



Adobe Premiere Pro incorporates Artificial Intelligence (AI) to offer a wide array of tools and features that enhance the video editing workflow and facilitate the creation of video content. Here are several methods for utilizing AI in Adobe Premiere Pro:

Automatic voice recognition: Adobe Premiere Pro employs artificial intelligence to automatically identify and transcribe spoken words from the audio channel of a video. With this feature, you may generate written records and incorporate captions into your video, enhancing the accessibility of your information.

Automated Editing: By leveraging artificial intelligence, Premiere Pro can automatically edit videos by considering specific factors such as scene lengths, object movement, or emotional tones. This can significantly enhance the efficiency of the video editing process.

The AI in Premiere Pro can automatically identify and rectify color balance and brightness issues in videos, a process known as color correction. This is particularly advantageous when dealing with materials that exhibit varying color tones.



Video smoothing and stabilization: Artificial intelligence can be employed to mitigate motion irregularities and enhance the quality and stability of video recordings.

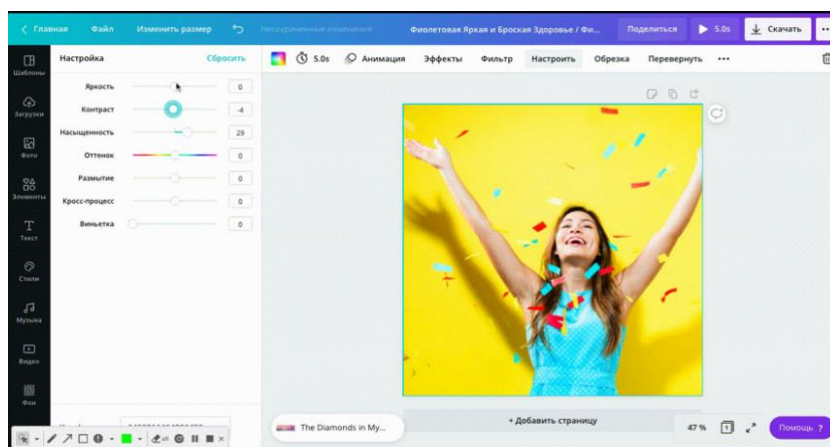
Object and Face Recognition: The artificial intelligence in Premiere Pro can automatically identify and distinguish objects and faces within video footage. This can be advantageous when generating effects and animations associated with the motion of objects.

Montage suggestions: Premiere Pro can provide editing suggestions based on the video's structure and established editing principles.

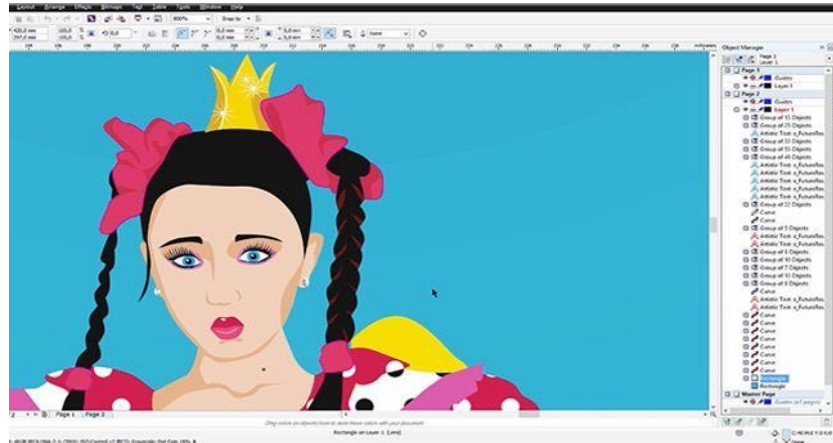
AI can facilitate automatic volume and sound quality adjustments on an audio track, hence minimizing the necessity for manual audio adjustments.

In order to utilize the AI capabilities in Adobe Premiere Pro, it is typically necessary to enable the relevant tools and choices inside the software. When using some tools, it is possible to encounter instructions and recommendations. Utilizing AI in Premiere Pro can significantly streamline and expedite the video editing process while enhancing the production of high-quality video footage.

Canva is a web-based platform that facilitates the creation of visual designs. Canva utilizes artificial intelligence to offer the user pre-designed templates for designs that may be customized according to their preferences. Novice designers and students may efficiently generate high-quality content, including banners, logos, and social media posts. The service enables users to efficiently generate visually appealing social media posts, innovative films, slideshows, Instagram stories, and other visual content.



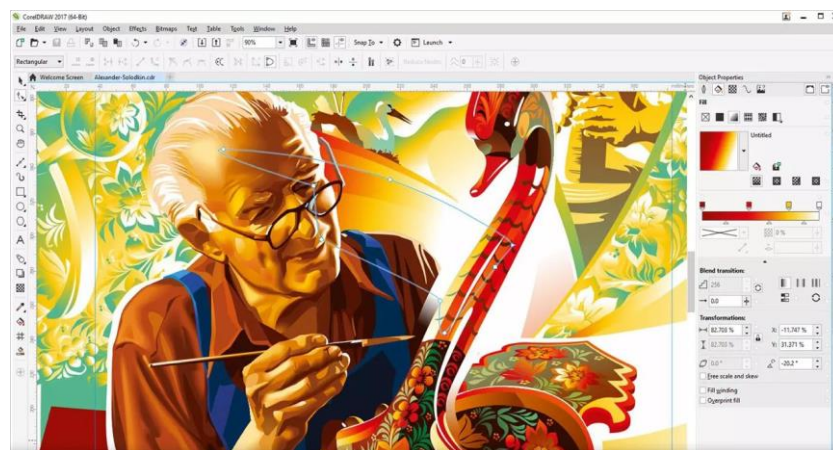
CorelDRAW is a widely used software for graphic design. CorelDRAW utilizes artificial intelligence (AI) to offer automated error detection and correction capabilities, which enhance the efficiency and quality of the design process.



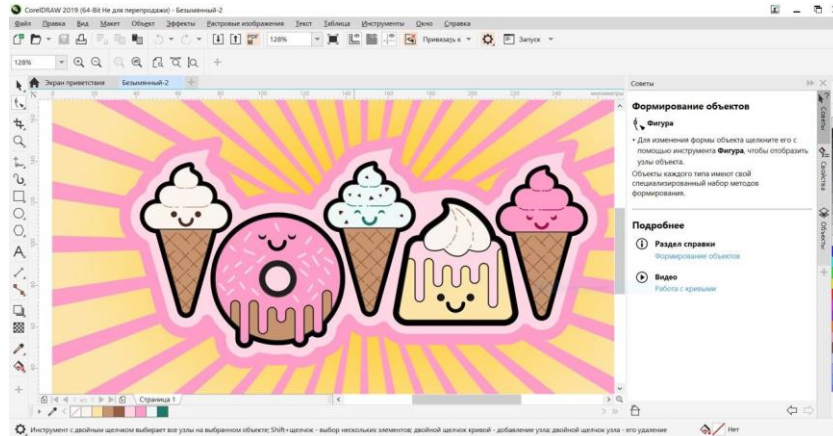
CorelDRAW incorporates artificial intelligence (AI) components to enhance functionality and user-friendliness. Here are some methods you can employ artificial intelligence in CorelDRAW:

Automated Handwriting Recognition: CorelDRAW incorporates AI-powered technology for recognizing and interpreting handwritten text. By utilizing a tablet or touchscreen, one can either draw or write. Subsequently, the program automatically turns the user's handwriting into text. This is particularly useful when designing handwritten logos or graphics.

CorelDRAW utilizes artificial intelligence to intelligently resize objects and images, a feature known as Smart Scaling and Fitting. This implies that it is possible to alter the size of an object while preserving its proportions and quality. An additional option is available to utilize the Outline feature, which automatically adjusts the text to conform to the shape of an object.



The AI in CorelDRAW can automatically align and distribute items on the canvas with the Auto-Align and Distribute feature. When designing layouts or making designs, you have the option to choose numerous objects and instruct the application to align them either vertically, horizontally, or distribute them evenly.



Color Hinting: CorelDRAW utilizes artificial intelligence to offer color suggestions and recommendations. This feature can assist you in selecting optimal color combinations or conducting color analysis on uploaded photographs.

CorelDRAW utilizes artificial intelligence to intelligently detect and categorize things inside an image. This feature can prove advantageous when dealing with intricate layered illustrations.

Image smoothing and noise removal can be achieved using AI. This technique is advantageous when manipulating bitmap pictures to enhance their clarity and provide a more polished appearance.

Automatic Font Selection: CorelDRAW can recommend the most appropriate font for your text, taking into account your design and style preferences.

In order to utilize the AI capabilities in CorelDRAW, it is typically sufficient to enable the relevant tools and choices inside the software, while adhering to the instructions and recommendations that are presented during your work process. Utilizing AI enhances the design and editing workflow, rendering it more instinctive and productive, a particularly crucial aspect for graphic designers and artists.

Graphics programs supplemented with artificial intelligence can maximize the utilization of resources. For instance, they can automatically condense photographs and movies to decrease the quantity of data that is stored. This is crucial given the escalating volume of media content utilized in media education.

The utilization of artificial intelligence (AI) and graphics programs provides numerous notable advantages, particularly within the realm of media education and design. Here are a few examples:

Advantages of Artificial Intelligence:

Automation: Artificial intelligence facilitates the automation of repetitive jobs, thereby liberating time for engaging in more imaginative and innovative endeavors. Media education encompasses several techniques such as automatic voice recognition, subtitling, data compression, and other related methods.

Personalized learning: Artificial intelligence can evaluate student data and provide customized educational programs and materials tailored to each student's level of knowledge and specific needs.

Velocity and efficacy: AI possesses the capability to swiftly analyze information and execute tasks at a much-accelerated rate compared to humans. This minimizes the duration required to handle data, generate content, and modify multimedia projects.

Analytics and Prediction: Artificial intelligence aids in the examination of vast quantities of data and the anticipation of patterns. Within the field of media education, this approach can be employed to assess student achievement and ascertain the efficacy of instructional initiatives.

Guidance and assistance: AI can offer immediate guidance and assistance to both students and instructors by responding to inquiries and delivering suggestions.

Graphics programs facilitate the expression of creative ideas and the production of visually captivating artwork and multimedia content by students and designers.



Proficiency in graphics programs imparts valuable abilities sought after in graphic design, animation, video production, and related media sectors.

Interactivity and Engagement: The use of graphic elements in educational materials can significantly boost students' interest and engagement, hence improving their learning outcomes and motivation.

Media content creation involves the use of graphics programs to generate images, animations, films, and other forms of media content. This is particularly important in the current age of digital communication.

Implementation of ideas: Graphics software facilitates the transformation of ideas and concepts into visual representations, which proves beneficial for students and designers engaged in project development.

The integration of Artificial Intelligence and graphics software has the potential to revolutionize media education and the design industry, enhancing the learning experience and equipping students with contemporary tools for success in the media and creative sectors.

The advancement of AI and modern technologies has given rise to new obstacles in media education. Data privacy, equipment availability, and teacher training necessitate consideration. Nevertheless, notwithstanding these obstacles, the significance of AI and graphics programs in media instruction is progressively escalating. These technologies are facilitating the education of a new cohort of individuals who possess the necessary skills to effectively operate within the media and creative sectors.

In conclusion, Media education is at the convergence of contemporary technology and ingenuity. The significance of Artificial Intelligence and graphics programs augmented with AI should not be ignored. They are revolutionizing the methods of teaching and producing media material, thereby enhancing the accessibility, efficacy, and appeal of education for students in Uzbekistan and globally.

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