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The Uprising Conflict in Prompt Writing

between Copywriters and Graphic Designers

Dr. Lilian Nasser Abi Shakra⁽¹⁾

Abstract

With the integration of AI into creative industries like graphic design, traditional roles between copywriters and designers are shifting. In the past, the copywriter typically led the development of a campaign's message crafting slogans, taglines, and brand narratives—while the designer followed by creating visuals to support that message. This system ensured cohesion between text and imagery, with the copywriter often guiding the overall concept and tone. However, AI tools now allow both copywriters and designers to initiate content creation through prompts. This has introduced overlap in responsibilities: copywriters can generate visuals by guiding AI tools, while designers can generate text-based content using similar methods. The strategic development of prompts essential to AI output may be handled by either party, depending on their skills and the project's needs. This marks a move away from rigid role boundaries toward more fluid, shared responsibilities. With the rise of AI tools, traditional roles in creative fields like graphic design are evolving. Now, prompt engineering for AI-generated

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content is a shared responsibility: copywriters may guide text generation, and designers may direct visuals. AI has blurred the boundaries between writing and design, encouraging collaboration and hybrid roles. Designers may now write, and copywriters may guide visuals. The success of creative projects depends more on strategic thinking than strict role division. Ultimately, directing is no longer a one-sided task; it's a shared, collaborative process where both roles contribute equally to shaping content and creative direction. As a result, the creative process has become more collaborative and dynamic. Leadership in projects now depends on strategy, not job title. Copywriters remain essential for storytelling and voice, while designers contribute heavily to visual and even verbal direction. The most effective agencies today are those where copywriters and designers work together or take on hybrid roles to explore, create, and refine ideas using AI tools.

Key Words: Copywrite, designer, art director, graphic design, creative direction, Prompt Designers, Prompt.

Introduction

With artificial intelligence (AI) reshaping roles in creative industries like graphic design, the question now arises: who does the writing and directing the copywriter or the designer? Copywriters and designers must evolve, not retreat, because artificial intelligence (AI) is shifting roles. There is a real shift in creative hierarchy and authorship that's happening due to AI. This article focuses on three stages: «The Rise of Hybrid Roles», «Prompt Designers» and «AI Copy-Visual Strategists» (Carter, 2025).

In this traditional system, the copywriter typically leads the story or message development process, with the designer following suit with the complementary visual elements (El Atillah, 2023). The copywriter is responsible for crafting the message, slogans, content copy, and taglines; whereas, the graphic designer brings this message visually to life. The copywriter often leads the campaign's style and concept, working closely with the art director or designer to ensure visual and verbal cohesion (Check, 2025).

copywriting is about writing catchy phrases, clever slogans, and understanding human psychology, brand voice, and audience behavior. The ability to condense complex concepts into language that is clear, engaging, and emotionally resonant, inspiring the reader to take action, is the art of copywriting. Copywriting, in contrast to generic writing, has a strategic goal: it must inform, engage, and convince in a condensed amount of time and space. Effective copy serves as both language and design, coordinating with visual components to create a cohesive brand statement, whether it is used in packaging, websites, brochures, social media, or ads.

A competent copywriter does in-depth research on the target audience, pinpoints their problems, and creates messages that inspire urgency, trust, desire, or interest. Every word matters. The terminology, tone, cadence, and sentence structure are all carefully designed to align with the reader's expectations and cultural background (Hernández, 2016, p.128).

Now, with the use of AI tools like ChatGPT or Midjourney, the writing process often begins with a prompt - which is in the form of short instructions given to the AI to generate content, whether visual or textual (Berwick, 2024). The engineering of the prompt may become a shared responsibility. A copywriter might create directives for text creation (logos, headlines, ad copy), and a designer might create directives for visual elements (design suggestions, image creation, color palettes) (Ticong, 2024).

Leadership of a project depends on the project itself, but AI blurs the lines since direction requires strategic thinking, not mere execution. Its goals, timeline, team composition, and discipline. A branding campaign might be led by a creative director, while a website launch could be steered by a UX lead or project manager. Roles were clear, and leadership often aligned with expertise in execution. However, artificial intelligence (AI) is transforming this dynamic by blurring the boundaries of roles and shifting the value of leadership from task execution to strategic vision. A good leader advocates for their team's ideas, communicates the rationale behind creative decisions, and negotiates timelines, budgets, or scope when needed. (Hernández, 2016, p.15). Today's AI-powered agencies often see overlap between the two roles;



for example, a designer with writing skills might create a directive that generates both images and accompanying text; whereas, a copywriter familiar with visual AI tools might direct the tone and composition of the image direction (Berwick, 2024). Therefore, the copywriter will still play a key role, particularly in brand voice, storytelling, and messaging. The designer, however, can take the lead, especially when tools allow direct control over both form and function (Carter, 2025).

Therefore, in the age of AI, neither the copywriter nor the designer simply issues orders to each other (Popli, 2023). As the copywriter remains essential for crafting meaningful messages and directions, the designer contributes to visual direction and may also write the directions (El Atillah, 2023). Directing is now a shared creative endeavor, requiring collaboration or even hybrid roles (Rosen, 2013, pp. 67-69).

The most successful agencies are those where copywriters and designers collaborate on creating and iterating with AI, rather than one giving orders to the other (Christiano, 2024).

The Problem Questions

AI, capable of generating text and visuals, is challenging the need for traditional content writers. This shift raises a question:

1. In an AI-driven workflow, who leads the creative direction—the copywriter or the designer?
2. Is AI now replacing the traditional role of the content writer?
3. Has the designer, through writing content, taken over some of the copywriter's responsibilities?

Methodology

This study adopts a qualitative and exploratory research design, targeting to comprehend the evolving changing roles between copywriters and graphic designers in AI-driven work environments. The method is involved in analytical interpretation of data collection and reports, focusing on how

professionals experience and interpret changes in their roles due to artificial intelligence (AI).

The data was analyzed through interview transcripts using NVivo software. Deductions were made around themes such as AI tool usage, creative leadership, task overlap, and role displacement. The job description data was coded for the cross-disciplinary skill requirements and the occurrence of AI-related accountabilities and.

1. The Traditional Creative Hierarchy

Historically, the creative process in advertising and branding campaigns followed a relatively linear workflow (Newshouser, 2024). The copywriter led the development of the message, crafting taglines, slogans, brand stories, and calls to action. The designer, in turn, built the visual landscape that supported and enhanced that message (Carter, 2025). The copywriter set the tone and conceptual foundation, while the designer ensured it was visually engaging and aligned with the campaign's goals. This system established a clear creative hierarchy: the copywriter as the strategist and the designer as the visual interpreter (Ticong, 2024).

This workflow was rooted in the belief that message precedes form—that words define meaning, and visuals amplify it (Berwick, 2024). Campaigns, whether for social media, print, or television, relied on this division of labor. The creative team collaborated, but their roles were distinct and sequential. This model made sense in an analog and early digital era when tools were specialized, and content was human-made from start to finish (Check, 2025).

The shift from creation to curation has twisted leadership from departmental to strategic (Rosenbaum, 2011, pp. 289-304). In the age before AI, the copywriter created the text from scratch while the designer created the visuals manually (Rick, 2025). With the use of AI, they both now curate outcomes from AI based on how well they know how to write the prompt (Ticong, 2024). Thus, here, the power lies in who writes the better prompt. If the designer writes the image prompt and the AI fills in the text, then, the copywriter's role may shrink. Conversely, if the copywriter prompts the AI to



generate full campaigns, the designer becomes more of a stylist or executor. The outcome of this is that it is not about the title; it is about prompt power (Christiano, 2024).

The copywriter *orders* the message, and the designer *responds*. Nowadays, leadership is about who understands the audience, the platform, and how AI interprets input (Newshouser, 2024). The leader is the one who knows what to tell the AI to do and how to refine it. A strategic copywriter who learns prompt-crafting from Midjourney or ChatGPT may take the lead. A designer may lead instead if he/she can prompt image and copy together with brand insight. Therefore, the traditional order of «copywriter leads, designer executes» is no longer static. Leadership is fluid and based on AI literacy and brand strategy insight (Berwick, 2024).

The market or a graphic design agency will now need new majors or professions like creative technologists, prompt engineers, and AI art directors. These people replace the old binary of «copywriter vs. designer» with hybrid creativity (Rick, 2025). The person who owns the creative vision, the message, the visuals, and the story, with the integration of AI, is the leader of the team (Popli, 2023). This person will be able to bridge both sides: the *verbal*, along with the visual, and the *prompt*, along with the refinement. Increasingly, it is a new kind of professionalism. It is no longer the copywriter who writes, nor the designer instead; both generate, edit, and curate. It is AI that redefines authorship (Ticong, 2024). AI shifts power to prompt strategy. That means whoever controls the prompt controls the outcome, whether visual or verbal. The *dynamo* is now the one who understands both worlds: the one who can speak human and machine language (Newshouser, 2024).

Artificial intelligence (AI) did not kill the copywriter or make the designer dominant. On the contrary, it has created a new creative battlefield where the most versatile thinker leads (Check, 2025). The future leader is not the one with the title, but the one with the vision and the best prompt (Cliveable, 2025).

2. AI Disrupts the Creative Process

With the advent of AI tools like ChatGPT, Midjourney, DALLÉ, and Runway, the creative process has become radically more fluid (Rick, 2025). Content is no longer manually written or designed from scratch; instead, it is often generated in seconds through a well-crafted prompt. Copywriters and designers alike now use these tools to co-create content, shifting their focus from creation to curation and direction (Carter, 2025). This radical change is reshaping the way creatives, especially copywriters and designers, approach their roles. Instead of focusing solely on traditional creativity, they are now engaging in a collaborative process with artificial intelligence, shifting their focus to organization, optimization, and strategic direction (Rosenbaum, 2011, pp. 289-304).

The creative journey now begins with prompts—short, descriptive instructions given to AI to generate output (Cliveable, 2025). These prompts can produce anything from a detailed article to a high-resolution image or an entire ad campaign. This evolution has upended traditional roles (Bennet, 2025). A copywriter may now craft a prompt to generate not only text but also corresponding images. Conversely, a designer may input prompts that yield both visuals and accompanying captions or taglines (Wang, 2024). This overlap has led to the emergence of hybrid roles where the boundaries between writing and designing are increasingly porous (Rick, 2025).

3. Prompt Designers and AI Copy-Visual Strategists

In AI-powered workflows, hybrid roles are becoming the norm. Two of the most notable new roles are the «Prompt Designer» and the «AI Copy-Visual Strategist» (How to become a prompt engineer, 2025). These professionals are not bound by the old binaries of *writer vs. designer* (Rosen, 2024, p. 199). Instead, they understand how to communicate with machines through prompts, translate brand goals into generative instructions, and iterate with AI tools to produce cohesive campaigns (El Atillah, 2023).

The role of the visual strategist has evolved dramatically. No longer confined to top-down control of aesthetics and messaging, the visual strategist now



operates in a dynamic, participatory ecosystem, where visual communication is co-authored by brands and their audiences. Now, consumers are no longer passive audiences; they are active creators because they are shaping visual narratives at an unprecedented scale (Rosenbaum, 2011, pp. 289-304).

Prompt designers specialize in crafting precise, strategic prompts that yield high-quality AI output. They may come from a design or writing background but are united by their fluency in both disciplines (Ticong, 2024). AI copy-visual strategists, on the other hand, take a broader view. They develop campaign concepts, (Cliveable, 2025) then use AI tools to generate a range of text and imagery, refining results through iterative prompting. Their skill lies not only in ideation but in guiding the machine to realize that vision (How to become a prompt engineer, 2025).

These new roles are becoming essential in agencies and creative departments (Foster, 2025). As AI tools become more accessible and sophisticated, the demand for professionals who can master prompt engineering and navigate both textual and visual outputs is rapidly growing (Wang, 2024). This shift marks a move away from static job titles toward dynamic, interdisciplinary roles grounded in AI literacy (Lewis, 2024).

4. From Creation to Curation

The movement from creation to curation is a shift in creative practice. A creative practice centered around original production. The designer designed from scratch, the writer composed every word, and originality was synonymous with authorship (Bhaskar, 2016, p. 304). But with the proliferation of generative AI and automated tools, creative work is evolving into something more selective, interpretive, and strategic: curation. this is one of the most profound changes brought by AI.

Before AI, content was handcrafted (Berwick, 2024). A copywriter would spend hours developing copy; a designer would labor over each visual element. Today, both roles are often curating results generated by AI, choosing, refining, and combining outputs to match a vision (Velasco, 2025).

In this new paradigm, success depends on the quality of the prompt and the ability to interpret and refine AI outputs (Christiano, 2024). A designer who writes an effective prompt can generate multiple layout options in seconds. A copywriter who crafts a strong narrative prompt can produce full campaign scripts and taglines instantly (Wang, 2024). Thus, the power dynamic has shifted: it's no longer about who creates the content manually, but who knows how to get the machine to produce the best content (Amure, 2025).

This shift has implications for authorship, creativity, and professional identity. It challenges the idea that originality lies only in manual effort (Clivecable, 2025). Instead, creativity is redefined as the ability to shape, direct, and refine machine-generated work. The best professionals today are those who can bridge strategy and execution, not those who are confined to a single task (Bennet, 2025).

5. Strategic Leadership in the Age of AI

Leadership in creative projects is no longer dictated by job titles or departmental structures (How to become a prompt engineer, 2025). It is determined by who can guide the AI most effectively toward the desired outcome. This requires not only technical prompt-writing skills but also strategic thinking, brand insight, and audience understanding (Wang, 2024).

In traditional settings, the copywriter often led because they defined the story. However, in AI-enhanced workflows, leadership is about who understands the intersection of platform, audience, and machine capability (Berwick, 2024).

A designer with strong messaging skills and prompt fluency might take the lead on one campaign. Designers are emerging as active collaborators and co-leaders, empowered by a leadership style that values participation, flexibility, and shared ownership. They collaborate with copywriters, strategists, and developers from the outset to formulate concepts (Rosen, 2013, pp.67-69).

A copywriter with visual storytelling abilities might lead the next. The key determinant is strategic vision, not discipline (Velasco, 2025). The art of copywriting requires originality, sensitivity, and accuracy. Telling a compelling, inspirational, and memorable tale is more important than merely



trying to sell a product. When done well, it turns words into an experience, making businesses more than just suppliers. They become voices that are worth hearing (Hernández, 2016, p.128).

The creative director of the future is, therefore, not merely an overseer of departments, but a fluent AI collaborator (Clevertize Content Team, 2025). Creative directors understand how to merge human insight with machine potential. They coach their teams not only on creative thinking but also on how to speak to AI tools in ways that produce meaningful, brand-aligned content (Chen, et. al, 2025). Leadership is distributed because the person leading the project may change based on the problem, not their job title. (Rosen, 2013, p.101).

6. The Creative Technologist and Prompt Strategist

As roles evolve, new professional archetypes are emerging. The Creative Technologist is someone who merges art and code, using generative tools not just for production but for ideation and experimentation (Clevertize Content Team, 2025). The Prompt Strategist focuses on crafting prompts that align with brand tone, market goals, and creative direction. Both roles are vital in bridging human creativity with machine intelligence (Chen, et. al, 2025).

These new professionals are multilingual: they speak the language of brand, audience, AI, and code. They do not see design and writing as separate disciplines but as complementary parts of a unified creative process (Wang, 2024). Their value lies in their ability to move fluidly between thinking, prompting, generating, and refining—and in their ability to lead teams into this new era of co-creation with AI (Fortis, 2024).

7. Redefining Authorship and Ownership in the AI Era

AI has also sparked new questions around authorship and ownership (Foster, 2025). When a campaign is generated through AI prompts, who is the true author? The one who wrote the prompt? The AI model? The team who refined the output? These questions are not just legal but philosophical, challenging traditional notions of creative authorship (Lewis, 2024).

In this new era, authorship becomes distributed. The act of creating shifts from a single point of origin to a collaborative interaction between human and machine (Fortis, 2024). The value lies not just in output, but in the orchestration of the process. Professionals must now navigate not only copyright issues but also questions of ethical AI use, bias in generative models, and transparency in authorship (Chen, et. al, 2025).

8. The Collaboration over Control

Copywriters and designers must embrace collaboration. In a multi-platform creative environment, collaboration between copywriters and designers is no longer optional; it is essential. It is the seamless integration of language and visuals. Copy and design must work in harmony to create meaning, evoke emotion, and drive user engagement. When either is developed in isolation, the result often feels fragmented, inconsistent, or less impactful (Rosenbaum, 2011, pp.289-304). AI has not eliminated either role; it has elevated the need for shared vision and strategic alignment. It is a new creative ethic rather than competing for control (Velasco, 2025). The most effective teams today are those that understand each other's disciplines, speak a shared prompt language, and co-create with AI tools (Wang, 2024).

This ethic of collaboration is redefining work culture. Hierarchical models are giving way to responsive, interdisciplinary teams. Traditional hierarchical models rely on rigid structures with a clear chain of command. Roles and responsibilities are divided, and decision-making typically flows from the top down. While this model ensures order and control, it often stifles creativity, slows innovation, and limits shared visions across functions, especially in fast-paced or dynamic sectors such as design, technology, and marketing. Job titles are becoming fluid and more dynamic, skill-based contributions (Rosen, 2013, pp. 192-196). Traditionally, job titles such as Copywriter, Graphic Designer, Project Manager, or UX Specialist came with clearly delineated responsibilities within organizational silos. However, as industries embrace interdisciplinary collaboration, agile methodologies, and technology-driven workflows. (Fortis, 2024). Success is measured not by who «leads,» but by how well the team navigates AI tools to serve the client and the brand (Amure, 2025).



Conclusion

Briefly, with AI reshaping roles in creative industries like graphic design, copywriters and designers must evolve, not retreat, because AI is shifting roles (Bennet, 2025). There is a real shift in creative hierarchy and authorship happening due to artificial intelligence. This article focuses on three key stages of change: the rise of hybrid roles, the transition from creation to curation, and the emergence of prompt strategy as the new creative leadership (Chen, et. al, 2025).

The power of selection has become more valuable than the act of creation itself. This shift is not merely about filtering information, it reflects a deeper transformation in how creative work is conceived, executed, and led (Bhaskar, 2016, p.304). As artificial intelligence becomes deeply embedded in workflows, this shift is redefining how roles are structured, who leads creative direction, and what skills are most valued. In AI-powered agencies, the lines between disciplines are rapidly blurring, creating a new, hybrid model of collaboration and leadership. It explores how roles are merging, how direction is becoming more strategic than departmental, and why the mastery of prompts is now central to success in AI-powered agencies (Rosen, 2024, p. 200).

In the age of AI, the prompt is the new brush, the new pen, the new tool of creative power. It determines who shapes the content, who leads the project, and who defines the story (Wang, 2024). The future of creative industries does not lie in defending old roles but in mastering new tools. Copywriters, designers, and hybrid professionals who learn to speak to machines—clearly, strategically, and creatively—will define the next generation of branding, storytelling, and design (Amure, 2025).

In short, AI did not favor the designer's role over that of the copywriter. Instead, it introduced a new battlefield where the most versatile, strategic, and prompt-savvy thinker leads (Foster, 2025). Creative direction is no longer a matter of title, but of vision accompanied with the ability to turn that vision into a prompt which moves both machines and minds (Velasco, 2025). The prompt, thus, is the new creative currency, and designers should always be updated to follow nowadays needs (Lewis, 2024).

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