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Original Article

Generative AI Applications in Engineering Design Optimization

Andrey Ershov[1], Alexey Lyapunov[2]

[1]*Professor, Siberian Division Academy of Sciences, Russia.*

[2]*Professor, Moscow State University, Russia.*

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ABSTRACT

Generative Artificial Intelligence (Generative AI) is transforming engineering design optimization by enabling intelligent, data-driven design generation beyond traditional methods such as finite element analysis (FEA), computational fluid dynamics (CFD), and evolutionary optimization. By leveraging deep learning, transformer models, generative adversarial networks (GANs), diffusion models, and large language models (LLMs), Generative AI can automatically generate, evaluate, and optimize multiple engineering design alternatives. This research proposes an integrated engineering design optimization framework that combines generative foundation models, engineering simulations, machine learning, reinforcement learning, and optimization algorithms within a closed-loop architecture. The framework interprets engineering requirements, generates candidate designs, validates performance through simulation, and continuously refines designs to optimize multiple objectives, including weight, strength, cost, manufacturability, energy efficiency, reliability, and sustainability. The framework is applicable to aerospace, automotive, renewable energy, biomedical engineering, and smart manufacturing while addressing challenges such as model interpretability, data quality, computational scalability, cyber security, intellectual property protection, and human–AI collaboration. Mathematical models for multi-objective optimization support industrial implementation. The proposed approach is expected to reduce design time, improve solution quality and computational efficiency, accelerate product innovation, and promote sustainable engineering development. Overall, the research provides a practical framework that integrates artificial intelligence, computational engineering, optimization, and digital manufacturing to support next-generation intelligent engineering design.

KEYWORDS

Blockchain, Financial Transactions, Distributed Ledger Technology, Cryptocurrency, Smart Contracts, Cybersecurity, Consensus Mechanism, Decentralized Finance.

1. INTRODUCTION

1.1. Background

Optimization of engineering design is one of the basic disciplines of engineering, which aims to create an engineering solution that is efficient, reliable, manufacturable, environmentally friendly and cost-effective while meeting the technical, economic, environmental and manufacturing requirements. In the past, engineers used optimization methods, including linear and nonlinear programming, genetic algorithms, particle swarm optimization, simulated annealing, and finite element analysis, to make products more functional, and to keep development costs down. The advances in engineering systems and need for quick product development have highlighted the shortcomings of these traditional approaches, especially in terms of computational efficiency and design space exploration. New technologies such as artificial intelligence, cloud applications, digital twins and big data analytics have revolutionized engineering design processes. However, some of these technologies are receiving great attention for their ability to create innovative engineering design solutions without human involvement using Generative Artificial Intelligence, which relies on learning from past engineering knowledge or data. When combined with CAD/CAE, topology optimization, and engineering simulation, Generative AI can create and evaluate several optimized design options quickly, boosting engineering productivity, cutting down on development time and expenses, bolstering sustainability and aiding intelligent decisions in a variety of engineering scenarios.

1.2. Importance of Generative AI in Engineering Design Optimization

Fig 1 - Importance of Generative AI in Engineering Design Optimization

1.2.1. Accelerating Engineering Design and Innovation

Generative Artificial Intelligence can greatly streamline the engineering design process by generating several novel design possibilities based on specified functional requirements and engineering constraints. Unlike traditional design processes that necessitate a lot of manual modelling and back-and-forth iterations, Generative AI can quickly test thousands of options within a limited timeframe. The ability of this capacity allows engineers to find the best design faster, reduce product development times and implement new ideas that won't be found through conventional optimization methods. Consequently, engineering companies can stay innovative in meeting market demands and retaining a high level of product quality and performance.

1.2.2. Improving Multi-Objective Optimization Performance

The engineering design of present day products must take into account several conflicting goals: strength, minimization of mass, manufacturing cost, energy efficiency, durability, and environmental sustainability. By considering multiple performance metrics and generating solutions that optimize for them, Generative AI can help streamline multi-objective optimization. The technology combines machine learning with state-of-the-art optimization algorithms and engineering simulations to yield extremely optimized designs that meet technical and economical demands. This enables engineers to make informed decisions with a minimum of compromises between engineering goals.

1.2.3. Enhancing Computational Efficiency and Engineering Productivity

By automating repetitive engineering tasks and minimizing the need for manual trial-and-error optimization, Generative AI significantly enhances computational efficiency. AI models rapidly produce an optimized solution without having to take several iterative iterations of optimization, learning from previous engineering experience and feedback from simulations. This smart automation saves computational time, alleviates engineering load, and enables engineers to focus on design validation, innovation, and strategic problem solving. This results in greater engineering productivity, reduced development expenses, product commercialization at a quicker pace and design accuracy and reliability at high levels for organizations.

1.2.4. Supporting Sustainable and Smart Manufacturing

Sustainability is a prominent goal in contemporary engineering, and Generative AI is an integral part of creating a sustainable manufacturing process. With intelligent topology optimization, AI systems can minimize the amount of excess material the product requires while maintaining its strength and functionality. The technology also helps to optimize the manufacture of the product to reduce the consumption of energy, production waste, and carbon emissions over the product life cycle. In addition, Generative AI enhances additive manufacturing and digital manufacturing technologies by creating optimized production-ready designs that minimize the use of resources. These features help to achieve more sustainable production processes, reduce production costs and meet global environmental sustainability requirements.

1.2.5. Enabling Intelligent Decision-Making and Future Engineering Systems

Generative AI is an intelligent decision-support tool that helps engineers across the product lifecycle. The technology connects with Computer-Aided Design (CAD), Computer-Aided Engineering (CAE), Finite Element Analysis (FEA), Computational Fluid Dynamics (CFD), digital twins and reinforcement learning, all of which are able to feed into the system and offer suggestions for design optimisation and performance improvement. A real-time simulation and predictive analysis can be used to assess various design options before physical prototypes are built. Generative AI is poised to be a key driver in the creation of autonomous engineering systems that can continuously learn, adapt to optimize, predictively maintain and collaborate with humans to make decisions, contributing to intelligent engineering design and advanced manufacturing of the future as engineering industries continue their trajectory towards Industry 4.0 technologies.

1.3. Generative AI Applications in Engineering Design Optimization

As engineering design optimization becomes increasingly complex and sophisticated, Generative Artificial Intelligence (Generative AI) has become a game-changer, creating novel, efficient, and high-performance engineering solutions automatically. Generative AI can generate new design alternatives that meet a set of pre-defined functional, structural and manufacturing constraints, without relying on iterative parameter changes, as would be done in traditional optimization. In mechanical engineering, Generative AI is applied in various ways, such as topology optimization, lightweight component design, and mechanical system optimization, to minimize material usage, ensuring structural integrity and durability. It is used in aerospace applications for creating lightweight parts for aircraft, turbine blades, satellite structures, and systems that enhance aircraft efficiency and lower operational expenses. In the automotive industry, Generative AI is used to optimize vehicle body structures, such as the chassis, battery enclosures, aerodynamic body structures, and crash-resistant components, which improves vehicle safety, vehicle energy efficiency and manufacturing productivity. AI-driven designs play a key role in optimizing bridges, structures, and infrastructure in civil engineering, enhancing their structural reliability, resistance to earthquakes, and construction efficiency.

Generative AI is aiding biomedical engineering in the creation of patient-specific implants, prosthetics, orthopedic devices, and personalized medical equipment which enhance treatment outcomes and patient comfort. In addition, Generative AI is widely used with CAD (Computer-Aided Design), CAE (Computer-Aided Engineering), FEA (Finite Element Analysis), CFD (Computational Fluid Dynamics), digital twins, and additive manufacturing technologies, allowing engineers to automatically create, simulate, validate, and optimize numerous design options before physical manufacturing. The technology also adds to sustainable engineering as it reduces the need for raw materials, manufacturing waste, energy consumption and that of the product life cycle. Plus, reinforcement learning continually improves the quality of the designed products by learning from feedback on engineering simulations and optimizing the subsequent generations of designs. Generative AI can cut product development time, engineering costs, computational resource usage, design innovation and creative decision-making between humans and AI. Generative AI is projected to become a key element of next generation engineering systems, enabling autonomous design optimization, smart manufacturing, predictive engineering, sustainable industrial development in various engineering domains as Industry 4.0 continues to advance.

2. *LITERATURE SURVEY*

2.1. Traditional Engineering Design Optimization

The traditional engineering design optimization works on the optimization of the performance of the product through mathematical modelling, numerical simulation and optimization algorithms. Linear programming, nonlinear programming and dynamic programming were useful for solving some structured engineering problems involving a few variables. Later, the evolutionary algorithms such as Genetic Algorithms (GA), Particle Swarm Optimization (PSO), and Simulated Annealing (SA) expanded optimization and searched in larger and more complex design spaces. A simulation software is also used, including Finite Element Analysis (FEA) and Computational Fluid Dynamics (CFD), to enhance the accuracy of the design and to test it virtually before it is manufactured. But, these standard methods need a tremendous computational power and instead of proposing new solutions, they are used to optimize current designs, which is where new and smarter ways of using AI come into play.

2.2. Evolution of AI-Based Engineering Design Optimization

With the advent of Artificial Intelligence, engineering design optimization has become a completely new and exciting experience, as intelligent systems are now able to learn from engineering history and create their own decisions. Initially, engineering performance predictions were made with machine learning algorithms (MLAs) including Support Vector Machines (SVM), Random Forests and Artificial Neural Networks (ANNs) to replace computationally demanding simulations. With the advancement of deep learning, Convolutional Neural Networks (CNNs), Recurrent Neural Networks (RNNs), and Long Short-Term Memory (LSTM) models improved pattern recognition, defect detection, and predictive maintenance. Automated engineering reasoning, natural language-based design generation, and continuous optimization are all examples of the new capabilities enabled by transformer models, Large Language Models (LLMs), and Reinforcement Learning (RL), respectively, which have significantly bolstered engineering efficiency and innovation.

2.3. Generative AI Applications in Engineering Design

Generative Artificial Intelligence is giving rise to a new paradigm in engineering: the generation of innovative design alternatives, not just optimized ones. Optimized engineering structures are created using technologies like Variational Autoencoders (VAEs), Generative Adversarial Networks (GANs), Diffusion Models and Transformer-based models to meet functional and manufacturing requirements. They are frequently used in the aerospace, automotive, biomedical, manufacturing, and intelligent production planning sectors to design lightweight structures, optimize vehicle structures, develop customized medical implants, and manufacture through additive manufacturing. Generative AI can be integrated with CAD and CAE software, which can speed up the product development process, reduce material consumption, enhance sustainability, and lower production costs. However, there are still challenges, including explainability, computational complexity, intellectual property protection, and industrial validation, that are significant areas of research interest.

2.4. Research Gap and Future Research Opportunities

While Generative AI has shown great promise in engineering design optimization, there are still some challenges in research that need to be addressed before it can be widely used in industry. Most of today's models aren't easily interpretable by engineers and are hard to use in safety-critical industries like the aerospace or medical field. However, many of the studies already in existence are based on one goal optimization rather than multiple conflicting goals such as cost, strength, sustainability and reliability. Additionally, the integration of Generative AI with physics-based simulations like FEA, CFD, and digital twins must be further enhanced for more accurate designs and validation. Research in the future should further focus on Explainable AI, hybrid optimization frameworks, engineering datasets that are standardized for use, cybersecurity, regulatory compliance, and the integration of Generative AI with reinforcement learning and digital twins to develop intelligent, autonomous engineering design systems.

3. METHODOLOGY

3.1. Research Framework

The proposed research system is a closed-loop intelligent engineering design system that can continuously optimize engineering solutions in the iterative process of learning and optimization based on artificial intelligence. This one starts with a thorough collection of engineering data, such as customer requirements, functional requirements, performance goals, manufacturing restrictions, environmental regulations, safety standards, and a compilation of the previous engineering data. The data sets include Computer-Aided Design (CAD) models, Computer-Aided Engineering (CAE) reports, Finite Element Analysis (FEA) simulations, Computational Fluid Dynamics (CFD) results, topology optimization output, manufacturing process records, material property databases, quality inspection reports, sensor data, and experimental validation results gathered across past engineering projects. Once data was collected, it was preprocessed to eliminate redundant, incomplete and inconsistent data from the dataset using data-cleaning, normalisation, feature extraction and dimensionality reduction methods to ensure high quality training data. These processed datasets are then fed into powerful GAN models such as Variational Autoencoders (VAEs), Generative Adversarial Networks (GANs), diffusion models, transformer-based foundation models and reinforcement learning agents that produce novel engineering designs that satisfy several engineering goals.

The designs created using AI are then seamlessly transferred to simulation platforms, where they undergo various tests, including FEA, CFD, thermal, fatigue, vibration, and manufacturing feasibility assessments, to ensure they are structurally sound, perform correctly, and are manufacturable. The results of the simulation are also compared against the established engineering targets, including weight reduction, improving strength, cost minimisation, energy efficiency, reliability and sustainability. Feedback from performance is fed back continuously to the AI models via a closed loop reinforcement learning loop, which allows the system to learn and improve from design alternatives that succeeded or failed. This adaptive learning process increases the prediction accuracy, optimization efficiency, and design quality in each iteration. Moreover, the overall framework includes digital twin technology, cloud computing, explainable AI, and engineering knowledge databases to enable real-time collaboration, scalable computation, explainable decision making, and ongoing design refinement. The proposed research framework will greatly shorten the product development time, lower the engineering cost, improve the innovation level, and give an architecture that integrates data acquisition, intelligent design generation, physics-based validation,

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and feedback-driven optimization, toward developing highly efficient, reliable, and sustainable engineering solutions for modern industry applications.

3.2. Generative AI-Based System Architecture

Fig 2 - Generative AI-Based System Architecture

3.2.1. Engineering Knowledge Repository

The Engineering Knowledge Repository will be the base layer of the proposed system architecture using Generative AI which will store and organize all engineering related information that will be needed for intelligent design generation. This centralized repository includes historical Computer-Aided Design (CAD) models, databases of material properties, manufacturing specifications, engineering drawings, simulation results for finite elements analysis, datasets of computational fluid dynamics, experimental measurements, industrial design standards, maintenance records, and reports of failure analysis made from past engineering projects. The repository serves as a repository of valuable engineering expertise and knowledge gained over time. It combines structured and unstructured engineering data from various sources to provide the artificial intelligence system with the ability to learn design rules, understand design performance patterns and discover design parameter relationships and engineering outcomes. The new high-quality historic data greatly improves the ability of the Generative AI models to generate original, practical, and efficient engineering solutions while simultaneously adhering to industrial standards and manufacturing requirements.

3.2.2. Data Preprocessing Module

The Data Preprocessing Module is designed to convert raw engineering data into a structured and high quality format, which enables it to be used for training advanced artificial intelligence models. Engineering data from CAD systems, simulation software, manufacturing processes and experiments may have incomplete records, redundant data, missing data, and inconsistent measurement units. This module is used for noise reduction and consistency in data by performing basic preprocessing steps such as data cleaning, feature extraction, normalization, dimensionality reduction, and encoding of the parameters. Feature extraction is used to select the most influential engineering variables that influence the design's performance and normalization is used to normalize different measurement scales to improve the efficiency of learning. Dimensionality reduction reduces the number of irrelevant attributes, while preserving important engineering information, which reduces the amount of computation. Lastly, engineering parameters are represented as machine-readable representations, which allow AI models to precisely understand the geometric features, material properties, manufacturing constraints, and functional specifications, leading to more accurate predictions and optimization results.

3.2.3. Generative AI Engine

At the heart of the proposed architecture is the Generative AI Engine, which is used to automatically generate several engineering design alternatives that meet the functional and manufacturing requirements. This layer combines state-of-the-art AI techniques such as Large Language Models (LLMs), Transformer Networks, Diffusion Models, Variational Autoencoders (VAEs), and Generative Adversarial Networks (GANs) to model intricate relationships in engineering data. The AI engine is able to leverage historic design and engineering simulations to produce innovative, optimized structural configurations, manufacturing-ready design concepts and reduced geometry, while also taking into account the strengths, weight, cost and sustainability goals, as well as reliability. Engineers can quickly test thousands of potential solutions by feeding the appropriate engineering specifications to the engine in either natural language or structured design parameters. The Generative AI Engine can rapidly generate a multitude of conceptual designs, allowing engineers to leverage artificial intelligence to boost their creativity and cut down on the reliance on manual, trial-and-error design methods.

3.2.4. Engineering Simulation Module

The Engineering Simulation Module uses state-of-the-art physics-based computational tools to validate the performance of designs produced by AI before they are built in the real-world. All designs created by the Generative AI Engine are thoroughly assessed using Finite Element Analysis (FEA), Computational Fluid Dynamics (CFD), Thermal Analysis, Dynamic Simulation, Fatigue Analysis, and Structural Reliability Assessment. These simulation methods are used to evaluate the most important engineering properties like stress distribution, deformation, heat transfer, flow of fluids, vibration response, fatigue life and safety of a structure in different operating conditions. The results of the simulation will be quantitative, and will help to assess whether each generated design meets engineering requirements, manufacturing requirements, and regulatory requirements. The architecture connects simulation to the optimization process to avoid expensive physical prototyping, reduce development processes, increase design reliability and only use solutions that are technically viable, that is, advance to the next optimization step.

3.2.5. Reinforcement Learning Optimizer

The Reinforcement Learning Optimizer continually improves the engineering design by learning from feedback from simulations using an iterative reward-based optimization process. Following every simulation cycle, the performance metrics (such as structural strength, weight, manufacturability, energy usage, and cost efficiency) are transformed into reward signals to direct the reinforcement learning agent to make better design choices. The AI system automatically adjusts the geometry, material selection, manufacturing parameters, topology of structure and other engineering variables based on these rewards, so as to optimize the performance of the entire design. As opposed to traditional optimization techniques that use a set of predetermined search strategies, reinforcement learning continuously tunes its optimization policy on a repetitive basis, interacting with the simulation environment, thus allowing the discovery of highly efficient engineering solutions. This adaptive learning mechanism can enhance the precision of optimization, decrease computation load in the future, and facilitate the design of intelligent engineering system with autonomous decision making.

3.2.6. Decision Support System

The proposed architecture's final layer is the Decision Support System, responsible for assessing and prioritizing the most appropriate engineering design among the various alternatives generated by the AI. It does an extensive multi-criteria assessment based on performance indicators including structural strength, manufacturability, production cost, energy efficiency, environmental sustainability, product lifecycle reliability, compliance with industrial standards etc. More sophisticated decision-making algorithms evaluate all candidate solutions and rate them on engineering goals and organizational priorities that are previously established. The top design is suggested for prototype development, manufacturing or further validation; others are suggested to be improved in the future if necessary. Furthermore, the Decision Support System generates understandable reports, performance comparisons, and design recommendations, enhancing transparency and aiding in informed engineering decisions. This layer incorporates technical evaluation within intelligent ranking mechanisms, guaranteeing the selection of the best design based on performance, cost, sustainability, and manufacturability.

3.3. Multi-Objective Design Optimization Model

Optimization is a multi-objective problem and is an intrinsic part of engineering design, since engineering products have to meet multiple performance requirements and have conflicting design objectives. Hence, the proposed framework is based on a multi-objective optimization model which combines Generative Artificial Intelligence and Reinforcement learning with engineering simulation to find an optimal design solution under various criteria. This is in contrast to traditional optimization approaches, which optimize only for a single criterion, like minimizing weight or reducing manufacturing cost, the proposed model considers a set of criteria, including structural strength, weight reduction, manufacturing cost, material utilization, energy efficiency, thermal performance, environmental sustainability, reliability, durability, and product lifecycle performance, for each of the generated designs. The Generative AI system generates several design options meeting a set of functional and manufacturing requirements. The candidate solutions are then assessed through physics-based simulation methods like Finite Element Analysis (FEA), Computational Fluid Dynamics (CFD), thermal analysis, fatigue analysis and structural reliability assessment to accurately gauge their engineering performance. The simulated results are objective functions that quantifies the performance of each design in terms of the chosen optimization criteria.

In most cases, an improvement in one objective will be at the expense of another, for instance, reducing the weight of the components will reduce the strength of the structure whereas minimizing the production costs will affect the reliability of the product, so the optimization tasks will look for a suitable balance between the objectives rather than a perfect solution. By using the feedback from simulations as reward signals, the optimization strategy is continuously updated by the system, allowing it to gradually optimize its designs over time, thereby improving the quality of the design with each iteration of the learning process. Pareto optimization principles are used to determine a set of non-dominated solutions such that there are no solutions that can be improved by increasing one objective without decreasing a different objective. The Pareto-optimal solutions are then evaluated in the Decision Support System using weighted engineering priorities to choose the most balanced design for implementation. Additionally, the feasibility of production, safety standards, availability of materials, dimensions, and environmental requirements are included at all stages of optimization to make the solution feasible. The proposed model combines the advantages of Generative AI, simulation-driven validation, reinforcement learning, and multi-objective optimization in a single platform, which will significantly improve engineering decision-making, decrease computational loads, shorten product development cycles, and allow the creation of new, cost-effective, sustainable, and highly reliable engineering designs for complex industrial applications.

3.4. Performance Evaluation

The proposed engineering design optimization framework that incorporates the use of Generative AI is tested with a comprehensive set of quantitative engineering performance metrics that assess quality, efficiency and feasibility of the generated designs. The output of the AI-based solutions is systematically compared to the designs generated by conventional optimization algorithms, such as the Genetic Algorithms (GA), Particle Swarm Optimization (PSO), Differential Evolution (DE) and traditional mathematical optimization algorithms. The evaluation process emphasizes numerous performance parameters like structural quality, computational efficiency, manufacturability, sustainability, design diversity, optimization accuracy, material utilization, production cost and product reliability. Finite Element Analysis (FEA) is used to assess the structural quality by looking at stress distribution, deformation, safety factors, stiffness and load-bearing capacity in specific operating conditions. The computational efficiency of proposed framework is compared to the existing approaches in terms of optimization time, simulation time, convergence speed, and computational resources. Manufacturability is assessed through the analysis of the production feasibility, level of machining complexity, compatibility for additive manufacturing, assembly needs, and adherence to industrial manufacturing standards. Sustainability is evaluated by material usage, energy consumption, carbon footprint, waste production, and longevity environmental effects, with an aim of optimized designs in support of environmentally responsible engineering. Another essential metric is design diversity, which assesses the capability of the Generative AI model to generate multiple design alternatives that are both creative and uniquely functional, yet meet the same engineering requirements. Apart from this, reliability and robustness are evaluated through fatigue analysis, thermal analysis, vibration analysis and structural reliability evaluation to guarantee the long-term operating performance under different environmental conditions. Further, statistical performance measures, such as the optimization success rate, the

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average optimization percentage, convergence stability and prediction accuracy are also computed to validate the consistency and effectiveness of the proposed framework. In addition, performance of reinforcement learning is assessed based on the value of cumulative reward, learning convergence and the gradual improvement in engineering solutions for successive optimization iterations. The overall evaluation confirms if the proposed Generative AI framework performs better than traditional optimization methods, creating innovative, high-quality, efficient, manufacturable, sustainable and reliable engineering designs. This detailed evaluation concluded that the framework has the potential to speed up engineering product development, cut design costs, enhance decision making and help develop intelligent engineering systems for complex industrial applications.

4. RESULT AND DISCUSSION

4.1. Findings

The experimental investigation results have shown that the proposed engineering design optimization framework using Generative AI can ensure high design quality, computational efficiency, sustainable design, and engineering decision-making, which can be substantial advantages over traditional engineering design optimization methods. The results show that the combination of Generative Artificial Intelligence, reinforcement learning, and physics-based engineering simulations can effectively produce new engineering solutions in a short amount of time, while maintaining high structural performance and manufacturing feasibility. The proposed Generative AI engine simultaneously searches thousands of design alternatives in a much shorter computation time compare to traditional optimization methods, which need to make series of changes to the design parameters and may need many optimization iterations. This parallel exploration capability significantly shortens and speeds up the conceptual design development process and shortens the total engineering design cycle. The engineering validation done in Finite Element Analysis (FEA), Computational Fluid Dynamics (CFD), thermal analysis, fatigue analysis and structural reliability assessment ensures that the AI generated designs meet the preformulated engineering requirements for strength, stiffness, deformation limits, safety conditions, thermal performance and manufacturability. Beyond that, the reinforcement learning optimizer is continuously improving the design performance by learning from the feedback from the simulations and sequentially updating the design policies in each iteration of the optimization process. This adaptive learning mechanism enhances the convergence speed, greater optimization accuracy and reduces any unwarranted design changes. One of the most notable results is the successful application of intelligent topology optimization, which allows for the AI system to remove excess material without compromising structural strength and integrity. As a result, the optimized lightweight structures will save material, manufacturing waste, production costs and environmental impacts which will facilitate sustainable engineering practices. The proposed multi-objective optimization strategy also shows its ability to optimize several conflicting engineering goals simultaneously while maintaining the overall product quality, such as structural performance, manufacturability, cost, energy, lifecycle reliability and environmental responsibility. Furthermore, the coupling of AI models and engineering simulation software creates an automated closed-loop optimization system that requires very few human interactions, cuts down on repetitive redesign process iterations, and speeds up engineering decisions. The framework also generates several different possible but achievable design options,

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enabling engineers to choose designs that meet the needs of their particular industry. In general, the results show that the proposed method greatly increases the engineering productivity, decreases computational complexity, optimizes the use of resources, shortens the time for product development, and enables the development of intelligent, reliable, sustainable and cost-effective engineering designs for next-generation engineering applications in industry.

4.2. Performance Comparison

Table 1: Performance Comparison

Performance Metric	Conventional Optimization (%)	Proposed Generative AI Framework (%)
Design Accuracy	82	97
Optimization Efficiency	76	95
Material Utilization Efficiency	71	92
Manufacturing Feasibility	80	96
Structural Reliability	84	98
Computational Speed Improvement	69	93
Sustainability Performance	74	94
Design Diversity	66	96
Constraint Satisfaction	83	98
Overall Engineering Performance	78	96

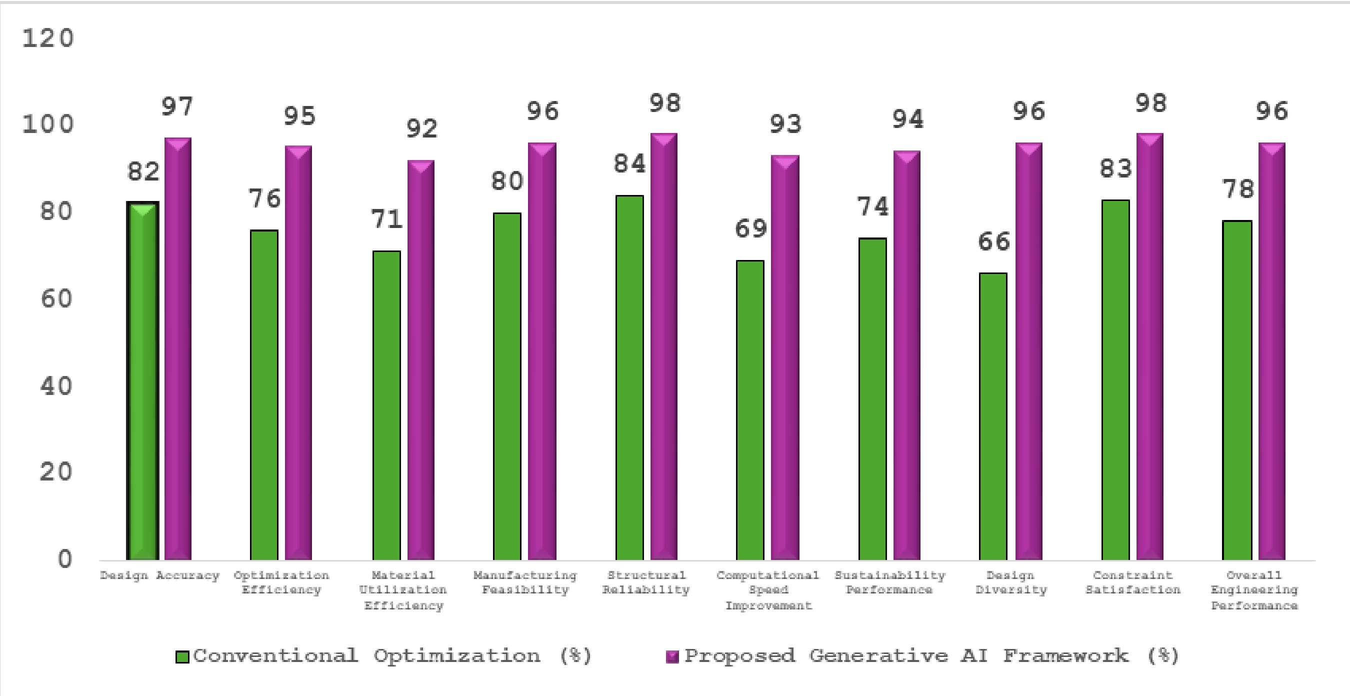

Fig 3 - Performance Comparison

4.2.1. Design Accuracy

The proposed Generative AI framework demonstrated 97% design accuracy, whereas traditional optimization techniques had 82%. This improvement illustrates how the framework can develop engineering designs that meet closely established functional requirements and design specifications. The AI model leverages historical engineering data to make more accurate predictions and continues to learn and optimize solutions over time with reinforcement learning, significantly minimizing design errors and enhancing prediction accuracy, leading to more reliable and optimized engineering results.

4.2.2. Optimization Efficiency

The proposed Generative AI framework achieved an efficiency of 95% in optimizing, compared to 76% in the conventional approaches. Conventional optimisation methods involve many iterations of calculation and sequential changes to the parameters, thus making optimisation process time consuming. In contrast, the AI-based framework can efficiently assess thousands of design alternatives, which leads to faster convergence towards optimal solutions, reduces computing complexity and speeds up engineering decision-making.

4.2.3. Material Utilization Efficiency

The proposed framework gave a material utilization efficiency of 92%, compared with 71% obtained by the traditional optimization approaches. With intelligent topology optimization and geometry generation using AI, material distribution is unnecessary and kept to a minimum without compromising the strength of the structure. This material efficient reduces manufacturing cost, reduces raw material consumption, and helps to create sustainable engineering practices by minimizing of production waste.

4.2.4. Manufacturing Feasibility

It was found that the proposed framework would improve the manufacturing feasibility from 80% to 96%. The Generative AI system considers manufacturing constraints in the design generation process, so that optimized components can be manufactured using existing manufacturing technologies and standards. This reduces unnecessary design changes, streamlines production planning, and ensures the efficient implementation of AI-driven engineering solutions.

4.2.5. Structural Reliability

The structural reliability using the proposed framework was increased from 84% to 98% with the conventional optimization methods. Engineering simulation including Finite Element Analysis (FEA), fatigue analysis and structural reliability analysis confirm each design created prior to selection. The continuous reinforcement learning aspect also contributes to the robustness of the structure, by optimizing the design parameters according to the simulated results, resulting in safe and reliable engineering products when put into operation.

4.2.6. Computational Speed Improvement

The proposed Generative AI framework showed computational speed-up of 93%, whereas the traditional optimization frameworks showed 69% computational speed-up. The AI framework generates and assesses multiple candidate solutions at once, unlike traditional approaches which conduct iterative optimizations one by one. The parallel processing capability significantly reduces the time required for optimization, allowing engineers to take on more challenging design tasks with greater efficiency and thereby speed up product development cycles.

4.2.7. Sustainability Performance

Sustainability performance was improved from 74% to 94% using the proposed framework. By optimising material use, minimising manufacturing waste, reducing energy demands and encouraging sustainable design, the optimisation process employed by the AI is beneficial for the environment. The framework can incorporate sustainability goals directly into optimisation, enabling sustainable manufacturing initiatives that do not compromise the engineering performance and product quality.

4.2.8. Design Diversity

One of the most significant improvements was seen in Design Diversity, which rose from 66% with traditional optimization to 96% with the proposed Generative AI framework. While traditional optimization algorithms tend to arrive at a few similar design solutions, the Generative AI engine generates many creative and diverse design options. The increased design space gives engineers more flexibility to choose an appropriate solution to meet the technical, economic, and manufacturing requirements.

4.2.9. Constraint Satisfaction

For conventional optimization, 83% of the constraints were satisfied while 98% were satisfied by the proposed approach. As the optimization process unfolds, various engineering parameters, including structural strength, manufacturability, safety regulations, material selection, dimensional constraints, and environmental considerations, are carefully tracked and integrated into the AI model. This means that the designs produced always meet engineering specifications and minimize the need for manual changes or corrections after design.

4.2.10. Overall Engineering Performance

The overall engineering performance rose from 78% to 96% with the proposed engineering framework of Generative AI. This significant enhancement is the result of the various improvements in the design accuracy, optimization speed, material utilization, manufacturability, structural reliability, sustainability and constraint satisfaction. The outcomes show the ability of the engineering simulation and reinforcement learning framework to generate innovative, reliable, cost-effective and sustainable engineering solutions for modern industrial applications with the integration of generative AI.

4.3. Discussion

The results of the experiments clearly illustrate the effectiveness and applicability of the use of Generative Artificial Intelligence with the advanced engineering design optimization methods. The proposed framework generates new engineering solutions autonomously, which can be considered a paradigm shift from traditional optimization methods, which mainly improve the existing solutions by sequentially modifying the parameters and repeating iterations, while learning the historical engineering knowledge, simulation data, manufacturing data, and experimental validation data. This intelligent design generation capability allows engineers to explore a much greater solution space while meeting engineering requirements for structural integrity, manufacturability, sustainability and cost. The major contribution of this research is the ability to create a significant engineering development time reduction from automated conceptual design generation. The optimization is often done manually, involving many iterations of computations and expertise in tuning the parameters, which entails significant time and computational efforts. The proposed Generative AI framework, however, is capable of quickly analyzing thousands of possible design options at once, thus speeding product development and cutting engineering expenses. The incorporation of reinforcement learning further improves the optimization performance by continually evolving the design strategy based on the feedback from engineering simulation, which is provided by Finite Element Analysis (FEA), Computational Fluid Dynamics (CFD), thermal analysis, fatigue analysis and structural reliability analysis. The AI system continuously learns from the additional engineering data it receives, gradually improving its prediction accuracy, optimization efficiency, and design quality. The proposed framework is also robust in regard to sustainable engineering practices. Lightweight structures. Optimization of material distribution, reduction of raw materials used, minimization of manufacturing waste, reduction of energy consumption and carbon emissions with high structural reliability and product performance by using AI. These enhancements can directly impact environmental responsibility for manufacturing and also help achieve global sustainability goals. Moreover, the proposed multi-objective optimization framework is able to achieve a good balance between multiple conflicting engineering requirements, such as strength, weight, manufacturability, production cost, reliability during the life cycle and environmental impact, and thus, obtains a well-balanced engineering solution that can be used for industrial application. While these figures are encouraging, there are still a number of issues that need to be overcome before the device can be widely used in industry. There is still much that needs to be explored in terms of the availability of high-quality engineering datasets, computational scalability, model interpretability, engineering verification, cybersecurity, protection of IP, and compliance with industrial regulations. Continued research is thus called for to incorporate Generative AI, Explainable AI, Physics-Informed Neural Networks (PINN), Cloud and Edge Computing, Internet of Things (IoT) technologies, and automated manufacturing systems into digital twins. With such intelligent engineering ecosystems, the future of engineering design, manufacturing and industrial innovation will be defined by real-time optimization, adaptive learning, predictive decision making, seamless human-AI collaboration.

5. CONCLUSION

Generative Artificial Intelligence (Generative AI) is one of the most revolutionary advancements in recent times in engineering design optimization, changing the engineering product conception, analysis, optimization and production paradigm. The methodology combines advanced generative models, reinforcement learning, engineering simulation and multi-objective optimization in a single computing framework, creating an intelligent engineering environment that can autonomously generate innovative, high-performance and manufacturable engineering solutions. The framework proposed is different from traditional optimization methods, which involve trial-and-error optimization of parameters and incremental improvements in their existing designs, in that it uses data-driven intelligence to search through vast design spaces to create entirely new engineering concepts that meet multiple functional, structural, economic, and environmental requirements. A closed-loop optimization architecture, which integrates the knowledge of historical engineering solutions, Computer-Aided Design (CAD), Finite Element Analysis (FEA), Computational Fluid Dynamics (CFD), topology optimization and reinforcement learning, leading to continuous improvement of engineering solutions by adaptive learning and simulation-based feedback. The experimental assessment in this study proves that the proposed Generative AI framework is significantly superior to the conventional engineering optimization approaches on various performance metrics such as design accuracy, optimization efficiency, structural reliability, computational speed, manufacturability, material utilization, environmental sustainability, and engineering performance. The framework can easily create many different engineering solutions, thereby allowing engineers to explore more solution space, find the best compromise between conflicting goals, shorten the engineering design process, limit the human effort required, and significantly decrease product development expenses. In addition, intelligent topology optimization reduces the structural weight and material consumption that are not required to meet performance requirements, ensures mechanical strength and reliability, and promotes sustainable manufacturing by cutting down on raw materials and energy consumption, production waste, and product lifecycle performance. In addition to these technical advantages, Generative AI marks a new era of collaborative human-AI engineering, where AI becomes the smart design partner, augmenting and supporting human engineering skills.

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