

The impact and identity of photo processors in comparison to AI processor

With the rapid advancement of artificial intelligence, particularly in image editing and generation, has become a major subject of discussion. AI has fundamentally reshaped how images are created, edited, and shared, sparking questions about the future identity and value of traditional creative roles. With all that being said the question in hand is can you identify as a photo processor if AI is used?

This essay will discuss to me the critical issues that have been attached when considering AI's place alongside traditional human creators. the key questions I will aim to answer are whether an individual who uses AI to edit images can still be considered a true photo processor? With AI now capable of intricate editing processes that previously required years of training and creative intuition, is the human processor's skill set being overshadowed or enhanced by these tools? Secondly in cases where AI generates images from scratch, we must ask, does the individual prompting the AI qualify as an artist in the traditional sense?

In addition to these philosophical questions about identity, we will explore the pros and cons of AI in image editing. While AI offers efficiency, accessibility, and new creative possibilities, it also brings potential drawbacks, such as the risk of creativity, lowering the value of human expertise, and lessening public trust in the authenticity of images. This analysis will consider whether AI has crossed ethical or practical boundaries within the creative industry and what this might mean for the future of human artists and processors. By examining these aspects, this essay seeks to understand not only how AI reshapes creativity but also how it redefines the very identity of those who work within it.

The rise of AI in photo processing raises profound questions about authorship and artistic identity. If a photo processor uses AI to edit or generate images, can they claim full ownership of the work? Traditional definitions of artistry emphasize the creator's direct involvement in shaping their work. By this standard, the use of AI might dilute the creator's role, relegating them to the status of a facilitator rather than an artist.

Yet, others argue that prompting an AI tool requires its own form of creativity. Crafting effective prompts demands an understanding of visual aesthetics, contextual relevance, and technical constraints. In this sense, the prompt

designer becomes a collaborator with the AI, guiding its output to align with their vision.

The debate over identity extends beyond individual creators to the broader industry. As AI becomes more prevalent, will society redefine what it means to be a photo processor or artist? Historical parallels can be drawn to the advent of photography itself, which challenged traditional notions of art by introducing mechanical reproduction. Similarly, AI represents a new frontier in the ongoing evolution of creative identity.

Who is a photo processor? That is a quite a debatable question there are many definitions especially these days, a better way to phrase that is what does a photo processor do? "Photo processors review and select photos for promotion, publication, and dissemination. They identify relevant images, edit photos to make them more appealing, and arrange them in a suitable layout. Photo processors also assign projects to photographers to meet the organization's photography needs." (comeet, 2023) while this statement is accurate in the sense of what they do, it still doesn't answer the question who is a photo processor? In my opinion, a photo processor is a person who has studied in the category of photography and/or graphic design. They generally have an arsenal of editing software's such as adobe lightroom, photoshop etc. And have been taught in college and beyond how to use them and apply the most effect strategy to get the most gain in their photos. But counter arguing this with current day technology such as AI we must wonder if I take 100 images and go into the AI apps such as Luminar neo, canva or pixlr and press one button to edit all 100 photos in 5 minutes then why do I need to have training from university along with degrees and masters which takes years and years and this takes again 5 minutes? Again, in my opinion 1. it looks better as you have a degree and master's etc. 2. because its more rewarding and original, as yes AI is original in its design etc. It can be sometimes repetitive as if for example you have 4 orange sky sunset photos and AI is asked to edit it then there is a high percentage that the images are edited similarly and look almost exactly the same, sticking with the sunset example manually edited would most likely give the same end result but you have more freedom with the design as you're the one doing it not AI.

Now we know a brief understanding what AI and Photo Processors do, we now will discuss the two sides of the argument. Beginning with AI, the following

will include the capabilities of AI, difference between AI assisted and AI driven work. “AI-assisted editing refers to the use of artificial intelligence tools to enhance the editing process in visual storytelling by automating tasks, providing suggestions, and optimizing workflows. In the context of writing, AI-assisted writing involves using AI software to help create content by recognizing patterns in language and grammar, suggesting corrections, and improving the writer's work.” (fiveable, 2024) a basic run down of what AI-assisted does is it gives suggestions for example an auto correct software such as Grammarly is considered to be an assisted and not driven. As for the opposing AI-driven. “AI-Driven refers to a company or initiative that is literally powered by AI. AI-Driven companies use AI to automate workflows and decision-making processes. Examples of AI-Driven technologies include self-driving cars, which use machine learning and visual recognition to understand their surroundings and react accordingly. AI-Driven organizations typically explore a wide variety of technologies and establish clear business objectives.” (WGU, 2023) basic terms, this means for example if I'm writing a statement and I ask AI to generate it that would be classed as AI driven. This could be done by software's such as Chat GPT. So now we know what they mean are they good? Or abused? From a personal stance I believe it is abused as it can be used by students in an unconventional way as yes you can use AI to assist as we discussed earlier, but sometimes they do use it to generate sections or sometimes an entire essay and pass it out as their own. Putting this into a photo processor point of view, if you are for example editing a series of images for a music venue, and you ask AI to assist with maybe lighting and exposure correction, this is most of the time consider ok as like we said before we have more control over our work as you can still adjust sliders and other various editing options. But if it was used to edit on mass level all images then this may be frowned on as the client is paying you for a job you're not technically doing as AI is driving the process to produce results.

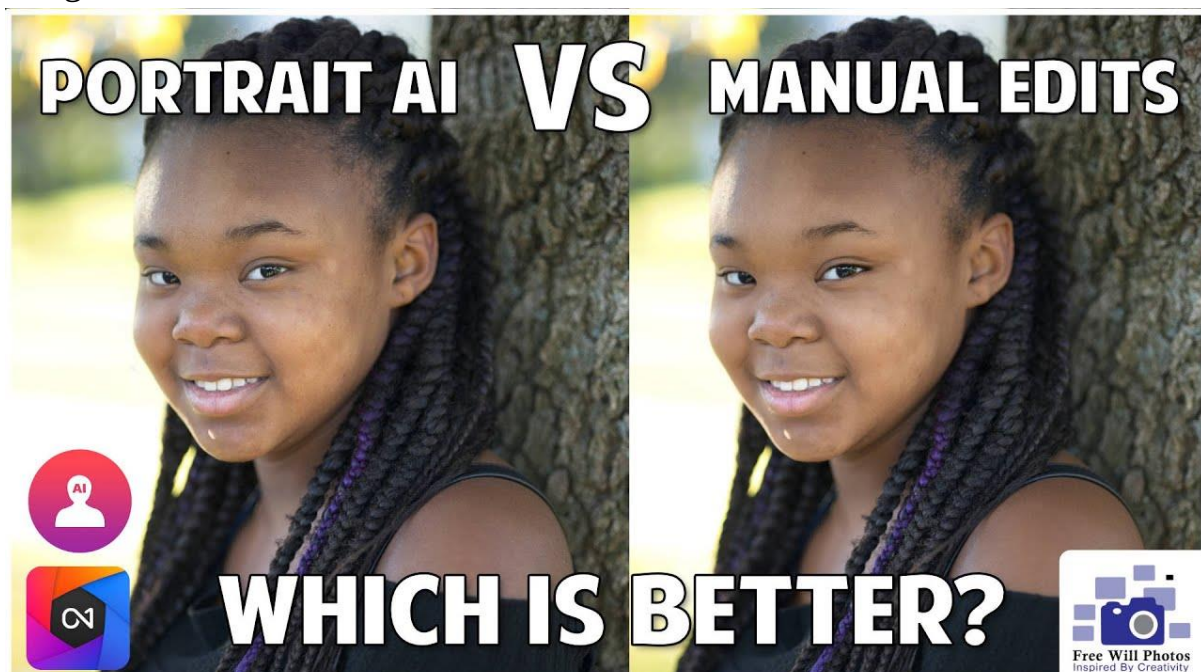
Of course, there is an argument here as many a person may claim there is no harm in doing that way. Which leads to our next topic, people who claim AI is a tool rather than a replacement.

“I've been studying and writing about AI since writing my MBA dissertation from Brunel University London on the topic in 2019, well before the emergence of OpenAI's ChatGPT and others. I've long been calling out the impact I foresaw it to have—and I've watched closely as my cases of study developed in real time. I've continued to watch the recent developments closely, and like

everyone else, the number one question on my mind has been: Will it replace humans? ... In the business world, technology platforms are becoming incredibly smarter, especially in my own industry of adtech, particularly when it comes to audience targeting, synchronization of onscreen to offscreen, reporting and optimization." (forbes, 2023) This is interesting as this is a valid argument and I must agree AI is good but in certain areas, for example as previously mentioned in the world of advertising and other commercial aspects AI is a god sent gift. As it cuts down the hours of work and people required. But then that could be the counter argument people are not needed as similarly to a photo processor, why would you pay people when you can just click a button to get it done in five minutes. Basically, you again chose the short cut.

The next topic we will discuss is visual differences, in the following image we will break down the AI processed images and the manually processed images.

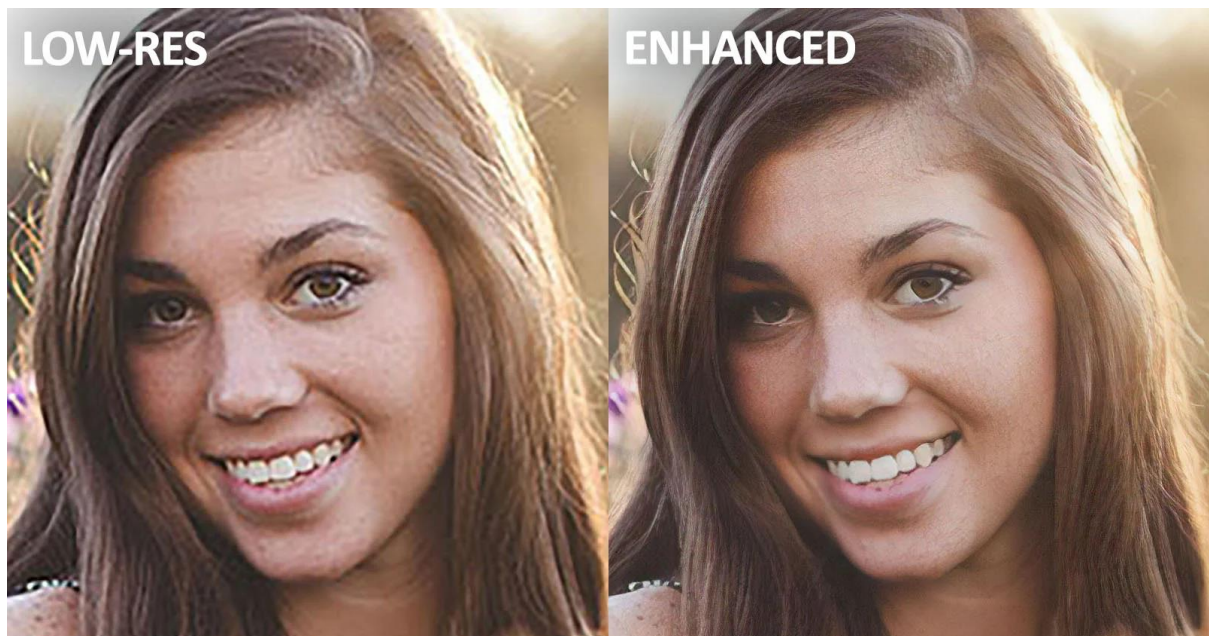
Image 1.



On first glance there is very little difference as both are processed to look the best they can, but there is one major difference. That being the on the left took all of 2 minutes to processes and the right one took on average 15-30 minutes. ” This delicate and intricate process takes an average of 15-30 minutes per photo, as every detail is carefully attended to, ensuring that every single image looks flawless and breathtakingly beautiful.” (fotoprofy, 2024). But realistically you

would pick the AI one as it costs less and it takes less time, therefore why would you choose the long route when you can take a short cut.

Image 2.



On the other hand, the combination of the two techniques can be rather effective. As enhancing the image to a higher resolution to then manually edit is a more common technique as AI is becoming more popular.” One notable statistic highlighting this efficiency is that 58% of photo editors now use AI tools primarily because of the significant time savings they offer.” (filtergrade, 2024) this ratio is interesting as only by 8 percent the score would be tied. But AI is leading ahead reasons such as enhancing the images. As to image 2 there is a clear difference the left image is blurred and pixelated due to low resolution as the right image is more photogenic as the subject's skin is smoother and the edges are not as sharp. So clearly you would go with the AI enhanced rather than the default.

Image 3.



Image 3 is more interesting as in my personal opinion the AI has ruined it as the image is over exposed and feels like too much. As the left image feels more natural and has a sense of realism. Which then proves the point not all images need enhancing as there are option in a manual process that AI sometimes overlook which can lead to these garish high contrast images. But why does AI this super intelligence get it wrong? And quite a bit too. Short answers it's only a machine, and similarly to us humans we are allowed to mess up once in a while.

Looking ahead, the integration of AI into creative industries presents both opportunities and challenges. On one hand, AI has the potential to democratize access to advanced editing tools, empowering amateur creators to produce professional-quality work. On the other hand, the proliferation of AI-generated content may exacerbate issues of authenticity and intellectual property.

To navigate these challenges, the creative community must establish ethical guidelines for AI use. This includes promoting transparency about the role of AI in creative processes and ensuring that human creators retain agency over their work. Education and training will also play a vital role in equipping professionals to collaborate effectively with AI tools.

In conclusion, AI is reshaping the landscape of photo processing, offering unprecedented efficiency and creative possibilities. However, its rise also

prompts critical questions about identity, ethics, and the future of artistry. While AI has the potential to enhance human creativity, it should not replace the craftsmanship and intuition that define the essence of artistry. By embracing AI as a collaborative partner rather than a substitute, the creative industry can continue to thrive in an era of technological innovation. Moreover, the future of photo processing lies in the ability to balance technological advancements with human ingenuity. As AI continues to evolve, it will be essential for professionals to adapt, finding ways to leverage its capabilities while preserving the unique qualities that only human creativity can bring. This collaborative dynamic could lead to a renaissance in artistic expression, where the best attributes of both AI and human creativity are harmonized to push the boundaries of what is possible. Ultimately, the goal should not be to fear AI but to integrate it thoughtfully, ensuring that its use enhances rather than diminishes the value of human contribution. In doing so, we can ensure that the art of photo processing remains a vibrant and respected discipline in the digital age.

But in all honesty, I believe that AI should work alongside the processors as a tool rather than a replacement, as these are early days it could be said that the day will come where both work hand in hand in a perfect sync.

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