

CCMAD_GILL_FINAL

by Gillean Jofre

Submission date: 01-Mar-2023 06:25PM (UTC+0000)

Submission ID: 198252083

File name: 40737_Gillean_Jofre_CCMAD_GILL_FINAL_489722_1215410964.docx (367.54K)

Word count: 1465

Character count: 8208

Name: Gillean Yves Jofre

Student Number: 2207830

Course: Contemporary Challenges: Make a Difference

Components: Assignment 1 & 2

Topic discussed: Topic 4- Rise of the Machines

Index:

- 1) Assignment 1 (Essay on Unit 1: Topic 4)
- 2) Assignment 2 (Poster on Unit 1: Topic 4)]
- 3) Reference list/Image references
- 4) Bibliography

1) Assignment 1: Essay on Unit 1: topic 4

Introduction to essay

In this report, I want to discuss two examples of where A.I. Art generation programs have been used to create art in pieces of media, the public opinion to these use cases as well as the issues that have been brought to light recently.

Example 1: "The Boy and The Dog" anime short

The Dog and The Boy, an animated short produced by Netflix Anime Creators' base with help from WIT Studio, used A.I. generated programs to develop the background shots used through the anime. The A.I. used in this anime was created by Rinna Co Ltd as well as other A.I. developers. All the background's shots created using A.I. used basic sketch inputs of the layout of the scene, which software would then "fill in the scene" and output a completed background image. The final touch-ups were then done by a human. The use of A.I. in this case was justified by an apparent labour shortage that is occurring in the Japanese anime industry currently.[1]

Netflix Japan had posted about this production on the social media platform Twitter, with the anime being named as "an experiment to try and help the anime industry and the labour shortage. We used A.I. generation programs to produce the background images", together with the short which ran for about 3 minutes. The common opinion of the public to the animated short was negative. Members of the public started to bring up the issues of copyright, in the sense that A.I. takes that which has already been created by another human and transforms it with no regard to copyright laws to become another piece of art, as well as how a company should not blame an apparent labour shortage to use A.I., which in general is cheaper than hiring a human to produce the same art. [2][3]

Example 2: "High on Life" Video game

The videogame "High on Life" released in 2022 by Squanch Games, used A.I. art to create graphics and posters used in the game's alien environment. The A.I. art generation program used to create these graphics was Midjourney AI, a publicly accessible A.I. that uses image data sets found online to create images from text prompts given by a user. Justin Roiland, co-founder of Squanch Games, was quoted in an interview by Sky News saying "The art created makes the environment feel like a strange alternate world as well as using it to come up with weird, and humorous ideas. I don't know what the future might hold but AI is going to be an asset that has the promise of making content creation much more accessible." In addition, prototype voicework was also created using an A.I. program, with the studio leaving in one character entirely voiced by A.I. in the final release of the game. Public opinion again on the matter is that this will have a negative effect on the workforce since jobs like prop creation and prototype voicework can be replaced with a cheaper and quicker method of creation, A.I. programs. [4][5]

Issue 1: Copyright Infringement and current lawsuit

The issue of the A.I. art is that the programs use copyrighted work, to create other pieces of work that is then monetised. This is due to the model these A.I. use being “Stable Diffusion”, which uses data sets from the internet in its image generation program.

This is a major issue since it infringes on a person’s right over their own work and can be basically counted as “stealing”, if it is used in some capacity in monetised media. A lawsuit against these types of A.I. has already been filed by a trio of artists, with them fighting for the protection of copyrighted art and personal consent. While this is a good first step in the path to gaining adequate protection for artists, the flaw with this is that it is almost impossible to tell what art pieces have been used by the A.I. art program to generate the image. [6][7]

Issue 2: Possible Job displacement in the Creative Industry

Another issue slowly coming to the forefront in the replacement of “lower level”, bulk jobs in the creative industry with A.I. programs. A.I. programs are cheaper, and a lot quicker than a human. With the two examples mentioned above, it has more than proven that A.I. can have a successful role in the creation of art and other forms of media. While this is great for the companies, this is a massive detriment to an industry that has around 2.2 million jobs [8].

Solutions to issues:

With the abovementioned issues being discussed, we can form two, short-term, reactionary solutions.

Firstly, A.I. art data sets should be copyrighted and vetted before it is used to generate A.I. art, as well as consent collected from every creator involved. The art generated should also be released with the information of what sets of data it used, for example which works did it take pieces from. Secondly, A.I. generated media should be not allowed to be monetised whatsoever in its current state. This solves two major issues, the issue of companies profiting off A.I. generated media that uses copyrighted work and acts as a deterrent to replacing humans with A.I. when it comes to jobs in creative industry. [7]

Summary & personal thoughts:

In summary, A.I. generated art has started to make its way into popular media, for example in the anime “The dog and the Boy” as well as the video game “High on Life”, both with its positive and negative points. Copyright issues and job displacement are at the top of public opinion when it comes to these use cases of A.I. where the solution seem to lie in the fact that A.I. art program data sets should be vetted before being used to create work as well as it not being used for profit, to not have it replacement humans in the creative industry. In my opinion, the research involved in this goes beyond the scope of this assignment, where the issue of A.I. art is a complex issue with multifaceted solutions that are not entirely yet known. Though I do believe it is possible to have it as a tool in the creation of art, rather than a replacement for us.

2) Assignment 2: Poster on Unit 1: Topic 4

Poster:

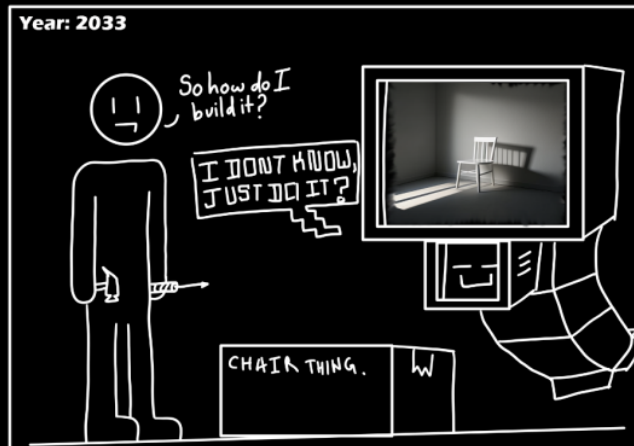
> AI ART WILL UNINTENTIONALLY KILL CREATIVITY!

> AI art is starting to be used in large mscale production such as anime and video games. AI does this by taking art available on the interent to create something new, but not entirly unique.

> AI Art has some glaring issues:

- >AI art does not respect copyright laws of the images it uses to create art, meaning the original creators cannot control how and what their art is used for.
- >There is currently no real way to tell what pieces of your own work was used in the generation of a piece of AI art.
- >Companies profitting off of AI art could be committing "theft" of art, with no way to help or credit the original artists.
- >No protection available yet for artists or content creators.

> C:// BLEAKFUTURE.PNG/OPEN_FILE:



>A future without creativity, reliant on current AI art programs to create new ideas and art for media could render us a society stuck having to "Build new furniture withou the instructions and just a image to go by".

> **Protect our artists, don't make AI the replacement to human creativity.**

3) Reference list/Image sources:

- [1] R. A. Pineda, "Wit Studio produces 'the dog & the boy' anime short with AI generated backgrounds," *Anime News Network*. [Online].
- [2] S. Cole, "Netflix made an anime using AI due to a 'labor shortage,' and fans are pissed," *VICE*, 01-Feb-2023. [Online].
- [3] R. Ingle, "Netflix called out by anime fans for using AI to address 'labor shortage'," *UNILAD*. [Online].
- [4] L. Ngan, "High on life contains AI art and voice acting," *Eurogamer.net*, 16-Dec-2022. [Online].
- [5] P. Tassi, "High on life's walls are covered in midjourney AI art," *Forbes*, 15-Dec-2022. [Online].
- [6] E. Nanou, "The ethical pros and cons of AI Art Generation," *MUO*, 18-Jan-2023. [Online].
- [7] J. Vincent, "AI art tools stable diffusion and Midjourney targeted with copyright lawsuit," *The Verge*, 16-Jan-2023. [Online].
- [8] "National Statistics on the creative industries," *Creative Industries Policy & Evidence Centre*. [Online].
- [9] Image of chair generated by : Midjourney AI, [Software], San Francisco, David Holz, 2022.

4) Bibliography

- [1] R. A. Pineda, "Wit Studio produces 'the dog & the boy' anime short with AI generated backgrounds," *Anime News Network*. [Online]. Available: <https://www.animenewsnetwork.com/interest/2023-02-02/wit-studio-produces-the-dog-and-the-boy-anime-short-with-ai-generated-backgrounds/.194426>. [Accessed: 18-Feb-2023].
- [2] S. Cole, "Netflix made an anime using AI due to a 'labor shortage,' and fans are pissed," *VICE*, 01-Feb-2023. [Online]. Available: <https://www.vice.com/en/article/bvmqkv/netflix-anime-dog-and-the-boy-ai-generated-art>. [Accessed: 27-Feb-2023].
- [3] R. Ingle, "Netflix called out by anime fans for using AI to address 'labor shortage'," *UNILAD*. [Online]. Available: <https://www.unilad.com/film-and-tv/netflix-ai-anime-labour-shortage-452355-20230204>. [Accessed: 27-Feb-2023].
- [4] L. Ngan, "High on life contains AI art and voice acting," *Eurogamer.net*, 16-Dec-2022. [Online]. Available: <https://www.eurogamer.net/high-on-life-contains-ai-art-and-voice-acting>. [Accessed: 20-Feb-2023].
- [5] P. Tassi, "High on life's walls are covered in midjourney AI art," *Forbes*, 15-Dec-2022. [Online]. Available: <https://www.forbes.com/sites/paultassi/2022/12/14/high-on-lifes-walls-are-covered-in-midjourney-ai-art/?sh=2d1fb2544142>. [Accessed: 27-Feb-2023].
- [6] E. Nanou, "The ethical pros and cons of AI Art Generation," *MUO*, 18-Jan-2023. [Online]. Available: <https://www.makeuseof.com/ai-art-generation-ethical-pros-cons/#:~:text=The%20Ethical%20Downsides%20of%20Using,are%20real%20art%20at%20all>. [Accessed: 28-Feb-2023].
- [7] J. Vincent, "AI art tools stable diffusion and Midjourney targeted with copyright lawsuit," *The Verge*, 16-Jan-2023. [Online]. Available: <https://www.theverge.com/2023/1/16/23557098/generative-ai-art-copyright-legal-lawsuit-stable-diffusion-midjourney-deviantart>. [Accessed: 28-Feb-2023].
- [8] "National Statistics on the creative industries," *Creative Industries Policy & Evidence Centre*. [Online]. Available: [https://pec.ac.uk/news/national-statistics-on-the-creative-industries#:~:text=In%20the%20year%20from%20October,in%202018%20\(DCMS%202019\)](https://pec.ac.uk/news/national-statistics-on-the-creative-industries#:~:text=In%20the%20year%20from%20October,in%202018%20(DCMS%202019)). [Accessed: 27-Feb-2023].
- [9] Image of chair generated by : Midjourney AI, [Software], San Francisco, David Holz, 2022. Available: <https://www.midjourney.com/home/?callbackUrl=%2Fapp%2F>. [Accessed: 28-Feb-2023].

FINAL GRADE

65 / 100

GENERAL COMMENTS

Instructor

1. Engagement With Literature Skills (70%)

Research has been evidenced in the submitted work through references featured in the main body of the report. Additionally, separate reference and Bibliography sections have been supplied with the e-portfolio. All of these have been produced using IEEE format – good work. This is good practice for all academic work going forward.

2. Knowledge & Understanding Skills (63%)

Be careful when introducing personal opinions as these can present a bias that is formed on limited knowledge and/or exposure to a topic. However, the notion that AI and human creativity could be harmonized and AI generation used as a tool rather than a replacement is a promising one – this looks at the possibilities of this technology and how it might assist creativity.

3. Cognitive & Intellectual Skills (64%)

Case studies of AI usage in creative works have been presented – this is good to see as real-world scenarios are important to analyse. It seems in both cases, people are responding negatively, mainly from the perspective of creative expression, art theft and saving money. Problems regarding lawsuits and proof of theft have been raised – these are justifiable concerns by those who may feel that technology is about to

replace them. These concerns are offset by the opinions of those in the case studies – showing both sides of a topic which is currently gaining momentum.

4. Practical Application Skills (64%)

The report contains clear sections of case studies, problems, and proposed solutions – this separation of topics make the report easy to read.

The poster highlights the issue with overdependence on tools and tech to be creative – definitely a problem facing people in general as we go forward. The ‘classic computer’ font and layout help with the association with computing and machines. To enhance this work, I would suggest minimising the differences in font sizes for a bit more consistency, and maybe change the spacing of the tagline so it reads:

Protect our Artists.

Don't Make AI the Replacement to human creativity.

I feel this may make the tagline a little more impactful.

5. Transferrable Skills for Life and Professional Practice (65%)

The submitted e-portfolio contains all elements required by the brief and has been successfully submitted to Turnitin before the deadline date. The work is clearly labelled and

accessible with work
separated into sections – this is good.

PAGE 1

PAGE 2

PAGE 3

PAGE 4

PAGE 5

PAGE 6
