

CREATIVE WORK with AI (V2)

Updated May 2026.

Overview

Historically new technology has always provided opportunity. The printing press, the daguerreotype, sound recording, motion picture recording, computer technology and the internet have all been a conduit to both cultural and creative development and have transformed society in many positive ways. AI is pivotal to the current technological revolution we are experiencing, so it is important, and significant, that as a university we ethically and positively embrace these developments with clarity, purpose and creativity.

What is AI in an art and design environment?

Artificial Intelligence (AI) are machine-based systems that can, given a set of human-defined objectives, make predictions, recommendations or decisions that influence real or virtual environments. (Council of Europe, 2022) In relation to the creative subject areas, AI is a transformative technology which has the potential to change or modify the way we conceive, create, produce, and share all types of artefacts (text, dialogue, voice, imagery, photography, backgrounds, music, sound design, video, animation, product design, fashion, pattern, architecture, three dimensional objects and computer coding). UWTSD actively supports students and staff to investigate, experiment and innovate with generative AI in all creative subjects (Russell Group, 2024). AI literacy is an essential skill for the future, and it is developing and changing at an exponential rate, so it is important that clear guidance is provided for its' ethical use for creative subjects in an academic environment. AI provides excellent creative opportunity in the arts, but it must be ensured that students do not submit work for assessment that has been wholly generated through this process and then submitted as their own.

What you should do when using AI as part of the creative process:

This guidance applies across creative, design, and performing disciplines, including (but not limited to) art, design, fashion, architecture, film, music, theatre, performance, digital media, and creative technologies. It recognises that contemporary creative practice often involves collaboration, rehearsal, iteration, live performance, system design, and tool-mediated processes. Expectations around AI use, authorship, and assessment should therefore be interpreted in ways that reflect the norms and professional realities of each discipline.

- You should be aware that traditional skills development, active learning and process work cannot be replaced by the use of AI.
- The permitted use of AI beyond standard industry-integrated tools will normally be outlined within the assessment specification. Where this is not clear, or where students intend to use AI in novel or experimental ways, they must consult the Module Leader prior to submission.
- Many contemporary digital creative tools now incorporate AI as a standard part of their functionality, for example *Adobe Creative Cloud*. Using such tools as part of your normal workflow is permitted and does not automatically require citation. The expectation is not to document every instance of automated or AI-assisted

generation or editing, but to be transparent where AI has played an advanced role in generating, shaping or transforming creative content. In such cases, you should explain how AI was used and demonstrate your own creative judgement, selection, refinement and critical intent was applied.

- Students are not required to document every instance of AI-assisted functionality embedded within industry-standard creative tools. Routine or infrastructural AI use (such as selection, masking, enhancement, optimisation, or automation features) do not require separate recording. Where AI systems are used intentionally to generate, replace or substantially reshape creative content, this use must be clearly recorded and reflected upon. This should include the programme, application, tool and/or system used, any prompts used (be they pictorial, text or data), the date when this was undertaken and an explanation of how AI informed the creative decisions. It does not require to be technical log of every operation.
- You are advised that any AI generated work used, devised, or modified as part of the developmental process, is clearly identified as such through appropriate acknowledgement and referencing.

For example:



Adobe Firefly (2024). *Firefly text to image response to Tom Jones prompt to 'create a still lake reflecting the moonlight in a desolate frozen landscape'.* [Generated 19.03.24]

- Regardless of whether AI tools are used, all submitted work must clearly demonstrate your own creative authorship, decision-making, and control over the final outcomes. Where AI has contributed in a meaningful way, this contribution should be transparently acknowledged and critically reflected upon. The use of AI does not, in itself, negate authorship; authorship is demonstrated through intention, selection, curation, refinement and critical evaluation.
- It is permissible to analyse AI use in your research, content development, and creative process.
- You may use AI as part of your creative practice where doing so supports and extends your own creative thinking and decision-making. AI use should not obscure or replace the demonstration of your own authorship, critical intent and engagement with creative practice.
- You should be mindful of, and manage the prevalence of, bias in the creation of AI derived content, and should display an awareness of the role that this may play in depicting prejudice and promoting stereotypes based on gender, class, race, role, religion, identity, and sexual orientation. Any AI derived content should be presented with appropriate critical awareness.
- When prompting AI tools, you should always seek to promote and foster diverse and inclusive outcomes.
- You should be aware of AI's negative environmental impact, due to the large amount of energy consumed by AI systems.
- You may submit in writing any wish to offer any exception to the above guidelines, with your intent and outcomes clearly explained and documented. Exceptions in every instance must be approved by the Module Leader prior to implementation.
- You should at all times be transparent about every aspect of their process and outcomes, to avoid any potential misinterpretation.

What you cannot do when using AI as part of the creative process:

The use of AI generated outcomes that are not identified as such, is academic misconduct.

- You must not submit AI-generated material in a way that misrepresents it as the product of your own creative endeavour, judgement or decision-making. Where AI systems have contributed to creative outcomes, you must be able to demonstrate how you have directed, selected, curated, refined and critically evaluated those outputs as part of your own practice.
- You must not implement any AI artistic endeavour that seeks to mimic existing practice as this is not considered authentic student work. Therefore, any submitted final outcomes cannot be the result of asking AI to mimic another practitioner's work unless it is conceptually significant to the project. The uncritical use of AI to replicate the style or approach of existing practitioners is not considered sufficient evidence of authentic student work. Where artistic styles, genres, or precedents inform AI-assisted outcomes, this engagement must be critically framed, clearly acknowledged, and conceptually integral to the project, demonstrating transformation, intention, and creative judgment.
- To protect authorship and maintain authenticity, you must not use the names of artists/designers, artworks, companies, or brands within any AI prompts. This is to maintain the artistic integrity, copyright, and intellectual property of those involved.
- In terms of accessibility many disabled students, including those with ADHD, dyslexia, and other forms of neurodivergence, may use tools such as ChatGPT, Microsoft Copilot, Goblin.Tools, Grammarly, and Quillbot for help with explaining concepts and confirming understanding.
- For academic integrity and parity, no unfair advantage will be gained for the use of any AI in any element of a students' work or submissions.