

CREATIVE WORK with AI

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:

- You should be aware that traditional skills development, active learning and process work cannot be replaced by the use of AI.
- In the first instance you must discuss the use and implementation of AI in projects with the Module Leader. The use of AI in any or part of any project is entirely at the discretion of the Module Leader.
- You are permitted to use industry-standard tools that utilize AI technology, such as those found in *Adobe Creative Cloud*, as part of your digital editing workflow. You do not need to cite this use when using these tools to make minor modifications to your own images.
- All AI intervention must be clearly recorded in any part of the creative process where AI is used. This must include the programme(s) or app(s) wherein it was produced, the prompts used (be they pictorial, text or data), and the date when this was undertaken.
- 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.

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]

- If no contribution by AI has been acknowledged, you should ensure all work is clearly identifiable and recognisable as being your own.
- It is permissible to analyse AI use in your research, content development, and creative process.
- You can develop an understanding of how to integrate AI effectively and ethically, as an aid to your practice, but not as a replacement for the work created by yourself, by artists or by designers.
- 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 include, present, or submit any AI generated asset or outcome as your own. This includes, and is not limited to, text, dialogue, voice, imagery, photography, music, sound design, video, animation, product design, pattern, fashion, architecture, artefact, three-dimensional object or computer code.
- 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.
- 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.