

A Balanced Framework for AI and Creativity

Positive Impacts

Accelerating Productivity

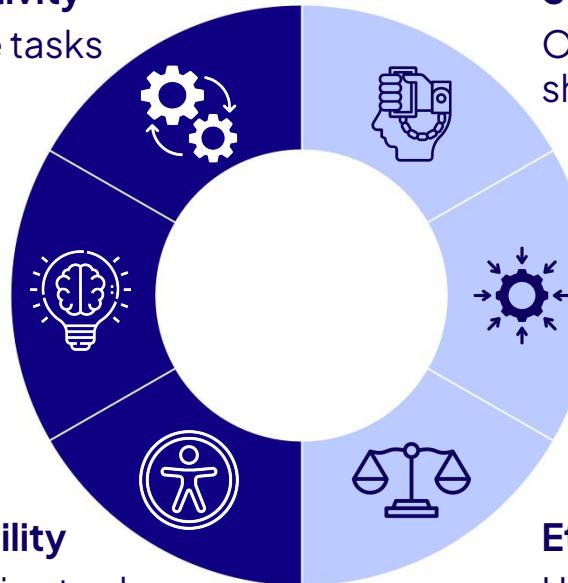
Automating repetitive tasks allows more time for conceptual work.

Expanding Perspectives

AI introduces unexpected ideas or combinations that spark creativity.

Enhancing Accessibility

Democratising creative tools enables more people to express themselves.



Risks and Limitations

Surface-Level Thinking

Over-reliance on AI can lead to shallow output.

Skill Erosion

Frequent use of AI may reduce the development of foundational creative skills.

Ethical Concerns

Uncritical adoption risks perpetuating biases or plagiarism.

Benefits of AI as a Tool



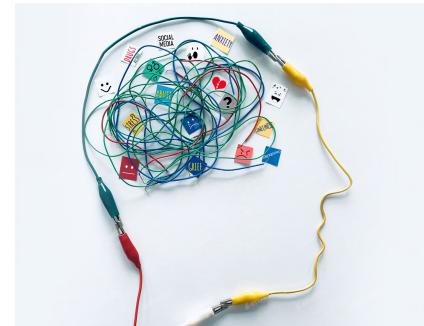
AI as a Creative Partner

Generative AI can act as a catalyst but requires human judgment to align outputs with strategic goals.



The Power of Prompting

Refining AI prompts is essential for tailoring responses to specific needs.



Enhancing AI with Human Creativity

Creative thinking amplifies AI's impact by adding depth, emotion, and context that machines cannot provide.

Bringing it All Together: A Holistic Approach to AI and Creativity

Core Concept		AI's Impact on Each Concept
1	Creative Thinking	Generates new ideas and approaches. AI acts as a collaborator to expand the creative horizon.
2	Critical Thinking	Refines AI-generated ideas, ensuring accuracy, relevance, and alignment with goals. It addresses limitations like bias, inaccuracy, or superficiality.
3	Fact-Checking	Verifies the integrity of AI-generated data and ensures the output is trustworthy.
4	Contextual Analysis	Adapts AI output to specific needs, audiences, and situations.