Art Project

Description

In this module, students produce examples that they feel best fits their modes and character of work. After producing examples, students explain how they feel about the process and critique the approach to ethical AI. Below are 3 Ways to use AI Ethically:

#1: How can I use AI art ethically?

For personal use, AI could be an excellent tool! You could enter a prompt of your vision or idea, then collect the generated images that you like so you can then CREATE YOUR OWN ART with the generated images in mind. That is, not copy an AI image, but use it as an "idea tool". In this case, YOU remain the artist.

In this example, you absolutely can use your personally created art — assisted by AI image generation as part of your process — for art. And you would retain the full copyright.

This is a similar idea to using stock photos to help artists create their art. Stock photos aren't the final art. Nor are they copied exactly and reproduced. They are a step along the way — a tool — for the artist to create their own original work. (It should be noted that stock image creators will often get credited by transparent artists too, and that helps everyone.)

#2: Ethical AI Art: Use your own portfolio of original art for the AI to generate images from

This is a workaround, and not completely clean as AI generators still pull data from a variety of other places (art and artists) that you don't include in your prompt, but it is more "yours" than putting in prompts without names or prompts with names other than yours.

The funny thing about this use is it might feel like you're taking a shortcut, like cheating, which is something to mull on.

Note: If you feel this way about doing this with your own art, how much stronger would that feeling be if you found out people were using your art for themselves this way?

If you took the extra step and, like suggestion #1, then re-created the image in your usual media (eg. drawing or Photoshop), this use would then be considered as a tool, and completely ethical. Basically, it might speed things up for you somewhat as an artist, but it still requires you to put in that physical effort and make the final image yourself.

#3: Ethical AI Art Use: Create your own vision/concept boards

In a similar manner to the point above, AI art could be great for generating images to your specifications for a vision board.

Concepts boards would be a great use too if you use them as part of your creative work. Independent artists could make good use of this aspect of AI Art, because, again, it's being used as a tool; not to replace the artist of the finished art.

Note: Concept artists are a specially skilled group of artists who are, rightly, greatly admired. They are those rare folks who can capture the visions of their mind's eye and put them on paper — or screen — for all to see, and their teams to use. Concept artists are key for filmmakers especially, to coordinate the efforts of their team so they can all work toward a finished, seamless product. In order to protect the work and skills of these artists, it is likely we will see laws emerge around the idea of AI-generated concept art, so it doesn't replace these unique and special artists.

For the independent filmmaker or artist who doesn't have access to these niche-skilled people, using AI art for concept boards may be, at present, a legitimate and ethical use of this tool. It's easy to see how companies in particular could use this aspect to replace artists in the future, though, so expect some legal limitations to be put in place.

In the meantime, as long as you're not publishing a book with your "concept art" for your movie or exhibition, this could be a valuable process tool.

Project

A new hotel is about to open in Winston Salem by the same company as [The Hotel Éclat](#) (image above) is part of the development which boasts of an artistically/architecturally striking Parkview Green development in Fangcaodi, Chaoyang district, China. One of the owners saw your senior exhibition and really liked your work- in fact, they want to have your artwork be the signature pieces in the main lobby, casino, restaurant, and on the opening of the elevator space on each of the 25 floors. Unfortunately, your work is too small and most of the work has already been sold. The hotel design crew and architects are meeting with the owners to borrow at 5 and want to know if you can make a presentation on work examples you might provide for the hotel design team.

Answer the following questions:

1. How can you use AI ethically to make a presentation to the hotel group in just 24 hours?
2. What would you say as an introduction as you show them the sample work/portfolio that addresses your creativity, AI and ethics, and the workflow in general?

Unlike in this imagined scenario with only having 24 hours to provide for the meeting, the assignment allows you until Monday night at 11:59 pm to provide 30 images and a paragraph related to the *material above. For those of you that need a word count, please provide 500 words and address the Montreal Ethics such as "Equity" https://montrealdeclaration-responsibleai.com/

Principle of Equity
The development and use of AIS must contribute to the creation of a just and equitable society.
1. AIS must be designed and trained so as not to create, reinforce, or reproduce discrimination based on — among other things — social, sexual, ethnic, cultural, or religious differences.
2. AIS development must help eliminate relationships of domination between groups and people based on differences of power, wealth, or knowledge.
3. AIS development must produce social and economic benefits for all by reducing social inequalities and vulnerabilities.

4. Industrial AIS development must be compatible with acceptable working conditions at every step of their life cycle, from natural resources extraction to recycling, and including data processing.
5. The digital activity of users of AIS and digital services should be recognized as labor that contributes to the functioning of algorithms and creates value.
6. Access to fundamental resources, knowledge and digital tools must be guaranteed for all.
7. We should support the development of commons algorithms — and of open data needed to train them — and expand their use, as a socially equitable objective.