

AI ART FOR BOARD GAME GEEKS

BACKGROUND

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WHAT IS AI ART?

A field established in 1956 that includes any artwork created through the use of Artificial Intelligence programs such as text-to-image models.

WHERE DOES MOST AI ART TODAY COME FROM?

Popular AI art generators include **Stable Diffusion**, **Dall-e 2**, **Dreams by WOMBO**, **Jasper Art**, **Nightcafe** and **Imagen by Google**. On the majority of these you can create a free account, type in prompts, and claim the resultant artwork as your own!

WHAT IS SPECIAL ABOUT BOARD GAMES?

Board games often require artists to be contracted outside of the designing company for the art, and there are already examples of board games featuring AI art like **In-Dreams**, a create your own story game crowdfunded by 839 people raising \$20,0324 on Gamefound!

METHODOLOGY

A SURVEY WAS POSTED TO THE BGG FORUMS TO GATHER THE OPINIONS OF BOARD GAME CONSUMERS AND DESIGNERS.

Prior to asking for their opinions about the usability of AI Art for board games, participants were shown an example of where AI could be applied to a popular board game



WHICH (IF ANY) OF THESE IMAGES LOOK LIKE THEY COULD BE EFFECTIVELY USED AS VISION CARDS IN A GAME OF MYSTERIUM?



AI Generated Art (by WOMBO Dream)
Left (1,2): Least Comparable; Right(3,4): Most Comparable

SEE THE SURVEY!

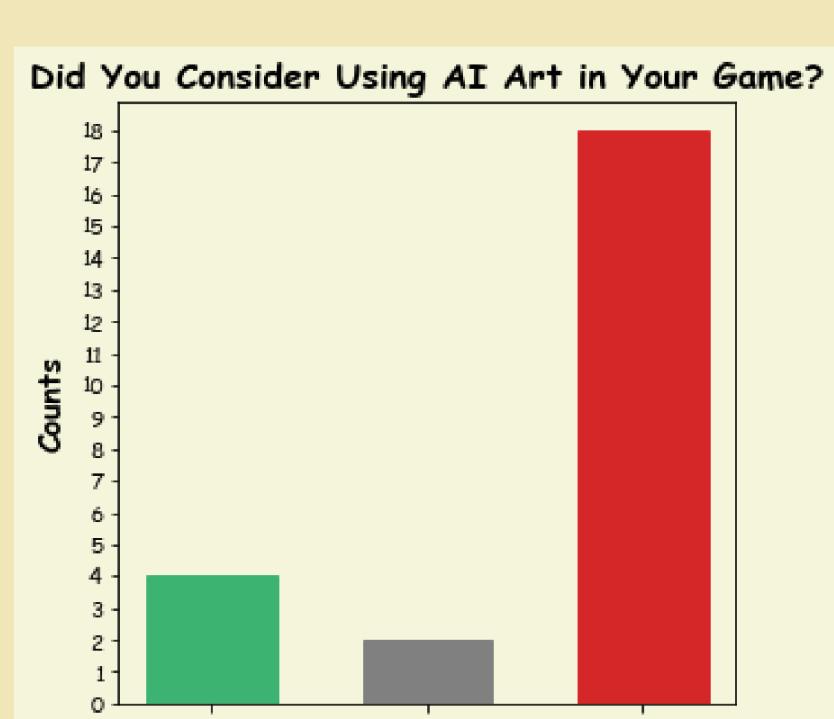
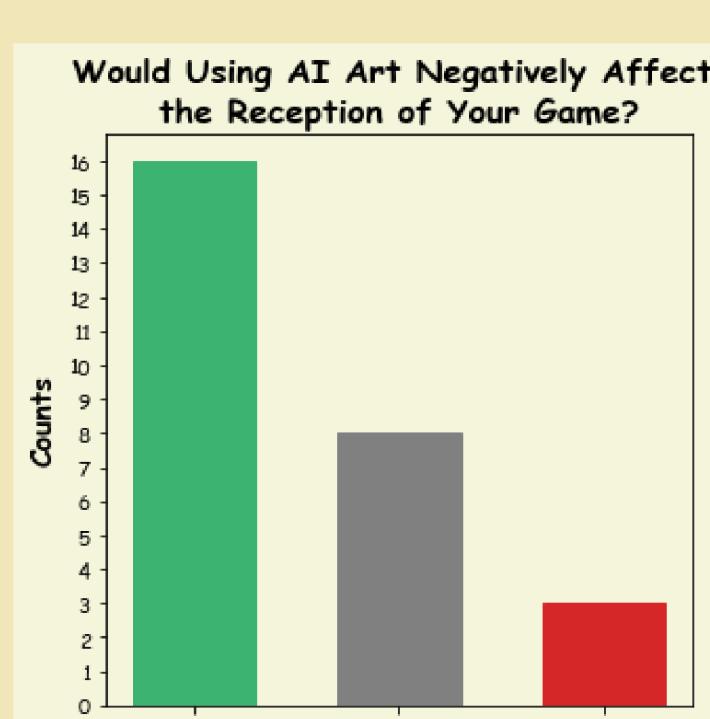
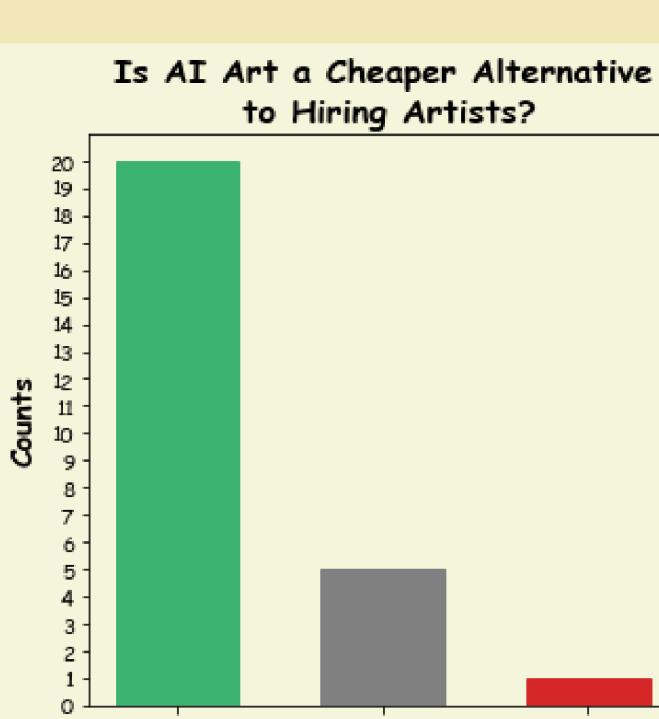


BOARD GAME GEEK (BGG)

An online resource and community that aims to be the definitive source for board game and card game content.



Sample Art from Mysterium
(Vision Cards #53, #77, #72 From Left to Right)



USERS WERE ALSO ASKED ABOUT HOW MUCH VALUE (ON A SCALE FROM 1 TO 10) THEY PLACE ON THE ARTWORK AND ARTIST OF A BOARD GAME

ART

MEAN 90% CONFIDENCE INTERVAL:
BOOTSTRAP: [7.43, 7.81]
SCIPY T-DISTRIBUTION: [7.24, 7.97]

ARTIST

MEAN 90% CONFIDENCE INTERVAL:
BOOTSTRAP: [6.71, 7.62]
SCIPY T-DISTRIBUTION: [6.23, 8.06]

RESULTS

IN GENERAL...

- COST:** BOARD GAMERS DO VIEW AI ART AS CHEAPER THAN HIRING ARTISTS
- COMPARABILITY:** LITTLE TO NO CONSENSUS ON WHAT IMAGES COULD BE USED IN MYSTERIUM SUGGESTS THAT THE AI GENERATED IMAGES TRAINED ON A MYSTERIUM CARD ARE NOT WORKABLE ALTERNATIVES
- RECEPTION:** BOARD GAMERS DO THINK AI ART WOULD NEGATIVELY AFFECT PERCEPTION OF A GAME
- USAGE IN PRACTICE:** MANY RESPONDERS BELIEVE ART AND ARTISTS ARE IMPORTANT AND FEW CONSIDER USING AI ART IN THEIR BOARD GAMES, SUGGESTING THAT THE TRADE-OFFS ARE NOT WORTH IT



FURTHER STEPS

- RELATIONSHIP TESTING:**
 - Deploy alternative survey platform that enables testing for relationships between answers, such as "do responders who consider using AI art value game art higher or lower than those who do not?"
- LARGER SAMPLE:**
 - Acquiring more responses by linking the survey to pre-existing popular threads already discussing AI artwork or deploying it in other gathering places such as board game stores or cafes
- RE-TESTING COMPARABILITY:**
 - Designing an alternative comparability case study survey that asks the responder to identify AI art pieces among a pool of images before revealing them to test
- INTERVIEWING BOARD GAME YOUTUBERS AND PUBLISHERS:**
 - Targeting influencers in the space might give insight into what future decisions might be made regarding the usage of AI Art in board games



RESEARCH QUESTIONS

COST

Do board game designers and consumers view AI generated art as a cheaper alternative to finding and hiring human artists?

COMPARABILITY

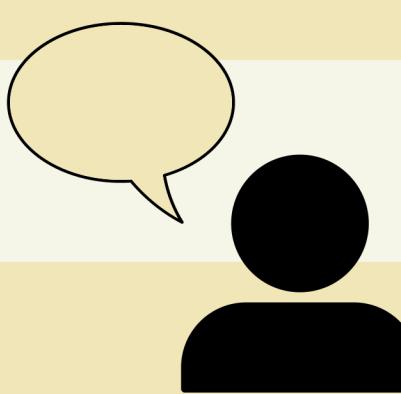
Do board game designers and consumers view AI generated art as an effective alternative to original art?

RECEPTION

Do board game designers and consumers believe that the usage of AI art would negatively affect the perception of a game?

USAGE IN PRACTICE

Would you, as a board game designer, use AI art for a board game? In other words, are the potential trade-offs suggested by the questions above worth it?



FORUM RESPONSES

"AND THEN THERE IS THE QUESTION THAT IS OFTEN BROUGHT UP ABOUT "ART" AND "THE HUMAN SOUL" OR WHAT NOT. I CAN SEE HOW THAT MAY BE INTERESTING FROM THE POV OF MAKING "ART ART". BUT WE'RE TALKING ABOUT BOARDGAME ILLUSTRATIONS/DECORATIONS HERE. THERE IS VERY LITTLE OVERLAP"

- @pelni (Game Designer)

"I WILL NOT BUY A GAME WITH ART CREATED BY AI. I SEE THE ALLURE. I HAVE GAMES I HAVE DESIGNED SITTING ON SHELVES THAT I WOULD LOVE TO SEE PRODUCED. AI CAN MAKE THAT HAPPEN FOR ME. PEOPLE WILL SAY THEY CAN TELL THE DIFFERENCE BETWEEN HUMAN AND AI CREATED CONTENT, BUT THAT IS NONSENSE WHEN IT IS DONE RIGHT. BUT I DO HONESTLY SEE IT AS WRONG"

- @Dudibus (Collector)

"IT COULD BE USED FOR BOARD GAME ART, YES, AND FAR BEYOND GAMES LIKE MYSTERIUM. THAT MUCH SEEMS OBVIOUS TO ME... BUT SO LONG AS THE GENERATORS USED RELY ON PLAGIARIZED WORK, WHICH WE KNOW THEY DO, I DON'T BELIEVE IT SHOULD BE USED FOR MONETIZED PURPOSES."

- @mawilson (Game Designer)



ETHICS

FINALLY PARTICIPANTS WERE ASKED IF THEY BELIEVED AI ART COULD BE ETHICALLY USED IN THE PRODUCTION OF BOARD GAMES

Of the three sections of the survey, this was the one that generated the most responses (37 vs 25 for the Mysterium case study and 30 for the costs and benefits). This raises the question: why would some viewers of the survey feel the need to answer this question and not the others?

This question was also the most controversial in terms of responses, with only a one vote difference between yes and no, in favor of yes.

