

# Philosophy, Art, and Artificial Intelligence

PHKI – FS26

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**Information Technology**  
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FH Zentralschweiz



This image was created with the assistance of DALL-E 2.

## Week 1: Learning Objectives

- Define art in multiple ways
- Use basic philosophical analysis tools
- Argue for or against AI as an artist
- Reflect on what you value in art and how AI might shape its future
- Evaluate *process* vs *result* in creativity
- State what Assignment 1 expects and where to find all the information about PHKI

## Why PHKI?



*generated with AI*

- What is your definition of **philosophy**?
- Why is a philosophy and art module part of an AI/ML degree program?

*"I want to understand the big questions, the really big ones that you normally go into philosophy or physics if you're interested in. I thought building AI would be the fastest route to answer some of those questions."*

- **Demis Hassabis,**

Co-founder and CEO of Google DeepMind

Nobel Prize Winner in Chemistry for AI research contributions



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# Philosophy, Art, and Artificial Intelligence

**AI performs human-level tasks,  
but often...**



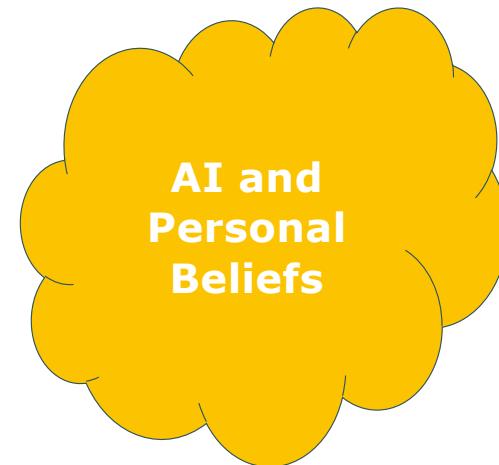
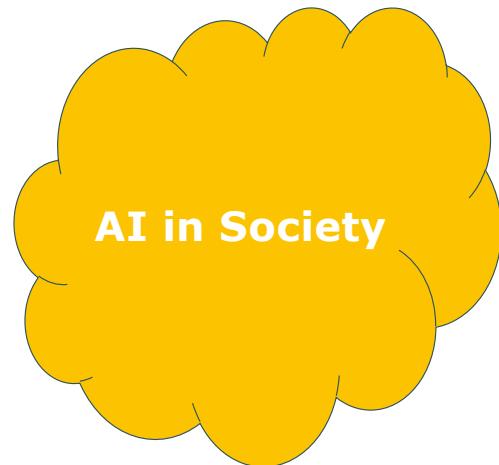
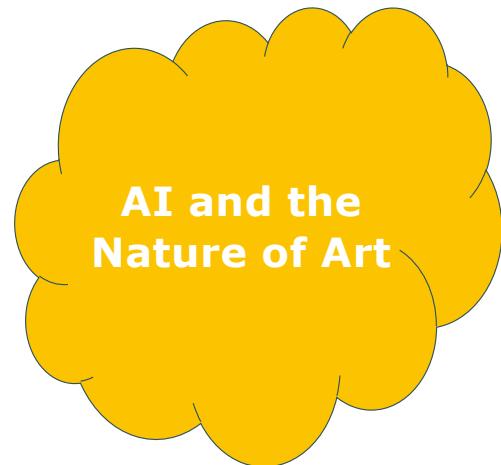
## **Art includes:**

- Painting
- Music
- Poetry
- Film
- Video games
- Architecture
- Fashion
- Digital media
- Memes
- AI-generated images
- Interactive media

## **What Philosophy does:**

- Clarifies concepts
- Tests arguments
- Finds hidden assumptions
- Examines values

## Main Themes of PHKI

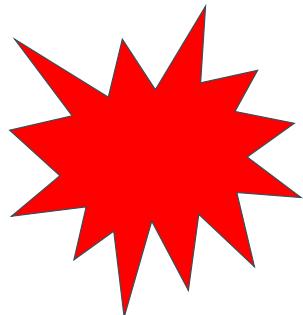


What do we expect from you?

**Exercise critical thinking** by questioning your own assumptions and debate topics with others.

**Experiment** with tools and explore topics through analysis.

**Reflect** on your own approach to AI, your own moral code, assumptions challenged, insights gained, and evolution of your beliefs and understanding.



There won't always be a right or wrong answer in our discussions. Sometimes, the best outcome may be leaving with a new question to consider...

## **Gallery Walk – What do you value in different art mediums?**

**For each piece of art you observe, answer the following:**

1. Impressions? How does it make you feel?
2. What stands out?

**Then in pairs/small groups:**

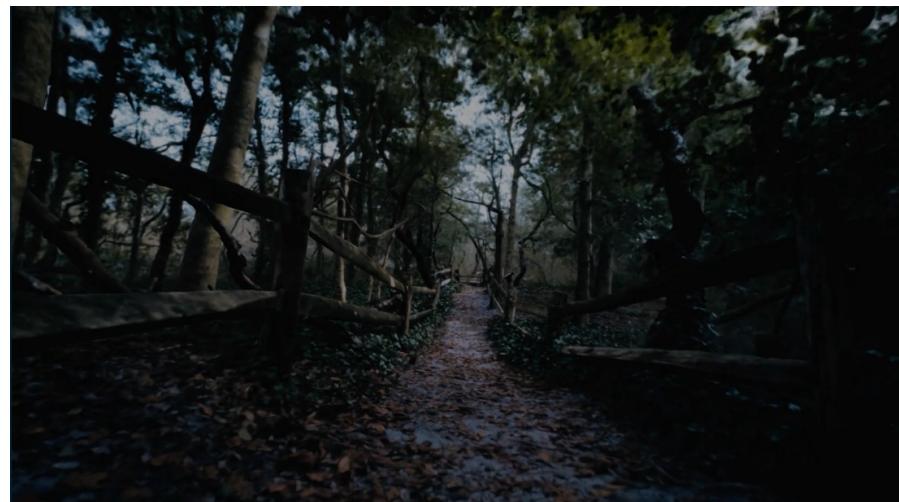
Discuss your impressions and try to determine what you value in different art mediums.

- How do you differ with your partner?
- Can AI create/tap into/evoke this as well?
- Would you care if/that they were AI-created?

## #1 Film: "Given Again"



<https://vimeo.com/810517054?fl=pl&fe=sh>



vimeo.com

## #2 Painting: “The Card Players”



## #3 Architecture: Virtual Tour of Parc Güell



*BarcelonaTickets*

Virtual tour: <https://parkguell.barcelona/visitavirtual/>

## #4 Painting: “Among The Sierra Nevada Mountains California”



## #5 Performance Art: Marina Abramović



<https://www.moma.org/calendar/exhibitions/964>



The Wall Street Journal

## #6 Video Game: Journey (Thatgamecompany)

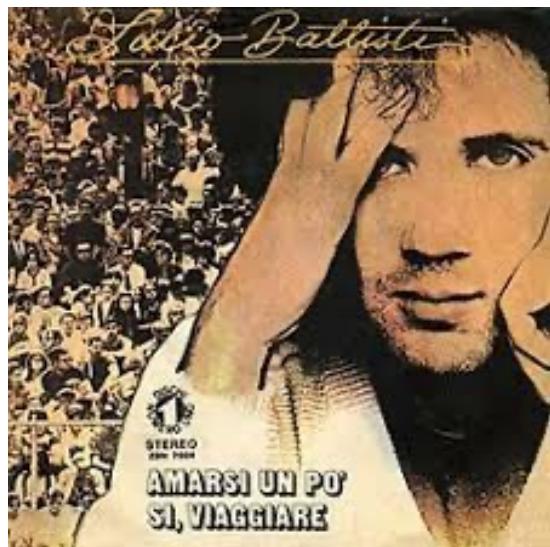


[https://youtube.com/shorts/V\\_WHBlF-BoQ?si=d2rw8EVT5FHLB7mm](https://youtube.com/shorts/V_WHBlF-BoQ?si=d2rw8EVT5FHLB7mm)



Wikipedia.org

## #7 Music: Amarsi un po'



wikipedia.org



<https://www.youtube.com/watch?v=N-G9xluamJs>

## #8 Drones: Dragon Fireworks

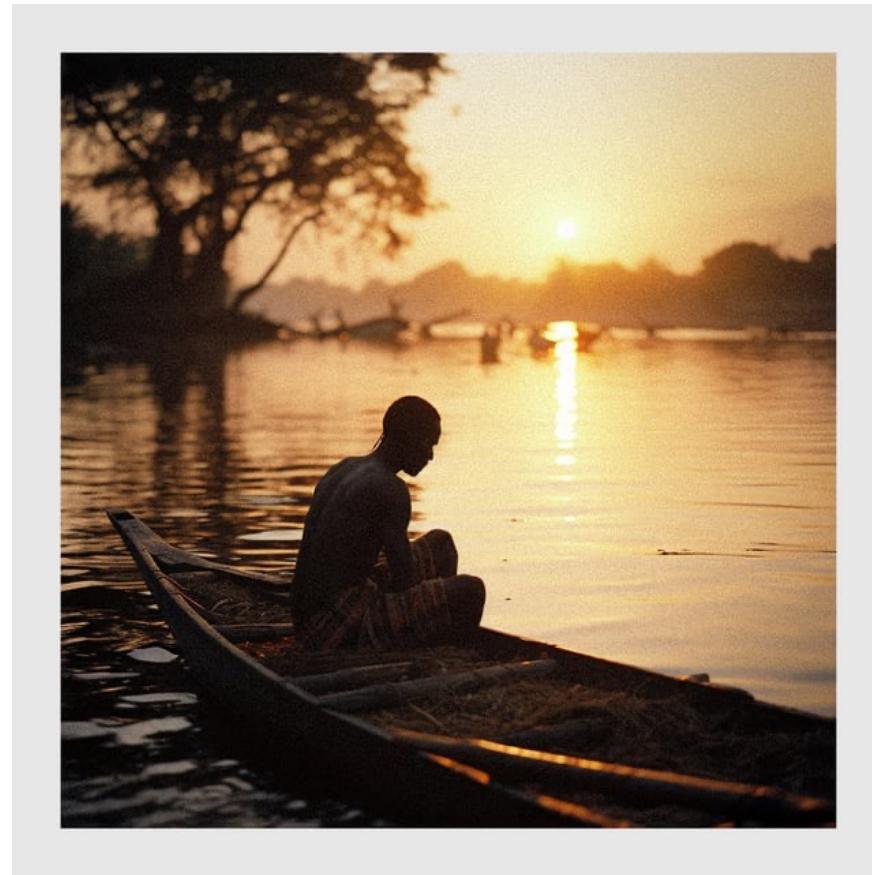


<https://www.youtube.com/watch?v=SSaj7hRhuwE>



youtube.com

## #9 Photography: “The Fisherman”



## #10 Poetry: “Underface”

*Underneath my outside face  
There's a face that none can see.  
A little less smiley,  
A little less sure,  
But a whole lot more like me.*

To what extent do you agree or disagree with each statement?

**1) "AI art should be displayed alongside traditional art in museums."**

*\*\*Recall what "art" includes (slide 5)*

**2) "I would pay the same for AI art as for human-created art."**

**3) "It matters to me whether art was created by a human."**

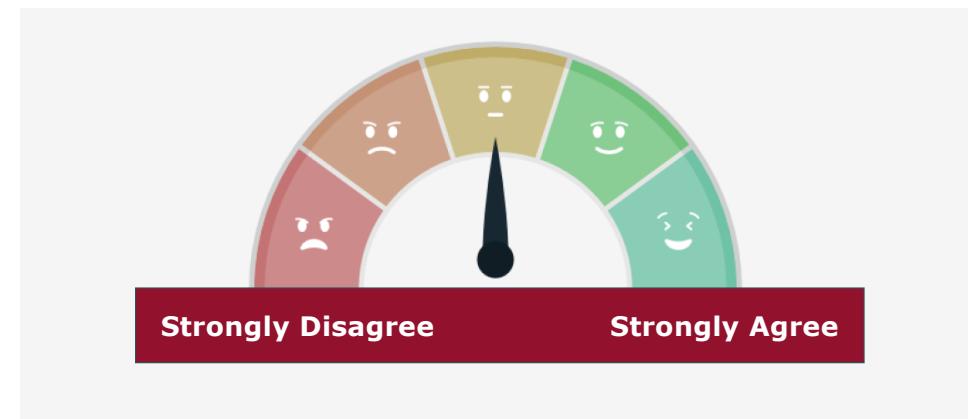
**4) "AI art can evoke genuine human emotions."**

**5) "If everyone can generate art with AI, then art loses its value."**

**6) "AI art challenges what it means to be creative."**

**7) "Artists should have the right to opt-out of training datasets."**

**8) "The future of art will be AI-human collaboration, not replacement."**



<https://share.google/images/8Vnqh8ONH9gXhVRbY>

## Assessments: Assignments 1 & 2

**1) Digital Projects:** Students will create a piece of digital art using an AI tool (e.g., AI image generator, text-to-speech, language model). This could be visual art, music, poetry, or mixed media. They will then write an analytical report analyzing their creation process, the role of AI in their art, and how their work reflects philosophical and cultural themes discussed in the course.

**2) Group Videos:** Students will examine how AI is portrayed in the media and different art forms and connect it to the various topics covered in the module. The primary objective is to analyze and discuss what these portrayals reveal about society's perceptions and viewpoints regarding AI. By critically exploring the artistic representations of AI, students will uncover valuable insights into the societal implications associated with this emerging technology. After group videos have been submitted and viewed by their lecturer, each group will participate in an oral discussion with their lecturer on the topic of their presentation.

### Assignments/Marks breakdown:

- 1) Digital Projects + Report: 40% - due **25.04.26**
- 2) Micro-vivas + Group Videos: 60%
  - a. *Micro-viva Prep Sheet due 22.05.26*
  - b. *Group Videos (Assignment 2) due 20.06.2026*



## How we'll use AI in PHKI



*generated with AI*

- **State what AI tool you used and how.**
  - "I used Gemini to brainstorm ideas for ..., but I wrote and revised the report myself."
- **Assignments**
  - Digital Projects: using AI is required, but you need to reflect on how and why
  - Reports: use your words and your analysis. I need to be sure you have reached the objectives of this module.
- Don't use prompts like "in the style of..." – **respect creative ownership**
- **When in doubt, ask.** Better to clarify than risk poor marks/understanding

# Course Information



## Philosophy, Art, and Artificial Intelligence (PHKI – FS26)

Shaelom Fischer (MV), Guillaume Massol, Catherine Hayden

### Module Overview

This module explores the connections between philosophy, art, and artificial intelligence (AI). Together we'll explore some of the most pressing questions raised by this powerful technology. We will consider how philosophers approach the concepts of AI and creativity, asking what it means for something to be called "art" when it is created by a machine. We will also examine how AI is shaping our world today and what its portrayal in film, TV, and other media reveals about society's hopes and fears. Students will be encouraged to reflect critically on their own values and beliefs and how their understanding of AI is shaped by them.

By the end of the course, students will have a deeper perspective on AI's creative potential, its societal impact, and its implications for culture.

### Use of AI in Course Materials

Some of the course materials, including lecture slides, prompts, and examples, were created with the assistance of AI tools (e.g., ChatGPT, DALL-E, Gemini). All materials have been reviewed, edited, and approved by the lecturers. The purpose of this disclosure is to model the same transparency we expect from students: if you use AI tools in your assignments, you must clearly state which tools you used, how you used them, and what role they played in shaping your work.

### Competencies / Learning Outcomes

#### Learning Outcomes include:

- Students can explain Critical Theory and the Turing Test and how both relate to AI.
- Students recognize the main features of the social and philosophical discourse on AI.
- Students understand how AI challenges our understanding of human agency and authenticity.
- Students are able to access philosophical texts or other artistic media on AI.
- Students are able to open up artistic explorations of AI.
- Students are able to reflect critically on the role of AI in human creativity.
- Students are able to identify relevant information on a given or self-imposed topic.

### Syllabus:

info about course, lesson topics and lecturers, marks breakdown

		Rubric for Digital Artwork:				
		Criteria Creativity and innovation of the artwork (a work) (45%)	5.0	4.0	3.0	2.0
		Excellently high level of creative thinking or innovative ideas. Excellent ideas, ideas are fully developed, reflecting a high level of originality.	High level of creative thinking or innovation. Strong effort to explore ideas. Ideas are well-developed, reflecting a high level of originality.	Satisfactory level of creative thinking or innovation. Ideas are moderately developed and original.	Moderate level of creative thinking or innovation. Evidence of an effort to explore new ideas, but these ideas are not adequately developed.	Marginal evidence of creative thinking or innovation. No clear effort to explore new ideas.
		(45%)	(45%)	(45%)	(45%)	(45%)
		Effective utilization of the AI tool	Excellent technical execution, showing a very deep understanding of the AI tool, allows for the AI tool to be used in highly innovative ways which significantly enhance the artwork.	Very good technical execution, showing a deep understanding of the AI tool. This allows the AI tool to be used in innovative ways which significantly enhance the artwork.	Adequate technical execution, showing a good understanding of the AI tool. This enhances the artwork to a satisfactory degree.	Fairly poor technical execution, not showing a deep understanding of the AI tool. This enhances the artwork somewhat, but there is more potential for this.
		(45%)	(45%)	(45%)	(45%)	(45%)
		Powerpoint Presentation of the Artwork	Exceptionally clear and logical presentation which may greatly enhance the viewer's understanding of the project's topic or theme. Visual and textual elements are creatively integrated and highly engaging.	Adequately clear and logical presentation which may allow the viewer to understand the project's intentions. Visual and textual elements are well-integrated and engaging.	Generally clear and logical presentation. However, it may be difficult for the viewer to understand the project's intentions. Visual and textual elements are adequately organized and engaging.	Somewhat clear presentation. However, it lacks logic and coherence, making it difficult for the viewer to understand the project. Visual and textual elements are present but are not well-integrated or engaging.
		(10%)	(10%)	(10%)	(10%)	(10%)

### Projects brief:

Instructions and rubrics for both assignments



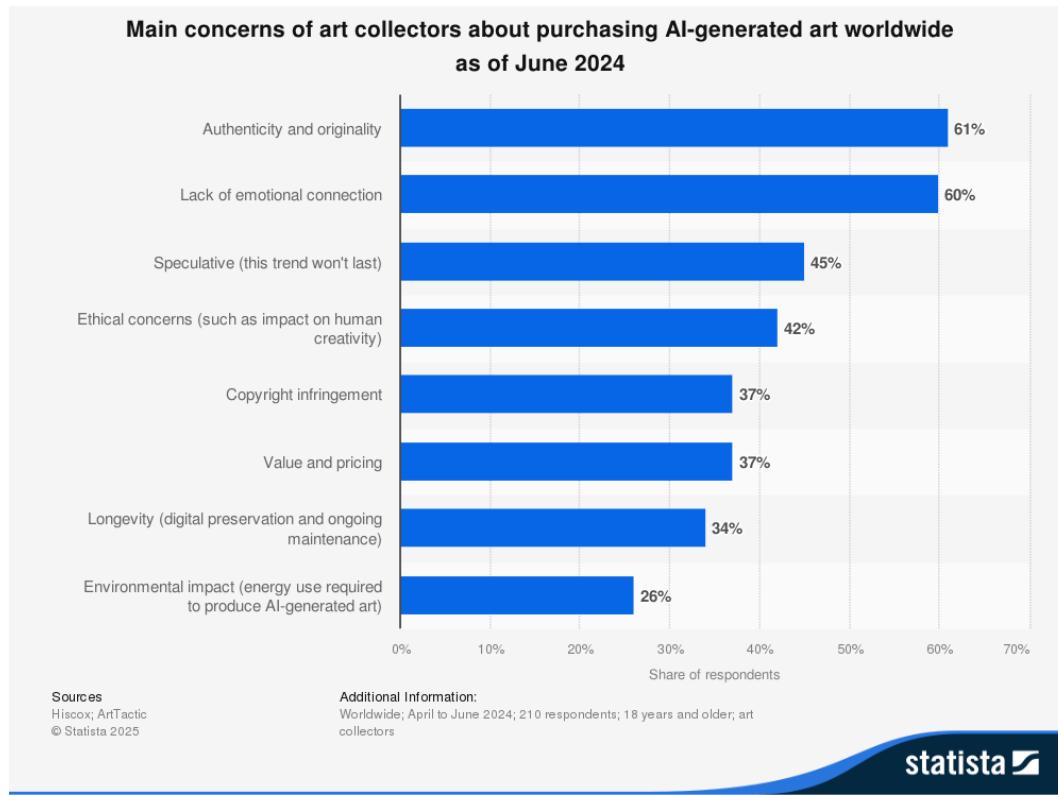
HSLU Hochschule  
Luzern

Welcome to Philosophy, Art and AI with Shaelom Fischer, Guillaume Massol, and Catherine Hayden

Your module coordinator is Shaelom Fischer.

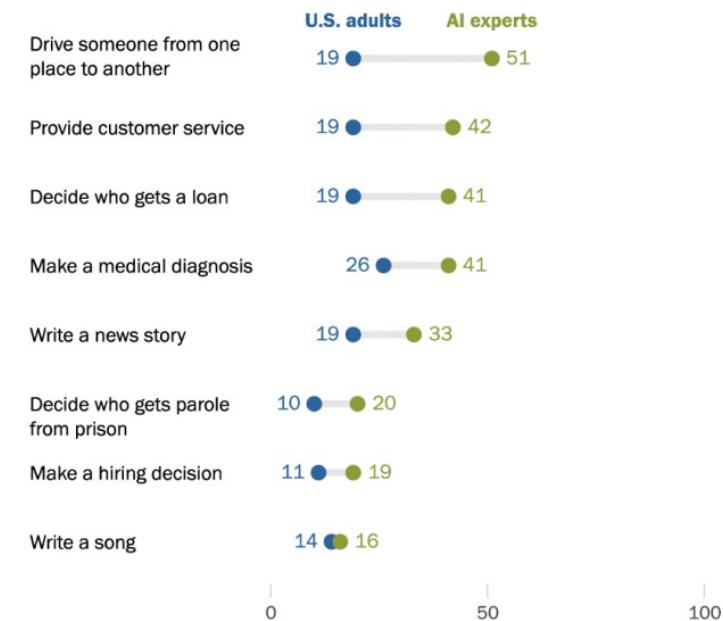
**ILIAS:** all course documents, zoom links, where to turn in assignments, ask questions in the forum

# How are people feeling about AI and the future of Art?



**AI experts are far more likely than Americans overall to think AI could outperform humans on driving; few in either group think it could do better at writing songs**

% who say that thinking about artificial intelligence (AI) today, they think AI would do **better** than people whose job it is to ...

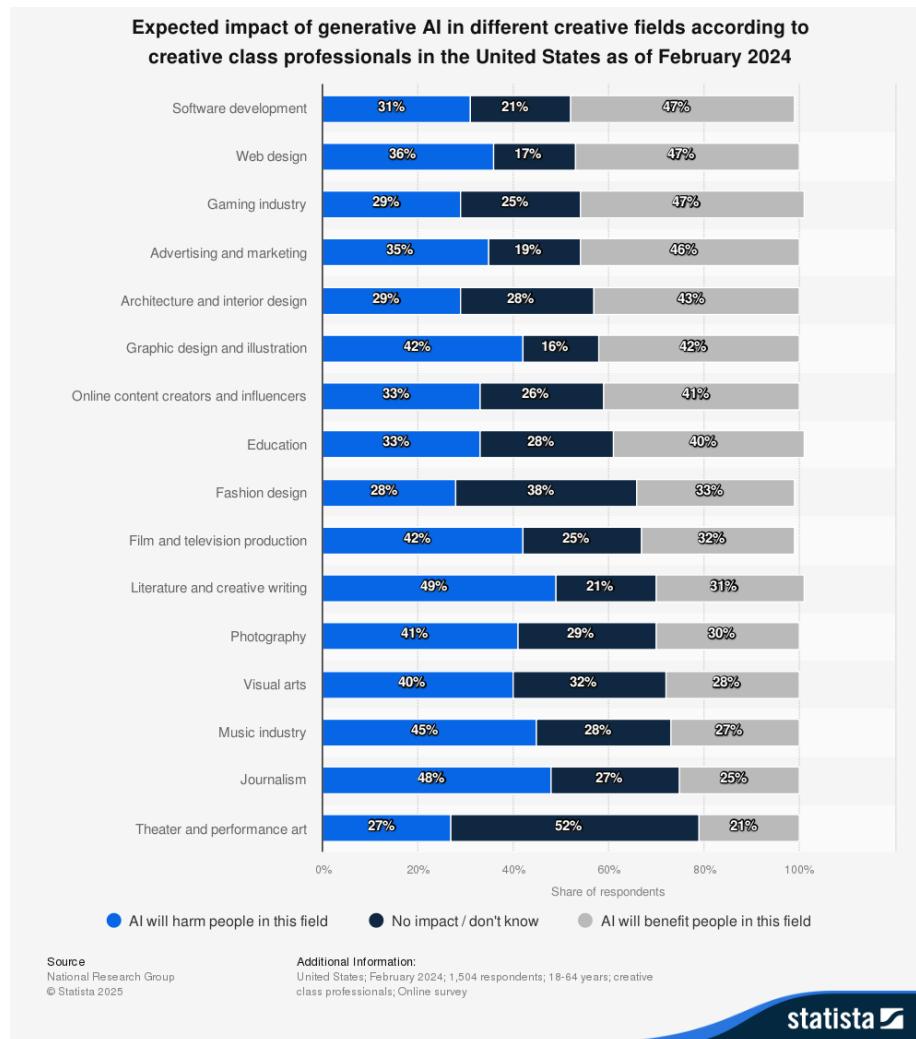


Note: "AI experts" refer to individuals whose work or research relates to AI. The AI experts surveyed are those who were authors or presenters at an AI-related conference in 2023 or 2024 and live in the U.S. Expert views are only representative of those who responded. For more details, refer to the methodology. Those who did not give an answer or gave responses of "AI would do this worse," "AI would do this about the same" or "not sure" are not shown. Source: Survey of U.S. adults conducted Aug. 12-18, 2024. Survey of AI experts conducted Aug. 14-Oct. 31, 2024.

"How the U.S. Public and AI Experts View Artificial Intelligence"

PEW RESEARCH CENTER

# How are people feeling about AI and the future of Art?

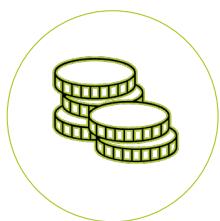


# Exploring the Future of Art through 3 Lenses



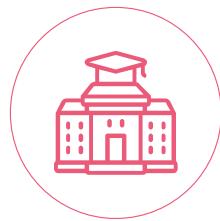
## Philosophical

If art is about intention and meaning, does AI art qualify? Or is it “pattern remixing”?



## Economic

Who gets paid, credited, or protected? the prompter, the AI company, the training-data artists?



## Institutional

Will museums, galleries, and competitions accept AI art?



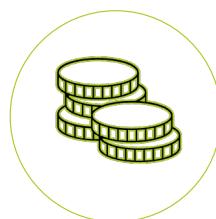
To discuss next week...



### Philosophical

If art is about intention and meaning, does AI art qualify? Or is it "pattern remixing"?

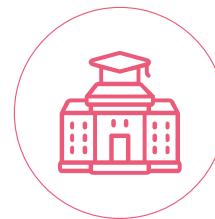
- a. **"Art and AI with Raphaël Millière"** (Podcast, 2023)
  - a. <https://overthinkpodcast.com/episodes/episode-80>
  
- b. **"Eyes can tell: Assessment of implicit attitudes toward AI art"** (pub, 2023)
  - a. <https://PMC10663653/>



### Economic

Who gets paid, credited, or protected? the prompter, the AI company, the training-data artists?

- a. **"An Economic Solution to Copyright Challenges of Generative AI"** (pub, 2024)
  - a. <https://arxiv.org/abs/2404.13964>
  
- b. **"The New Ethics of AI"** (video, 2024)
  - a. <https://dldnews.com/videos/the-new-ethics-of-ai/>



### Institutional

Will museums, galleries, and competitions accept AI art?

- a. **"AI won an art contest, and artists are furious"** (article, 2022)
  - a. <https://edition.cnn.com/2022/09/03/tech/ai-art-fair-winner-controversy>
  
- b. **"AI and the visual arts: The case for copyright protection"** (article, 2025)
  - a. <https://www.brookings.edu/articles/ai-and-the-visual-arts-the-case-for-copyright-protection/>

## Task:

1. Pick one source to read/watch/skim.
  
2. Be prepared to discuss the following:
  - What is the main argument?
  - What future does it imagine?
  - Do you agree?

## RESOURCES

*Tip:  
Take note of each publisher / company. Is it possible that they are trying to push a certain narrative? Who is funding them?*

## References

1. Brookings Institution. (2025, April 8). *AI and the visual arts: The case for copyright protection*. Brookings. <https://www.brookings.edu/articles/ai-and-the-visual-arts-the-case-for-copyright-protection/>
2. Pew Research Center. (2025, April 3). *Views of risks, opportunities and regulation of AI*. Pew Research Center. <https://www.pewresearch.org/internet/2025/04/03/views-of-risks-opportunities-and-regulation-of-ai/>
3. Pew Research Center. (2023, November 21). *What the data says about Americans' views of artificial intelligence*. Pew Research Center. <https://www.pewresearch.org/short-reads/2023/11/21/what-the-data-says-about-americans-views-of-artificial-intelligence/>
4. Statista. (2023). *Art collectors' concerns when buying AI-generated art worldwide*. <https://www.statista.com/statistics/1500032/art-collectors-concerns-buying-ai-generated-art-worldwide/>
5. Statista. (2024). *Impact of generative AI on creative professionals in the United States*. <https://www.statista.com/statistics/1610938/us-creative-professionals-gen-ai-impact-fields/>
6. Zhou, X., Yang, Y., Wang, W., Zhang, J., & Luo, J. (2023). Eyes can tell: Assessment of implicit attitudes toward AI art. *Frontiers in Psychology*, 14, 10663653. <https://pmc.ncbi.nlm.nih.gov/articles/PMC10663653/>
7. Millière, R. (2023, July). *Episode 80 – Art and AI*. Overthink Podcast. <https://overthinkpodcast.com/episodes/episode-80>
8. Gabriel, M. (2024, January). *The new ethics of AI*. DLD Munich. <https://dldnews.com/videos/the-new-ethics-of-ai/>

# Thank you!

*AI Disclosure*

Portions of these slides were developed with the assistance of AI tools (ChatGPT, DALL-E, Gemini, QR Code Generator, and others). AI was used to generate sources/examples, improve some wording, and to generate pictures.

I reviewed and edited all content to ensure accuracy, relevance, and alignment with the learning objectives.

Any errors remain my responsibility.

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