

Generative AI and its Applications in The Creative Fields

Generative AI is a category of artificial intelligence that is designated to compute data in new content—such as text, images, music,... This technology is built upon trained models, or very complex algorithms using large datasets as inputs to understand patterns, to then produce outputs based on the aforementioned patterns and newly prompted instructions. A language model, such as the OpenAI GPT's (LLMs), can mimic certain style of writing to input a text that is similar to what a human can produce, although it is simply a machine using probabilities and layers of nodes to reach a desired output.

Its applications in the creative field can be found in many domains. As previously stated, gen AI can be trained on many models such as visual arts, music composition, literature, ... Artistic creators can then leverage their product to explore and understand new artistic forms. They can use it as template to create new work, as platform for brainstorm, or even as refine work in itself. Although the last one, is regarded in most cases as disingenuous, as the percentage of work put by the artist can be undermined by what is generated by the algorithm.

One artist that I can recall uses gen AI in their workflow with insight is Von Wolf (@vonwolf_). Von Wolf's work is created through the use of diffusion techniques, with manual and digital retouching. This creates a striking and eerie style that blends man-machine work.

To summarize, gen AI can revolutionize the creative fields by offering new and extremely powerful tools. However, these tools can be in themselves very dangerous by streamlining human perspectives. Currently the tools can only "regurgitate" what they are trained on, thus relying on them reduce innovation potential in the artistic field. As we continue exploring these tools, we will refine and improve these technologies to maybe create with us.