

AI USE - GUIDANCE AND REQUIREMENTS

Escape Studios Use of AI Policy

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The role of Generative AI at Escape Studios

One of the key skills that you will develop at University is critical thinking: the ability to analyse, question and make insightful decisions. This skill helps you make work that is of a high standard, whether this is your writing or your visual projects; and furthermore, critical thinking is a life-long skill which you will constantly improve on.

Generative AI, if used correctly and ethically, can potentially supplement your learning, and open up your thinking in new and exciting directions, and at Escape Studios we recognise this. However, if you over-rely on Generative AI to produce your work, you won't develop as a thinker or as a creator because you will be asking AI to do this job for you. Moreover, there may be ethical and legal consequences to your use of AI, both academically and professionally.

This short document will give you guidance on how to correctly use Generative AI in your written and visual assignments.

How to use AI correctly in your work

Research

Generative AI can be very useful when you are researching. For example, if you are working on a project to create costumes, you might want to look into Roman military clothing. You could use a prompt such as "show me some examples of Roman military dress" as a starting point, making sure to check and confirm any AI suggestions you use against reliable, authoritative sources (see below). It is acceptable to use AI in this way because you are not producing work, but you **MUST** acknowledge its use as set out below.

Please bear in mind that content created by Generative AI is not always factually correct. It can also produce nonsensical, illogical content (hallucinations), and can perpetuate biases by repeating out-dated opinions. Therefore, when using Generative AI, make sure that you cross-check any theories, factors or ideas by looking for them on the [Escape Library](#), module reading list and other authoritative, reliable sources (excluding Google, which is not reliable).

Idea Generation

Generative AI can also be very useful for brainstorming ideas. Perhaps your project is set in an abandoned industrial zone - the prompt “show me examples of urban decay” brings up some inspiring images. You might choose two or three of those to spark ideas for your own work, and develop imagery of your own. Using AI in this way is acceptable because you are using it as a source of inspiration, however, you **MUST** acknowledge its use as set out below.

Proofreading your writing

The major elements of writing such as spelling, grammar, punctuation and tone can be challenging, even for a seasoned writer. Although Google Docs and Microsoft Word are excellent at picking up spelling and grammatical errors, you **can use an AI programme to check a particular sentence** if you are unsure whether it is grammatically correct or to see whether it can be simplified. However, you **MUST** avoid losing your original voice. Using AI to proofread your work is acceptable, but using it to substantially alter your writing is **NOT**. It is important to use your best judgement here, if you are in doubt, speak to your tutor or to the Study Skills team. If you use AI to proofread your work, you **MUST** acknowledge its use as set out below.

Incorrect use of AI

Producing your final work

You must **NOT** use Generative AI to produce your final work, be it written or visual. This constitutes Academic Malpractice, and you will face serious consequences if your work is deemed to be wholly or partially created by AI and is unacknowledged through a proper reference. Furthermore, you run the risk of ethical and/or copyright infringement.

Secondly, work that is entirely written by Generative AI tools such as ChatGPT, Gemini, or Microsoft Gopilot usually isn't very good, certainly not good enough for a high grade. This is because it often lacks insightful depth and authenticity, and tends to be too generic.

If you have any doubts about the level of AI in your creative process, please speak to your tutor or to the Study Skills team.

How to acknowledge the use of AI in your work

If you use AI in your work (for research, idea generation, or proofreading), you **MUST** acknowledge this. By stating that you have used AI in the creation of your work, you avoid Academic Malpractice.

Since AI doesn't generate its own ideas but simply reformulates existing ideas, it is not considered an author. Therefore, it is **NOT** added to the reference list. The way to acknowledge it is by stating the name of the AI tool that you used, the version you used, the URL, and a short description of how you used it. Add this acknowledgement to the final page of your work.

Here is an example if you have used AI for **research**:

I acknowledge the use of Gemini Pro 1.0 (<https://gemini.google.com/>) to research ideas about ancient Egyptian architecture for my mood board.

Here is an example if you have used AI for **idea generation**:

I acknowledge the use of Gemini Pro 1.0 (<https://gemini.google.com/>) to generate ideas about urban decay for my project.

Here is an example if you have used AI for **proofreading**:

I acknowledge the use of Gemini Pro 1.0 (<https://gemini.google.com/>) to proofread the spelling, grammar and punctuation in my retrospective.