



Generative AI program helps artists inspire ideas.



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**Prototype**

# Design Brief

For assignment 5, I explored Generative AI's advancing role in the art world. **Generative AI** refers to *unsupervised and semi-supervised machine learning algorithms that enable computers to use existing content like text, audio and video files, images, and even code to create new content.*

Platforms such as Jasper and Dall-E use generative AI technology to generate complex images from prompts written by people. So many interesting images have been created with this tool, and people are actually using it to create artwork to sell. However, there is a lot of controversy surrounding AI-generated art. People are beginning to worry that AI will take opportunities away from human artists. There is also the question of whether it qualifies as “real art” or not. Some online art communities have even taken steps to ban AI artwork from their websites.

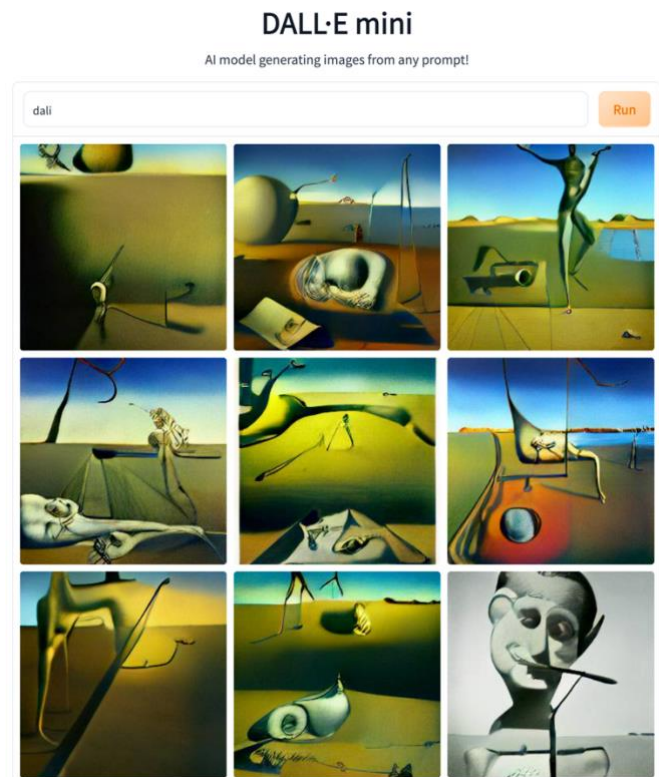


Figure 1. Image of Dall-E mini generator.

## What is Inspo?

Inspo is a fictional desktop program that allows artists to visualize or inspire artwork drafts before actually painting them. This tool is supposed to help artists who suffer from "artist's block", which is a period of time when an artist has no ideas for new work. The AI can generate a number of complex images from detailed prompts written by the users. Rather than just written prompts, artists can also choose from many different settings to generate the perfect image. However, the images do not include watermarks to let viewers know whether a piece was AI-generated or not.

*"I have seen a lot of self-published authors and such say how great it will be that they don't have to hire an artist, [...] Doing that kind of work for small creators is how a lot of us got our start as professional artists. So as an artist seeing this attitude grow gives me concern for the next generation of artists being able to find consistent entry level work."* [-RJ Palmer](#)

## Why this could be a problem

Whether digital or traditional art, creating an art piece takes a lot of time, effort, and money. Inspo is presented as a tool that inspires ideas for artists that suffer from creative block. However, others might use Inspo to create images and say it's their original artwork. For example, a client commissions a digital artist to create a specific piece. The artist uses Inspo to create multiple images to sell to the client quickly. This might lower the value of art commissions, or even steal clients away from artists that put time and effort into their artwork.

# 1 Homepage

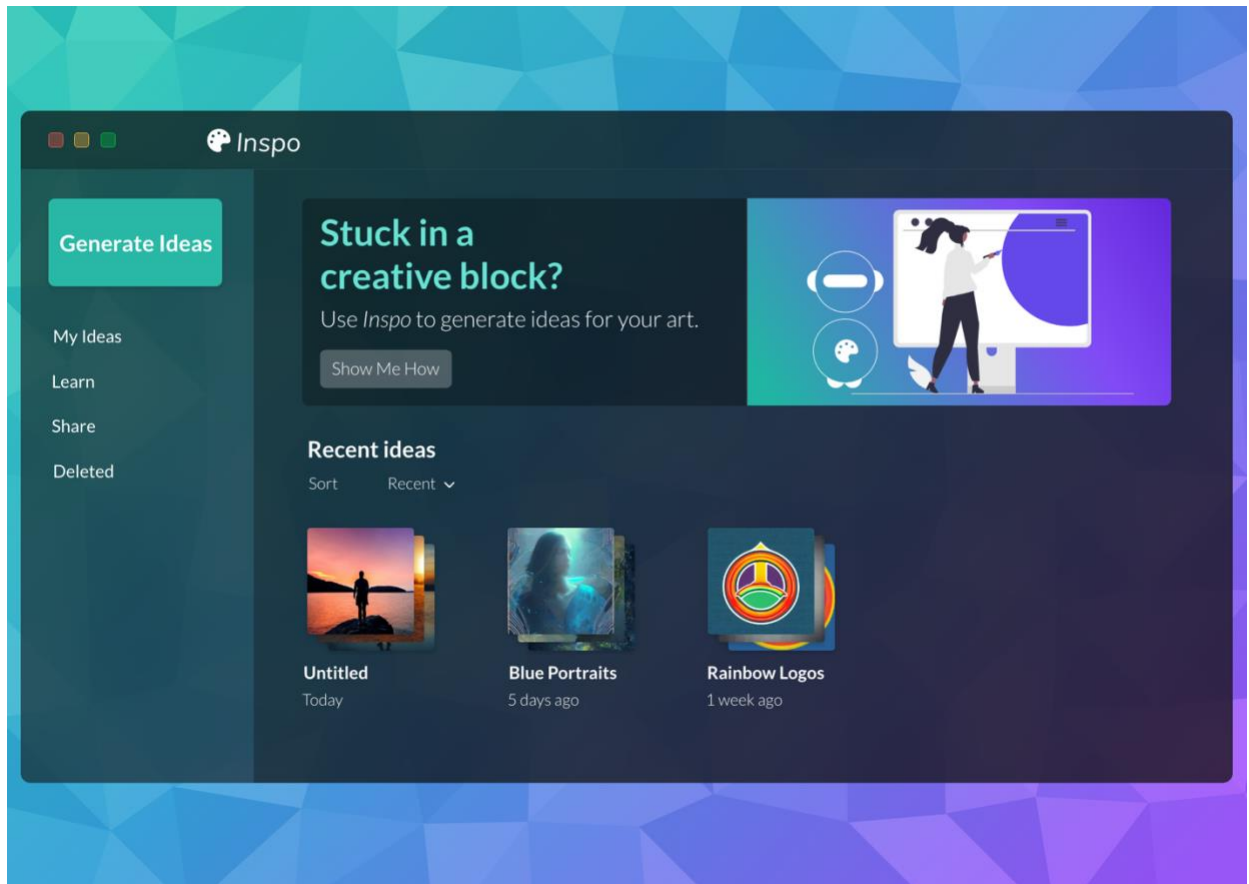


Figure 2. Inspo homepage screen.

Create ideas from the homepage. From the menu, you can view past ideas, learn about the software, share ideas, or delete ideas. This screen was inspired by the home interface from Adobe XD.

## 2

# Create Ideas

The screenshot shows the 'Inspo generate ideas' interface. At the top, there's a header with 'Untitled' and links for 'My Ideas', 'Learn', and 'Share'. The interface is divided into three main steps:

- Step 1: Write a descriptive prompt.** A text input field labeled 'Type here' with a tip: 'Tip: Results will be better if the prompt is highly descriptive.'
- Step 2: Select size, number of images, and steps.** This section includes four size options: 'Custom', 'Default Landscape', 'Default Portrait', and 'Default Square'. To the right, there are sliders for 'Number of Images' (set to 15) and 'Steps' (set to 98).
- Step 3: Select properties (optional).** This section includes a 'Colors' picker with a color wheel and a hex code input (showing #E88E9C), a 'Moods' dropdown, a 'Balance' dropdown, a 'Shapes' dropdown, a 'Space' dropdown, and an 'Upload Images' button with a camera icon.

At the bottom, there is a 'Generate Ideas' button and a disclaimer: 'By selecting generate, you agree to comply with [CAI guidelines](#).'

Figure 3. Inspo generate ideas screen.

This screen is where you develop the essence of the potential idea results. It is composed of three steps: Write a descriptive prompt, Select size, and Select properties (optional). The settings are there to help artists generate ideas that align with their vision. For instance, desired colors, moods, and shapes can be added.

## 3

# Results

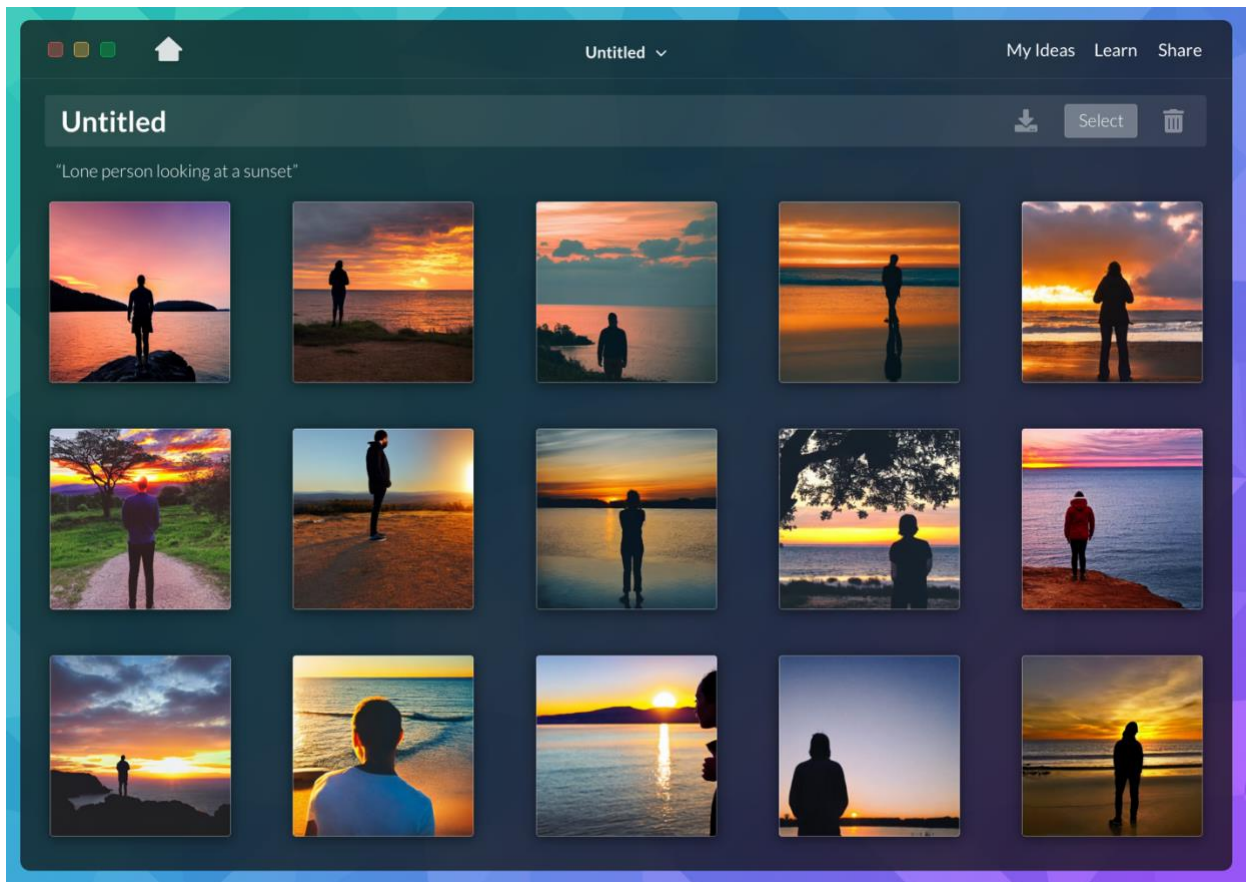


Figure 4. Gallery of ideas from Inspo.

This screen displays fifteen AI-generated images. You can select one or multiple images to save, export, or print. The collection of ideas can also be shared or deleted.



## 4 Save, Export, Print

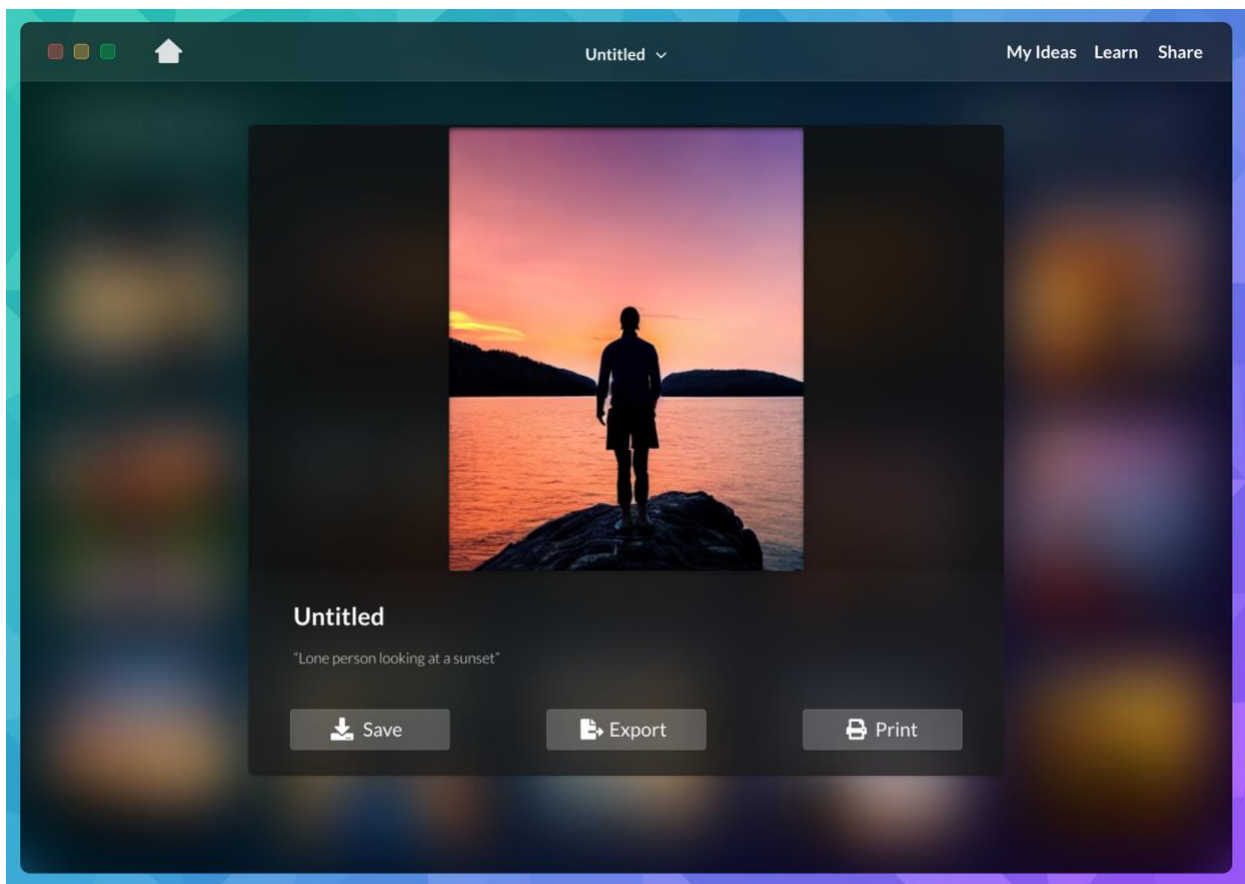
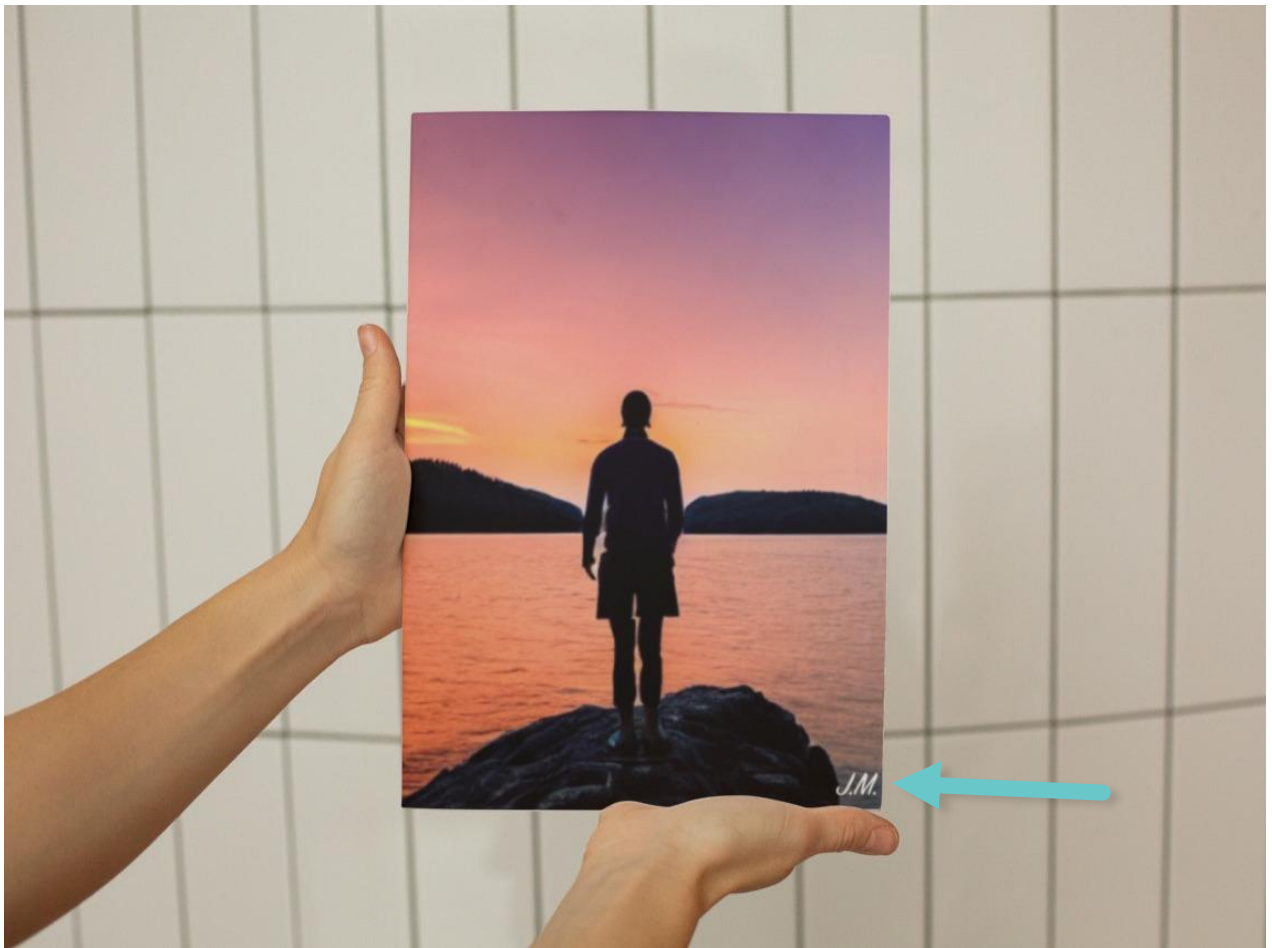


Figure 5. Lightbox display of generated image.

One selected image is displayed in a lightbox. You can save, export, or print the image.

## 5 Printed Results



*Figure 6. Mockup of a signed print.*

This is a mockup of a signed print. Users of Inspo can print generated images and sign it, as if they created the image on their own.