

# [A1] Surrealistic Collage & Short Essay

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CART498 - GenAI

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## GenAI & its applications

My current understanding of generative AI & its applications in creative fields is relatively limited and exploratory, yet cautious. I recognise its increasing role in streamlining repetitive tasks within commercial creative industries, such as rendering backgrounds and their assets in video games and film, as well as supporting voiceovers or translations. I recall *The Brutalist* (Brady Corbet, 2024) received backlash, for instance, for its use of AI in post to refine foreign accents and generate architectural backgrounds (this was particularly controversial as the film's theme surrounded architecture). However, my interest in generative AI extends beyond the automation of tasks. I am interested in how AI can be integrated in my own practice, acting as a collaboration rather than a refining tool.

## Xe Cho

Xe Cho ([@xeocho](#)) is an artist who wields generative AI tools to craft maximalist & surrealist videos that evoke intrigue and awe. Their work often superimposes close-up moving images of beings (humans, animals, hybrids) against industrial and natural backgrounds, creating both a contrast in size and in subject matter, alongside face-paced camera movements. While most of their work is untitled, [this piece](#) particularly inspires & intrigues me in its unexpected chronology of events, first-person perspective, and pacing. Its overall composition leads me to question how Cho utilizes generative AI tools to create these dreamy landscapes, such as the extent and contents of their prompts, whether Cho narrows down or specifies the dataset on which tools are trained on, and whether the piece is fully created using genAI, or whether it went through post-processing. Cho's overall archive of work has broadened my knowledge of the possibilities of generative AI-driven art – that generative AI art doesn't necessarily have a 'look' often found in commercial work – and inspires me to open up to the integration of generative AI into my work that can push its bounds while maintaining my visual style.

