



Generative AI in art: Exploring the intersection of technology and creativity

Introduction

Generative AI is a branch of machine learning (ML) which creates algorithms based on transformers. These transformers are ML algorithms that allow researchers to train large models on unlabelled data and use language models, which helps in modelling information with a high number of parameters. Such advancements offer an array of exciting use cases for generative AI. In terms of use cases, in addition to being used for content generation, generative AI can be used to transform visual, music, audio-visual and spatial arts. In a time where instruments powered by generative AI can produce art, it is necessary to investigate this junction from a moral perspective, as well as keep in mind how beginners and new entrants in the field can benefit from it.

Generative AI tools to create art

Considering the sheer number of tools available to generate art in the current scenario, it becomes important to understand their use cases to order to inspire more innovation. These tools – which include famous platforms like ChatGPT as well as specialised models such DALL-E – help artists to discover their creative possibilities, try out new styles and surpass the limits of typical media. We will now look into some of the most resourceful generative AI tools that can be used for specific use cases in various fields.

OpenAI's ChatGPT: ChatGPT is one of the most popular and widely used generative AI tool that peaked the general public's interest and expedited the development of generative AI models. ChatGPT has a myriad of use cases which can range from answering the most mundane questions to designing entire applications. It can be used to brainstorm content ideas, generate text content and craft narratives on various topics, and give feedback on creative writing according to the criteria you set, among other things.

Jasper AI: Jasper AI is an enterprise-level marketing and search engine optimisation (SEO) tool that is mainly used to make content marketing easier, faster and more efficient. Additionally, it offers many other free creative writing tools including an e-book creator, video script writer, slogan generator and blog image header generator. With the help of these kind of tools, creativity in the marketing space becomes easier.

OpenAI's Dall-E: Artists' creative processes have been changed by DALL-E. It uses descriptions of images and uses them as the basis for generating unique and imaginative images. With this kind of technology, artists can try out many different visual concepts. The understanding that DALL-E has about text inputs makes it possible for artists to quickly explore various options and generate new ideas which could be utilised in art creation. Therefore, the software is useful for those artists who want to widen their artistic frontiers and test new ideas.

Adobe's Firefly: Adobe Firefly is a premium and free generative AI tool that helps artists overcome creative blocks and seek out new paths for artistic development. It can take simple text descriptions and turn them into appealing visuals or even interesting music or storylines. You could doodle a logo idea and have Firefly fine-tune it or input descriptions about how the final piece should look like.

Advantages of generative AI in creative work

Although there have been qualms about losing out on original content due to the advent of AI-generated content, there are some upsides to it as well. Generative AI tools can be used to enhance artistic processes and act as creative assistants. Generative AI tools can also assist artists in automating certain repetitive tasks and streamlining the creative process. This will enable artists to focus more on conceptualisation and higher-level creative decision-making.

Generative AI also plays a pivotal role in democratising art by dismantling traditional barriers to entry. Its user-friendly interfaces and intuitive functionalities empower individuals without formal artistic training to actively participate in creative processes. This accessibility not only fosters inclusivity but also broadens the spectrum of artistic expression, amplifying diverse voices and perspectives within the ever-evolving landscape of contemporary art.

Generative AI has become a catalyst for artistic exploration, enabling creators to traverse a plethora of styles and genres effortlessly. Artists can utilise the many tools available at their disposal to experiment with diverse techniques, and explore uncharted territories in the realm of visual expression. This dynamic fusion of human creativity and machine intelligence allows for the discovery of unique artistic expressions that might've remain undiscovered in traditional methods. Therefore, the versatility offered by generative AI tools serves as a creative playground, where artists can push the boundaries of conventional styles and reimagine their artistic capabilities.

Criticisms and ethical considerations

As we dig deeper into the impact of generative AI on art, it's essential to acknowledge the concerns and ethical considerations that come with generating AI art. It is important to examine criticisms surrounding issues like originality and the potential misuse of AI-generated art prompts which reflect on the evolving relationship between technology and artistic integrity. The use of generative AI might lead to concerns about the originality of artworks. If AI is heavily involved in the creative process, questions may arise about the uniqueness and authenticity of the artistic output. Additionally, artists relying too heavily on AI algorithms may risk losing touch with traditional skills and methods. Moreover, there's a concern of artists becoming overly dependent on AI tools, which may potentially diminish the value of traditionally created artworks.

As AI becomes more involved in creative processes, ethical concerns regarding issues like bias in algorithms, data privacy and the misuse of AI-generated content may arise. The concern of bias in algorithms – where the AI may unintentionally favour certain styles or subjects, thus impacting the diversity of artistic expressions – is quite serious and may lead to problematic content being created without it being an accurate representation of the artist's viewpoint. Additionally, questions about data privacy emerge as artists engage closely with these tools. Furthermore, there's a need to scrutinise the potential misuse of AI-generated content, raising questions about authorship, ownership and the responsible use of this technology within the broader context of the art community and society at large. As these models are trained on huge datasets and all of that data can be traced back to their original creators, it may be considered as plagiarised work as these creators will not be credited for their work.

In addition to these, there's a major concern that widespread use of AI in the creative industry could lead to a devaluation of human artistic labour. If AI can produce art quickly and inexpensively, it might impact the perceived value of human-created artworks. The recent events of the SAG-AFTRA writer's strike asking for protection against AI-generated content, is a prime example of this concern.¹ The impact of generative AI on art is complex and multifaceted, and the extent to which these impacts are positive or negative can vary depending on the specific context in which generative AI is applied – and how society adapts to these technological changes over time.



Conclusion

Generative AI can act as a very resourceful tool – especially for novice creators – as it democratizes art in a way we've never seen before. However, it can also act as a double-edged sword in which artists may lose touch with their sense of originality and end up creating redundant art styles with no hint of originality or human touch. The intersection between creativity and generative AI is ever evolving, and as we move further into exploring the same, we need to consider the ethical concerns associated with it and use such tools wisely.

¹ https://www.sagaftra.org/files/sa_documents/TV-Theatrical_23_Summary_Agreement_Final.pdf

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Contact us

Ashootosh Chand

Partner, Emerging Technologies
PwC India
ashootosh.chand@pwc.com

Debankur Ghosh

Director, Emerging Technologies
PwC India
debankur.ghosh.in@pwc.com

Contributors

Aneri Desai

Editing

Rashi Gupta

Design

Shipra Gupta

pwc.in

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