



Those who do not want to imitate anything, produce nothing... so where does that leave AI generated art?

Opportunities

Artists and creators can now utilise Artificial Intelligence (AI) technologies as a creative tool, working with algorithms to set up specific rules where machines identify and analyse thousands of images to comprehend a particular creation process, including different artistic styles or aesthetics.

Via subscription models, AI can help artists create more complex and intricate pieces whilst offering an opportunity for experimenting with new styles and techniques, which in turn has the potential to unlock and expand on existing creative capabilities, further developing an artist's vision and how they can express themselves.

AI presents an opportunity for artists to create new art including abstract shapes, automate processes such as colouring and shading, create new colour ways from existing images, and support the creation of realistic textures and paintings.

Challenges

"Those who do not want to imitate anything, produce nothing."

- Salvador Dali

One of the greatest drawbacks of AI-generated art is that it is automated and holds no originality. In turn, this creates issues surrounding IP and ownership of any imagery or artwork used as the original artist or creator is not always credited.

AI algorithms will have collected and scanned hundreds upon thousands of pieces to identify and match a word or short description with readily created work but fails to credit the original source, raising concerns surrounding copywriting laws and regulations.

Another challenge and area of concern is the age-old question, will robots take over my job? The short answer here is no. Whilst AI can help to identify and pull together multiple artworks and pieces quickly, these have already been created

and are done so through the direction and commands given by a human.

Technology still lacks creativity or understanding of what truly makes art.

Summary

AI expands on capabilities and vision, rather than replaces them. AI cannot recreate something that comes from human emotion.

Many art fans believe that art speaks to them and lights up something from within, speaking directly to their soul and human emotion. This feeling can only be achieved through the understanding and personal experiences of such emotion, using paint to paper to express those feelings and communicate them to others without spoken words.

However, some believe that AI can be utilised by individuals who may find it more difficult to express themselves, ensuring art is a widely available output of emotion for even more communities and individuals who can communicate better than before.

Quote source: <https://bit.ly/3o9vKr6>

To find out how the VEC can support your business in learning more about the uses of AI technology and other emerging technology, get in touch with our friendly team today:

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David Boardman, Digital Project Engineer, and AI specialist at the Virtual Engineering Centre reflected on the opportunities that AI presents to the art industry:

“AI art and generative AI have the potential to unlock limitless creativity and innovation for people from all walks of life. With these technologies, anyone can tap into their creative potential and explore new forms of expression like never before.

However, as with any powerful tool, we must also be mindful of the potential ethical concerns and unintended consequences that may arise and use these technologies responsibly to ensure a bright future for everyone.”

