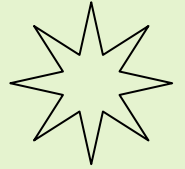


# AI Art: The Future of the Art Industry?

Danielle Pereira

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## **AI vs Artist**

A game where we decide whether my art or AI's art did a better job with the prompt.



# **1. An Introduction**

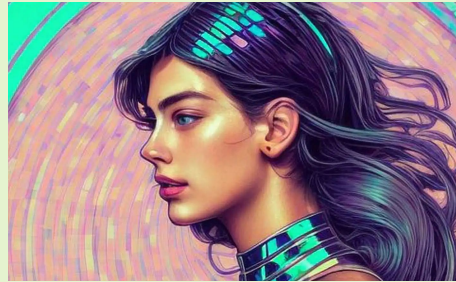
# How has AI become so popular/controversial?

## Social Media



Platforms like TikTok, Instagram, and Twitter make it easy to create trends.

## Lensa Controversy



AI app Lensa has gotten backlash since the photos used to generate quick artwork is being used to train AI algorithms. No work is original and each pixel of "new art" is taken from several different works.

## The Power of Large Companies



Large companies/corporations are starting to use AI to replace graphic design teams to save money. They are giving AI app owners the funds to spread the mass production of AI art.

## **2. The Data**

# Who Gets Credit for Ai-Generated Art?

## *Case Study by Ziv Epstein & Colleagues*

- Study 1
  - The way people thought of the AI system as if it were a person affected how much they blamed it for mistakes.
  - The researchers also found that this perception affected how much they held others responsible for AI-generated art.
- Study 2
  - People blamed the AI system more when they saw it as an agent, but blamed the artist less.
  - Technologist who used the AI system was blamed more.
  - Case study reveals: the algorithm and human creators should share responsibility for AI-generated art.
  - Responsibility for AI art is not just on the artist, but also on the technologist and even the crowd.

# AI Art vs. The Law

*From AI Art: Machine Visions and Warped Dreams by Joanna Zylinkska*

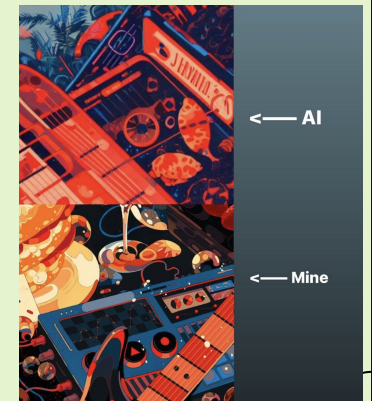
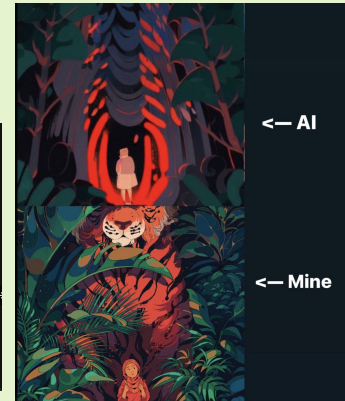
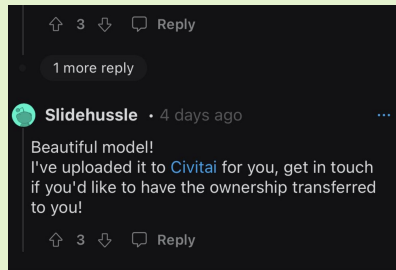
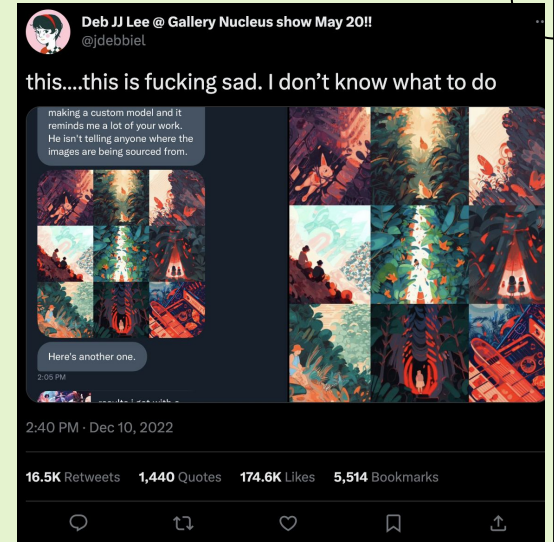
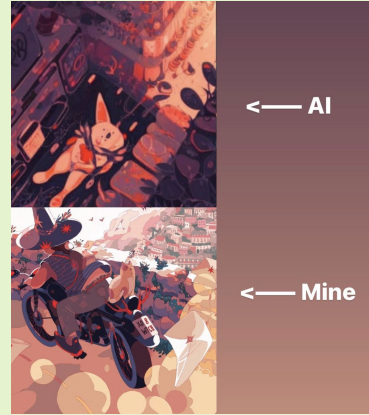
- There are currently no solid regulations or laws that protect artists from their art being replicated by AI.
- Zylinkska's research paves the way for how the law can be reformed.
  - 1. A robot may not injure a human being or, through inaction, allow a human being to come to harm
  - 2. A robot must obey orders given it by human beings except where such orders would conflict with the First Law
    - The team behind these AI apps could be sued or charged with visual plagiarism.
  - 3. A robot must protect its own existence as long as such protection does not conflict with the First or Second Law



# 3. The Impact

# Debbie Lee's Stolen Art

- Reddit user u/Slidehussle from the community r/StableDiffusion used Debbie Lee's art to train Ai to replicate her style.
- This user got tons of positive comments asking to purchase it. Apparently this user now had the legal rights to this artwork.



# **4. The Real World**



# Jeremy Richie

Sr. Art Director Alison South Marketing Group / [jeremyrichie.com](http://jeremyrichie.com)  
Freelancer for Jack Harlow, Discover, & more!

**Have you found that clients are more interested in AI-generated designs, and how has this affected your business?**

*I haven't seen any instances where clients are interested or even care. I've even mentioned to some clients that AI was used in concept phases, and in some cases, I've used highly prompted art in finished projects.*

**Do you believe that upskilling in AI technology is necessary to remain competitive in the industry, and if so, how have you gone about acquiring these skills?**

*Absolutely. I've been learning as much as I can about AI and prompting since fall of 22. Since then it's only gotten easier. I think any creative should be leveraging these tools as much as possible to their benefit, keeping in mind the ethics of creating art for independent and commercial clientele.*

**Overall, do you think AI has had a more harmful or helpful impact on the art industry?**

*I think harm is negligible. The bigger question for me in regard to AI is "Are we moving too fast?" AI that isn't trained on other artists' work feels a little more comfortable to me and less harmful to the industry.*



# Alivia Burke

Production Designer at American Theatre Guild / [aliviascreatespace.com](http://aliviascreatespace.com)

**Have you found that clients are more interested in AI-generated designs, and how has this affected your business?**

*Businesses online are already discussing the potential to cut out the design middle man by hiring a prompt engineer. Should designers be very worried about companies cutting corners? Not really. There will always be greedy companies that seek to stretch their bottom line and those are the same companies who do not fully understand the power and value of good design.*

*Across the board, people like to work with other people who have the ability to empathize with their problems. Graphic design industry is far from being dead. It's evolving into something new that no one could have predicted and it's both exciting and terrifying.*

**Do you believe that upskilling in AI technology is necessary to remain competitive in the industry, and if so, how have you gone about acquiring these skills?**

*Yes. Designers should begin to branch out in AI technology while it's in its infancy to acquire their own skillset to work with such programs. Companies are already putting out job positions for "prompt engineers" which are people who understand how to get curated results. The point is that this technology is here and it's not going away. We can either fight it and be left behind or learn everything about it and play the new game to our advantage.*

**Overall, do you think AI has had a more harmful or helpful impact on the art industry?**

*I think harm is negligible. The bigger question for me in regard to AI is "Are we moving too fast?" AI that isn't trained on other artists' work feels a little more comfortable to me and less harmful to the industry.*



# MAK Kubin

Graphic Designer & Web Designer / [merakispiritdesigns.com](http://merakispiritdesigns.com)

**Have you found that clients are more interested in AI-generated designs, and how has this affected your business?**

*To some extent, yes, I do think that clients can have a preference over the AI-generated work, it's simple, easier to create or cheaper to buy—but many clients that I have worked with prefer something completely original, unique*

**Do you believe that upskilling in AI technology is necessary to remain competitive in the industry, and if so, how have you gone about acquiring these skills?**

*I believe that all designers should fully understand their competition. Otherwise how will designers ever compete with AI? Learning and growing through the resources we have is always important. However, we also have to think about the impact AI design has on our community. ... Anyone can have the power to design now, which is amazing, but we must take into account our social responsibility as designers and ask ourselves; what impact does what I'm designing have on the people/world around me? What we design or create has power... it can have a significant influence on the world around us- whether it's social, political, environmental, etc. How we lay out certain information, our color choices, our symmetry/asymmetry, etc. all plays a role in how what we create will be perceived. I did a whole independent study while studying at Rider University, and just your color pallets from country to country can change the way your work is perceived. Something I do not believe AI will have the ability to account for anytime soon.*

**Overall, do you think AI has had a more harmful or helpful impact on the art industry?**

*I feel it is a bit too early to tell the true impact AI has on the design world. But, it's definitely not going away anytime soon, and will only improve over time. But I do feel that in the long run the impact of AI on the art industry will be more harmful than helpful due to many artists' work being ripped off on a lot of the newer platforms. But I hope that we will find a solution to some of the pitfalls of AI art for it to help us in the future instead of hurting the industry.*

# 5. *AI vs. Artist*



Made with StableDiffusion v1.5



# Prompt

Create a beer label + identity for a blonde ale called "Beauty Queen" inspired by Barbie.





*Made with love and passion :)*



## Mine

- Conducted extensive research on trends in the beer industry.
- Adhered to NJ packaging laws for beer.
- Used color theory. Blonde ale is bright yellow. Using purple balances out the yellow since they are complementary.





Made with StableDiffusion v1.5

## Prompt

Create packaging for a candle brand called Helios. Make candle labels and candle boxes for Cancer and Capricorn. Cancer should be pink and Capricorn should be blue.



Made with love and passion :)



## Mine

- Researched consumer behavior and how design impacts purchasing decisions.
- Studied the astrological wheel (Cancer and Capricorn are opposites = inverted colors)
- Used color theory: (ex. *Pink makes people subliminally feel calm.*)



Made with StableDiffusion v1.5

## Prompt

Create packaging for a brand called HydroHair. It is a waterproof hairspray called "Magic Mist". They have a fresh look that appeals to Gen Z. Design a label for the bottles (that come in rose, lavender, and jasmine) as well as the boxes that they come in.





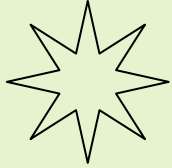
*Made with love and passion :)*



## Mine

- Researched trends in the cosmetic industry and how the competition attracts consumers within Gen Z.
- Used color theory: *(monochromatic color palettes for each scent. People associate red with roses when it comes to floral scents.)*





# What can we take away from all of this?

There will always be a need for the human touch. Although AI art can come up with ideas on the fly, it cannot do research on current trends or make its art stand out from the crowd since it uses the work of others.

AI art cannot create personal relationships or connections with the people they work with like a real artist could. AI itself cannot exist without the human touch.



Thank you for listening :)