



# ARTIFICIAL INTELLIGENCE AND CREATIVITY

Creativity is the **human ability to generate new ideas**, relationships amongst elements, and the expression of creativity is art.

Artificial intelligence (AI) is able to **produce, design, or elaborate**, through computer processes and algorithms, images and other content from initial input.

The **intention** with which art is made is an **inalienable human** characteristic without which art wouldn't evoke, **connect with us**. Thus, it is **the human element** that is essential to making art that fulfils its purpose: **to evoke emotions**.

This is why some industries like **design** have **adapted** to this technological change adopting a **“collaborative”** spirit between humans and machines.

**AI-based tools need to be used to shape the message artists and professionals want to share.**



Visit our **“Recommendations for the proper use of Artificial Intelligence-based tools”** on URL's website

## **COPYRIGHT PROTECTION**

Both **human and AI's contribution need to be recognised and cited** in final art pieces respecting ownership and rightful attribution.

## **DATA EQUALITY**

Data used must be **representative** and diverse to avoid the reproduction of prejudices and **discrimination**. Possible **biases** must be evaluated and addressed proactively and transparently.

## **DIVERSITY IN CREATION AND ACCESS**

Art should **encourage diversity** by considering different socioeconomic, cultural and gender perspectives. **Access to AI-based technology** in the art field should be equal regardless of one's context and background.

## **COLLABORATION AND DIALOGUE**

**Debate** amongst artists, data scientists, ethic experts and AI developers **is to be encouraged** to build **common standards** and **address emerging ethical issues**.

## **RESPONSIBILITIES**

AI shall be used as a tool **to boost creativity**. Artists must reflect on **AI-tools take on their creations** and be willing to justify their decisions and exposed to public scrutiny.

**The future of art is  
“COLLABORATION” between  
HUMANS and MACHINES**

