Activity 1: Artificial Intelligence and Creativity

In the future, it is expected that AI will become fully capable in producing cultural artefacts. But how can AI be 'creative'?

Although AI technology has generated many new ideas in design, pharmaceuticals and various types of computer art, there is no common agreement by experts on whether or not AI technology is 'creative'. It is more convincing to say AI is helpful in explaining human creativity by producing computer-generated (CG) art, which is commonly used in architecture, graphic, TV or 3-D amination productions nowadays. In some cases, CG art can be produced independently, by executing the algorithm written by programmers.

In 2015, Japanese advertising planner Shun Matsuzaka created the world's first AI creative director, and presented it at the Incorporated Society of British Advertisers (ISBA) annual conference in London. By studying a large database of advertisements, the AI creative director analysed the tone, manner, celebrity, music, context and the key message that best fit a client. During the ISBA conference, over 200 advertising executives were asked to vote, and many of them preferred for the advertisement directed by algorithm over human.

In 2016, the IBM cognitive platform created the first AI-created movie trailer, which was adopted by 20th Century Fox for their movie *Morgan*. In 2018, CJ Carr and Zack Zukowski made use of a machine-learning software *Dadabots* to generate music in modern genres such as black metal and math rock. In the same year, a portrait produced by artificial intelligence, named 'Edmond de Belamy, from La Famille de Belamy' was sold for $432,000 (£337,000) in New York.

Figure 1: Portrait of 'Edmond de Belamy'. Photo Credit: Timothy A. Clary / AFP / Getty Images

Source: https://www.theguardian.com/artanddesign/shortcuts/2018/oct/26/call-that-art-can-a-computer-be-a-painter

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Some suggest that by developing machine learning, computers could one day master every artistic style in every form of art, making cultural artefacts widely available to everyone in society. Artists may lose their jobs because CG art can be mass-produced in a more cost-effective way. On the other hand, some art critics argue 'real' art can only be made by humans because of its spiritual and emotional nature. Therefore, some would argue that algorithm or AI technology cannot ever replace humans in art creation. What do you think?

Task

1. Do you think that art created by AI could be considered beautiful? Do you agree that only humans can create real art?

2. What skills do you think artists of the future will need? Do you think artists will be replaced or could there be a way they could work with AI?

3. Can you think of other creative industries that could be replaced by AI?

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 [1] Guardian. (2018). *A portrait created by AI just sold for $432,000. But is it really art?* Retrieved 18 January 2019, from
https://www.theguardian.com/artanddesign/shortcuts/2018/oct/26/call-that-art-can-a-computer-be-a-painter

[2] Chapter 3, 'Language, Creativity and Emotion', in Boden, Margaret. (2016). *AI: its nature and future.* Oxford, Oxford University Press.