SoA
SCHOOL OF ARTS
UNIVERSITY OF WORCESTER

CONFERENCE

THE CHALLENGES AND OPPORTUNITIES OF ARTIFICIAL INTELLIGENCE (AI) FOR CREATIVE EDUCATORS

CHAT GPT & GENERATIVE AI, AND WHAT THIS MEANS FOR DESIGN EDUCATORS.

Or, Why is ChatGPT and generative AI okay for industry but not for education?

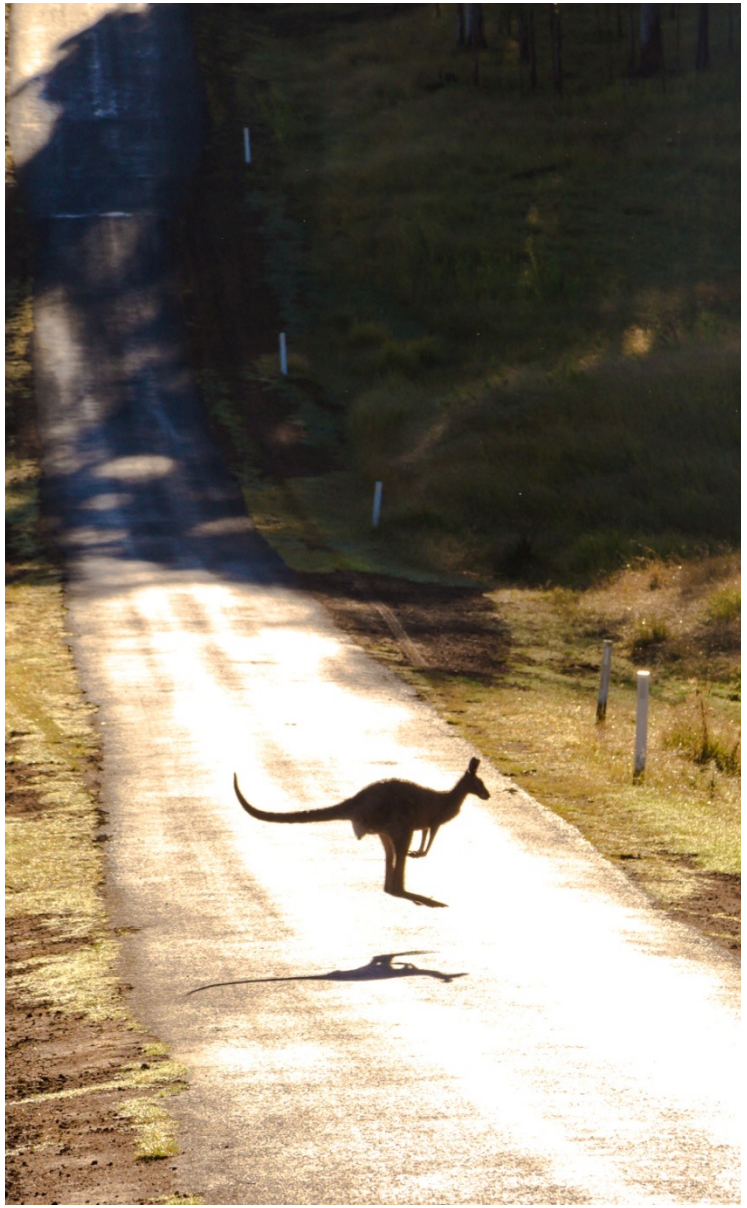
AI HAS BEEN AROUND FOR A LONG TIME

Algorithms

Machine Learning

REMEMBER THE HYPE OF SELF-DRIVING CARS?

It’s all gone a bit quiet,
though it is still quietly learning



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KSİM
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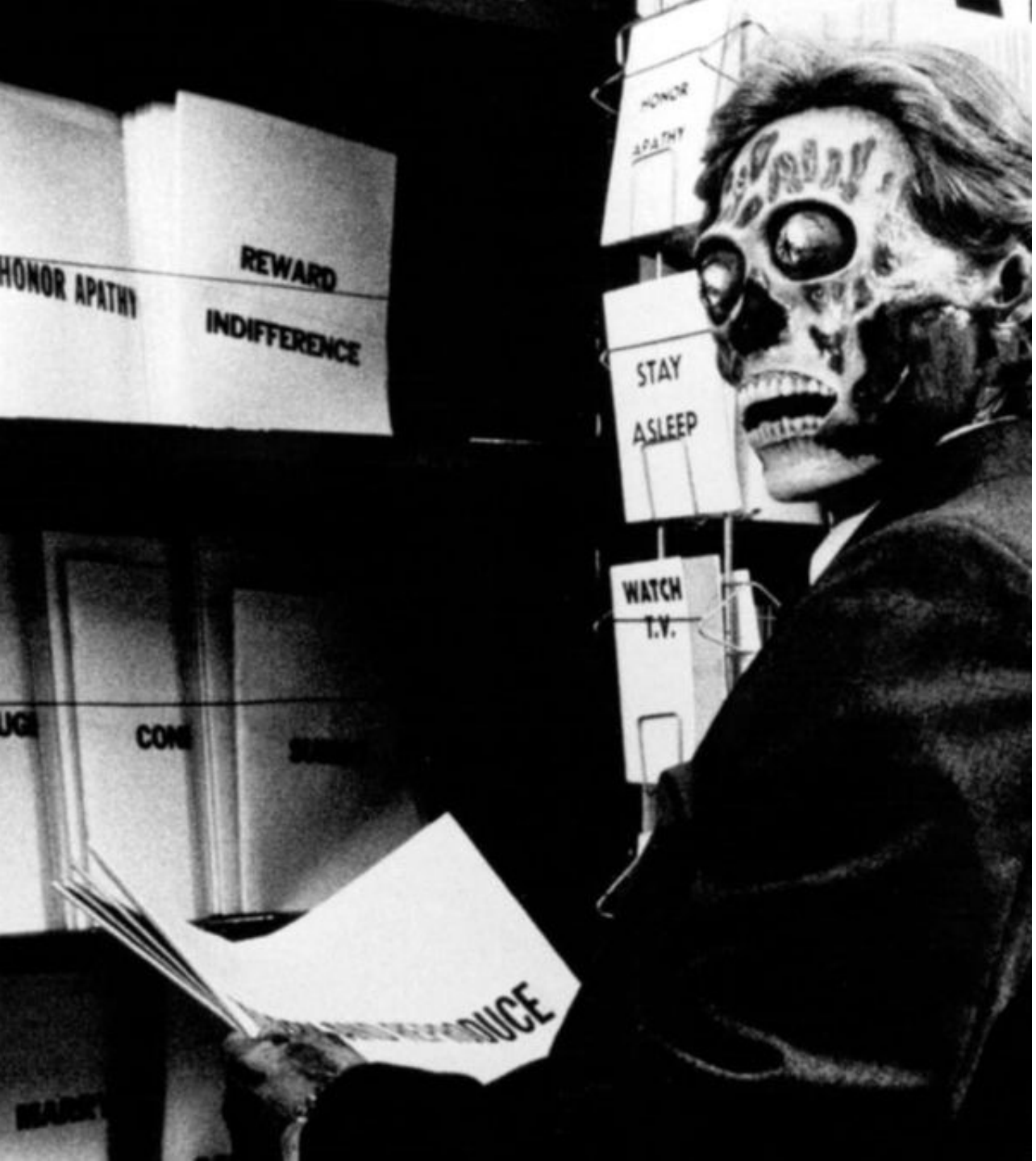
CENTRO

AI WORKS WELL IN SIMPLE SITUATIONS

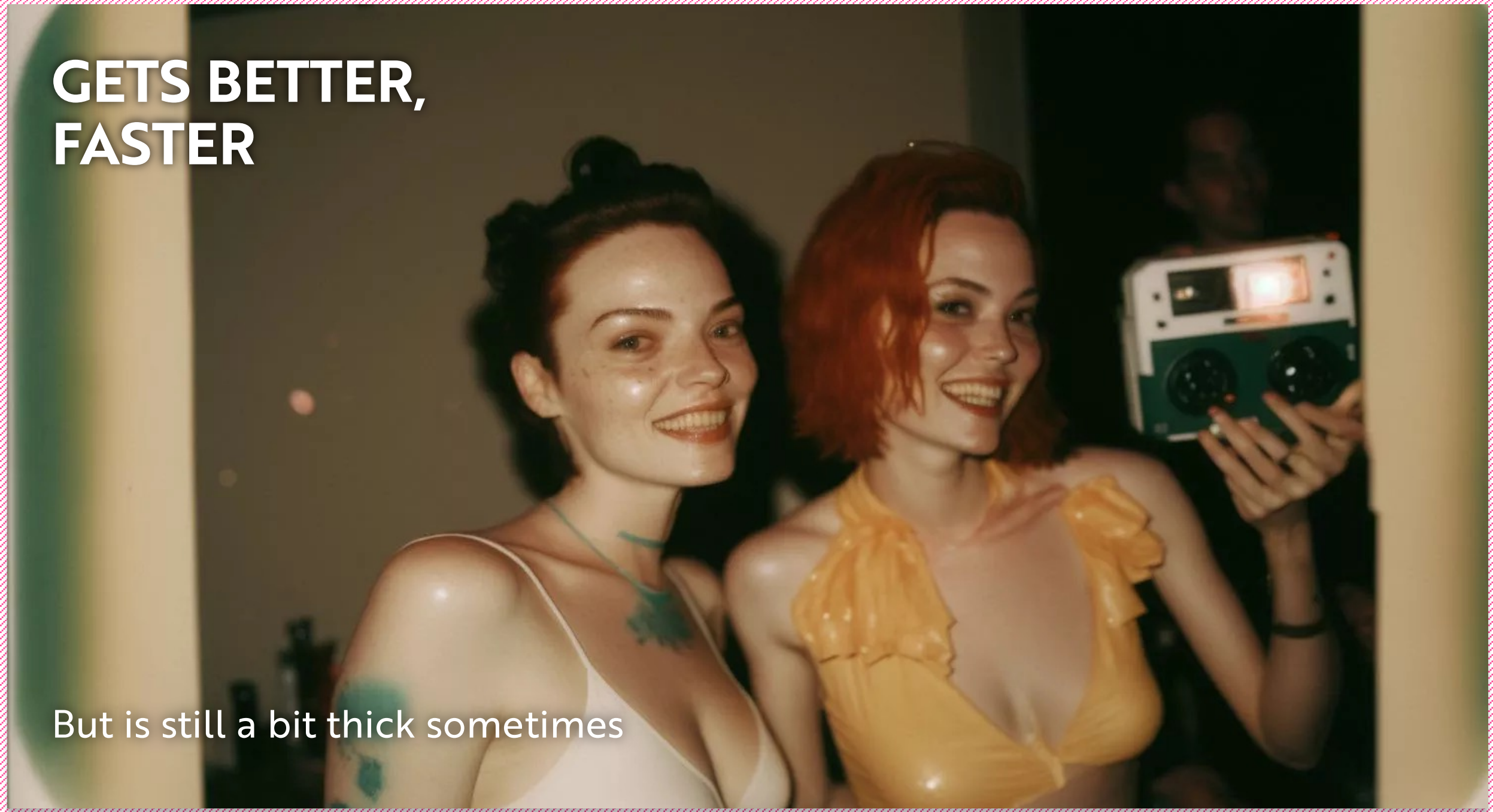
Matters a lot in dangerous situations



HOWEVER, GENERATIVE AI IS AMONG US ALREADY

And here to stay

GETS BETTER, FASTER



But is still a bit thick sometimes

HELLO,
I AM SAM

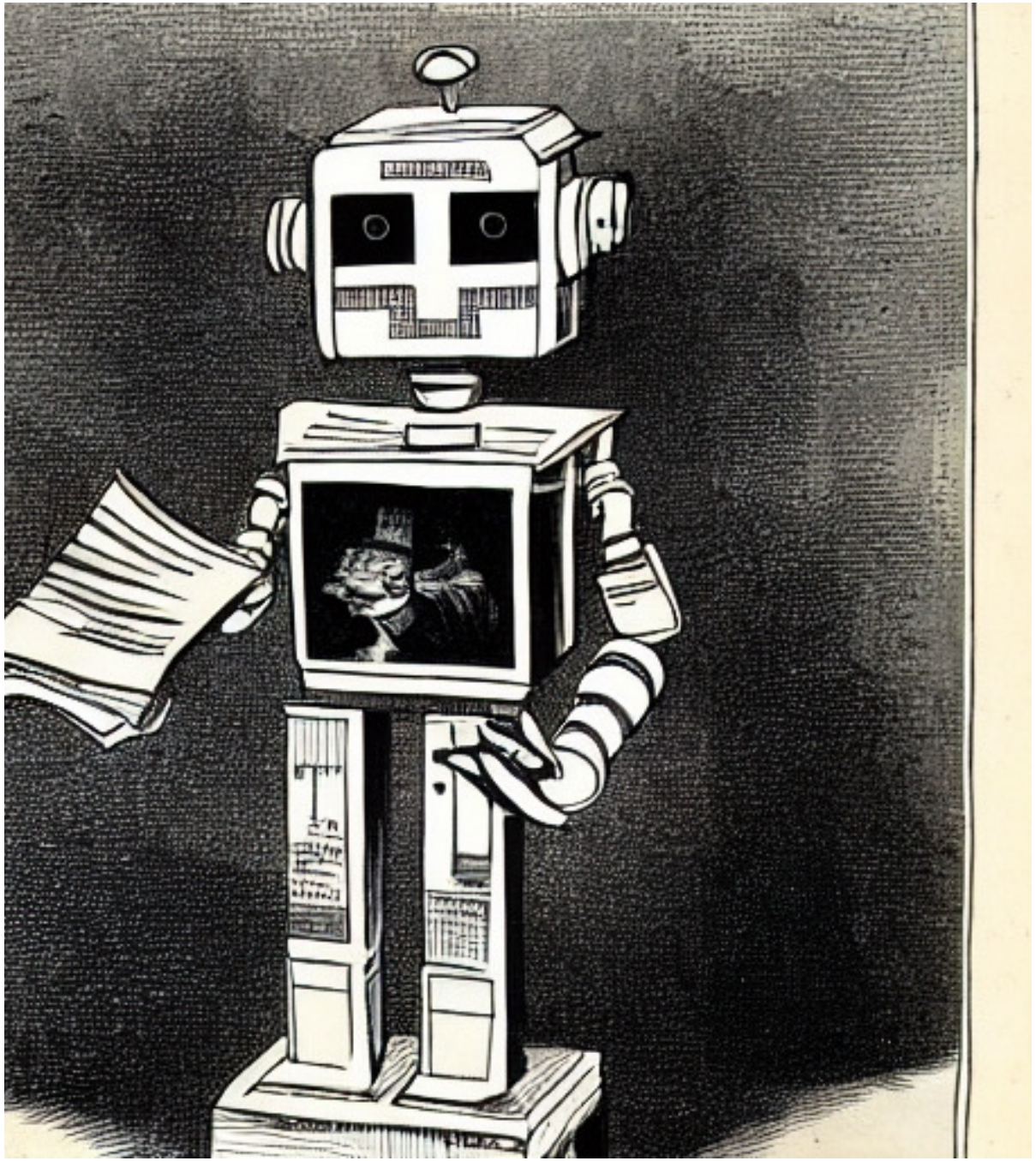
I teach the digital side of things
on our Graphic Design course

But I also run a 10-person web-design team

This is how we are using Ai tools TODAY for marketing websites...

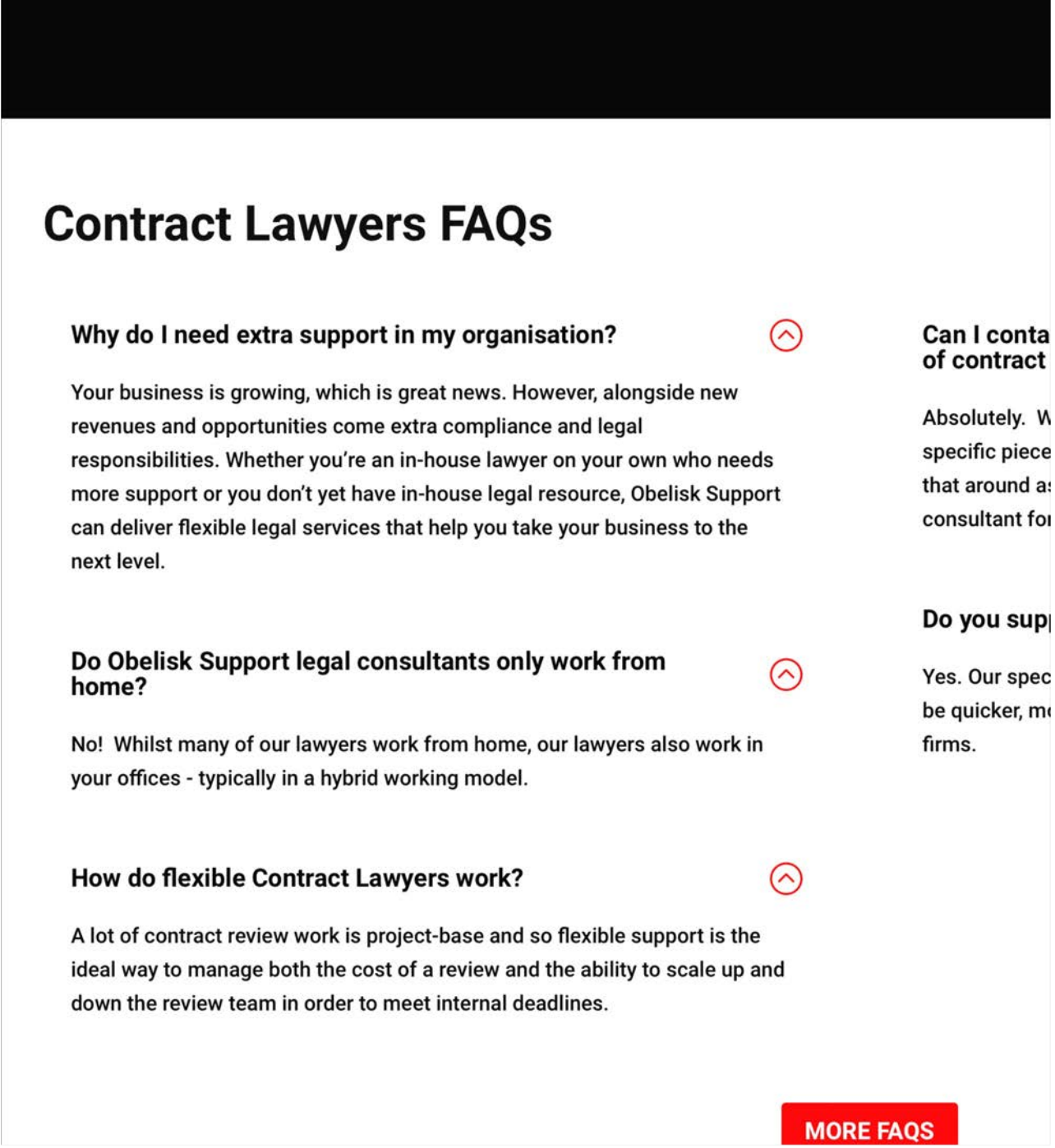
WE USE AI TO GENERATE TEXT

A lot



CHAT GPT/ BARD FOR SIMPLE COPYWRITING ARTICLES

For SEO Purposes



FAQ GENERATION

The questions that people ask as well as the answers. Really good trick for sites to be picked up by Google search

BEST JAGUAR TO BUY

JAGUAR F-PACE

JAGUAR F-PACE FINANCE

The F-Pace is Jaguar's luxury crossover SUV that was first introduced in 2015. It was the first SUV to be produced by Jaguar, and it quickly became one of the company's most popular models.

The F-Pace was designed as a versatile and practical SUV that still offered the sporty and luxurious driving experience that Jaguar is known for. It was based on the same platform as the Jaguar XE and XF sedans, and it was designed to offer a balance of comfort, performance, and versatility.

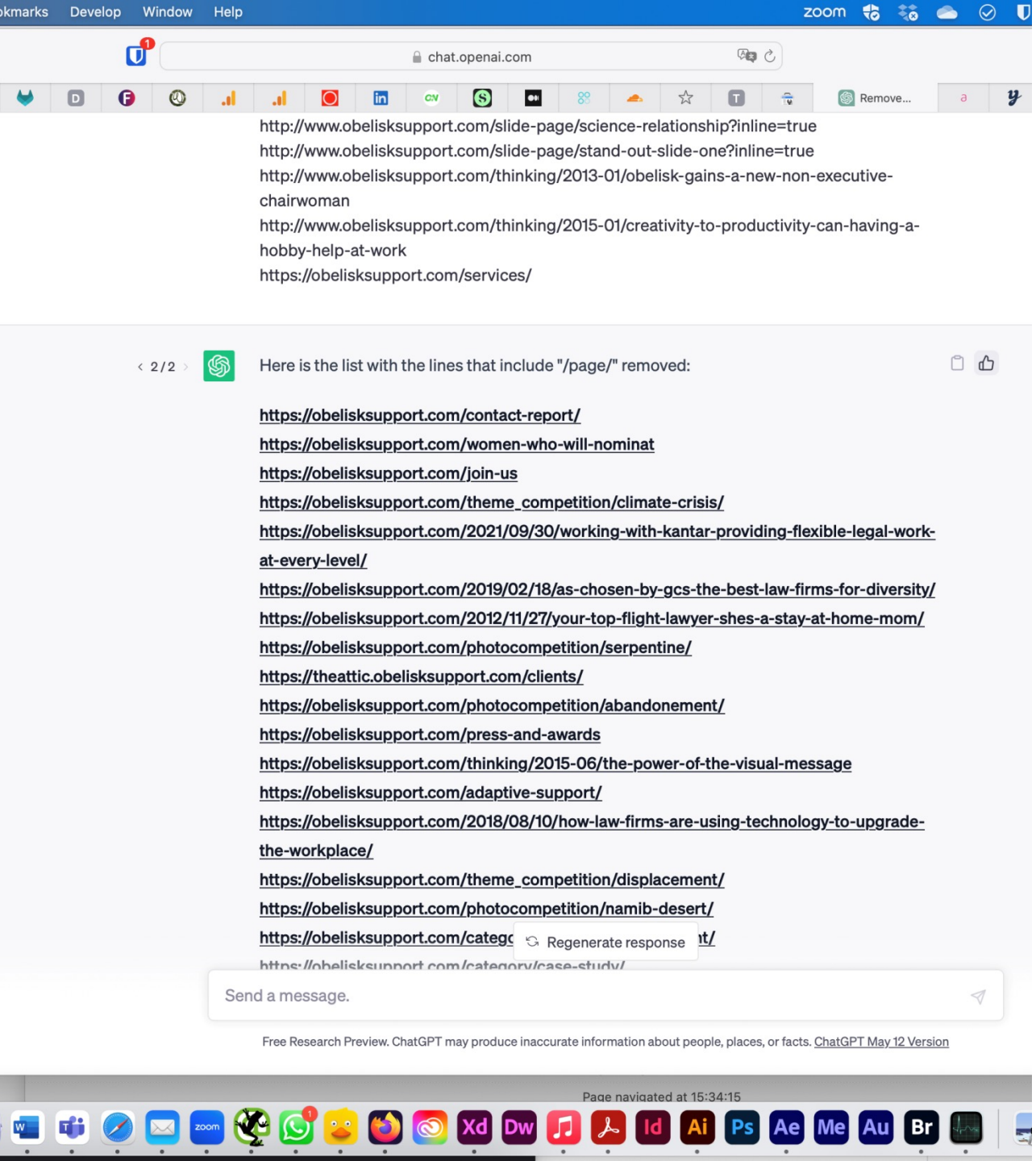
The F-Pace was initially introduced with a choice of engines, including a 2.0-litre turbocharged diesel engine with 180 horsepower, a 2.0-litre turbocharged petrol

COPYWRITERS ARE NO LONGER INVOLVED

Cannot tell what is human.

“GRUNT” COPYWRITING IS A THING OF THE PAST

But beautiful microcopy is still a thing



CODING AND SEARCHING / MANIPULATION

Can you remove all lines that include "/page/" please?

“Find me this”, “find the bug in these lines”, “format this please”

BUT ITS NOT JUST TEXT

AI TOOLS FOR CLEANING, ENLARGING...

The image on the left had a background and was 100 pixels square.

Enlarged++ with Runway

on,

e

gal

ed
or

Flexible legal support

Boost your core legal team to meet project goals or get help on ad hoc legal support for your growing organisation

Paralegals

Extra support to boost your productivity – our best-in-class paralegals can help from triaging workflow to compliance

AND MOST OF ALL REMOVING BACKGROUNDS

Cuts out interesting hair better than anything!

Remove.bg

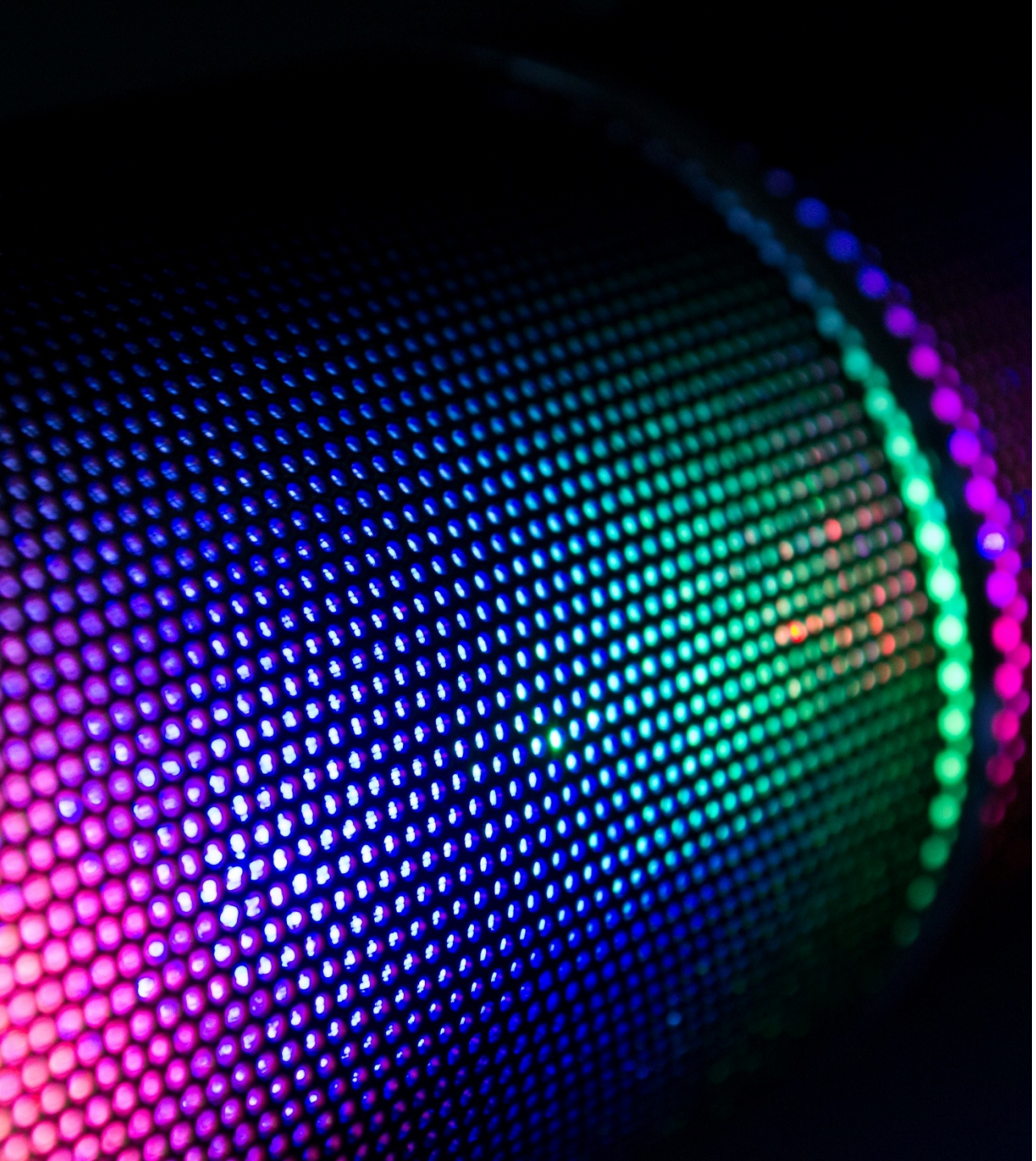
PLUS, CREATION OF ROYALTY FREE "MODELS"

Want to look friendly but can't show your humans? Can't do a photoshoot?

Deepagency.com

AND EVEN GENERATION OF KEY IMAGES

AUDIO IS ANOTHER AREA OF AI USAGE FOR US



GENERATIVE AUDIO

Generation of audio soundtracks from just a few keywords

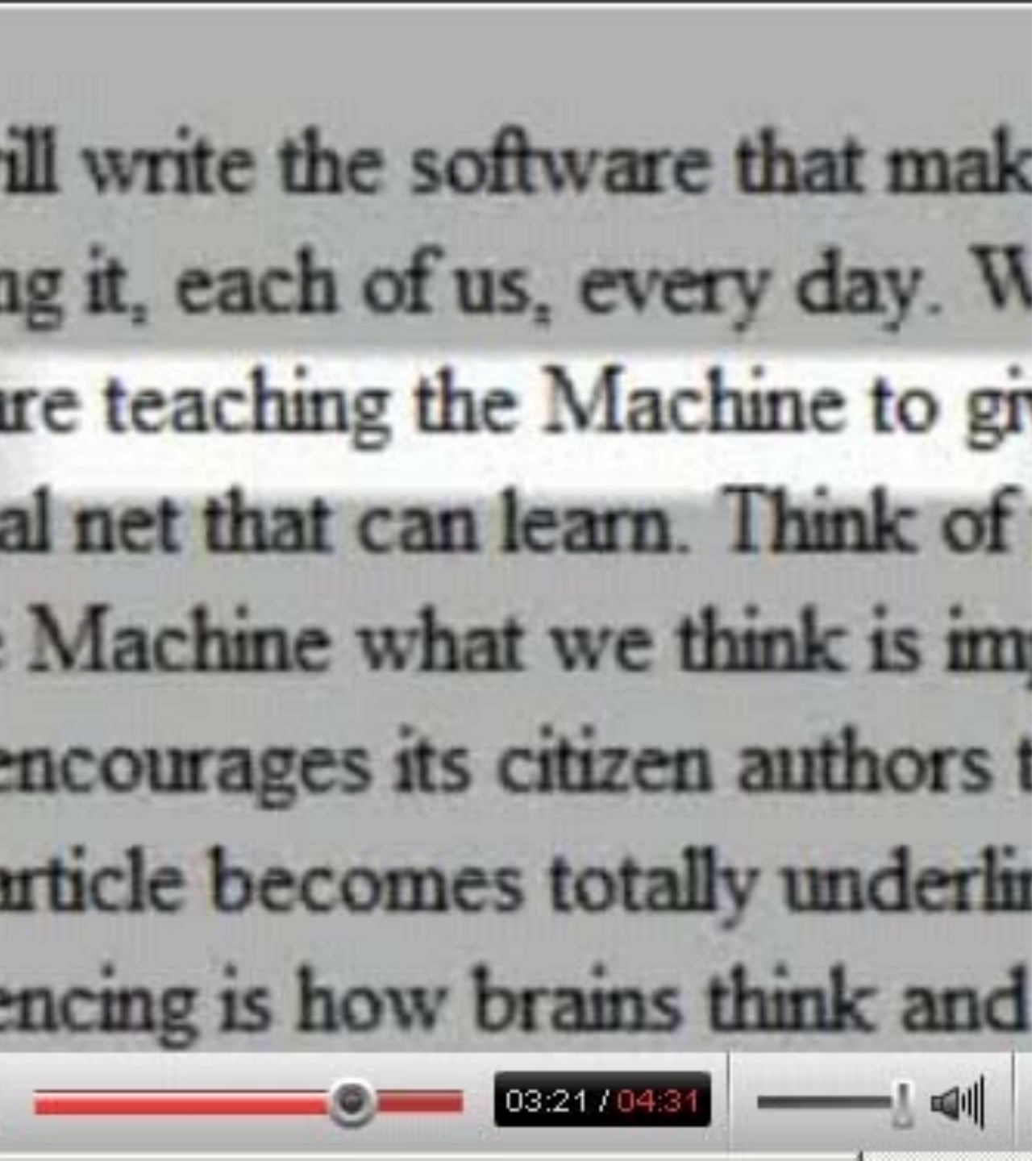
“downtempo techno backdrop new York”

TRANSCRIBING AND INTERPRETATION

Generation of transcripts for Podcasts – search is still based on text

Generation of meeting transcripts

Translation of documents



AND LET'S NOT FORGET GOOGLE

Used as spell check, calculator

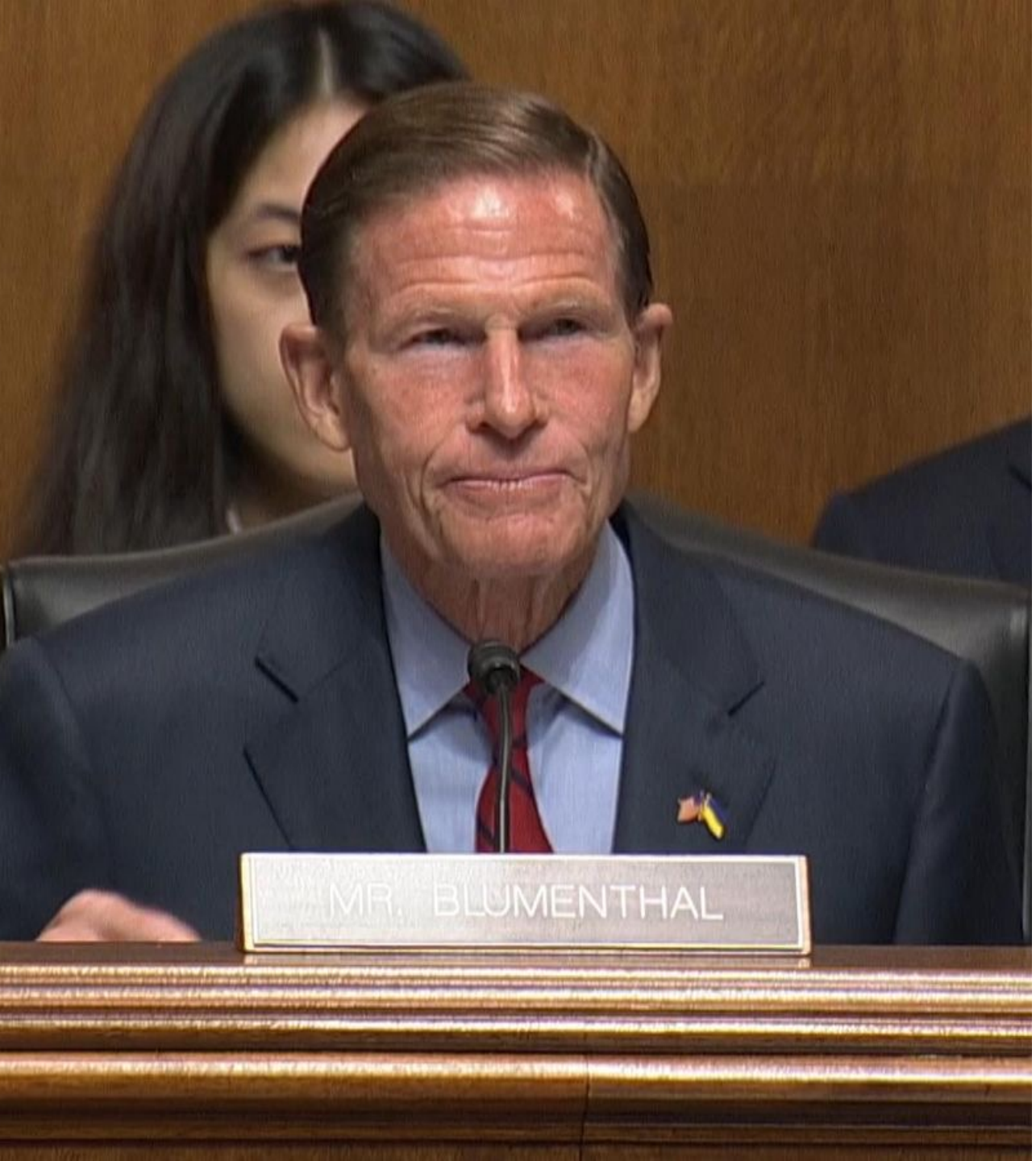
Oh and searching

Every time you click you teach the machine and those inputs get ever more holistic

WHAT NEXT FOR US?

Meetings / booking / personal assistants / Chat bots and sales conversations including phone calls

AI IS ALREADY APPEARING IN OUR TOOLS
Adobe Photoshop 2022
Neural Filters
AI filters
Wait list
Landscape Mixer
Custom
JPEG Artifacts Rem...
Style Transfer
BETA
Depth Blur
Color Transfer
Landscape Mixer
Super Zoom
Photo Restoration
Colorize
Noise Reduct...
Preserve subject
Harmonize subject
Sunset
Spring
Summer
Autumn
Winter
Output
Smart filter
Cancel
OK



OR PERHAPS TO GENERATE A VOICEOVER THAT IS JUST THE RIGHT TONE?

The senator opened the hearing by asking the chatbot: "How Richard Blumenthal would open this hearing?”

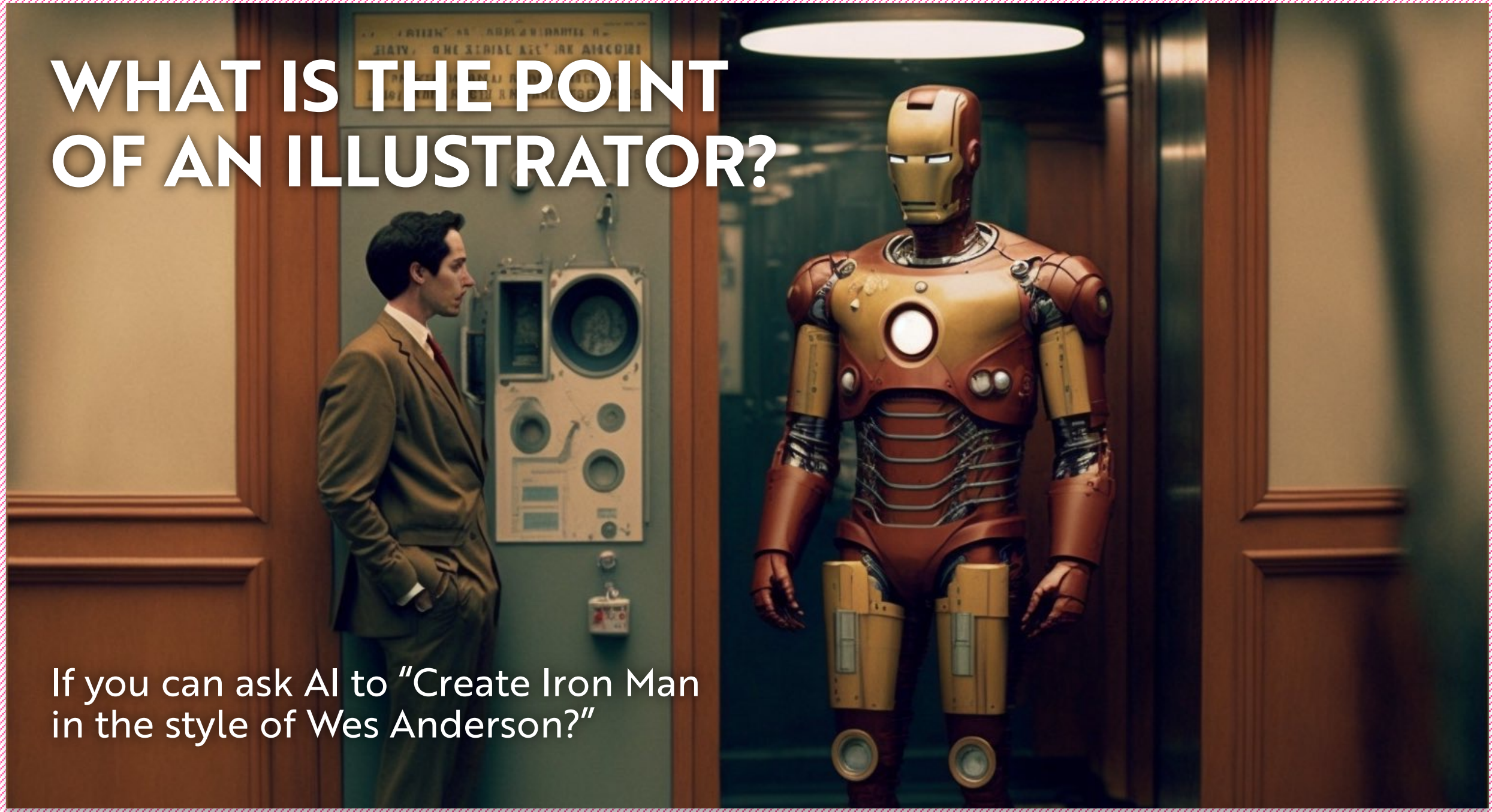
THIS IS HAPPENING NOW

This is worth repeating

LEADING TO

A BIG QUESTION

WHAT IS THE POINT OF AN ILLUSTRATOR?



If you can ask AI to “Create Iron Man in the style of Wes Anderson?”

OR PERHAPS CHARLES IN A DIFFERENT LIFE

THE POPE IN A PUFFER?

OR THE ALTERNATE CORONATION AFTER SHOW?

All these created by MidJourney

AND WHY WOULD ART DIRECTORS HIRE ILLUSTRATORS ANY MORE?

AI is cheap (free), copyright free, quick (instant), unique, always, on and available

Leading to a discussion on copyright

HOW DOES THIS AFFECT US ACADEMICS?

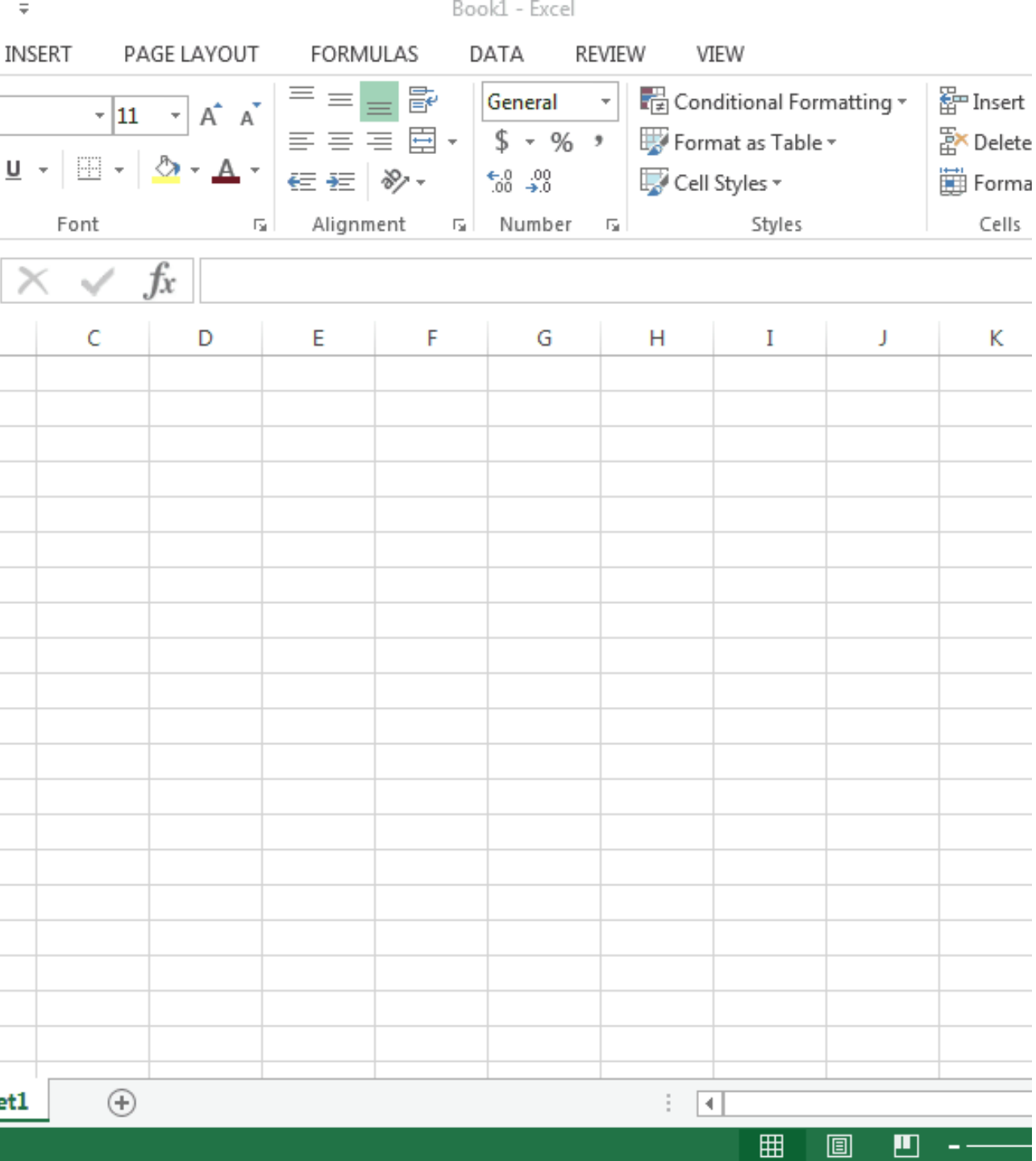
DON'T PANIC

BUT
DON'T HIDE UNDER A ROCK

THIS IS NOT
un·prec·e·dent·ed
un·pre·dict·able
A very over-used word

YOU WON'T BE RUNNING AROUND WITH A CALCULATOR IN YOUR POCKET, WILL YOU?

Everyone's Math teacher, circa 1990



THINK ABOUT ACCOUNTANTS AFTER THE BIRTH OF SPREADSHEETS

The number of accountants did not shrink but what they were able to do grew

OR DESIGNERS & PHOTOGRAPHERS AFTER PHOTOSHOP

Widens the arena and lowers the route to entry

“by hand” takes days rather than seconds

OUR MODEL SHOULD BE WIKIPEDIA

A great way to get a quick overview and deep links

But not to be trusted

Easy to be manipulated

TACTICS FOR ACADEMICS

1. Take AI out of the equation
2. Software
3. Know your enemy
4. Work with the tools

#1
TAKE AI OUT OF THE EQUATION

We do not mean ban it...

INTERVIEWS RATHER THAN ESSAYS

- I think these will become THE academic route
- Essentially we cannot now trust digitally written essays

EXAMS / TIMED BRIEFS / STUDIO SESSIONS

- Will become more prevalent and useful in education
- So perhaps we need more reliance on “exam conditions”
- Smaller but more often

"SKETCHBOOKS" AS EVIDENCE

We need a more continual, light touch assessment. Regular catchup sessions

We need to know our students and their work / progress. Curveballs should be evident

OUR RECRUITMENT NEEDS TO CHANGE

- Again we cannot trust anything written digitally

#2
SOFTWARE

I have some bad news

SOFTWARE ISN'T GOING TO BE THE ANSWER FOR A WHILE

- TurnItIn will no longer help - yet
- Detect Chat GPT is a thing, but it will always lag behind

BUT... AN AI WAR MAY BE LOOMING

Might Google and Bing penalise AI other than its own?

#3
KNOW YOUR ENEMY

Some better news

BE HONEST

About the use and existence of these tools

It is okay not to have all the answers – no one does

HAVE A PLAY

Know what signs to look for. Chat GPT blows your mind the first few times you use it

But then you see it is very similar every time

UNDERSTAND AI'S PURPOSE

Chat GPT is designed to lie. It is a bad student.

Mousavi, S. N., Abbasian, S., Khosravi, N., & Asemi, Z. (2022). **Timing of nutrient intake and exercise: A systematic review of current evidence and recommendations for future studies.** *Trends in Food Science & Technology,* 118, 47-56.

This academic paper does not exist

Fake page numbers

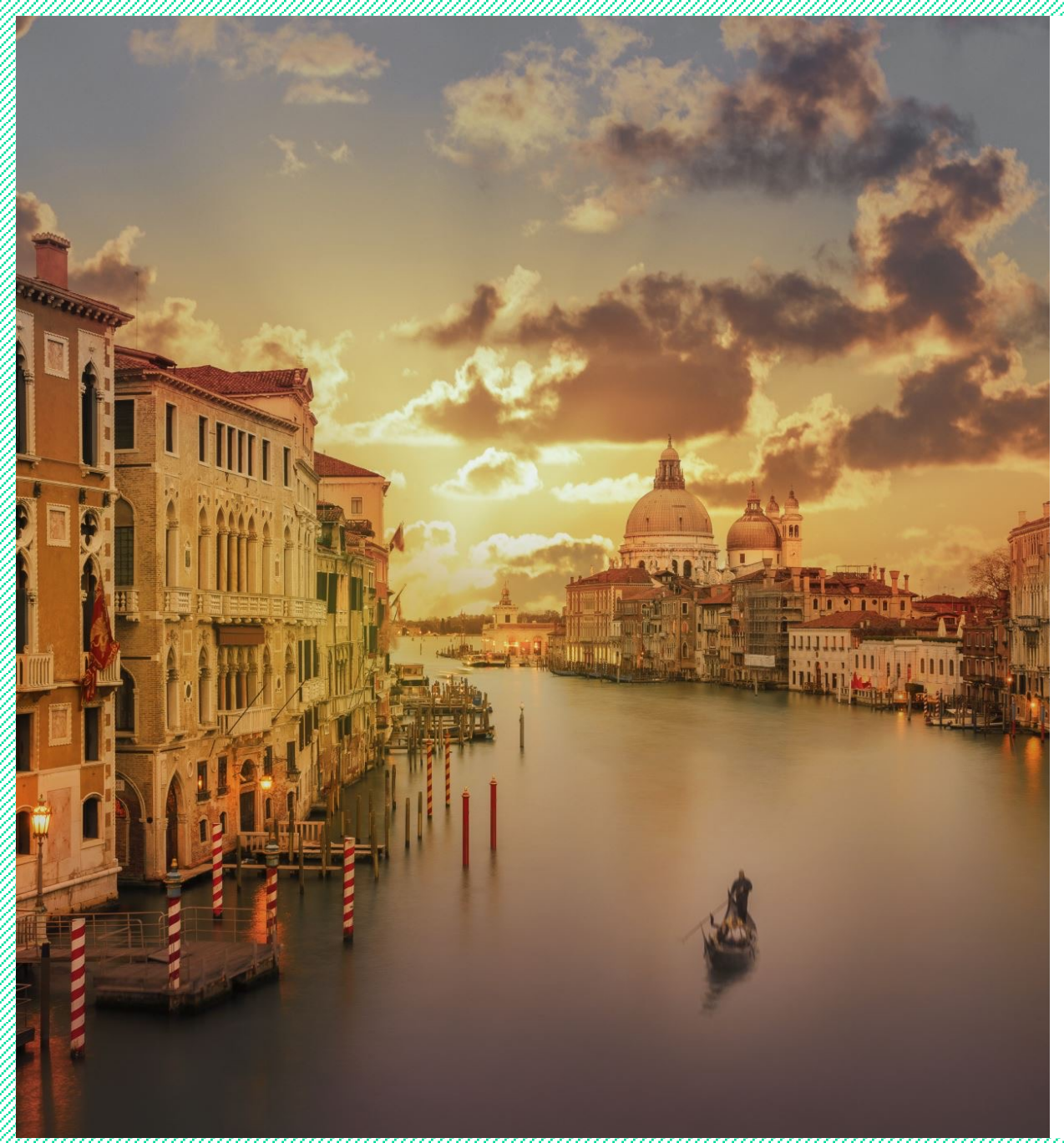
#4
WORK WITH THE TOOLS

The how and why

WE SHOULD BE TEACHING THE HOW

When to use AI / when not to (like we do with Wikipedia)

“A framework for learning”



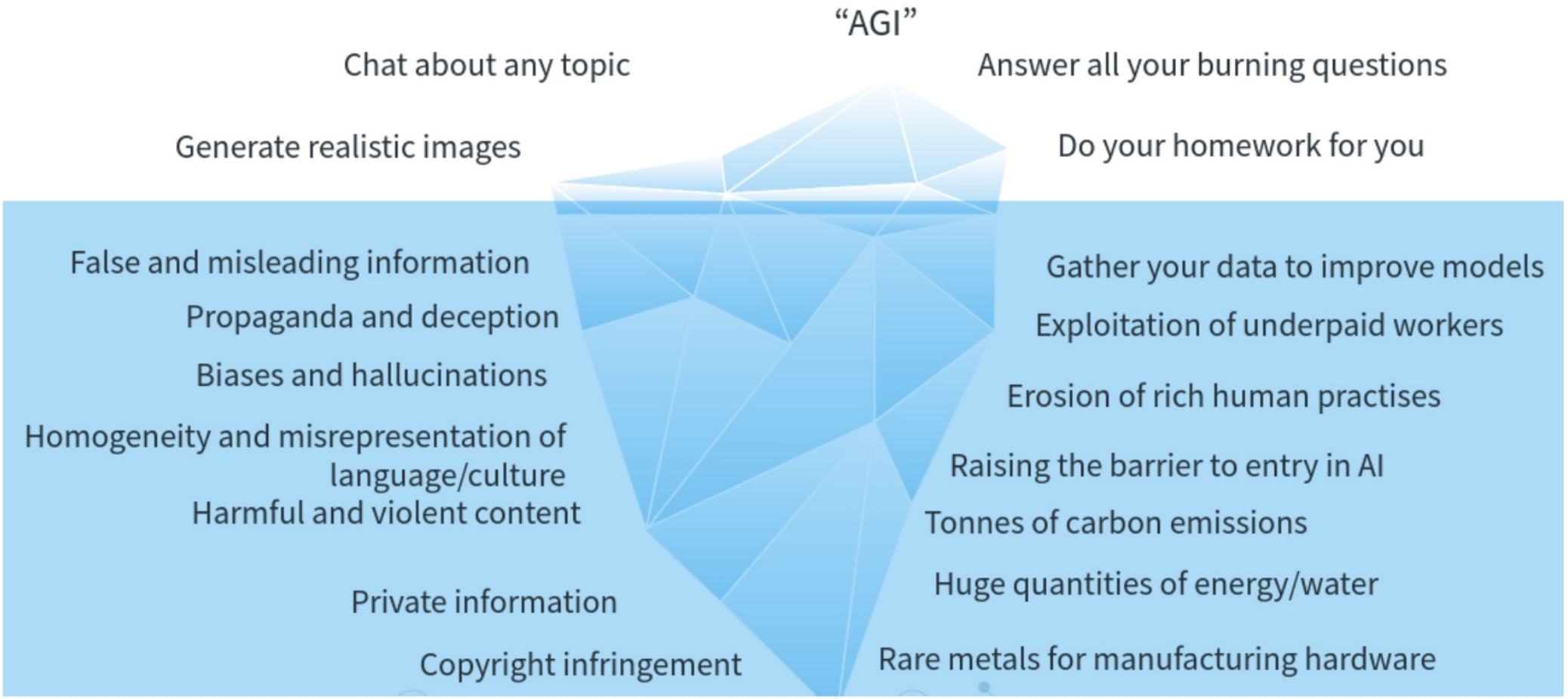
HOW TO GET THE BEST OUT OF AI

How it works

What is it for

THE PITFALLS AND ETHICS

WHO OWNS THE COPYRIGHT? WHO WINS AND LOSES IN SOCIETY



THE COMMERCIALS

“If [something] is free then you are likely the commodity”

THE DANGERS

Ask your family a secret question

WHERE NEXT FOR AI?

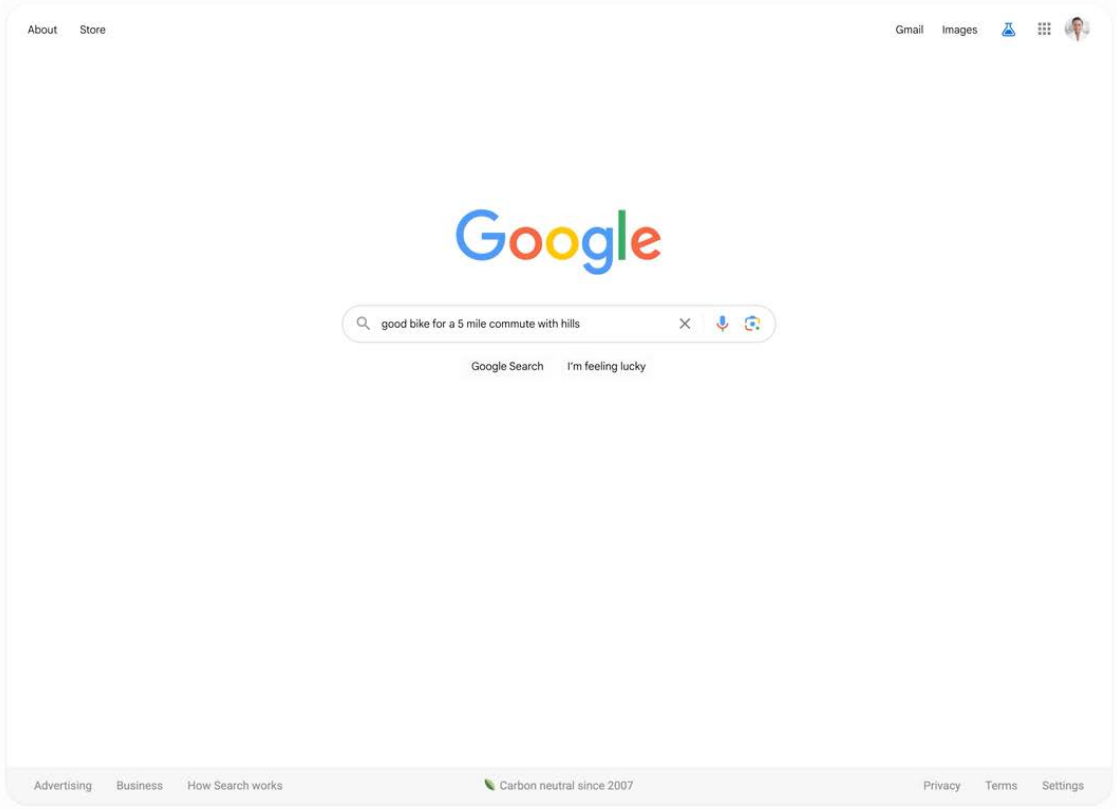
And for us?

To replace graphic designers with AI, clients will need to accurately describe what they want.

We're safe.

SHOULD DESIGNERS BE WORRIED?

Like accountants before us we can do more interesting things



SHOULDN'T WEB DESIGNERS BE WORRIED?

Google and Bing are embedding AI

So you need never visit a website
(we are already here with Siri)

AI WILL GET BETTER AND BETTER AT MIMICKING US

But it is a [sound mirror]

"Its a glorified spell check"

-Jon Bains

IF AI IS SO CLEVER

Why is it not solving problems for us?

Why is ChatGPT and generative AI okay for industry but not for education?

CONCLUSION

Our students are using these tools – they are digital natives
We need to play too – we can never know it all

Stop worrying and learn to love the bomb

WHAT DOES AI HAVE TO SAY ON THE SUBJECT?

Quite a lot actually....

WHAT ARE THE DANGERS OF AI FOR ART EDUCATORS? *ACCORDING TO BARD*

Artificial intelligence (AI) is rapidly developing and is already being used in a variety of ways in education, including art education. While AI has the potential to be a powerful tool for art educators, it also poses some potential dangers.

One of the biggest dangers of AI for art educators is that it could lead to the deskilling of art teachers. AI-powered tools could be used to create art, grade student work, and provide feedback, all of which are currently tasks that art teachers perform. If AI can do these tasks more efficiently and effectively than humans, it could lead to art teachers being replaced by machines.

Another danger of AI for art educators is that it could lead to a narrowing of the curriculum. AI-powered tools are likely to be most effective at teaching students how to create art that conforms to existing standards and expectations. This could lead to a situation where students are only exposed to a narrow range of art forms and styles, and where their creativity is stifled.

Finally, AI could also lead to a loss of human connection in the art classroom. AI-powered tools can provide students with feedback and instruction, but they cannot provide the same level of emotional support and guidance that a human teacher can. This could lead to students feeling isolated and disconnected from their art teachers and from the art community as a whole.

It is important to note that these are just some of the potential dangers of AI for art educators. It is also important to remember that AI is still in its early stages of development, and it is possible that these dangers will be mitigated as AI technology continues to evolve. However, it is important for art educators to be aware of the potential dangers of AI so that they can take steps to mitigate them.

Here are some things that art educators can do to mitigate the dangers of AI:

- Stay up-to-date on the latest developments in AI technology.
- Be critical of the claims made about AI in education.
- Develop strong relationships with their students.
- Create a curriculum that is broad and inclusive.
- Use AI tools in a way that enhances the learning experience, not replaces it.

By taking these steps, art educators can help to ensure that AI is used in a way that benefits students and does not harm the art education profession.

WHAT ARE THE DANGERS OF AI FOR ART EDUCATORS? *ACCORDING TO CHAT GPT*

As with any technological advancement, AI can present both opportunities and challenges for art educators. Here are some potential dangers to consider:

Replacing human art teachers: While AI can help automate some aspects of art education, it cannot fully replace the value of a human teacher. If schools rely too heavily on AI for art instruction, it could lead to a reduction in the number of art teachers or a decrease in the quality of art education.

Reinforcing biases: AI algorithms are only as unbiased as the data they are trained on. If the data used to train an AI system contains biases, these biases can be reinforced in the system's output. For example, an AI system that is trained on predominantly male artists may be less likely to recommend female artists to students.

Limiting creativity and experimentation: AI systems can be very good at predicting what will be popular or successful based on existing trends. While this can be useful in some contexts, it may discourage experimentation and risk-taking in art. If students are only encouraged to create art that fits within certain parameters, they may miss out on the opportunity to explore their own unique styles and ideas.

Ethics of AI-generated art: As AI-generated art becomes more prevalent, questions arise about the ownership and authenticity of such art. Who owns the copyright to a piece of art generated by an AI system? Is it ethical to sell AI-generated art as if it were created by a human artist? These questions will need to be addressed as the use of AI in art continues to grow.

Lack of emotional connection: Art is a deeply emotional and personal form of expression. While AI systems can mimic human emotions to some extent, they cannot truly understand the emotional impact of art on human beings. If art educators rely too heavily on AI-generated feedback or analysis, they may miss out on the important emotional connections that can be formed between teachers, students, and their artwork.

SOME AI TOOLS WE USE

Transcripts > IBM Watson / LALA / OpenAI / Firefly

Music > LM – Google generative music

Images > Cariyon / StarryAI / Midjourney / *Remove.bg / Runway / Adobe*

Voices > Siri / Revoicer – voice overs with emotion

Copywriting > ChatGPT / Bard