

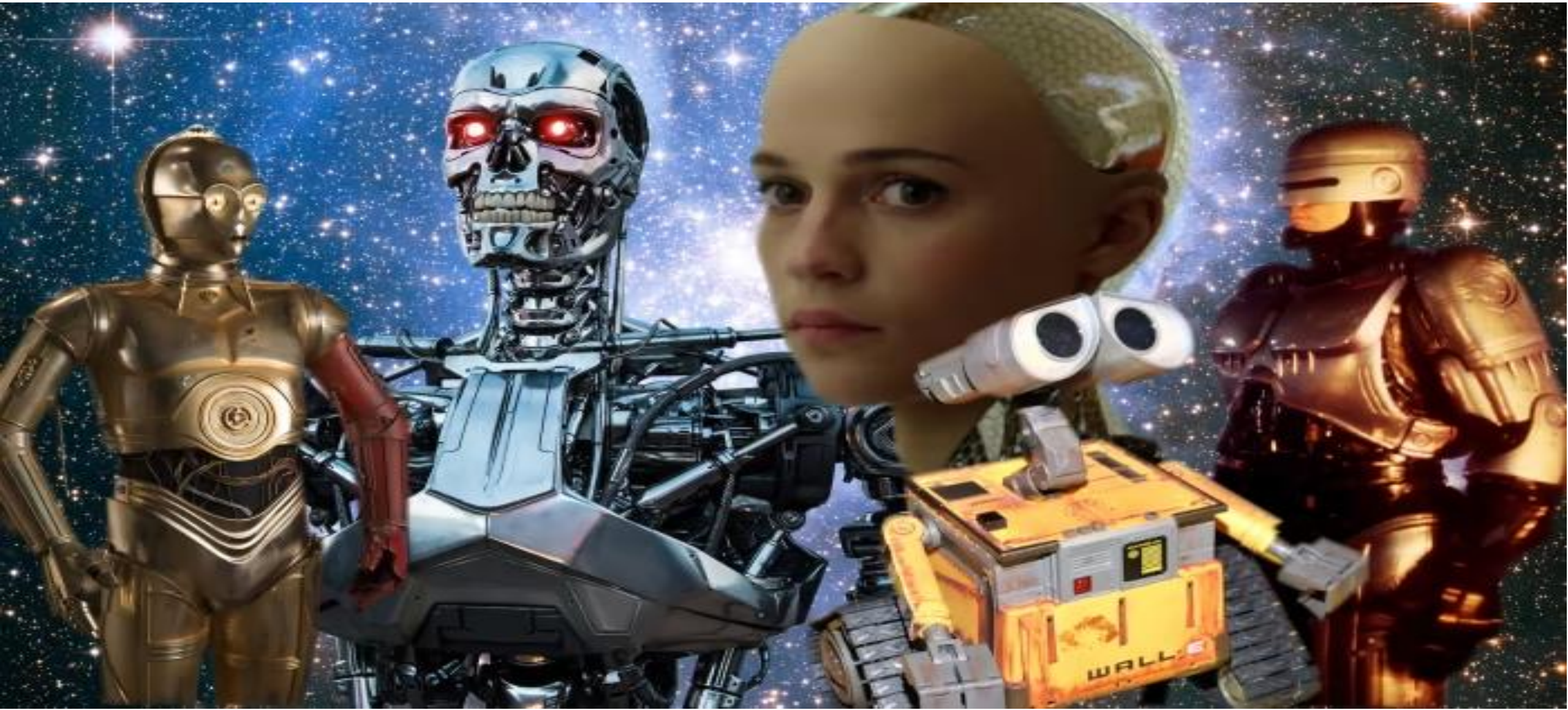
# Generative AI and its impact on Creative Education: Thought Piece

*Professor Melanie Gray*





# Generative AI ...content from intelligent machines





# Heading into the unknown: the intersection of Generative AI and Creative Education

AI is transforming Advertising and Communications

As boundaries between technology and creative expression blur, then educators, students, and practitioners are navigating uncharted territories.



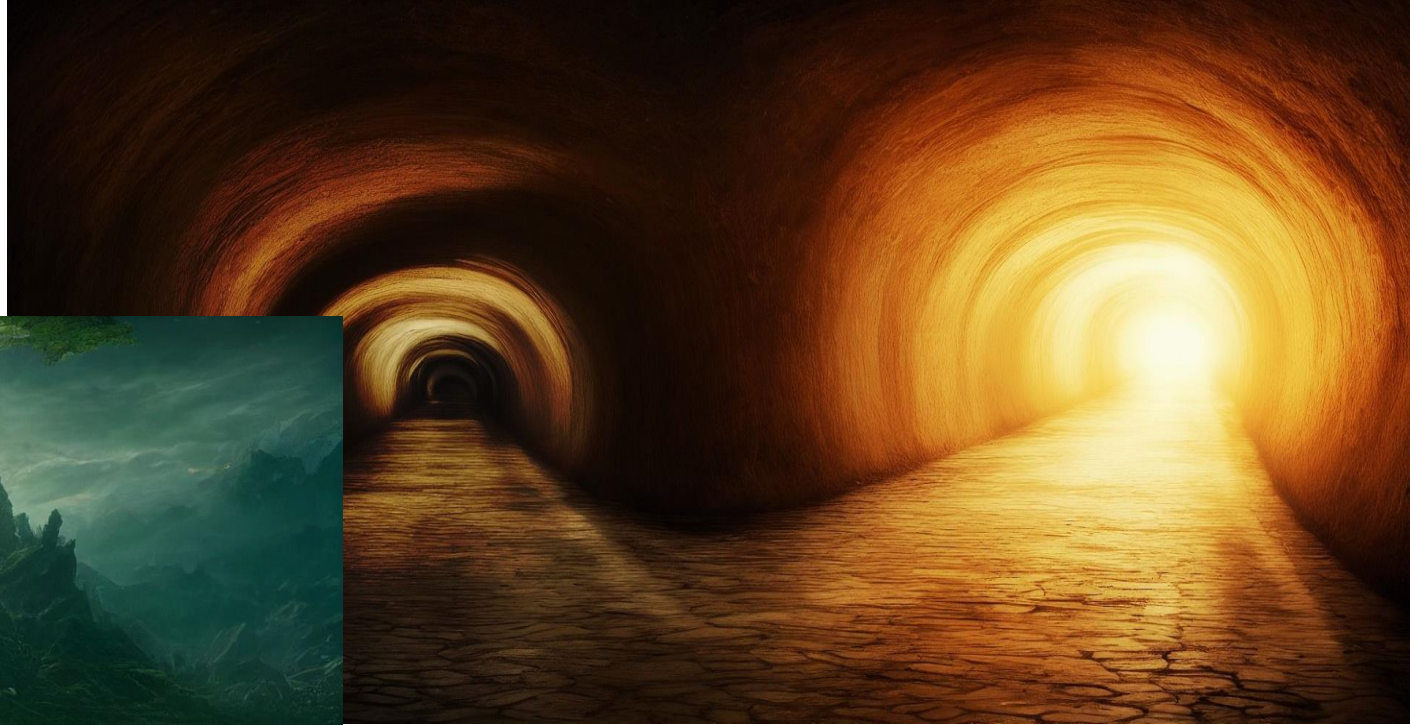
Image created by a prompt in DeepDream asking for a photo of fashion models on a catwalk in the style of Vivien Westwood with frogs in the design



creators within the CC Creative Community were encouraged to use [AI tools](#) to imagine what the world would look like without wildlife



# Benefits of AI to Creativity





# Thank you for participating & Creating Real Magic!

The contest winners will be announced soon.  
Check out artwork submitted to the competition  
below.

More magic will be coming your way, keep an eye  
out!

[Contact Us](#)



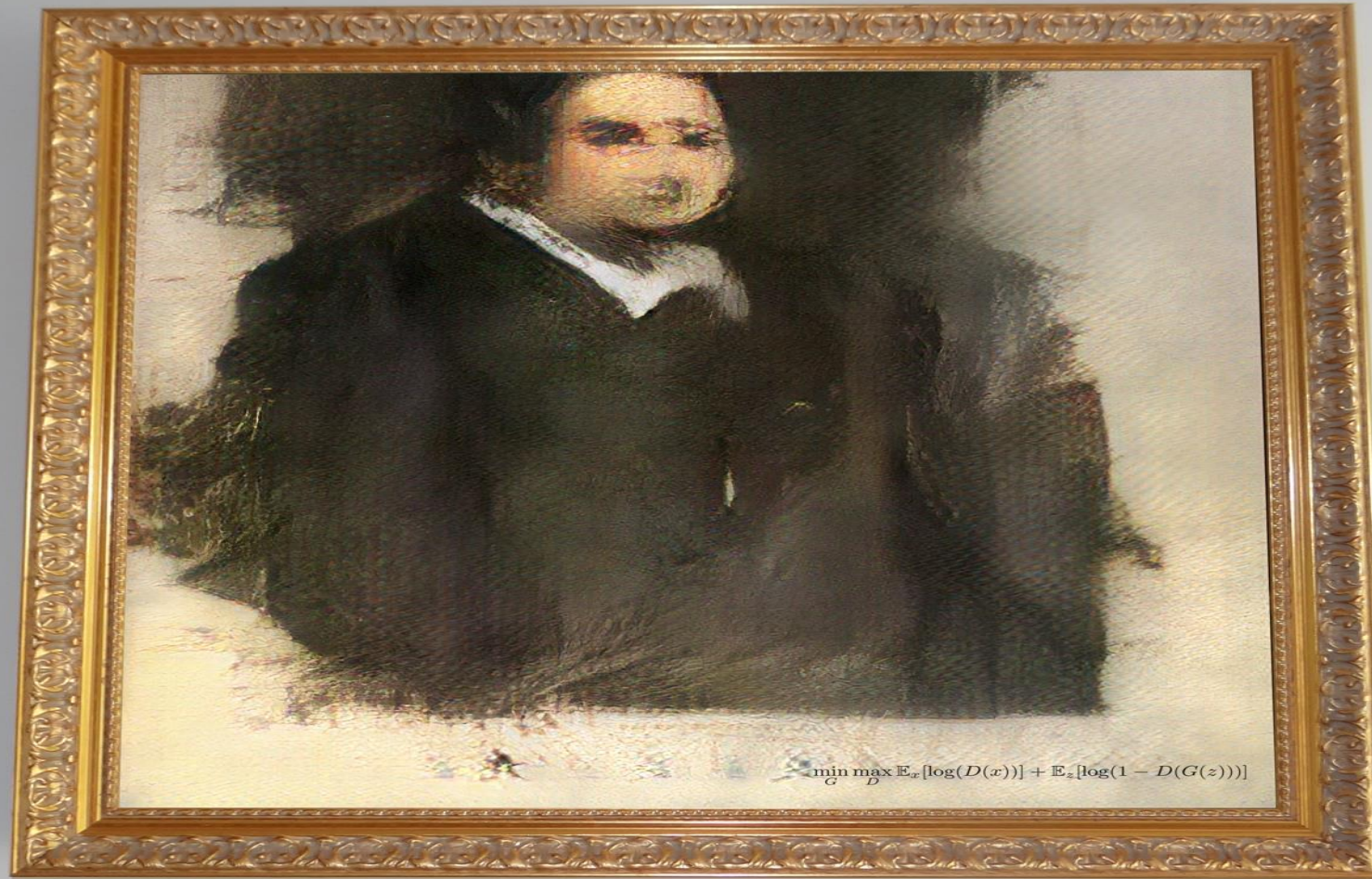
# Challenges of AI in the Creative disciplines

*Generative AI will undoubtedly be transformative for our industry, but it is vital that it is used in an ethical, responsible, and legally compliant way.*

*12 Guiding Principles on using GenAI*

*Richard Lindsay, Director of Legal & Public Affairs,  
Institute of Practitioners in Advertising*





*Portrait of Edmond de Belamy, a work of art made by Obvious art collective, which was generated through AI, and sold in 2018 at Christies auction house for \$432,500*

A side-profile view of a BMW 8 Series car, which is covered in a vibrant, abstract digital art pattern. The pattern consists of various colors like orange, yellow, blue, and white, applied in a painterly, textured style. The car is set against a dark background.

THE 8: artificial  
intelligence turns car  
into digital artwork





*"I've heard amazing creations that AI has made of music that sounds like something that I would have written, that sounds like me, and some people would be convinced that I did it, that I sung it. And it will continue to get better. How do I feel about that? I feel that regulations need to be put in place around essence and likeness ASAP."*

**Will.i.am**

American rapper, singer, songwriter, and record producer

# The Evolving Role of Educators in the AI landscape

Educators in creative disciplines find themselves in a transformative role as they navigate the integration of AI into their teaching practices and assessments.

In education, we must face the emergence of AI by discussing and debating the issues, and working through effective ways to include it in our teaching.





# So...what do we think

It is clear that the impact of AI on higher education in advertising and communications disciplines is enormous

It will be a complex journey littered with ethical, legal, and moral dilemmas.

*But hasn't that been the path with all advances in technology.*

By fostering a balance that preserves artistic integrity, addresses ethical considerations, and promotes collaborative possibilities, we can prepare the next generation of creative minds to thrive in an AI future.

**Otherwise, what's the option. Machines really will take over the world.**