

# SUMMARY

## Artificial Intelligence in Collage Creation for Pühaste Brewery

Generative art is a new visual field that has grown exponentially during a short period of time, yet is shrouded by much confusion. The development of artificial intelligence has been fast, but society and users haven't caught up with it yet. There is a lack of clear laws and a common understanding that would make this an art form that is relevant and offers a wide audience. The thesis at hand gives an overview of the working process and potential problems of generative art, as well as the ethical and legal use of artificial intelligence. Its effects on us, our creativity and whether AI generators are creative, are examined. Although there are strongly opposing views and attitudes among artists, AI generative art has found its way into visual media. In this thesis, the application of generative art in different projects in both Estonia and abroad are observed.

In the second part of the thesis, the use of images created with artificial intelligence in digital collages is described. For this, the use of the artificial intelligence program Midjourney and the development of digital collages are investigated. As a practical product, four images have been made with digital collage technology. They have been made as an order for Pühaste Brewery, who will use it in their beer can designs. In addition to the product (beer can with a label), the images have been made into large format prints that are observable as separate art pieces.

When used responsibly and consciously, artificial intelligence is an excellent tool for artists. Artists should not feel threatened when they adapt and use artificial intelligence in their creative work while remaining ethical in its use. The artist is precisely the one who gives a generated image a background system and meaning, because the generated images, in and of themselves, might not possess any kind of value. Therefore, we cannot consider artificial intelligence creative, for, without a human, it does not wish to create anything. Artificial intelligence was successfully applied with the publishing of the first generators both in creative projects, as well as commercial works. The largest design agencies immediately utilised this in their work flow and, considering the novelty of the medium, others will likely start doing so as well.

Today there are no unequivocal laws that apply to the use of generated images. Because of this, such digital collage technology was chosen for the creating of the ordered works that reduce the amount of problems in relation to possible new laws, since the contribution of the artist into these works is considerable.

In the practical part of the thesis the possibilities of using AI-generated images as base material for digital collages were investigated. A potential difficulty that can be brought out is the unpredictability of results. While generating images, the actual result in mind is not always reached. Furthermore, a successful attempt does not necessarily have a correlation between time elapsed and the quality of the accomplished result, which was an important aspect of this work. Therefore, the author may need to make a choice as to whether, to accomplish the desired result, it would be more reasonable to photograph the images or find them from photo banks, draw them or give up on the idea altogether. In addition to this, artificial intelligence is still in a developing phase, because of which there are problems with generating realistic details. For example, hands and feet are deformed and writings illegible. On the other hand, the unpredictable results may have a positive effect, creating new ideas and being a kind of kindling for creativity. New perspectives and details may bring new ideas and influence the overall result in a positive way. Considering the goals of the work at hand, only materials generated by artificial intelligence were used in order to understand its aptitude and problems at the current moment. By combining generated images with other visual materials, the process can be faster, more creative, aesthetic and enjoyable for the artist.

As a practical work, four digital collages were made, which will be used in the beer can designs of Pühaste Brewery. Constant communication with the client enabled taking their wishes into account and receiving quick feedback. The client was very satisfied with the work and cooperation with the brewery will continue. At the same time, using artificial intelligence does not exclude using traditional techniques of making collages. The development of artificial intelligence in recent times has been very fast. Being informed about these updates has been challenging, because new information has been added almost daily. I think that, overtime, this medium will be adapted to and it will become just another part of our digital toolbox. With the application of laws and restrictions regarding artificial intelligence, using it will become significantly clearer and commonly understood.