

SUMMARY

This thesis is a practical project, resulting in the creation of a visual novel-style game titled “Sanatorium for the Mentally Ill”. The aim of the work was to use various AI tools (such as image, sound, and text models) to create the necessary game elements and to describe the process of making the project. The development process was documented as an autoethnographic process diary (2024–2025), which I analysed through critical incidents and general inductive approach.

In the first chapter, I explained how I used AI tools in creating the game. When generating images, selecting the right model and conducting thorough preliminary work proved crucial for achieving a consistent visual style. If there is a clear goal and style, materials need to be generated within a short time span to maintain consistency. It is also important to recognize when a model's outputs are no longer suitable, to close the chat window, and to start again with relevant materials. AI was especially helpful to me in music creation, as I lacked expertise in that area.

Through the analysis of critical moments, three key insights emerged. Choosing the right model made the entire workflow smoother and made me approach different models more critically. The rapid development of AI forced me to accept that perfection is unattainable and that I must avoid falling into the trap of endlessly refining material. Finally, I realized that generating content required less physical creation from me and more of a focus on seeing the whole.

General inductive method showed that AI-generated content demands constant oversight and editing, which made me more vigilant in this regard. Additionally, there were issues with maintaining consistent content. Grouping different materials and generating content within shorter timeframes helped address this. When using AI to alter text, I had to ensure that my own voice wasn't lost and guide the model to preserve it.

Over the course of the project, my role as an artist shifted into that of a project manager. My physical act of creation decreased, but my conceptual vision and ability to perceive the whole increased. The artist does not disappear, rather, their role, in collaboration with AI, shifts to compensate for the tool's shortcomings.