

How Generative AI Is Changing Creative Work



- Production infrastructure for designers, writers, and media producers



- Creatives become directors of AI systems, not just tool users



- **Promise:** faster iteration, broader exploration, new creative possibilities



- **Tension:** efficiency versus originality, craft, and job roles



- **2026:** 86% of creatives use AI; only 10% see positive industry impact

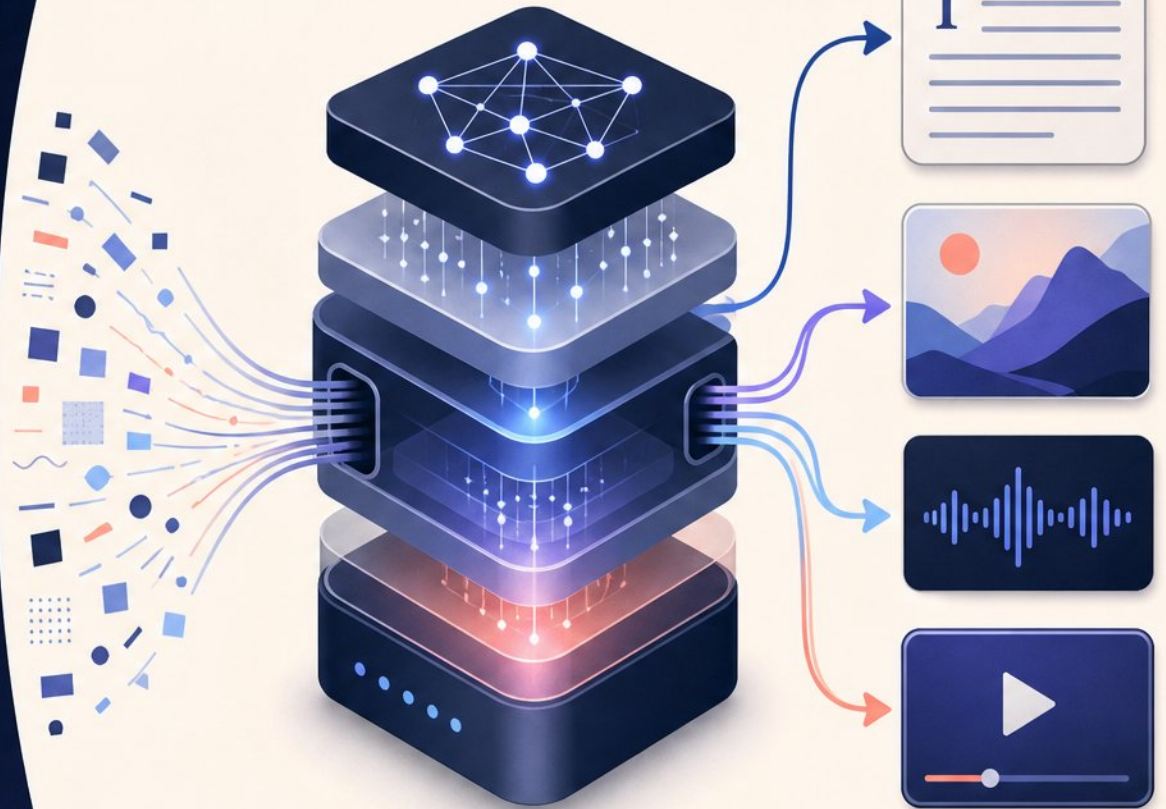


- **Takeaway:** choose tools deliberately, build guardrails, direct AI without losing your voice



What Generative AI Actually Does

- Creates text, images, audio, and video by learning patterns from training data
- Prompting is the new creative input, replacing the blank canvas
- Strong at concepting, drafting, variation, style transfer, and localization
- Weak on real-world constraints, editorial judgment, and consistency
- Treat models as workflow components, not creative replacements



The New Creative Workflow

- Iterative co-creation replaces linear handoffs
- AI assists brief synthesis, research, moodboarding, and drafting
- Roles shift toward curation, prompting, and evaluation
- Parallel exploration compresses weeks of pre-production into days
- Taste and judgment gain value as production costs fall



Essential Tools for Creative Teams

- Map tools by category: image, video, text, audio, multimodal
- Evaluate output quality, style control, licensing, workflow fit
- Figma AI for product design; Firefly for commercial-safe imagery
- Midjourney for concept exploration; Canva for high-volume assets
- Runway for video; stack 2–3 tools to avoid fatigue

IMAGE



Great for
visuals,
illustrations,
and mood.

VIDEO



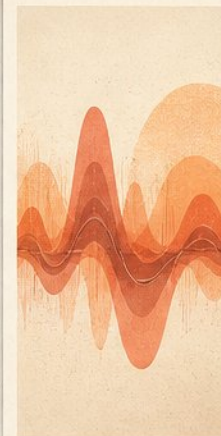
Bring stories
to life with
motion and
sequence.

TEXT



Craft messages,
copy, and
brand voice.

AUDIO



Enhance with
sound, music,
and voice.

MULTIMODAL



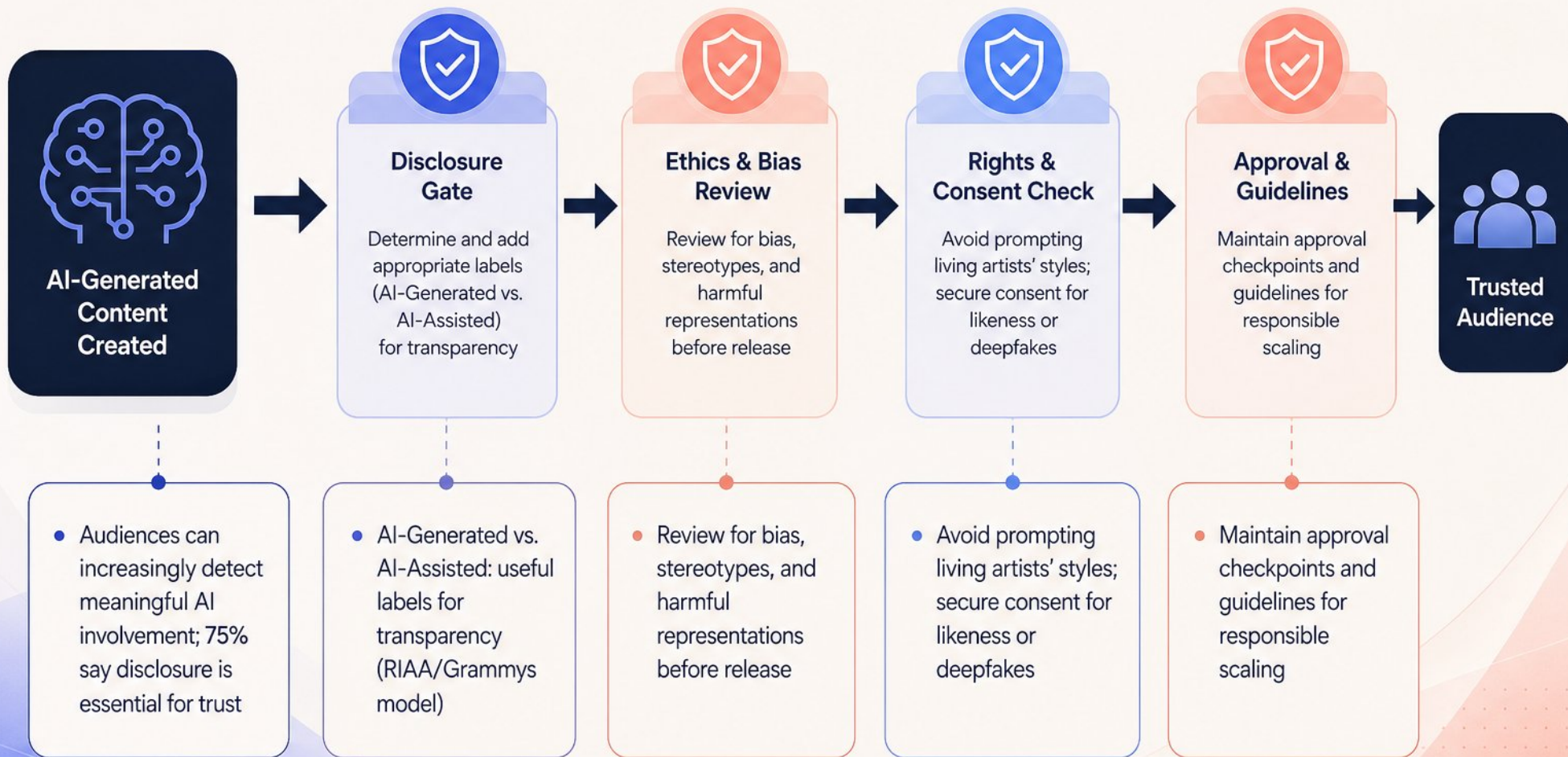
Combine modes
to unlock richer,
richer outputs.

Copyright, Legal Risk, and Commercial Safety

- Human authorship is required: AI-generated visuals lack copyright protection in the US
- Ask the key trio: Do we own it? Does it infringe? Do our contracts cover it?
- Lawsuit risks persist; vendor indemnification terms remain widely variable
- Escape prompting pitfalls: avoid known artists, trademarks, or specific characters
- Employ documented human review and provenance records for safe deployment



Disclosure, Ethics, and Brand Safety



Rethinking Craft, Originality, and Creative Identity

- Homogenization fear is real: AI can mimic style, not judgment
- Risk: convenience skips the practice stage where taste develops
- Use AI for structure, never for identity or personal stories
- Your creative signature: judgment, process, and provenance
- Decide stage-by-stage what to accelerate and protect



From Assistant to Creative Director

- Creative work is being redirected, not eliminated
- AI UX Designer is now the #1 fastest-growing AI role
- Senior creatives become directors of AI systems
- New roles: creative technologist, AI content strategist
- Hire for craft fundamentals plus AI fluency, not tool name-dropping



Building a Responsible AI Practice on Your Team



- Create simple operating principles that fit your culture and risk tolerance



- Set up lightweight human review for public-facing work



- Document AI use for clients, legal teams, and internal accountability



- Maintain an approved-tool list with a clear evaluation process



- Start small: run a 30-day pilot on one low-risk project

REVIEW CONSOLE



HUMAN REVIEW

A team member reviews this asset before it goes live.



APPROVAL TAGS

Meets brand, legal, and compliance standards.



TOOL PERMISSIONS

Only approved tools were used to create this asset.



Adoption Realities and the Ambivalence Gap



- 75% of marketers use or experiment with AI; 46% of users started in the last six months



- Adoption driven by market pressure, not enthusiasm



- Biggest barriers: skill gaps, integration, and data privacy



- Human-created content is emerging as a premium differentiator for 75% of creators



- Address the ambivalence gap with honest team conversations



AI-Native Workflows in Practice

- Brief synthesis to animatics in 48 hours
- Models make the first pass; humans direct and judge
- Bottleneck shifts from production to taste
- Quality control built in at every stage
- Orchestration layer matters more than single tools
- Junior creatives become cultural scouts and tech guides



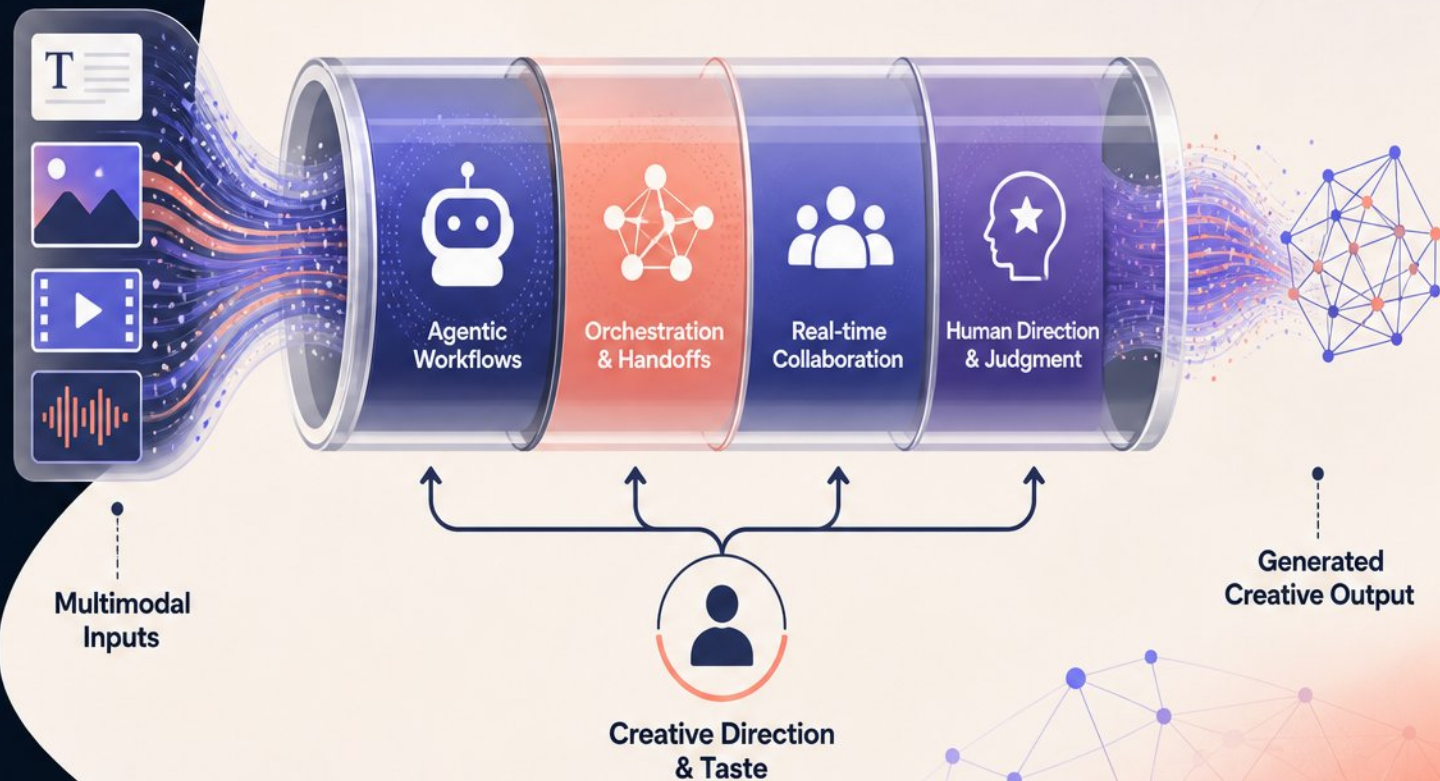
Keeping Your Creative Voice

- AI copies output, not judgment, relationships, or lived experience
- Your creative signature is distinct from any single product
- Start with your own ideas; add personal stories for authenticity
- Use AI for structure, not identity
- Run unaided checks to keep your taste and skill sharp

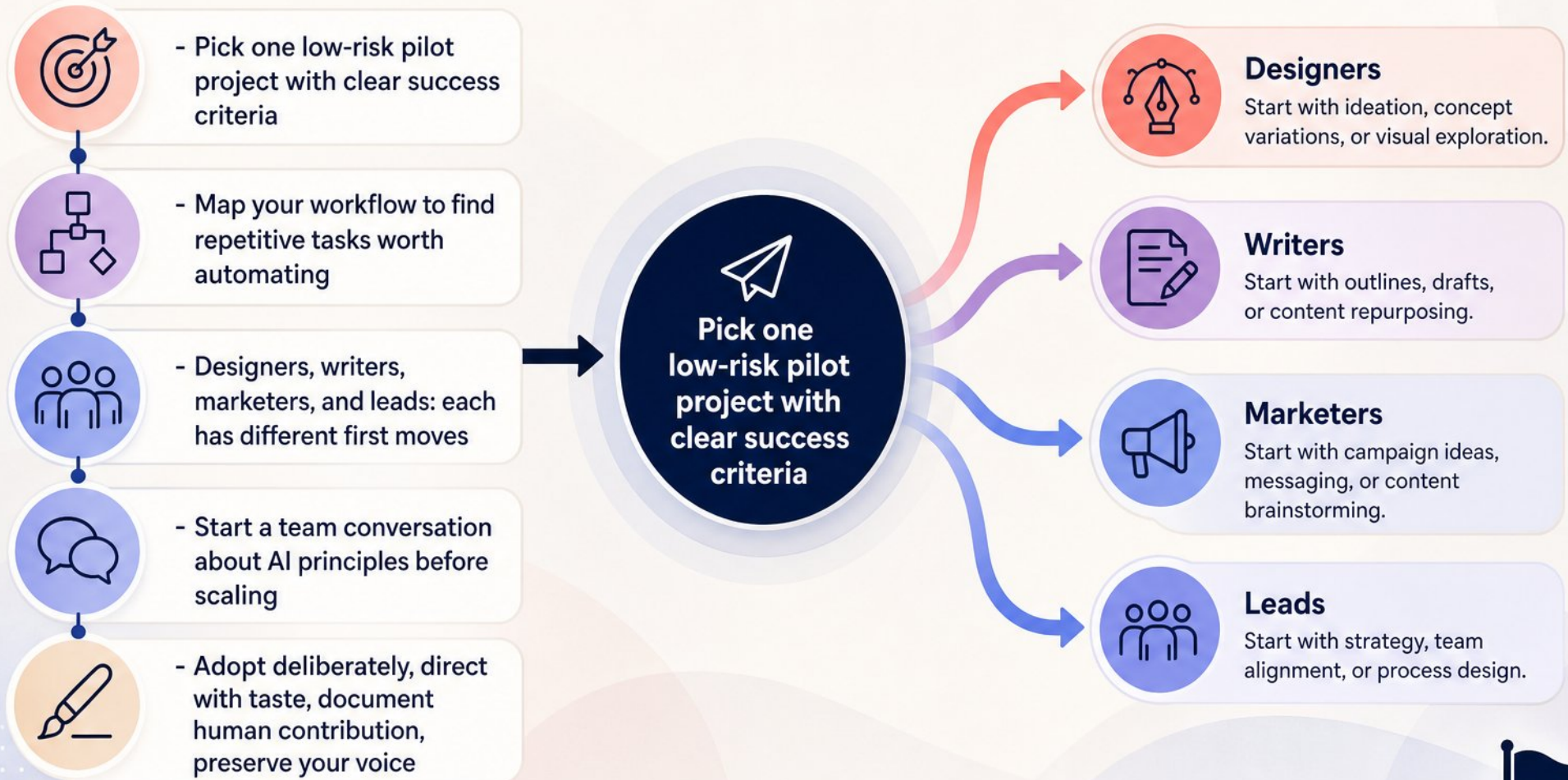


Where This Is Headed Next

- Agentic workflows will handle production tasks, freeing creatives for judgment
- Real-time collaboration across teams will become standard practice
- Multimodal generation will merge text, image, video, and audio into one fluid medium
- Expect pressure on budgets and talent models as adoption accelerates
- Adaptability and taste will matter more than mastering any single tool



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PersonWise.

PersonWise • AI digital-human course platform



Scan the code or click anywhere to watch this course live, with voice Q&A

personwise.ai/t/f0ac8d94/public