

AI AND CREATIVITY

New image-creation tools such as Midjourney and chatbots such as ChatGPT, as well as the rise of NFT artworks and the evolution of terms such as cryptocurrency and Web3, have prompted fundamental questions in the broader artworld about creativity, originality, intellectual property, and even the status of humans in making art.

This critical making class delves into these topics by inviting students to use an array of AI-driven tools within the context of the cinematic arts. We will work with tools for creating and altering still images, moving images, and text, and we'll explore how and where these images are shared and experienced.

The use of these tools will be contextualized within a broad investigation of artificial intelligence: What is it? Where did it come from? Where is it used? What are its structural inequities? And how does it relate to – or threaten – creativity? We will also examine the historical context of AI and algorithms in relation to artmaking; consider the philosophical implications of AI; and investigate the ethical considerations that these tools raise.

The class mixes lectures, guest artists' visits, hands-on making workshops, and outings to museums and galleries. Come explore the intersections of human and machine!

Tuesdays | 4 units
6-9 p.m. | SCA 110
Holly Willis

Readings

Main Text: James Bridle, **Ways of Being: Animals, Plants, Machines: The Search for Planetary Intelligence**, 2022.

+ assorted essays on machine learning, intellectual property, and the history of AI-informed art and media.

Assignments

- Four AI-assisted still image and video assignments, with brief critical reflections.
- Take-home midterm, based on readings, lectures, artists' visits, and critique of AI tools.
- Final portfolio with final image project, along with any other image-based assignments.

Outcomes

- Students will leave this course able to:
- create still and moving images using a series of AI tools;
 - practice forms of critical making that integrate theory and practice;
 - critically contextualize AI creativity tools with regard to power and access;
 - historicize, interpret, and discuss contemporary moving image art practice;
 - and consider their work as artists and theorists at the intersection of artificial intelligence and creativity, IP, and collaboration.

Questions?

Get in touch!
Holly Willis:
hwillis@usc.edu
@hollywillis
hollywillis.com