

Artificial Intelligence in Arts and Culture

Assignment Guidelines:

This task challenges students to critically analyse how Artificial Intelligence transforms the arts and culture sectors, including art creation, curation, preservation, and media production. Students are expected to examine generative models, computer vision, and machine learning tools, evaluating their impact on human creativity, authorship, ethical debates, virtual experiences, and AI-driven business models across creative industries.

Submission Format:

- Type: Detailed Project Report (Individual Reflective Report)
- Font: Times New Roman, Size 12, Double Spaced
- Word Count: 3000 – 4000 words
- Submission Deadline: To be announced by the respective professors

Assessment Criteria:

- Understanding and application of AI concepts relevant to arts and culture – 20%
- Critical analysis of AI applications in creative and curatorial contexts – 25%
- Use of academic literature, ethical frameworks, and cultural case studies – 20%
- Strategic insight, business model innovation, and quality of recommendations – 25%
- Structure, academic writing, presentation, and APA referencing – 10%

Mandatory Sections:

- Title Page
- Table of Contents
- Abstract
- Introduction
- Literature Review
- Methodology
- Findings
- Discussion
- Conclusion
- References
- Appendices

Assignment Task – Choose ONE of the following written assignments:

Option 1: Generative AI, Authorship, and Ethics in Art Creation

Analyse how generative AI models (such as Generative Adversarial Networks [GANs], diffusion models, and large language models) transform artistic production and redefine traditional concepts of authorship. Your paper should:

- Recognise and address major ethical, copyright and governance issues such as algorithmic bias, consent for training data, and the ‘black box’ problem in AI-generated art.

- Contrast classic human compositional workflows with co-creative, human-AI collaborative methodologies in visual arts, music composition or filmmaking.
- Analyse examples of AI-generated art projects that have been both recognised as successful and publicly controversial concerning copyright or authorship conflicts.
- Outline a model of responsible governance and creative protocol that can guide cultural organisations and artists working with AI tools.

Option 2: Digital Experience Innovation and AI-Driven Business Models in Cultural Institutions

Investigate how galleries, libraries, archives, and museums (GLAM) leverage AI to curate virtual exhibitions, personalise visitor journeys, and unlock new revenue streams. Your paper should:

- Discuss the trade-offs between physical cultural engagement and interactive digital/virtual spaces (e.g., AI-curated virtual galleries, interactive installations).
- Discuss the role of machine learning, computer vision, and recommendation engines in influencing audience engagement, accessibility, and curatorial choices.
- Explore global examples of cultural institutions or media companies (e.g., contemporary museums, digital archives, music platforms) that have leveraged AI business models effectively.
- Propose a strategic roadmap for traditional cultural institutions looking to transition towards AI-driven virtual spaces and personalised visitor experiences.

Option 3: AI in Media Production, Curation, and Cultural Preservation

Evaluate how automated AI tools optimise workflows in filmmaking, music production, content curation, and historical artefact restoration. Your paper should:

- Discuss the role of computer vision and natural language processing in digital archiving, artefact restoration, and media auto synthesis.
- Evaluate the effect of predictive analytics and automated content tagging in driving consumer engagement against the threat of homogenization in cultural production.
- Critique case studies of creative enterprises working with AI for content restoration, automated media generation, or smart curation.
- Provide a unified strategic framework to align AI implementation with cultural heritage preservation, economic viability, and artistic integrity.