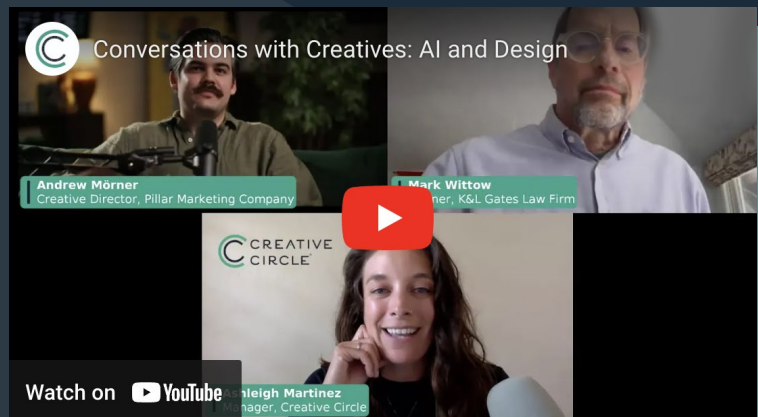


# AI, Art, and the Law: 16 Things to Know

Creative Circle hosted two expert panelists for an engaging webinar in March 2024 exploring the ways artificial intelligence is revolutionizing graphic design, plus the associated legal implications.

We've collected takeaways from the webinar below. [Watch the full replay](#) to see our panelists demonstrate these concepts live on screen!



The webinar and this asset contain general information about artificial intelligence legal issues and developments in the law for informational purposes only. Creative Circle is not providing official legal advice on any particular set of facts, circumstances, or situations you may find yourself in.

# Andrew Mörner

## Benefits and limitations

- 01 AI's biggest benefit to creative work: It "turns up the nozzle," working through ideas and iterations very quickly. Prompt-writing helps creatives learn to very accurately describe what they're envisioning.
- 02 AI has limitations, too. It's not truly original or creative — as all of its output is based on existing work — and it can't be used for every single step of the creative process. It's just a helpful partner!
- 03 Creatives should be careful not to become too dependent on AI. To produce great work, it's still very important to learn the underlying principles of graphic design, writing, or any other creative specialty.

## How will AI impact the creative job market?

- 04 AI is both elevating and leveling the playing field in creative work. Creatives may no longer be able to rely on technical skills as their top differentiator. Be open to change and learning!
- 05 AI may replace some jobs, but the world will always value unique, creative humans who master their crafts. Employers will seek candidates who utilize AI but can still walk them through each deliberate step of the creative process, from concept to completion.

## What are the best AI tools to use?

- 06 Midjourney v6 is Andrew's top tool for image generation. DALL·E 3 via ChatGPT is his #2, while Photoshop's generative AI is excellent for painting.  
To get started, check out the [Midjourney Quick Start Guide](#). Andrew's top tips include:
  - Start with short prompts, working your way up to longer prompts.
  - Ask for images to be created in version 6 and "style raw."
  - Use the Vary Region tool to fix specific aspects of an image.
  - Use Turbo mode for a faster experience.
- 07 For text generation, Andrew prefers Claude 3 to ChatGPT due to the more professional, succinct, and accurate answers.

## Where can I learn more?

- 08 Andrew recommends these YouTube channels:



[AI Explained](#)



[Sebastian Kamph](#)



[Two Minute Papers](#)



[Matt Wolfe](#)



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## What is copyright law?

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U.S. copyright law aims to balance the rights of a) creators to have their works protected and to commercially benefit from them, and b) the public to enjoy the work.

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If you own a copyright for a work, you have the exclusive rights to reproduce it, distribute copies, prepare derivative works, and perform/display it publicly.

## What can be copyrighted?

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Artists can receive copyright protection for individual works, but not their style or their full body of work.

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For a work to be copyrighted in the U.S., it must possess “some minimal degree of creativity” and have some human involvement. Something created only using AI cannot be copyrighted.

## AI tools and copyright law

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When creating with AI, it's important legally to make sure you don't create a direct or close copy of an existing copyrighted work. From a professional and ethical point of view, you can be influenced by another artist's style, but it is best not to directly ask an AI tool to create work for you in the style of another artist.

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If you feel that your work has commercial potential, you should [register it with the U.S. Copyright Office](#). You can do it online, you don't need a lawyer, and it will provide you with great leverage if you feel your work has been illegally copied.

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More than a dozen major legal cases are pending challenging AI providers' use of various works protected by copyright and other laws. These are in the early stages of litigation; it's unclear what the rulings will be.

## Where can I learn more?

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Mark recommends:



[What Can AI Art Teach Us About the Real Thing?](#)

(Adam Gopnik, The New Yorker)



[Copyright and Artificial Intelligence](#)

(U.S. Copyright Office)



[Generative AI Has an Intellectual Property Problem](#)

(Harvard Business Review)



[Generative Artificial Intelligence and Copyright Law](#)

(Congressional Research Service)