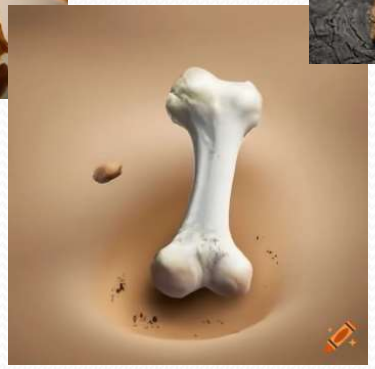
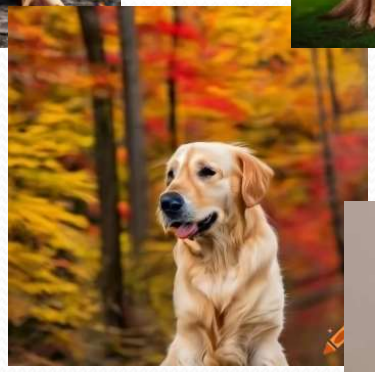
# AI

## A Question of Ethics

- **Artificial Intelligence (AI) is rapidly working its way into image creation**
- **It is likely to have an impact on photography**
- **It will be used in the production of graphics**

# What is an AI image?

# Imagine a large brown dog chewing a bone under a tree in your backyard

# Possible use for AI

**Upon seeing the first daguerreotype around 1840, the French painter Paul Delaroche (1797-1856), declared:**

***"From today, painting is dead."***

**AI generated images will eventually co-exist with other forms of visual communication**

**Since the beginning of photography there has existed the question of ethics**

# What represents TRUTH?

**All photographs are accurate, none of them are the truth.**

Richard Avedon

**Let's look at some photographs that stretch the truth!!**

# Death of a Soldier
# Frank Cappa

**Flag-raising on Iwo Jima - Joe Rosenthal**

**The Great Depression - Dorothea Lange**

**Frank Hurley**

**A composite of six negatives**

**The modern equivalent of the truth manipulation shown in the previous examples is Artificial Intelligence (AI)**

**Photographer Boris Eldagsen and the image he created using AI, “The Electrician.”**

**Winner world's first Artificial Intelligence art award at the Ballarat International Foto Biennale, 2023**

Annika Nordenskiöld

THE SHIFT

# *An A.I.-Generated Picture Won an Art Prize. Artists Aren't Happy.*

"I won, and I didn't break any rules," the artwork's creator says.

Give this article

1.5K

Jason Allen's A.I.-generated work, "Théâtre D'opéra Spatial," took first place in the digital category at the Colorado State Fair. via Jason Allen

**Image editing software includes increasing levels of AI**

**The question is:**

**Can we use AI in photography?**

**If so how?**

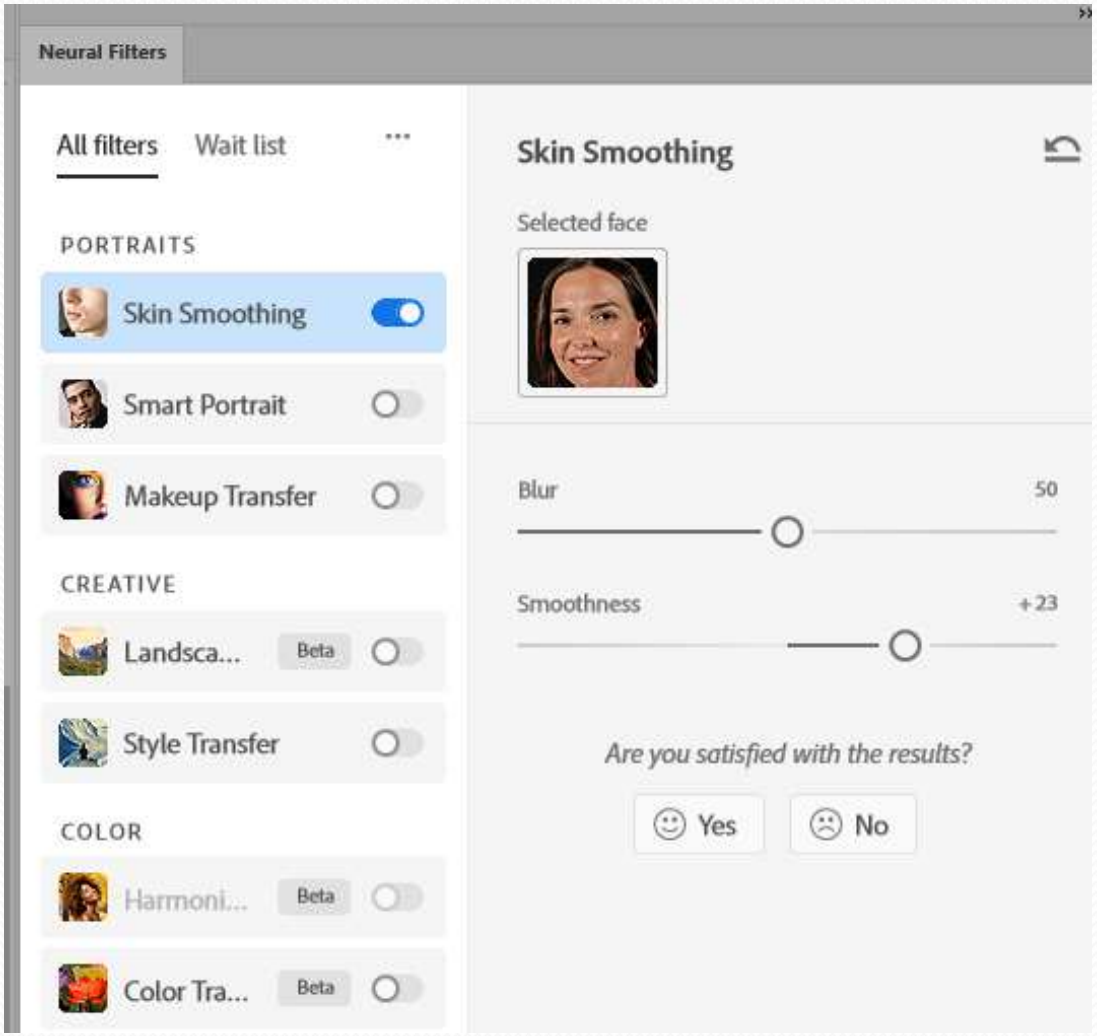
**A log cabin in the forest with smoke coming out of a chimney and a foggy background**

**Portrait of a young girl with red curly hair**

**Cows in a field with early morning mist in the background**

# The latest versions of Photoshop include a lot of AI

- Neural Filters
- Generative Expand
- Generative Fill
- New Remove Tool


Neural Filters
All filters
Wait list
PORTRAITS
Skin Smoothing
Smart Portrait
Makeup Transfer
CREATIVE
Landsca...
Beta
Style Transfer
COLOR
Harmoni...
Beta
Color Tra...
Beta
Skin Smoothing
Selected face
Blur
50
Smoothness
+23
Are you satisfied with the results?
Yes
No

# Our morals and ethics will determine how we use AI

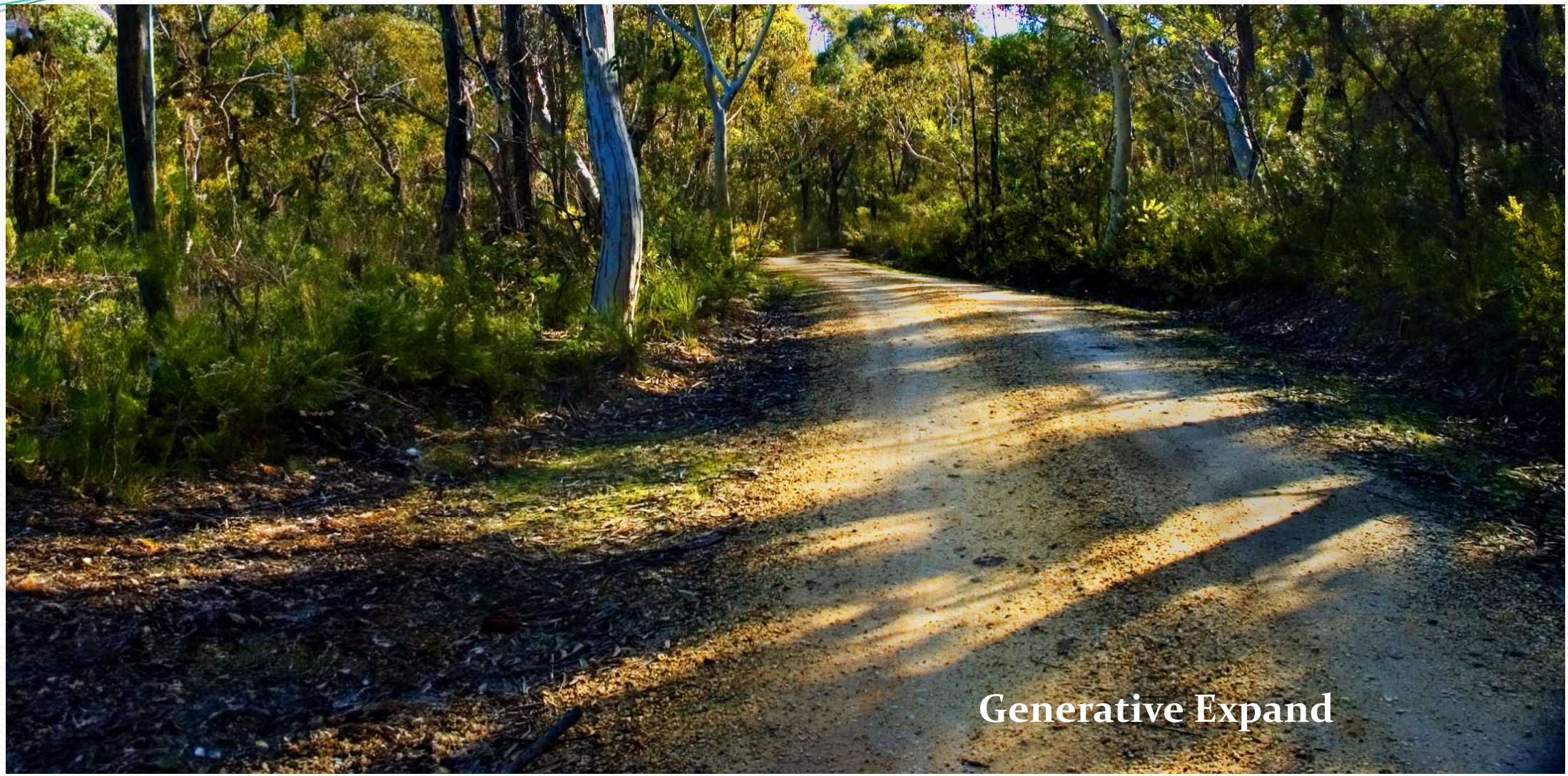
**Let's consider some examples of the use of AI in photography**

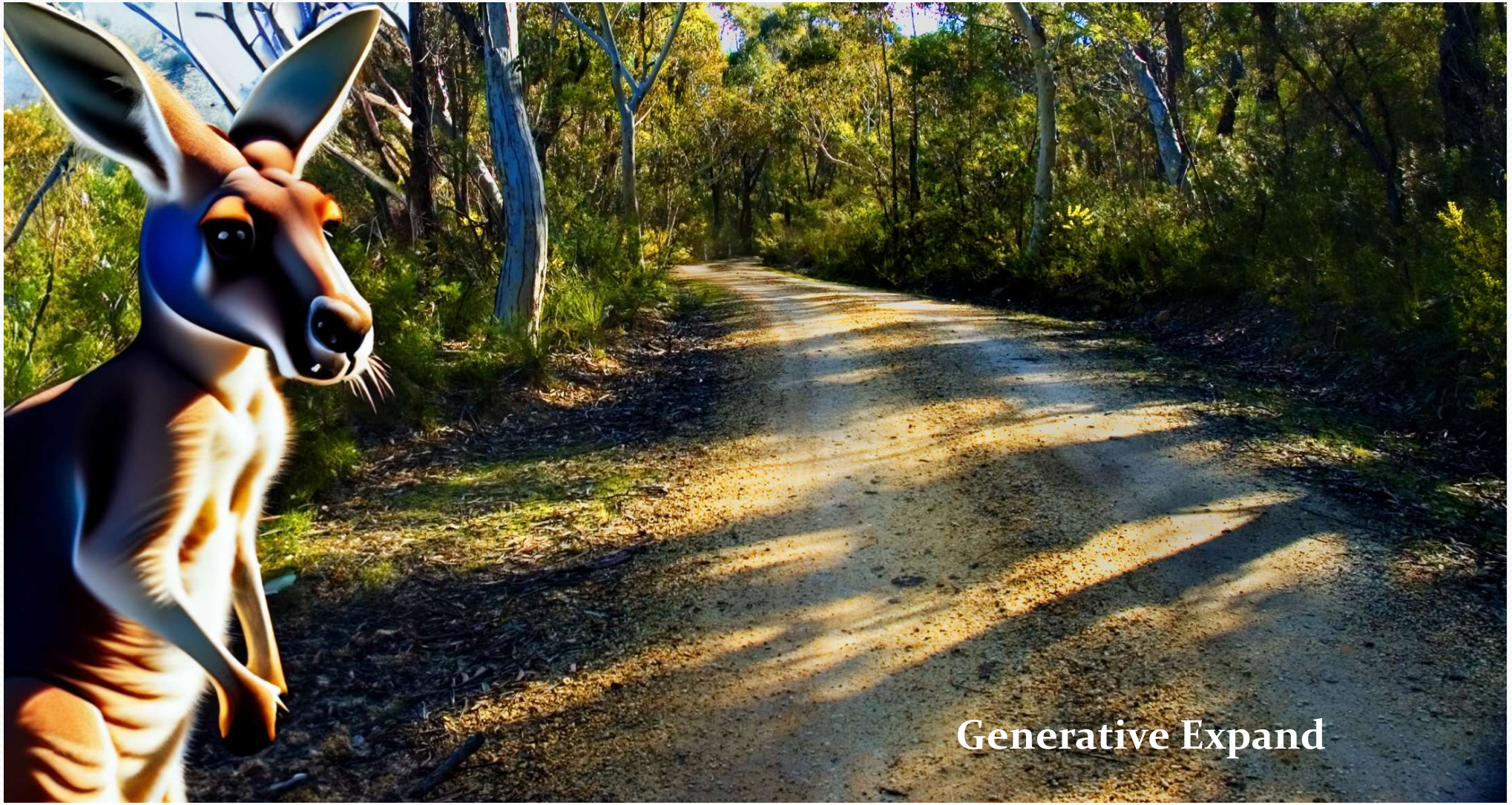
# Generative Fill and Expand

Text prompts go here

Click here to start

Remove Tool


Generative Expand


Generative Expand

Generative Fill

Generative Fill

Remove Tool

Remove Tool

Remove Tool

# Definitions

**Photograph** - means a piece of visual communication produced by conventional means through the application and capture of light.

The word photograph is to be the preferred term for describing visual communication created by the use of light.

# Definitions

**Image** - means a piece of visual communication created by drawing, compositing, mixed media or AI, without the direct use or capture of light.

The use of the word image is to be discouraged in respect to photographs.

# Definitions

**Composite** - means a piece of visual communication created by combining visual elements from more than one source, to create a single piece of work.

In terms of photography this means combining photographs, or parts of photographs, created by the photographer.

# Definitions

**Process** - means applying tools and techniques to improve the appearance a photograph. This action may include cropping, altering tone or colour saturation, sharpening and such.

The introduction of material not created by the photographer is not part of acceptable photographic processing.

# LCCP AI Policy

**Photographic work displayed within our club shall be subject to the following policy.**

**As it can be difficult to assess the use of AI, it is left to each member to apply their own set of morals and ethics, when creating photographic work.**

# LCCP AI Policy

**The policy is aimed at:**

- **maintaining the integrity of traditional photography**
- **differentiating photography from other forms of graphic or digital visual art**

**In no way is it intended to stifle creativity or imagination in the making of photographs.**

# LCCP AI Policy

1. **Photographs displayed at the club shall be wholly the work of the photographer.**

2. **Photographs displayed at the club shall show evidence that the original capture was carried out by the use and application of light.**

# LCCP AI Policy

3. **AI tools and processes can be used, provided they are used to enhance the photograph and do not materially add or alter content.**

4. **Composite photographs are acceptable, provided all the subject matter used was created by the photographer.**

# LCCP AI Policy

5. **The use of AI to give a photograph a painterly quality is acceptable, provided the content of the photograph only includes input from the photographer.**

# LCCP AI Policy

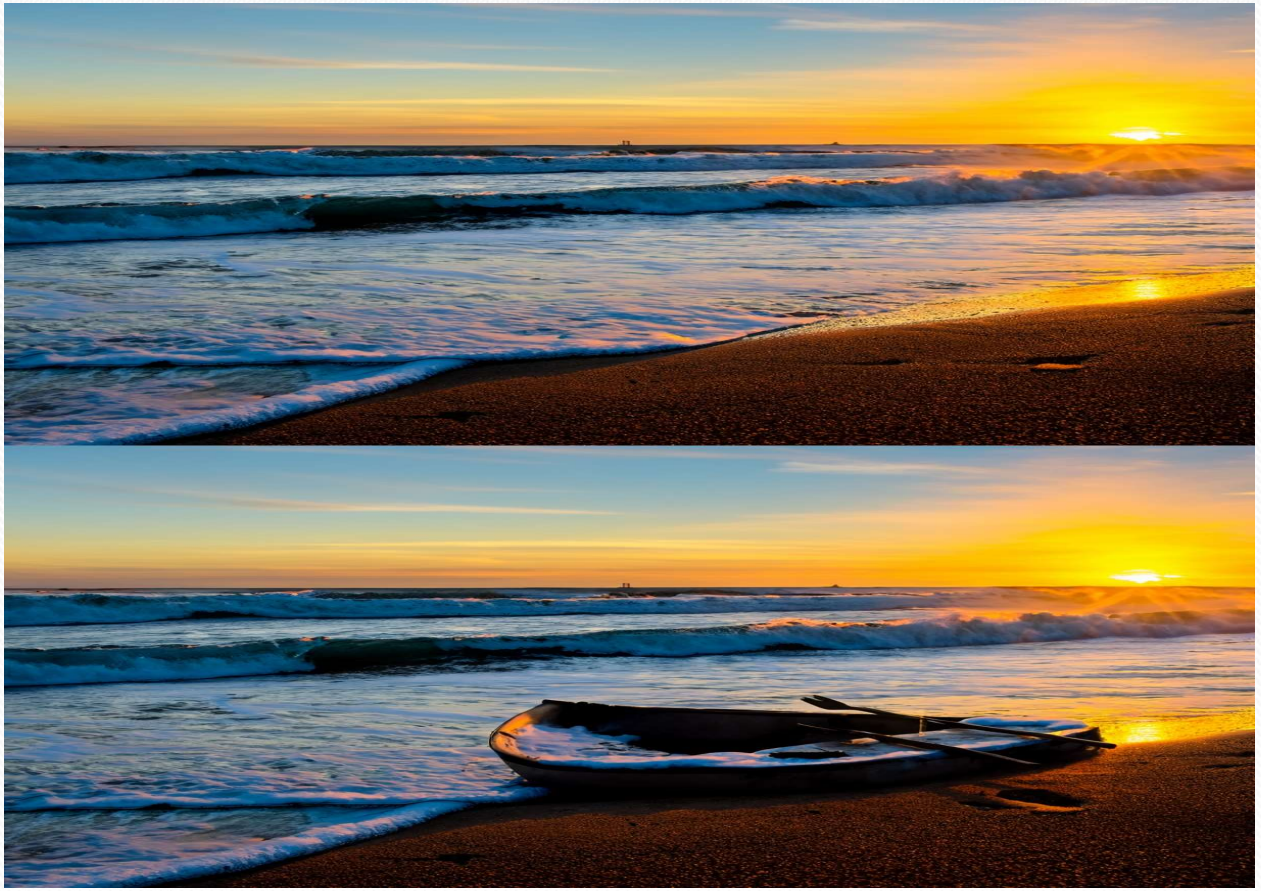
**Let's look at some examples to see how the Policy applies.**

**First let's start with something not quite according to Policy.**

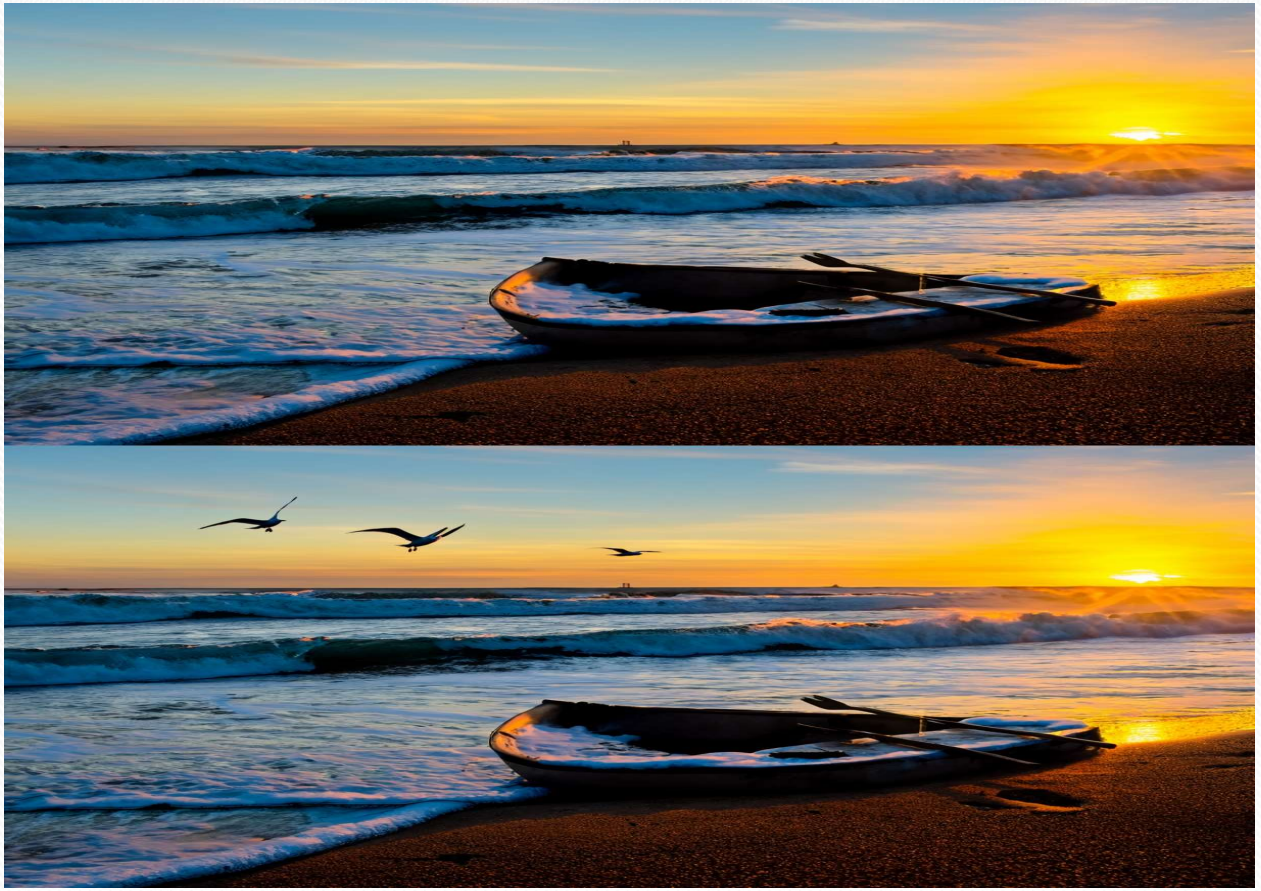
# Using Photoshop, start with a blank canvas

# A beach with large waves at sunrise

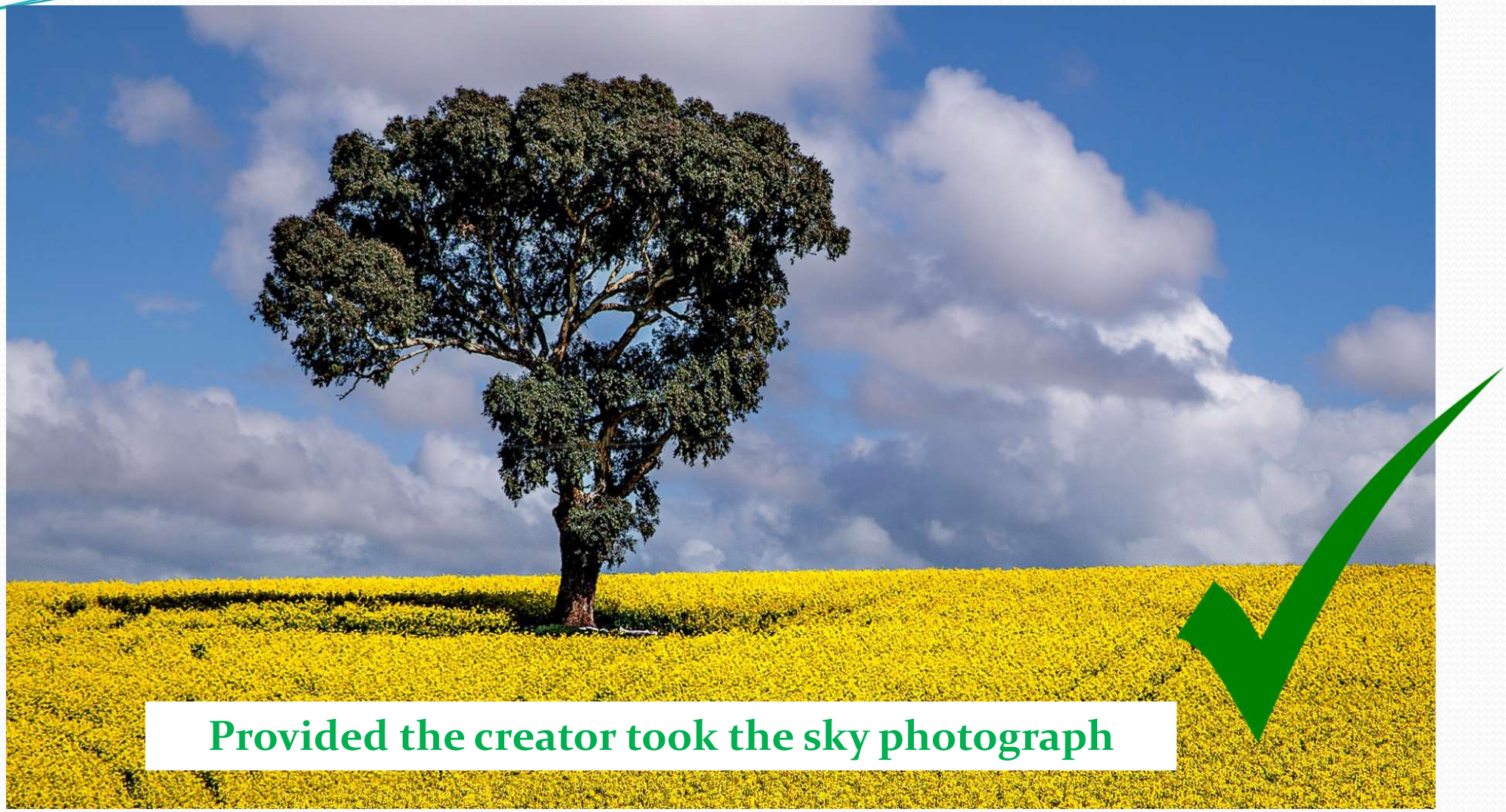
# A row boat



# Seagulls flying



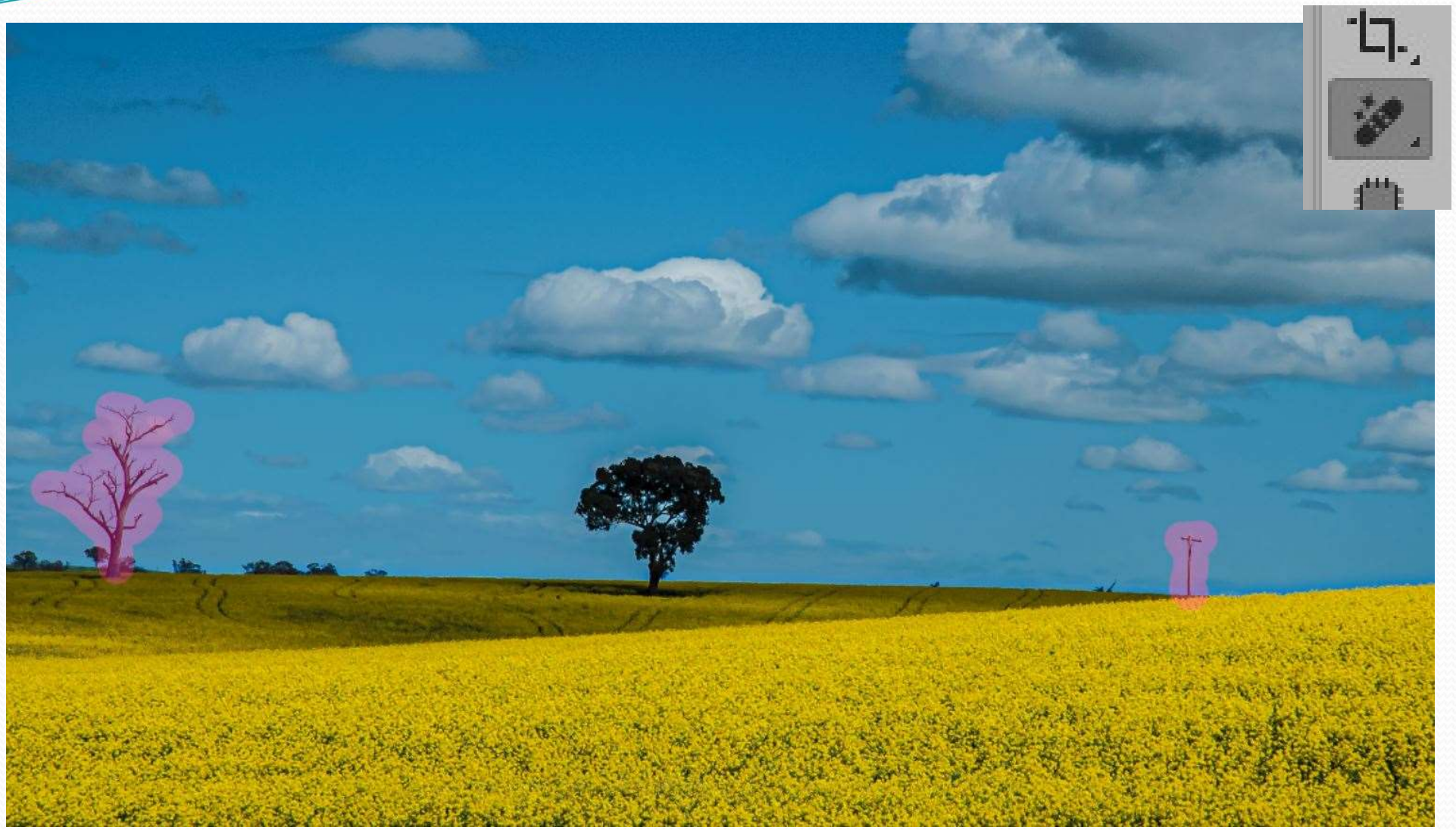
# A fisherman with tackle


Provided the creator took the sky photograph

OK if the balloon was photographed by the creator

OK if the lamp was photographed by the creator

# A polar bear on a unicycle and some seagulls



**Generative fill used to create an oil painting effect**

**Generative fill used to create an oil painting effect**

# AI

- **Has arrived**
- **Is here to stay**
- **Challenges traditional photography**
- **Creates a new form of visual communication**

**It up to us as photographers to decide how we use it based on our ethics and morals**

**To treat AI as a new creative medium is OK**

**To use it as photography is NOT OK**

**Always be able to say, with hand on heart, I made this photograph.**

**And it is all my own work.**