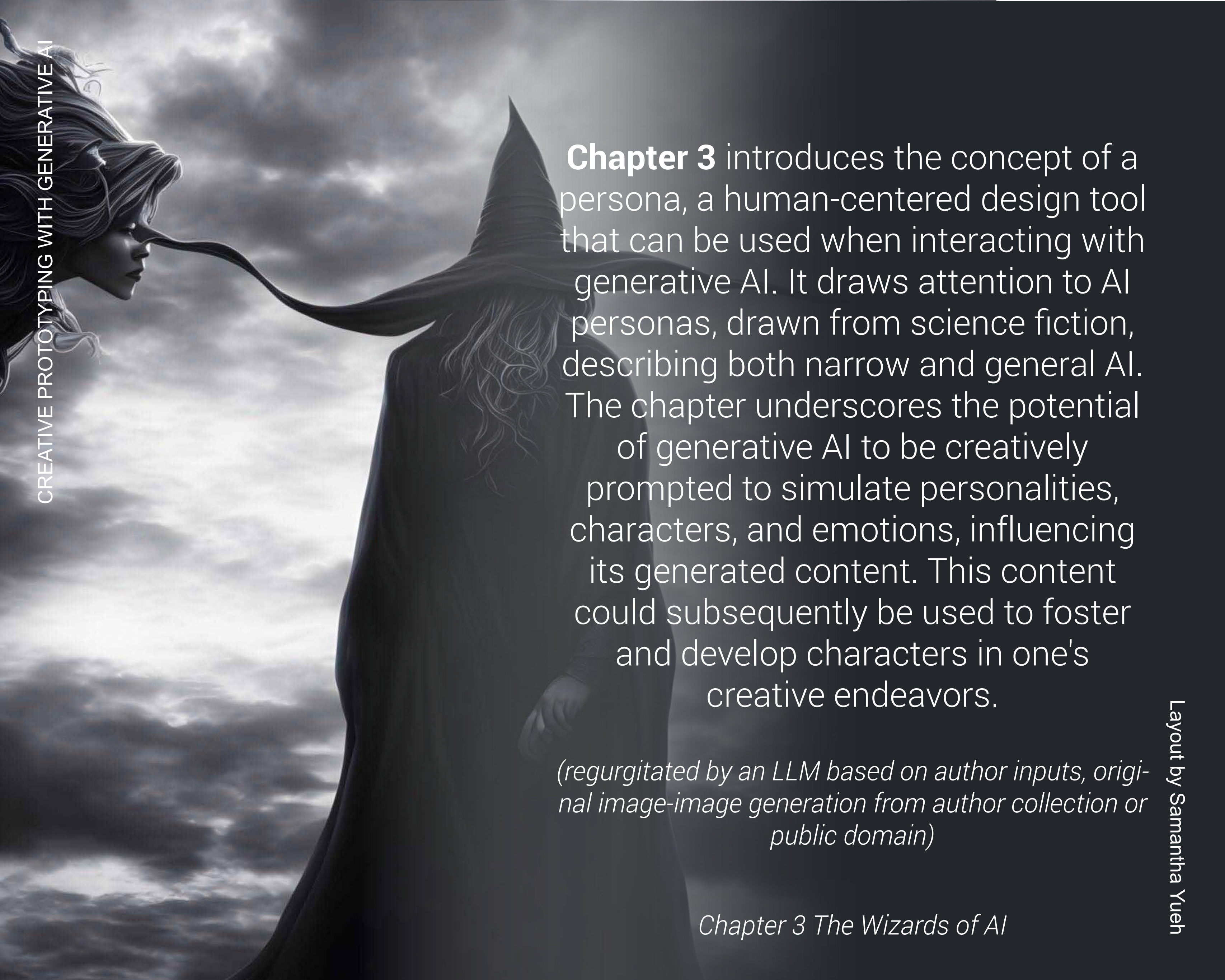**Chapter 1** establishes a distinction between generative AI and Artificial General Intelligence (AGI), urging creatives to grasp their differences for a more effective engagement. The negative perception of AI is highlighted, suggesting its potential as a catalyst for creativity, as demonstrated by artists and innovators who leverage adversity for progress and positive transformation. The chapter emphasizes the transformative potential of generative AI in enhancing our world, if used innovatively and responsibly.

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Chapter 1 Generating Creativity from Negativity. Another history of artistic practice.

Chapter 2 delves into the history and imaginations behind intelligent machines and their role in human creativity. It suggests that understanding these origins can enrich our engagement with generative AI. Though it doesn't delve into a detailed history, the chapter highlights key inventions leading to text-image generative AI. The main premise is that generative AI, rather than replacing human creativity, supports it as a product of human imagination. It posits generative AI as a unique prototyping companion for creatives, serving to amplify their creative process with its distinct capabilities.

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Chapter 2 Brain in robot hand.

Chapter 3 introduces the concept of a persona, a human-centered design tool that can be used when interacting with generative AI. It draws attention to AI personas, drawn from science fiction, describing both narrow and general AI. The chapter underscores the potential of generative AI to be creatively prompted to simulate personalities, characters, and emotions, influencing its generated content. This content could subsequently be used to foster and develop characters in one's creative endeavors.

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Chapter 3 The Wizards of AI

Chapter 4 builds on the previous discussion of AI personas, asserting that by prompting various personas, generative AI can create prototypes that enrich your creative process. The chapter further personifies generative AI as a creative partner and a source of inspiration, likening it to a muse in the creative endeavor.

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Chapter 4 Generative AI with Personalities: Creative Companion

Chapter 5 discusses the concept of prototyping and its universal application across creative domains. It explains how different AI-generated prototypes can enrich one's creative process. The chapter emphasizes that prototyping isn't limited to technical professions; it's an integral part of any creative journey, representing an incomplete version of a concept that is evaluated for potential development. Although the term is commonly used in game or app development, its relevance extends to artistic disciplines like music, theatre, dance, and visual art. Prototyping processes can be unique and tailored to the specific creative industry.
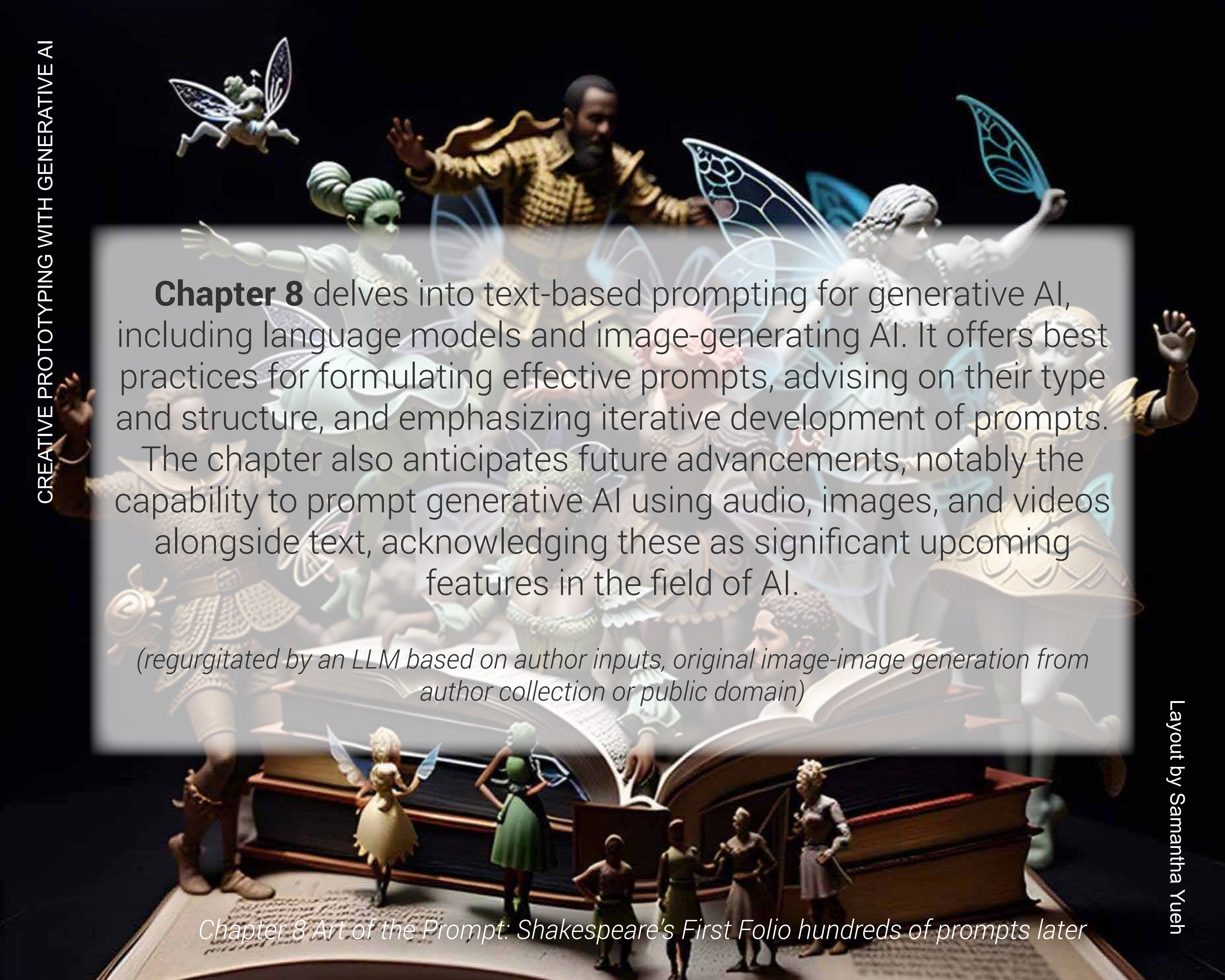
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Chapter 5 Prototyping with Generative AI: The inside of a GAN

Chapter 6 draws parallels between experienced creatives, improvisers, and their shared curiosity in creating novel experiences. Creatives, in various fields, often rely on a blend of skills, technique, and experience, frequently adapting to new software tools. Generative AI is presented as another tool in their creative repertoire, supporting artists across disciplines who are constantly evolving their own techniques. Like visual artists applying their understanding of composition or perspective, dancers leveraging ballet techniques, or musicians utilizing their knowledge of melody and harmony, creatives can integrate generative AI into their processes, using it as a means to inspire, provoke, and reach their creative goals.

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Chapter 6 Building Blocks: Variation to Transposition as key tools

Chapter 7 provides guidance on structuring, curating, and targeting creative outputs for optimal utilization of generative AI. It includes use cases demonstrating AI prototypes that either replicate or innovate within existing forms and structures, thereby influencing future compositions. The chapter highlights how generative AI can contribute to genre evolution, reform past forms, and create unique compositions with the potential to manifest in any envisioned medium.

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Chapter 7 Building Blocks: Working with the Unexpected

Chapter 8 delves into text-based prompting for generative AI, including language models and image-generating AI. It offers best practices for formulating effective prompts, advising on their type and structure, and emphasizing iterative development of prompts. The chapter also anticipates future advancements, notably the capability to prompt generative AI using audio, images, and videos alongside text, acknowledging these as significant upcoming features in the field of AI.

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Chapter 8 Art of the Prompt: Shakespeare's First Folio hundreds of prompts later

Chapter 9 explores how AI can be utilized to prototype specific genres of art and writing, fuse diverse genres like Impressionism and Pop Art, and combine ideas while exploring humor and parody. AI is depicted as a proficient facilitator of creative mash-ups. The limitless potential of AI in generating new forms of writing, images, music, and video is highlighted, extending from genre-specific experimentation to idea amalgamation and incorporation of humor and parody, thus fostering boundless creativity and innovation.

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Chapter 9 Master of Mashup: Robots and Squid experiments

Layout by Samantha Yueh

Chapter 10 delves into the unpredictability and peculiar outputs of AI, challenging our tendency to measure its output against human-created standards. It suggests that the unique and often bizarre features inherent in generative AI models can in fact fuel artistic creativity. Instead of dismissing these peculiarities, the chapter encourages embracing the oddities and leveraging them as fresh, unconventional inspiration. By pushing past initial discomfort or confusion, we can find new perspectives and creative avenues, thus widening the horizons of our artistic endeavors. The chapter invites creatives to reshape their expectations, cultivating an open-minded approach towards the eccentric offerings of generative AI.
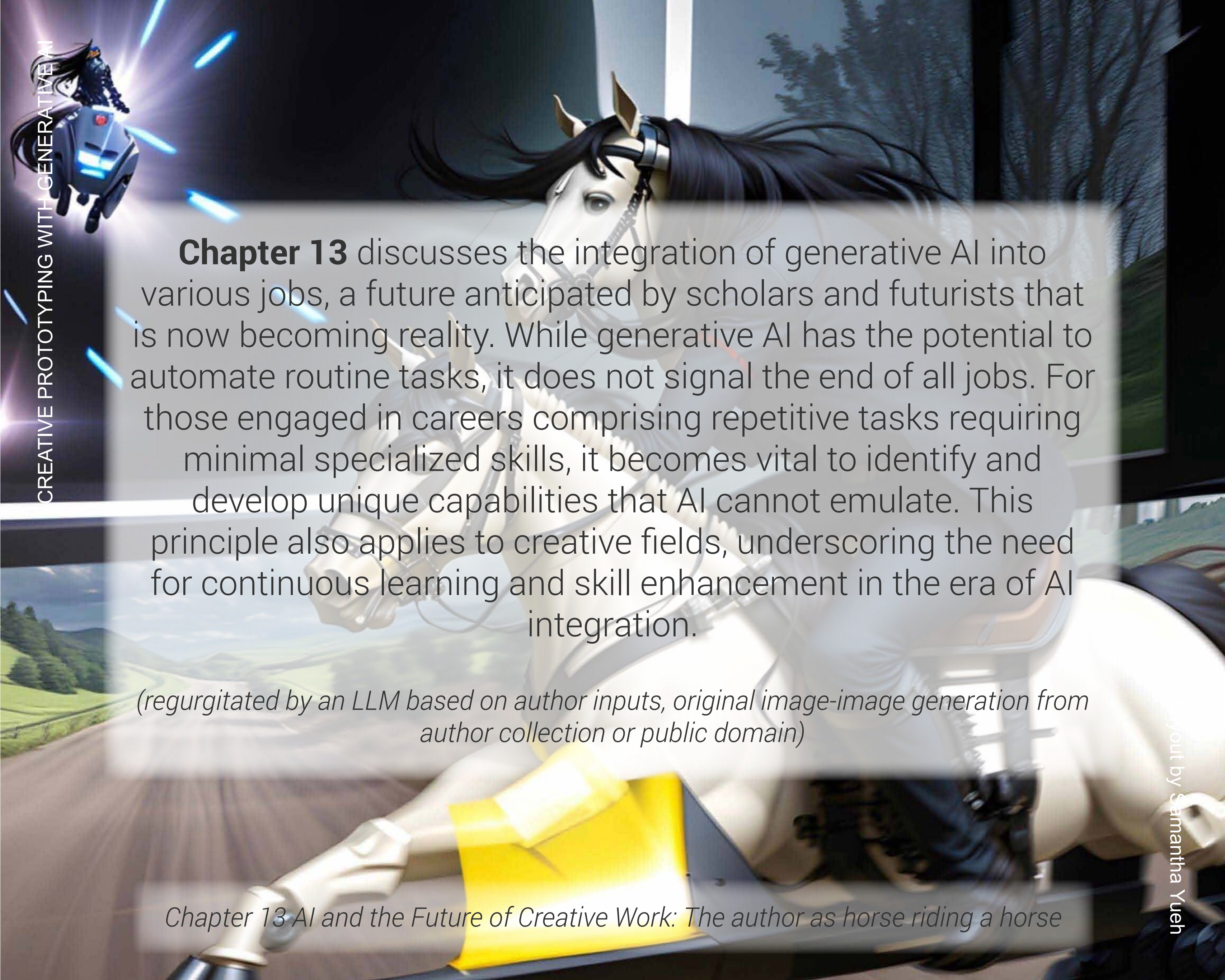
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Chapter 10 Uncanny by Nature: Fueling creativity with Bad Ideas

Chapter 11 navigates the contemporary challenges associated with generative AI, highlighting the necessity for vigilant attention from both users and developers. It explores a range of critical issues including ethical concerns, algorithmic biases, potential for copyright infringement, unfairness, propagation of untruths, cheating, and issues around factuality. The chapter underscores the importance of responsibility and awareness when interacting with machine learning models, and calls for rigorous ethical standards and measures to counter these issues. It emphasizes the shared duty of developers and users to understand, mitigate, and navigate these dilemmas for a safer, more ethical, and fairer use of generative AI.

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Chapter 11 Dilemmas Interacting with Generative AI: Just some 'innocent' parrots

Chapter 12 presents practical use cases of generative AI, illustrating how it supports various creatives' processes, using subscription-based AI sites, beta tools, and open-source APIs. The chapter reveals that layering AI-generated content with one's original vision and artistry can supercharge prototypical workflows. It promotes leveraging multiple machine learning models for innovative content combinations. The use cases reaffirm the cyclical process introduced in earlier chapters: generating an idea with AI as a prototype, testing the prototype for informed next steps, and applying personal techniques and skills to refine it. The process repeats, enabling endless iterations and variations of AI-generated content.

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Chapter 12 Use Cases: text-image-video-code-3D-speech-whatever the future holds

Chapter 13 discusses the integration of generative AI into various jobs, a future anticipated by scholars and futurists that is now becoming reality. While generative AI has the potential to automate routine tasks, it does not signal the end of all jobs. For those engaged in careers comprising repetitive tasks requiring minimal specialized skills, it becomes vital to identify and develop unique capabilities that AI cannot emulate. This principle also applies to creative fields, underscoring the need for continuous learning and skill enhancement in the era of AI integration.

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Chapter 13 AI and the Future of Creative Work: The author as horse riding a horse