AI RESOURCE BOOKLET 2026

CONTENTS

WELCOME

This resource offers a grounded, practical introduction to generative AI for creative practitioners in our network.

It explains what Generative AI is, how it works, where it helps, and where it can harm. It includes ethical issues, copyright considerations, a scale of possible engagement stances, examples of challenges and platforms in specific creative roles and tips for good practice.

Use it to decide if, how, and when Generative AI can responsibly support your creative work. We are not encouraging the use of Generative AI or endorsing any of the platforms referred to, however it was clear from discussions at recent networking events that a dedicated resource would be useful. For those who want to explore Generative AI further, a brief 'Start Here' section is included, as well as extensive 'further reading' links.

What is Generative AI?

Artificial Intelligence (AI) refers to computer systems that perform tasks typically requiring human intelligence, such as recognising patterns, generating text or images, translating languages, and making predictions. For example the NHS uses a type of AI technology called 'classifiers' to make diagnoses based on comparing a patient's x-ray with large numbers of previous examples of a specific condition. Financial companies use AI technologies called 'regression' to predict numbers such as profit forecasts and house prices.

Generative AI is a subset of AI that creates new content (words, images, audio, video) by learning from vast datasets of pre-existing material. This use of pre-existing and sometimes copyrighted material is sometimes described as' scraping'. For creatives, generative AI models can assist with ideation and early concepts, create moodboards, iterate styles, summarise research, brainstorm narratives, or even create finished work in many media. But they also pose challenges and risks including around originality, reliability, consent, bias, privacy, and labour.

HOW IT WORKS

Generative AI systems learn statistical patterns in data. They are trained on large sets of data that already exists. For example web crawls of the internet, specific sites such as Wikipedia, books, social media and Reddit. When given a ‘prompt’, which is an instruction or question or from the user , they will predict what the most likely thing is that should come next, and next after that (the next word, the next pixel) based on what has happened previously. A roomful of people asked to complete the sentence ‘the best thing since sliced …’ will shout ‘bread’.

The result is a system that can produce plausible outputs. but plausibility is not the same as truth or authorship. Creatives should be aware that outputs mirror patterns in training data (including biases and styles) so the work is not genuinely ‘new’ , and models do not ‘understand’ like humans; they approximate patterns. Generative AI models regularly ‘hallucinate’ or make things up, including inventing information and references. So human judgment, verification, and contextual understanding remain essential when using these technologies.

Generative AI learns by playing a similar kind of advanced “fill in the blank” game billions of times.

Large language models (LLMs) are a type of generative AI which predicts words; generative image models predict visual tokens or pixels from what has come before to build a picture and there are generative models for moving image and music which work in the same way. The more sophisticated and detailed the instruction, in terms of setting a context in terms of who is asking, the audience, style, length, the more successful the output will be.

TYPES OF GENERATIVE AI + EXAMPLES

Generative AI platforms are increasingly ‘multimodal’ so a single prompt can be used to create an output combining a variety of media, for example a written document containing images and presenting data.

The technology is also embedded in lots of other software, for example Co-Pilot in Microsoft Office, Gemini in Google, Firefly in Adobe and ‘Magic Circle’ in Canva. You may find yourself using it unintentionally.

New platforms and applications are appearing all the time with niche functions. A directory such as futurepedia allows you to search for AI tools by activity , whether you are considering using them or only wish to explore what is happening in your sector.

AREA	EXAMPLE MODEL/PLATFORM
Image	Midjourney, DALL-E, Stable Diffusion
Video	Pika, Runaway, Sora, Synthesthasia, Higgsfield (multiple video models in one place)
Music/Audio	Suno , Udio, Eleven Labs
3D Design	Shap-E, Meshy
Coding	GitHub Claude Code
Voice to Text	Wispr Flow

Large Language Models (LLMs)
LLMs are a type of generative AI model designed specifically for language. Their uses include to: generate and understand text, answer questions, summarise long documents, translate languages, write and check code, rewrite text in specific styles
Examples of LLMs include Microsoft Copilot, ChatGPT, Claude, Google Gemini, Perplexity

Generative Models (Broader Category)
Generative AI models create new outputs in a variety of media depending on the platform. LLMs which create text are one type of generative model.

APPLICATIONS

Provides time saving on routine / administrative tasks such as creating a newsletter, emails, job applications

Ideation- eg overcoming writer's block by asking for suggestions inspired by a single word or idea

First drafting of funding bids- can produce examples, compare a draft against a list of criteria / mandatory inclusions

Making changes to style or tone to a document (eg make an email less angry or more formal)

Mood boards/ early proposals/ variations for design work

Quick language translation

Data organisation and analysis for example budgeting, accounts

Can be helpful to those with specific learning needs

As a form of search engine to generate suggested answers before visiting source websites . Many search engines now lead with their AI agent

LIMITATIONS

Invented content/ errors are common (see ‘hallucinations’) - outputs always need fact checking for accuracy.

A homogeneity/ blandness of images created compared to human outputs

‘Uncanny Valley’- some images of people which have an eerie ‘almost human ‘ quality

Repeated prompting and refinements to achieve the desired output taking as much time as completing the task without AI

Security / data issues when adding personal information about self or others

AI outputs will only ever be an aggregation of what has gone before, including AI created material which has been fed back into the platforms as part of prompts

Losing personal satisfaction when employed to replace creative work

HALLUCINATIONS (WHY AI MAKES THINGS UP)

Sometimes incorrect, fabricated or misleading information is produced. This is known as a ‘hallucination’. AI models generate content by predicting patterns not by checking facts. They may therefore Confidently or co-author state something untrue, Invent quotes or references, Produce images with distorted details, merge or confuse real people, styles, or historical events.

FOR EXAMPLE

1. A “biography” of an artist containing dates that never happened
2. A list of “funding opportunities” that don’t exist
3. An image with impossible shadows or extra fingers
4. A citation to a journal article that was never published

HOW TO MINIMISE HALLUCINATIONS

1. Within the prompt or context setting, ask the model to show uncertainty (“List possible options, clearly marking any not confirmed”)
2. Request a list of sources (“Cite where this information likely comes from”)
3. Double-check anything factual
4. Use Generative AI as a drafting tool or partner, not a decision-maker

ETHICS

01. ENVIRONMENTAL IMPACT

Training and running the models behind Generative AI requires Data centres which use a vast amount of energy to run, often still provided through the burning of fossil fuels. According to the international energy agency, a request through Chat GPT consumes 10x the electricity used by a google search. Data centres also use water to cool electrical components and may produce electronic waste containing hazardous substances. Resources that are needed to make the technology to run AI are often mined in environmentally destructive ways.

02. BIAS

Because they are trained on what has already been published and is available , which is predominantly western and male in origin, models often replicate or amplify biases present in training data (e.g., gender, race, disability). For example, a project by Dustin Hosseini showed that AI images generated of ‘sweet grandmothers making pancakes’ for different nationalities produced offensive racial stereotypes for some regions based on the same prompt . Ideals of ‘beauty’ are based on pre-existing cultural biases. The gender bias issue extends to the use of technology for abusive/ sexualised imagery including ‘deepfakes’ where images are created based on real people . Users should review outputs for stereotyping or exclusion. The issue is sometimes summarised as ‘garbage in, garbage out’

03. LABOUR

Some datasets used by AI are checked by low-paid global majority workers, who encounter harmful content. In a recent news recent article Women in rural communities in India described the trauma of moderating violent and pornographic content for global tech companies

04. EQUITY OF ACCESS

The level of access to Generative AI varies from country to country and there are financial divisions between people who can or cannot afford premium versions.

05. COGNITIVE

There is some evidence that overuse of AI can lead to inhibited critical engagement with work leading to long-term overreliance and diminished skill for independent problem-solving.

06. COMMERCIAL ETHICS AND RISK

In common with anything else you buy, you may have an opinion about where your money goes, how it is used and any impact this has on the wider world. For example the Principal of Open AI (who own ChatGPT) recently made a significant donation to Donald Trump’s political campaign. If using Generative AI, consider taking the time to research whether the company behind it puts profits into places that align with your values. You may also want to consider if there are any commercial risks attached to using a platform- for example if owners begin charging for a product that is presently free , once you rely on it.

ART
IS
WORK.

COPYRIGHT/ OWNERSHIP

The main questions regarding ownership that generative AI poses for creative practitioners are **how do I prevent AI tools from using my work?, what legal rights (including for payment) do I have if it is used, and can AI generated work itself be copyrighted?** There are no straightforward answers to any of these questions, as the law struggles to keep up with this fast moving technology

The consultation set out 3 broad options for intervention:
Option 0: Do nothing: Copyright and related laws remain as they are
Option 1: Strengthen copyright requiring licensing in all cases
Option 2: A broad data mining exception
Option 3: A data mining exception which allows right holders to reserve their rights, underpinned by supporting measures on transparency (government's preferred option

UK GOVERNMENT PERSPECTIVE

The government consulted on potential changes to UK copyright law between December 2024 and February 2025. The Consultation on Copyright and Artificial Intelligence

In the consultation paper, the government set out 3 objectives for reforms in the area of copyright and AI training:

Control: Right holders should have control over, and be able to license and seek remuneration for, the use of their content by AI models
Access: AI developers should be able to access and use large volumes of online content to train their models easily, lawfully, and without infringing copyright
Transparency: The copyright framework should be clear and make sense to its users, with greater transparency about works used to train AI models, and their outputs

Over 11,500 responses were received from a range of parties including: creators and right holders, developers of AI models and applications, academics, researchers, cultural heritage organisations, and legal professionals.

Of those who responded through the government’s online survey service, Citizen Space, 88% expressed support for option 1 - require licences in all cases, with strong support across the creative industries for the introduction of statutory transparency measures in relation to AI training to support licensing of copyright works. Respondents from the tech sector had mixed views on transparency, with many supporting non-legislative approaches, or light-touch regulation..

By March 18 2026 , The Secretary of State for Science, Innovation and Technology is required to prepare and publish 1. An economic impact assessment. of each of the options put forward in the government’s consultation on copyright and AI and A report on the use of copyright works in the development of AI systems. It must consider each of the 4 options put forward in the government’s consultation on copyright and AI. It may also consider alternatives to these options.

LEGAL PERSPECTIVE

In November 2025 the UK High Court dismissed claims of copyright infringement by image library Getty images against Stability AI, ruling that the AI company’s use of the Stable Diffusion model did not constitute an "infringing copy" ofGetty's data because the work was not ‘stored’ .

GEMA, a music copyright society in Germany successfully filed a copyright lawsuit against the company OpenAI in German for the use of song lyrics in its large language model ChatGPT.

There are a number of emerging cases such as between Concord Music Group and Anthropic AI in the US, regarding the AI company’s use of pirate sites to train data sets.

While most individual creatives cannot afford to sue large tech companies alone, they are increasingly joining group litigation (‘class action’) lawsuits to contest the "unlawful appropriation" of their work.

PRACTITIONERS PERSPECTIVE

There are a number of actions individual creatives can take to protect their copyright

CONSIDER WHERE WORK IS VISIBLE/ ACCESSIBLE ONLINE

The places your work is shared may be used as datasets to train Generative AI. For example tech companies like Meta (Facebook/Instagram), LinkedIn, and X scrape public posts, images, comments, and captions to train their generative AI model, with many platforms automatically opting users into this training by default.

PRESENT ONLINE WORK / PORTFOLIOS IN MORE PROTECTED ENVIRONMENTS

You can opt out of certain social media platforms using your data for their AI training, though it often requires navigating hidden settings and varies by country. For example you can use a "Right to Object" form in Meta's Privacy Centre , toggle off "Data for Generative AI Improvement" in LinkedIn settings and in YouTube, a "Third-party training" box in advanced settings should be left unchecked

However the social media sites may still be scraped by third party AI platforms , so creatives should think carefully about how much of their work they add to social media and why, balancing promotion against appropriation.

Specific technologies are emerging which prevent AI from using assets
This is done by altering the code behind them so that it cannot be used. For example the platform Nightshade takes an offensive approach, altering the data so that it 'poisons' the AI stealing the image, while a parallel tool called 'Glaze' takes a more defensive approach, disguising the image.

There are more 'AI resistant' areasavailable to creatives. For example the photography portfolio site FORMAT promotes itself as protected from the main types of web crawlers which scrape image data for AI training. Some media outlets and publishers block Generative AI from using their material. You should find out the policy and approach of the organisations you share/ publish through.

POWER IN NUMBERS

A NUMBER OF ORGANISATIONS ARE WORKING ON BEHALF OF/ TO REPRESENT CREATIVES, FOR EXAMPLE:

THE CREATIVE RIGHTS IN AI COALITION (CRAIC)

a UK-based group of creative industry bodies representing authors, artists, musicians, and publishers advocating for AI policies that protect human intellectual property but also for innovation. The focus is on collaboration between the creative industries and Generative AI developers, and mutual benefits. Their site has an easy to use template to write to your MP

Creative Rights in AI COALITION

www.creativerightsinai.co.uk

THE HUMAN ARTISTRY CAMPAIGN

Is spearheading a 'Stealing Isn't Innovation' campaign in the US backed by many artists. Specific industries are also campaigning on behalf of members, for example the Association of Illustrators (AOI), Musicians Union, The Independent Society of Musicians , The Writers' Guild of Great Britain, BECTU, Equity and the TUC.

www.humanartistrycampaign.com

THE CREATORS' RIGHTS ALLIANCE (CRA)

A coalition that exists to promote, protect and further the interests of creators through policy, advocacy and campaigning work. They speak on behalf of 21 major creator led groups, trade associations, and unions, between them representing over 500,000 creator members and over several million individuals working as creators in the UK - from authors, artists, photographers and illustrators to translators, performers, musicians and journalists.

CRA CREATORS' RIGHTS ALLIANCE

www.creatorsrightsalliance.org

COMMERCIAL CHALLENGES FOR CREATIVES

IMPACT

Clients / potential clients increasingly have the opportunity to carry out tasks for which they may have previously used a specialist. For example basic graphic design work using Canva or documentation using Chat GP

Clients may also have assumptions that AI will be used for part of a brief, impacting pricing expectations.

It is therefore important creatives are able to articulate / communicate their perspective and differentiate based on expertise, experience and 'human' added value.

ADJACENT VULNERABILITIES

Creative practitioners may have a portfolio of employment covering different industries, a job in a different sector which supplements income or a self employed 'side hustle'. It will be critical to understand how Generative AI will transform these industries, and adapt skill sets or consider alternatives

QS FOR SELF REFLECTION ON

Ask ‘should I’ as well as ‘could I’?

Here is a series of questions that might be helpful to ask yourself if deciding whether to use AI in your creative practice.

01. Is what you’re asking AI to create something you would usually enjoy creating yourself?

02. Is what you’re asking AI to create something you would usually ask another creative to make?

03. Is what you’re asking AI to create something that you could do yourself but the reason for using AI is because it’s faster? Is it a genuine time constraint or the desire to just get it done quicker?

04. Is what you’re asking AI to answer something you could find in a book or a web search or by messaging a friend?

05. Are you thinking of using AI as inspiration, if so have you tried the following first; getting outside/ going to a library/ talking to others/ flicking through a book?

06. Have you got evidence that AI outputs have been contributing positively to your work?

WHAT YOU SAY

ARTIST

“I think something about AI art lacks soul and meaning no matter how technically good it gets…people will continue to want a real life experience, and to learn to do things with their own hands, and to own human-made art”

ARTIST

“AI just isn’t as good, and I don’t think it ever will be, until we create true sentience (which I don’t know that we can)”

GRAPHIC DESIGNER

“Use it for writing press releases and prototyping visuals; with a precise brief, they generate quick and reasonably accurate renders, so cuts many tedious minutes from visual presentations

Concern that

1. A template world of everything looking the same
2. Design skills dumbed down and general expectations of graphic design lowered
3. Businesses task their own staff to use Ai technology, which brings quick instant results, but the thought/questioning/development and creative ideas behind a design are not present, so are they really getting a ROI by using it?
4. That cost-effectiveness wins over creative/playful design briefs, with clients expecting more and paying less.
5. Ai generated graphics look glossy, but are badly executed and need extensive work to make digital files production-ready.(Already see printers taking on Ai artwork 'issues', as another unpaid task, as pre-production hasn't caught up with the technology (yet))”

ARTIST

“It’s so much quicker than googling. Use it to

1. Teach me how to build a home server to host my website from. Hardware cost me £160 and now I have a free, Wordpress powered website hosted from my home. No more Wix fees!
2. Make spreadsheets do technical calculations and link between pages,
3. Lay out options for where art opportunities are coming from and ones which are more properly aligned to my own artistic voice and career trajectory.

I don't use it for creative things because this defeats the purpose of being an artist.”

WHAT'S YOUR POSITION?

This scale has been created to help you consider your present or future level of engagement with Generative AI

Activist

Campaign against use of Generative AI , take action against copyright infringement, educate others on ethical issues , protest against environmental polluters , fight for improved legislation. No use of AI.

Abstainee

No use of AI tools in your practice. Rationale: protect originality, avoid data exposure, focus on hand-crafted and analog methods. Unique work marked as 'AI free'

Critical explorer

Use AI only to explore is limitations/expose biases, challenge the status quo and 'technological determinism' agenda

Cautious Observer

Track developments in Gen AI, set studio/ business policies, test on non-client, non-sensitive tasks only. No use in final deliverables and outputs.

Administrative Adopter

Use AI for admin, research scaffolding, mood boards, or alternative drafts. Adapt and edit AI content. Human authorship remains primary; no AI-originated final outputs.

Hybrid Creator

Combine human craft with AI-generated elements (clearly disclosed and referenced). Keep provenance, edit heavily, and meet client/ethical constraints. Melioration of AI and human content.

Expert/ Pioneer

Based on practice and experience, providing AI guidance, advice, tools for other creators, act as AI element/ authority in collaborative projects and bids. Help create new generators.

I WANT TO TRY USING GENERATIVE AI WHERE DO I BEGIN?

Consider the main , free to use Generative AI platforms which could be your ‘assistant’

They seem similar but have different strengths

CHATGPT BY OPEN AI. A daily driver: versatile, strong general performance; an easy place to start.

CLAUDE BY ANTHROPIC. Stronger on long-form writing/analysis; strong reasoning and large context windows. A 200-page document can be interrogated, so good for dealing with contracts, briefs, or research.

GEMINI BY GOOGLE. Fast and good with structured data; convenient if you already work in Google Workspace.

PERPLEXITY. More “research tool” than chat; finds and synthesises current web information with citations.

Look at the Generative AI that is built into the software that you already pay for

Examples:

Adobe Firefly. Generative fill, text-to-image, and style tools across Photoshop, Illustrator and Premiere; trained on licensed content.

Canva Magic Studio. Design generation, background removal, and text rewriting for quick social and pitch assets.

Microsoft Copilot / Google Gemini in Workspace. Built into Office/Google Docs for proposals, emails, and spreadsheets.

FROM PROMPT WRITING TO CONTEXT SETTING

For everyday creative work, results depend less on crafting a “perfect” prompt or instruction and more on the level of background you provide the model. This includes who you are, what the work is for, the audience, any constraints (format, length, tone, brand, rights), any mandatory inclusions, examples of what is “good” such as a reference site, and what to avoid.

A context setting template:
“You are helping a [discipline]. Goal: [outcome]. Audience: [who]. Tone: [tone]. Constraints: [time/budget/brand/copyright]. Use these references: [links or your own files]. Produce: [deliverable + length]. Show your sources or uncertainties.”

Try this 10-minute Gen AI safe trial

Open a mainstream assistant (ChatGPT, Claude, or Gemini) or one inside an application you already pay for. Paste this starter ‘context setting’ prompt and replace the [brackets] with your details:

“I am a [discipline]. I need help with [specific task] for [specific audience]. My constraints are [time/budget/brand/copyright]. Please show 2 options and ask up to 3 clarifying questions. Keep tone [tone].”

Review outputs as drafts only. Keep personal/sensitive client data out. Fact-check anything factual before use.
Iterate: reply with what’s good/what’s not and attach small samples (briefs moodboard/ images you own).

Voice to text
If you think better out loud, you could use a dictation tool (e.g., Wispr Flow) to speak more natural instructions; the output is often stronger because the input is richer and more human. This works well for brainstorming, rough drafts and emails.

USE GENERATIVE AI RESPONSIBLY
SEE TIPS ON THE NEXT PAGE

TIPS FOR RESPONSIBLE AI USE

There are various sites which can keep you informed of the latest from the world of Gen AI. For example , Superhuman AI is a newsletter providing a readable daily digest of AI developments aimed at non-technical people. Superhuman AI Newsletter | #1 AI & Tech Newsletter

01. Never upload confidential, sensitive, or personally identifiable information to AI

02. Never upload anything you do not own to AI

03. Do not make decisions solely based on AI recommendations. Important decisions should always include human consideration and evaluation

04. Always review AI suggestions for potential errors and biases (see our ethics section for more details)

05. Research the AI platform before using it

06. Be open and cite use of AI if you use it

07. AI can be turned off in a web search by typing ‘minus ai’ at the end of your search

WE WOULD WELCOME FEEDBACK ON THIS GUIDE INCLUDING WHAT COULD BE ADDED.

USEFUL LINKS

Environment

Area/Article	Link	Description
MIT AI energy footprint	We did the math on AI's energy footprint. Here's the story you haven't heard. | MIT Technology Review	Explainer of AI energy consumption and environmental impact
UN Global water bankruptcy	World enters era of 'global water bankruptcy' | UN News	UN analysis of global water scarcity trends.
UK Government AI water use	AI's thirst for water - UK Government Sustainable ICT	Report on the water demands of AI infrastructure

Labour

India's female workers screening harmful content	'In the end, you feel blank': India's female workers watching hours of abusive content to train AI | Global development | The Guardian	Report on labour conditions for data labelers in India.

Bias

Generative AI bias article - Hosseini	Generative AI: a problematic illustration of the intersections of racialized gender, race, ethnicity – Dustin Hosseini, SFHEA	Illustration of bias in AI through simple prompts.

Copywright

Area/Article	Link	Description
AI and Copyright - what is to come in 2026?	AI and Copyright - what is to come in 2026? | Simmons & Simmons	Overview of upcoming copyright challenges related to AI.
UK Government December 2025 Copyright and AI statement	Copyright and artificial intelligence statement of progress under Section 137 Data (Use and Access) Act - GOV.UK	Government progress update on AI and copyright policy.
Creative Rights in AI Coalition	Creative Rights In AI Coalition	Advocacy coalition protecting creator rights in the AI era.
Creators' Rights Alliance	https://creatorsrightsalliance.org	Umbrella group supporting rights of creators across sectors.
Human Artistry Campaign	https://humanartistrycampaign.com	Campaign promoting ethical AI that respects human creativity.
Format Magazine: AI & Your Art	AI & Your Art: A Guide to Copyright and Protecting Your Work	Guide to protecting artwork and understanding copyright issues.
Two AI copyright cases - Brunel	Two AI copyright cases, two very different outcomes - here's why | Brunel University of London	Explainer of different legal outcomes in AI copyright cases
LibGen and Meta training data - The Atlantic	Search LibGen, the Pirated-Books Database That Meta Used to Train AI - The Atlantic	Article discussing LibGen's use in AI model training.

Creativity in Ai Era

Area/Article	Link	Description
Futurepedia AI Tools Directory	AI Tools - Find AI Software Categorized by Futurepedia	Large searchable directory of AI tools by function.
How to Stay Creative in the AI Era	How to Stay Creative in the AI Era: 7 Practical Tips for Thriving with Artificial Intelligence	Article offering strategies to maintain creativity.
Science Advances creativity study	Generative AI enhances individual creativity but reduces the collective diversity of novel content | Science Advances	Study on how AI affects individual and collective creativity.
AI design teaching workshop model - Eversley	https://eversleyframework.com	Framework for using GenAI in creative teaching.
Impact of GenAI on the novel - CRASSH	https://crassh.cam.ac.uk	Research on how AI influences literary creativity.
Superhuman AI Newsletter	https://superhuman.ai	Newsletter on AI developments and creative tech.

Cognitive

AI making your brain work less - BBC	Experts warn AI is making your brain work less - BBC News	Experts warn about cognitive offloading due to AI

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Prompting/Context Engineering

Area/Article	Link	Description
Anthropic context engineering	Effective context engineering for AI agents \ Anthropic	Guide to effective context setting for AI agents.
Context Engineering Guide	Context Engineering Guide | Prompt Engineering Guide	Practical guidance for structuring prompts.
AI Image Prompting Cheat Sheet	The Ultimate Prompting Cheat Sheet for AI Image Creation – Lewis C. Lin	Quick reference for image-generation prompting.

Artists working in AI

Nye Thompson	https://nyethompson.net	Artist exploring surveillance, networks and AI
Refik Anadol	https://refikanadol.com	Media artist using AI and data for immersive works.
Sougwen Chong	https://sougwen.com	Artist blending AI, robotics and mark-making.
Wayne McGregor AISOMA	https://waynemcgregor.com	Choreography studio exploring AI in movement.

Challenging AI

AOI AI Campaigns	Campaigning - The AOI	Campaigns supporting illustrators against harmful AI use.

Challenging AI

Musicians' Union AI Briefing	MU Briefing: Artificial Intelligence and Music | The MU	Advice on AI impacts on music and performers.
Independent Society of Musicians	Copyright and AI - Independent Society of Musicians	Guidance on AI and copyright for musicians.
Equity: AI Data Rights	Equity to Entertainment Bosses: Enforce Performers' AI Data Rights	Campaigning for performer rights in the AI era.
Bectu AI protections	Protecting creative workers from the impact of AI | Bectu	Union resources on safeguarding creative workers.
TUC: AI for creative workers	Artificial intelligence for creative workers | TUC	Guidance on AI challenges for labour rights.
Writers' Guild and AI	Writers and AI - The Writers' Guild of Great Britain	WGGB campaigning for writers' rights with AI.
Harvard Review: AI doesn't reduce work	AI Doesn't Reduce Work—It Intensifies It	Analysis of workload intensification through AI.
Nightshade	Nightshade: Protecting Copyright	Tool allowing artists to poison training data to protect images.
Pull The Plug	https://pulltheplug.ai	Organisation resisting big-tech control over AI.
Eleanor Dare	Dr Eleanor Dare - CDH	Cambridge Academic exploring Gen AI in critical lens

THE FUTURE

Please note, this resource booklet was created in March 2026.

As Generative AI constantly evolves, so does the conversation surrounding it. If and when Southend Creatives update this resource we will note any changes.

We also welcome feedback, suggestions and information to keep this resource booklet relevant and useful.

CREDITS

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SOUTHEND CREATIVES CIC

WE ARE A NETWORK FOR INDIVIDUALS AND ORGANISATIONS AT ANY POINT IN THEIR CAREER WHO LIVE AND/OR WORK IN THE CREATIVE INDUSTRIES IN SOUTHEND-ON-SEA

KESLEY BROWN

KELSEY IS A FULL-STACK DEVELOPER AND FRACTIONAL CTO BASED IN ESSEX, CURRENTLY CONTRACTING FOR AVALARA, SALESFORCE AND PROVIDING FRACTIONAL CTO SERVICES TO VARIOUS US-BASED COMPANIES. HE SPECIALISES IN AI AUTOMATION, CUSTOM SOFTWARE, AND AGENTIC WORKFLOWS, AND IS LAUNCHING THE FIRST AUTOMATION CLUB IN THE UK — HELPING BUSINESS OWNERS UNDERSTAND AND ADOPT AI

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