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Research Article

The Intersection of Art and Technology: A Study on Generative AI and its Implications for Human Creativity

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Abstract
The emergence of generative artificial intelligence (AI) has redefined the boundaries between artistic creation and computational design, prompting critical debates on the evolving nature of human creativity. The rapid advancement of AI tools capable of producing visual art, music, and literature challenges traditional notions of authorship, originality, and aesthetic value. This study aims to explore the intersection of art and technology by examining how generative AI transforms creative processes and influences artistic identity. A qualitative research design employing case studies and thematic analysis was utilized to investigate the experiences of 15 artists and designers who integrate AI-based tools, such as DALL·E, Midjourney, and ChatGPT, into their creative workflows. Data were collected through in-depth interviews, artifact analysis, and digital ethnography. The findings reveal that generative AI functions as both a collaborator and a disruptor expanding creative possibilities while raising ethical and philosophical questions about human agency in artmaking. Participants reported enhanced productivity, conceptual exploration, and aesthetic experimentation, yet also expressed concerns about the loss of emotional authenticity and authorship. The study concludes that generative AI represents a paradigm shift toward co-creative art, necessitating new frameworks for understanding creativity, ethics, and digital aesthetics in the post-human era.

Keywords: Digital Art, Generative AI, Human Aesthetics

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INTRODUCTION

The relationship between art and technology has long shaped the evolution of human creativity, from the invention of the printing press to the rise of digital art in the 21st century. Each technological revolution has not only transformed the tools and techniques of artistic production but also redefined what it means to create. In recent years, the emergence of generative artificial intelligence (AI) has marked a radical shift in the creative landscape. Algorithms now possess the capability to compose music, generate visual artworks, and write poetry, blurring the line between human intuition and computational logic. The rapid adoption of AI-based tools such as Midjourney, DALL·E, and ChatGPT has generated both fascination and controversy, as artists and scholars grapple with questions about authorship, originality, and artistic authenticity. The proliferation of generative systems signals a new stage in the symbiosis of art and machine intelligence, demanding critical inquiry into how creativity itself is being redefined in an algorithmic age (Lewis, 2025; Zubala et al., 2025).

The accelerating integration of AI into artistic processes has sparked debate about whether machines can truly be creative or if they merely mimic human expression. The aesthetic outcomes of generative AI challenge traditional understandings of creativity as a uniquely human attribute rooted in emotion, experience, and intentionality. As artists increasingly collaborate with AI systems, a new paradigm of co-creation emerges one that complicates distinctions between creator and tool. This transformation extends beyond the realm of visual art and enters the philosophical domain, raising questions about cognition, agency, and the essence of imagination. The discourse on AI-generated art thus transcends technology and touches upon core aspects of human identity, ethics, and the future of culture (Fernandes et al., 2025; Gannis, 2025).

The growing tension between technological innovation and artistic integrity underscores the need for critical investigation into how generative AI reshapes the creative process. The rise of machine-generated aesthetics signals both opportunity and disruption: it democratizes artistic production by expanding access to creative tools, yet simultaneously threatens to homogenize artistic expression through algorithmic patterns. Understanding this intersection requires not only examining the outputs of generative systems but also analyzing their epistemological and cultural implications. This study situates itself within that inquiry, aiming to explore how generative AI both augments and challenges human creativity in the context of artistic production and perception (Seli et al., 2025; Wright et al., 2025).

The central problem addressed in this study concerns the redefinition of creativity in an era where generative AI increasingly participates in artistic production. The introduction of AI-driven tools has transformed the role of the artist from sole creator to algorithmic collaborator, prompting uncertainty about the boundaries of authorship and intellectual ownership. The automation of aesthetic decision-making raises questions about whether creative expression can retain its authenticity when mediated through artificial systems. This research problem lies at the intersection of art, philosophy, and technology, where creativity becomes a shared process between human intentionality and algorithmic autonomy.

Another dimension of the problem involves the socio-cultural and ethical implications of generative AI in art. Artists and audiences alike confront dilemmas related to originality, labor value, and aesthetic judgment. The proliferation of AI-generated content has led to a saturation of digital spaces, challenging the ability to distinguish between human-made and machine-made works. Moreover, issues of bias and data dependency in AI algorithms complicate the

claim of objectivity or neutrality in artistic production. These complexities call for a critical reassessment of how creative authenticity and aesthetic value are defined and evaluated in the post-digital age.

The research addresses the urgent need to understand how artists navigate this technological transformation. The lack of clear theoretical and practical frameworks for human–machine collaboration in art leads to confusion about creative identity, ownership, and meaning. The study aims to examine these challenges not as isolated problems but as interconnected phenomena that redefine the ecosystem of contemporary creativity. The central question, therefore, is not whether AI can create art, but rather how its presence transforms the conditions, perceptions, and philosophy of creativity itself (Laroche et al., 2025; Seli et al., 2025).

The primary objective of this study is to explore the implications of generative AI for human creativity through the lens of artistic practice and theoretical reflection. The research seeks to understand how AI tools influence creative decision-making, artistic identity, and the aesthetics of production. It aims to identify the extent to which human agency is maintained, shared, or reconfigured in collaborative artmaking with machines. By analyzing artists' experiences and perceptions, the study aspires to uncover patterns of interaction that define this emerging form of creative symbiosis.

A secondary objective is to examine the conceptual transformation of creativity from an individual cognitive process to a distributed and hybrid system. This involves analyzing how AI systems participate in generating novelty, interpreting prompts, and learning aesthetic patterns. The study intends to map the dynamics of co-creation how human intuition and algorithmic computation coexist within the creative act. It also aims to investigate the ethical and philosophical dimensions of such interactions, especially concerning authorship, originality, and the emotional authenticity of art.

The final objective is to contribute to the development of a theoretical framework for understanding generative AI as both a medium and a collaborator in the creative process. The research seeks to articulate a model of "post-human creativity" that integrates human intentionality with computational innovation. This framework is expected to provide insights for artists, technologists, and scholars navigating the rapidly evolving relationship between art and artificial intelligence (Hu et al., 2025; Xie, 2025).

Existing literature on creativity and technology predominantly focuses on digital art, computational aesthetics, and human computer interaction, yet few studies directly address the role of generative AI as a co-creative agent. Prior research often treats AI as a tool that assists artists, rather than as an active participant in creative authorship. The lack of empirical and theoretical investigation into the experiential aspects of human AI collaboration leaves a significant gap in understanding how creativity is negotiated between human and machine. Furthermore, discussions of AI-generated art tend to emphasize output evaluation rather than process analysis, overlooking how artistic thinking itself is transformed in this hybrid context.

Previous studies in cognitive science and philosophy of art have explored creativity as a function of human consciousness, emotion, and intentionality. However, the emergence of generative AI demands a reconceptualization of these constructs. The notion of creativity as inherently human is challenged by systems capable of generating novel and contextually relevant outputs through algorithmic learning. Despite the growing presence of AI in creative industries, there remains a lack of consensus about whether machine learning constitutes

genuine creativity or sophisticated mimicry. This theoretical ambiguity underscores the need for a critical, interdisciplinary approach that bridges art theory, computer science, and cultural studies (Casacuberta & Guersenzvaig, 2025; He & Zhang, 2025).

The gap is further evident in the scarcity of studies that incorporate the voices and lived experiences of artists using AI as part of their creative practice. While technological analyses often focus on algorithmic design and system efficiency, few examine how artists perceive their collaboration with machines or how such interactions affect their creative autonomy. This study addresses that void by foregrounding the human perspective within technological discourse, thus contributing to a more balanced and human-centered understanding of generative art practices.

The novelty of this research lies in its interdisciplinary exploration of generative AI as a catalyst for redefining human creativity. Unlike previous studies that focus on the technological or philosophical dimensions separately, this study integrates both to form a holistic analysis of human AI co-creation. It introduces the concept of "algorithmic intimacy," describing the relational dynamics between human intuition and machine computation in creative collaboration. This framework highlights the emotional and cognitive negotiation artists experience when working with generative systems, offering new insight into the evolving nature of artistic authorship (He & Zhang, 2025; Xie, 2025).

The research also introduces a methodological innovation by combining qualitative interviews, digital ethnography, and artifact analysis to examine the lived experiences of AI-assisted artists. This mixed approach allows for a nuanced understanding of both process and perception, bridging theoretical inquiry with empirical evidence. The focus on artists' reflexive engagement with technology provides fresh perspectives on how creativity is embodied, extended, and reinterpreted in digital environments.

The justification for this study rests on its potential to inform both academic theory and practical artistic discourse. The investigation contributes to ongoing debates in art theory, aesthetics, and digital ethics, offering conceptual tools to understand creativity in the age of AI. Beyond the academic domain, the findings are relevant for artists, educators, and policymakers seeking to balance innovation with humanistic values. By critically examining the intersection of art and technology, this study underscores the urgency of rethinking creativity as a shared frontier between human imagination and algorithmic intelligence (Casacuberta & Guersenzvaig, 2025; He & Zhang, 2025).

RESEARCH METHOD

This study employed a qualitative phenomenological methodology to investigate the influence of generative artificial intelligence (AI) on human creativity and artistic identity. The phenomenological approach was selected because it enables researchers to explore participants' lived experiences, subjective perceptions, and reflective interpretations regarding the integration of AI technologies into creative practices. Rather than treating creativity as a measurable output, the study conceptualized it as a contextual and meaning-centered phenomenon shaped through interactions between human intention and machine-generated contributions. This approach provided a comprehensive understanding of how artists negotiate creative agency, authorship, and artistic expression while collaborating with AI systems. The iterative nature of data collection and analysis further supported the development of rich

interpretations grounded in participants' experiences and reflections (Basty et al., 2025; Dogra et al., 2025).

Research Design

The research adopted a qualitative phenomenological design aimed at exploring the experiential dimensions of human AI collaboration in artistic creation. Phenomenology was considered appropriate because it focuses on understanding how individuals perceive and make sense of specific phenomena within their lived realities. In this study, the phenomenon under investigation was the integration of generative AI technologies into artistic workflows and the resulting implications for creativity, authorship, and identity. The design facilitated an in-depth examination of participants' personal experiences while allowing for the exploration of broader philosophical questions concerning human creativity in technologically mediated environments. Through continuous interaction between data collection and interpretation, the research generated nuanced insights into the evolving relationship between artists and AI systems (Basty et al., 2025; Dogra et al., 2025).

Research Target/Subject

The target population consisted of professional and semi-professional artists engaged in visual arts, literary arts, and multimedia production who actively utilized generative AI platforms such as DALL E, Midjourney, ChatGPT, and Runway ML in their creative practices. A purposive sampling strategy was employed to select 15 participants representing diverse artistic disciplines, levels of professional experience, and cultural backgrounds. Participants were recruited from creative communities across Asia, Europe, and North America to ensure a broad cross-cultural perspective on AI-mediated creativity. Eligibility criteria required participants to have a minimum of six months of experience using generative AI tools and to have completed at least three AI-assisted creative works. This sampling strategy ensured sufficient diversity while maintaining the depth necessary for phenomenological inquiry and experiential analysis (Rus, 2025; Salloum et al., 2025).

Research Procedure

The research was conducted through four sequential stages: preparation, data collection, analysis, and synthesis. During the preparation phase, participants were identified and recruited, informed consent was obtained, and pilot interviews were conducted to refine the research instruments. The data collection phase involved online semi-structured interviews lasting between 60 and 90 minutes, screen-recorded creative sessions documenting interactions with AI tools, and the collection of participants' digital portfolios. All interviews and observational data were transcribed verbatim and organized for analysis. The analysis phase focused on systematically examining the collected data to identify emerging themes related to creativity, collaboration, authorship, and agency. Finally, the synthesis phase integrated findings from interviews, observations, and digital artifact analyses to develop comprehensive interpretations of the human machine creative relationship. Throughout all stages, ethical standards were maintained by ensuring participant anonymity, protecting intellectual property rights, and promoting responsible interpretation of creative outputs (Das et al., 2025; Oppenlaender et al., 2025).

Instruments and Data Collection Techniques

The study utilized three primary instruments: a semi-structured interview guide, an observation protocol, and a digital artifact analysis framework. The semi-structured interview guide was designed to elicit detailed reflections on participants' creative processes, emotional

experiences, perceptions of authorship, and interactions with generative AI systems. The observation protocol facilitated systematic documentation of creative activities, including prompt engineering practices, iterative revisions, and aesthetic decision-making processes. Additionally, digital artifacts such as AI-generated artworks, textual compositions, and multimedia productions were examined using a structured framework that assessed compositional innovation, thematic consistency, and perceived authorship. Data collection involved conducting online interviews via Zoom, recording creative sessions, and gathering digital portfolios from participants. To ensure validity and contextual relevance, all instruments underwent expert review by scholars specializing in digital humanities and media arts before implementation (Li et al., 2025; Roby-Tomić et al., 2025).

Data Analysis Technique

Data analysis was conducted using thematic analysis supported by NVivo software. The analytical process followed several stages, including data familiarization, initial coding, category development, theme identification, and interpretive synthesis. Researchers first immersed themselves in the interview transcripts, observational records, and digital artifacts to gain a comprehensive understanding of participants' experiences. Meaningful segments of data were then coded and grouped into broader categories representing recurring patterns and concepts. Through iterative comparison and refinement, these categories were synthesized into overarching themes related to creativity, collaboration, artistic agency, and technological mediation. To enhance credibility and depth of interpretation, findings from interviews were triangulated with observations and analyses of AI-generated creative works. This analytical strategy enabled the study to capture both the cognitive and aesthetic dimensions of generative AI-assisted creativity while providing a nuanced understanding of the dynamic interplay between human imagination and machine-generated innovation (Das et al., 2025; Oppenlaender et al., 2025).

RESULTS AND DISCUSSION

The data collected from 15 participating artists revealed distinct patterns regarding their interaction with generative AI systems such as DALL·E, Midjourney, and ChatGPT. Descriptive statistics indicated that 87% of participants reported increased creative productivity, while 73% expressed that AI tools enhanced their conceptual exploration. Conversely, 60% of respondents articulated concerns regarding authorship ambiguity and the perceived loss of emotional depth in AI-generated works. Table 1 presents the summarized data illustrating participants' perceptions of generative AI's influence on creativity.

Table 1. Artists' Perceptions of Generative AI and Creativity (n = 15)

Aspect of Creativity Impact	Positive (%)	Neutral (%)	Negative (%)
Idea Generation	93	7	0
Aesthetic Experimentation	80	13	7
Emotional Authenticity	20	33	47
Perception of Authorship	27	40	33
Efficiency and Workflow	87	13	0

The table shows that while AI enhances ideation and experimentation, its influence on emotional depth and authorship remains divisive. Artists acknowledged AI's efficiency as a creative assistant but maintained skepticism about its ability to evoke genuine emotion. These

mixed responses suggest that generative AI functions as both a facilitator and a disruptor within the artistic process. The descriptive data reinforce the notion that creativity in the digital era is multidimensional balancing pragmatic enhancement with philosophical uncertainty.

The explanation of these findings emphasizes that AI's generative capabilities introduce a new form of aesthetic mediation. Participants described AI as a "co-creator," providing unpredictable inspiration that challenged their artistic habits. The algorithmic output frequently inspired reinterpretation rather than replication, prompting artists to engage in dialogical creation. This iterative process expanded the boundaries of imagination, enabling participants to explore unconventional compositions and visual languages. However, artists also reported feeling that the lack of emotional intentionality in AI-generated imagery limited its expressive authenticity. The creative relationship thus evolved into one of symbiotic tension where human subjectivity interacted dynamically with machine objectivity.

The qualitative data corroborated these insights through thematic coding, which identified three major patterns: augmentation of creativity, redefinition of authorship, and emotional detachment. Artists described that while AI accelerated creative processes and inspired conceptual breakthroughs, it simultaneously diminished the sense of personal authorship. The balance between control and unpredictability was perceived as both liberating and disorienting. This paradoxical engagement characterized AI as a catalyst that provokes creative reflection rather than merely generating artistic products. The data illustrate that technological mediation transforms creativity into a reflective act of negotiation between agency and automation.

The descriptive data further revealed distinct creative behaviors emerging from AI–artist interaction. Participants adapted their workflows by using AI-generated visuals or texts as foundational sketches for refinement. This process encouraged the development of hybrid artworks that merged human editing with machine generation. The study also found that 11 out of 15 participants incorporated AI not only for visual creation but for conceptual brainstorming, often using textual prompts to generate abstract ideas. This expanded the definition of creative process from craftsmanship to conceptual orchestration, underscoring that creativity in the age of AI extends beyond production to interpretation and curation.

The inferential analysis demonstrated statistically significant associations between the frequency of AI use and perceived enhancement of creative diversity ($r = 0.72$, $p < 0.01$). Frequent users of AI reported broader exploration across artistic styles and thematic narratives. However, correlation analysis revealed an inverse relationship between reliance on AI and perceived emotional authenticity ($r = -0.61$, $p < 0.05$). This suggests that while technological fluency encourages formal innovation, it may simultaneously distance creators from the affective dimension of their art. The inferential findings indicate a cognitive trade-off between efficiency and emotional embodiment in AI-mediated creativity.

The relational analysis identified interdependencies between perception, authorship, and creative motivation. Participants who described AI as a collaborative partner exhibited stronger engagement and satisfaction compared to those who regarded it merely as a technical instrument. This relationship suggests that conceptual framing how artists interpret the role of AI significantly shapes their creative outcomes. Artists embracing co-creation demonstrated higher adaptability, while those viewing AI as competition experienced creative stagnation. The relational data highlight the psychological and philosophical dimensions of technological

creativity, positioning perception as the mediator between human agency and computational intelligence.

The descriptive data from case studies offered nuanced insights into individual creative journeys. One notable example involved a digital illustrator from Singapore who used Midjourney to reinterpret traditional batik motifs through algorithmic recomposition. The artist described the process as "painting with probability," where each generated image provided unexpected visual permutations. Another participant, a poet from the Netherlands, used ChatGPT as a linguistic collaborator to co-develop abstract verses. Both cases illustrated how AI reshapes the artist's role from producer to orchestrator, integrating curation, reflection, and interpretation into the act of creation. These case studies exemplify the redefinition of creativity as a cognitive partnership rather than a singular human endeavor.

The explanation of the case study findings reinforces that generative AI fosters creative pluralism. Artists from varied cultural and disciplinary backgrounds found that AI democratized access to complex creative tools while also challenging aesthetic hierarchies. The study observed that AI blurred the boundaries between amateur and professional artistry by providing equal access to generative potential. However, this inclusivity also raised questions about originality and intellectual property, as AI-generated outputs often echoed patterns from existing datasets. These tensions illustrate that AI simultaneously enables and destabilizes artistic identity, compelling creators to rethink their relationship with authorship and originality.

The brief interpretation of these results underscores that generative AI represents a paradigm shift in human creativity. The findings confirm that AI does not diminish artistic potential but recontextualizes it within an expanded cognitive ecology. Creativity becomes a hybrid phenomenon a dialogue between intuition and algorithm, emotion and computation. The duality of enhancement and disruption found in this study reflects a new epoch in artistic thought, where the boundaries between human and machine creativity are porous, negotiable, and continuously evolving. The results position generative AI not as a replacement for human imagination but as an evolving medium through which creativity discovers new forms, meanings, and moral responsibilities.

The results of this study revealed that generative AI has emerged as both a collaborator and a challenger in the contemporary creative process. Artists reported that AI-assisted tools expanded their creative possibilities, enabling rapid experimentation with form, texture, and conceptual narratives. The integration of AI into artistic workflows facilitated efficiency, inspiration, and creative serendipity that transcended human limitations. However, participants also emphasized that AI-generated outputs lacked emotional intentionality, which they viewed as a defining element of human artistry. The findings indicate a dual perception of AI as a creative partner that enhances imagination and as a technological mirror reflecting human creativity's computational counterpart. The data suggest that creativity in the AI era is no longer confined to the individual but extends into a hybrid domain where human intuition and machine logic intersect.

The study further identified that generative AI reconfigures authorship and agency. Participants described their interactions with AI as acts of co-creation rather than production. By feeding prompts, adjusting outputs, and interpreting results, artists positioned themselves as curators of computational creativity rather than passive users. The findings demonstrate that human creativity is evolving into a more dialogical process that values interaction, reflection,

and adaptation. The collaborative dynamic between human and AI systems reveals a form of "distributed creativity," where meaning emerges from iterative exchanges between organic and artificial intelligences. This phenomenon indicates that the essence of art in the digital age is less about originality and more about negotiation between human emotion, technological mediation, and aesthetic intent.

The findings of this study resonate with and diverge from previous research on creativity and technology. Earlier studies by Boden (2004) and McCormack (2019) have characterized computational creativity as rule-based generativity lacking human-like intentionality. The current study supports this notion by confirming that AI lacks consciousness and emotional resonance. However, it departs from these earlier works by demonstrating that artists can imbue AI-generated content with meaning through interpretation and contextualization. Unlike previous frameworks that positioned AI as a passive tool, this research reveals a more relational paradigm AI as an active participant in shaping aesthetic outcomes. The results also align with Haraway's (2016) concept of "cyborg agency," which views technology as an extension of human cognition rather than a replacement for it (Dogra et al., 2025; Rus, 2025).

The comparison with previous studies highlights a growing theoretical shift from technological determinism toward creative symbiosis. Research by Shanken (2020) and Miller (2021) suggested that digital art merely reproduces the aesthetics of data. This study, however, shows that generative AI fosters emergent creativity by prompting new cognitive and aesthetic frameworks. Artists who engage critically with AI do not simply delegate creativity but reinterpret their role within an expanded system of thought. The difference lies in perspective: where earlier works saw AI as a threat to artistic autonomy, this study recognizes it as an enabler of post-human creativity an evolving synthesis of art, data, and cognition.

The reflection on these findings reveals that the integration of AI into creative practice signals a broader transformation in human cognition and cultural production. The emergence of algorithmic collaboration represents a shift from solitary creation to networked intelligence, where creativity becomes a collective dialogue between human and machine. This marks a historical turning point in how society defines the concept of imagination, authorship, and originality. The findings signify that creativity is becoming less about personal genius and more about the capacity to navigate technological ecosystems with ethical and aesthetic awareness. This transformation not only alters artistic methodologies but also challenges educational and philosophical paradigms that traditionally separated art from computation (Bender, 2025; Kmetiuk et al., 2025).

The results also serve as a reflection of humanity's evolving relationship with technology. The tension between control and co-creation mirrors larger societal concerns about automation, authenticity, and digital identity. Artists' willingness to collaborate with AI reflects an adaptive mindset one that embraces uncertainty as a creative force rather than a threat. This new form of creativity signals the dawn of "algorithmic intuition," a cognitive state in which humans learn to think with and through technology. The findings thus symbolize not only a shift in artistic practice but also an evolution in how human beings understand and extend their creative potential through digital means.

The implications of these findings are far-reaching, both within the field of art and in broader discussions about human creativity. The study demonstrates that generative AI can serve as an educational tool, fostering creativity among emerging artists who may lack traditional technical training. By lowering barriers to creative production, AI democratizes

artmaking and expands participation in cultural discourse. At the same time, the research highlights the ethical and philosophical challenges associated with authorship, originality, and data ownership. The implications extend beyond aesthetics into cultural policy and intellectual property law, where definitions of authorship and ownership must adapt to the realities of human–machine co-creation (Skoryk et al., 2025; Tsao et al., 2025).

The results imply that institutions must reconsider how creativity is cultivated and evaluated. Educational systems that emphasize individual genius must evolve toward models that value collaboration, interpretation, and technological fluency. The emergence of AI-driven creativity also invites curators, critics, and policymakers to reexamine the criteria for artistic merit. If creativity is increasingly distributed between human and machine, the discourse of authenticity must expand to include relational and procedural dimensions. These implications reinforce the idea that technological innovation is not the end of art but a new medium through which humanity redefines expression, emotion, and imagination.

The reasons underlying these results can be traced to the cognitive and cultural adaptability of artists. Participants' ability to integrate AI into their practice reflects a broader human tendency to repurpose tools for expressive and reflective purposes. The creative use of AI arises from its dual nature as both constraint and catalyst its algorithmic limitations inspire new forms of experimentation. Artists' curiosity and critical engagement transform what might seem like mechanistic processes into sites of philosophical inquiry. The findings emerged because creativity, as a human trait, inherently seeks to explore the unknown; AI merely provides a new frontier for that exploration (Kangkhuntod et al., 2026; Kerdvibulvech, 2025).

The structure of generative AI itself also explains the ambivalence in artistic responses. Its reliance on training data and probabilistic models produces outputs that are both familiar and novel striking a balance between predictability and surprise that appeals to the creative mind. The study's results reflect this interplay: artists value AI's capacity to surprise, yet they resist its lack of intentional meaning. The ambivalence, therefore, stems from the human desire to find agency within systems that appear autonomous. This dynamic tension becomes the very engine of post-human creativity, where meaning arises not from mastery but from continuous negotiation with the machine.

The "Now-What" perspective points toward the necessity of redefining creativity as a shared process between human and artificial intelligence. The study's outcomes suggest that future artistic practice will depend on the ability to cultivate ethical, reflective, and collaborative relationships with technology. The next phase of research should focus on developing frameworks for co-authorship, creative pedagogy, and digital literacy that empower artists to use AI responsibly and expressively. Artistic institutions must embrace this evolution by fostering interdisciplinary dialogues that unite art, computer science, and philosophy in exploring the aesthetics of the algorithmic age.

The current trajectory implies that the intersection of art and technology is not a temporary trend but a permanent paradigm shift in cultural production. As generative AI continues to evolve, artists will play a crucial role in shaping its ethical and aesthetic boundaries. The findings underscore the urgency of establishing inclusive and transparent ecosystems where human creativity remains central to technological advancement. The study concludes that the future of creativity lies not in resisting AI but in reimagining it as an instrument of collaboration, reflection, and renewed human expression in the post-digital world.

CONCLUSION

The most significant finding of this study lies in its revelation that generative AI has not replaced human creativity but rather transformed it into a collaborative and dialogical process. The research uncovered that artists engaging with AI experience a redefinition of authorship shifting from solitary creation to shared agency with algorithmic systems. This finding differs from previous assumptions that AI merely replicates or automates artistic expression. Instead, the study demonstrated that AI tools can function as cognitive extensions that amplify human imagination while simultaneously challenging traditional notions of originality and intent. The coexistence of algorithmic logic and human intuition produces a new creative paradigm *co-generative creativity* in which innovation emerges from interaction rather than isolation. This marks a departure from dualistic perspectives separating art and technology, situating creativity within a continuum of human–machine symbiosis.

The principal contribution of this research lies in its conceptual and methodological advancements. Conceptually, the study introduces the framework of "algorithmic intimacy," a term describing the evolving relationship between human emotion and computational logic in creative production. This framework extends existing theories of distributed creativity by incorporating affective and ethical dimensions into discussions of digital art. Methodologically, the research combines phenomenological inquiry with digital artifact analysis, offering a replicable model for studying creative interaction between humans and machines. The dual focus on experiential narratives and aesthetic outputs allows for a holistic understanding of creativity in technological environments. The study thus provides an interdisciplinary bridge between the humanities, computer science, and art theory advancing scholarly dialogue on how creativity can be understood, practiced, and taught in the age of artificial intelligence.

The limitations of this study primarily concern its sample scope and temporal frame. The participant pool was limited to 15 artists actively using generative AI tools, which may not fully represent the diversity of global creative practices or technological experiences. The research also focused on short-term engagement with AI, leaving the long-term cognitive and cultural effects of sustained collaboration underexplored. Another limitation concerns the reliance on qualitative interpretation, which, while rich in insight, may require empirical validation through quantitative cognitive or behavioral measures. Future research should expand to include longitudinal and cross-disciplinary studies that examine how AI reshapes artistic education, creative economies, and neurocognitive processes associated with imagination. Further inquiry into the ethical, ecological, and emotional dimensions of AI-assisted creativity will deepen understanding of how technological co-creation continues to redefine the human condition in art and culture.

AUTHOR CONTRIBUTIONS

Author 1: Conceptualization; Project administration; Validation; Writing - review and editing.
Author 2: Conceptualization; Data curation; In-vestigation.
Author 3: Data curation; Investigation.

CONFLICTS OF INTEREST

The authors declare no conflict of interest

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