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AN ART PRACTITIONER'S GUIDE TO GENERATIVE AI



ONE IN A SERIES OF GUIDES ON HOW ARTISTS CAN EXPERIMENT WITH THIS NEW
TOOL

*Created by Natalie Diggins
with assistance from the artistic community and ChatGPT
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In collaboration with:



PREFACE

In spring 2023, when the world was abuzz over generative AI, I attended an art exhibition in Midtown New York. Wanting to delve deeper into the stories behind the art, I was drawn to the exhibition catalog. As I thumbed through its pages, absorbing the rich history and context of each piece, an unexpected note on the copyright page made my heart skip a beat:

"The research for this catalog has been generated through ChatGPT and edited by..."

I blinked, reading the statement again. Here it was, ChatGPT, not in some abstract discussion but right in front of me, woven into the fabric of the art world. The reality of AI's encroachment into traditional roles became tangible.

As a trustee for YoungArts, I passionately believe in the organization's vision that artists are vital to our humanity. Seeing these technological advancements, I felt—and continue to feel—that artists face an existential threat. We may not be able to halt the progress of technology, but we can equip artists with the tools to fight back.

That's why I created this series of guides: to demystify generative AI for artists and provide a roadmap for exploration.

I admit, even though I have made a career working with emerging technologies, AI scares me. It may evoke fear, skepticism, or discouragement in you too. But through knowledge comes opportunity, and through opportunity comes power.

Technology can enable great achievements and push humanity to new heights. Take, for instance, the visionary architect Frank Gehry. He once remarked that without the aid of design software, many of his groundbreaking architectural masterpieces would have remained mere figments of his imagination. In the same vein, while AI might seem daunting now, it also holds great promise.

My hope is that these guides help each of us find our own way to shift the threat of AI into an opportunity for something beneficial and transformative. Humanity deserves it.

Natalie Diggins

Creator, *The Art Practitioner's Guide to Generative AI* series

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THE SPEED OF INNOVATION: KEEPING PACE WITH AI IN THE ARTS

In the fast-changing world of generative AI, the landscape shifts dramatically, even from day to day. Since these guides were first created, there has been significant evolution. New AI companies have emerged, and established ones have evolved so much that they're almost unrecognizable. Even referring to these recent companies as 'established' underscores the speed of these changes.

To keep pace, [my blog](#) discusses the impact of the latest generative AI features and functionalities on artists. For instance, I cover ChatGPT's voice and image input and output capabilities in [this post](#).

Throughout this guide, I use the terms 'Generative AI' and 'ChatGPT' interchangeably for simplicity and ease of understanding, though this should not be taken as an endorsement of any particular product. It's important to note that other AI generators, like Claude, Bard, Midjourney, Stable Diffusion, and others, can also be effectively utilized. The instructions provided in this guide are universally applicable, regardless of the specific generative text input AI tool you choose.

While the examples in this edition focus solely on text-based AI generation, many of the techniques shared in this guide are also applicable to text-to-visual applications. Future editions of the guide may incorporate specific examples of these applications.

CREATOR'S STATEMENT

In the development and refinement of writing the Art Practitioner's Guide to Generative AI series, I have incorporated the use of OpenAI's AI tool based on GPT-3.5. This technology played a significant role in enhancing the guides, including narrative development, idea expansion, language enrichment, and proofreading. The voice is distinctively my own.

Rightly, there is considerable concern and debate surrounding the use of material to train ChatGPT and other similar technologies, in addition to the risk of bias. I leave it to the artists, legislators, government officials, and courts to establish the framework governing and compensating such use and attribution, and I will incorporate and follow any rules, protections, standards, or best practices that result.

I specifically chose to use what was at the time OpenAI's free and text-only tool to closely mimic the experience any artist with access to the Internet could have without the burden of cost.

INTRODUCTION: BRIDGING THE GAP BETWEEN ART AND GENERATIVE AI

Today's headlines are dominated by generative artificial intelligence (AI). Many people see this new technology as a cause for fear and uncertainty. But it should also be seen as an opportunity, especially for creators. The goal of this practical guide is to bridge the gap between generative AI technology and the artistry of photography so that practitioners can benefit from this emerging technology.

THE HOW

This guide is, above all, intended to be practical. In an age awash with theoretical insights, we understand the pressing need for actionable, hands-on knowledge. With the surge of generative AI in the world, artists need more than an overview—they need a roadmap. That's why we're not just discussing the 'what' and 'why' of generative AI—we're delving into the 'how.' We want to equip you with the tools and knowledge to harness AI's potential.

THE WHY

But *why* we're creating this guide is still incredibly important. At the heart of this guide lies our commitment to **empowering artists**. By introducing you to the potential of generative AI, we're giving you another tool in your artistic endeavors.

This guide aims to **inspire innovation**. We demystify generative AI and spotlight real-world artistic examples. AI challenges artists to move beyond convention, to experiment, and envision their craft in groundbreaking ways. Yet, innovation shouldn't occur in isolation.

Hence, our focus on **fostering collaboration**. By integrating feedback and collective insights from the artistic community, we're creating more than a guide; we're crafting a platform for shared learning and mutual growth.

We also believe in **democratizing access** to this knowledge. Art shouldn't be restricted by technological barriers. By distilling complex concepts into approachable insights, we're striving to level the playing field, ensuring artists from diverse backgrounds can utilize AI.

The world of art and technology is fluid, and we embrace that. Our commitment to **stimulating continuous growth** means this guide remains an evolving entity. As we garner feedback and as the landscape shifts, we will iteratively refine our content, helping ensure that artists are always at the forefront of innovation.

THE GOLDILOCKS APPROACH

We initially aimed to create a guide that would cater to artists at every stage of their career, but given the rapid pace of technological evolution, in the time it would take to write the comprehensive guide we envisioned, it would likely be outdated by its release.

As a result, we've opted for a broader 'Goldilocks approach.' Some artists might find our examples too basic, while others might deem them too complex. But we hope that for many, they'll be just right—and ideally, every artist will find something to enhance their practice.

Our measure of success for this project is simple: if you discover just one piece of valuable information—which could even be that generative AI isn't for you—we've achieved our goal.

Now, let's continue our exploration, enriching our creative process and reshaping our engagement with the world of photography.



YOUR BRILLIANT AND SUPPORTIVE BUT UNRELIABLE COLLABORATOR

Generative AI is your eager collaborator, albeit an imperfect one. It's like that endearing friend who loves telling stories but sometimes gets a little too creative with the details. ***Be sure to bring your fact-checking skills to the conversation.***

Think of it as an unblinking, nonjudgmental sounding board, always ready to help you solve a problem at 3 a.m. It can take in your wildest idea, juggle it around, and toss it back with a fresh, unexpected spin.

It is the most accommodating coworker you'll ever find, ready to dive into virtually any topic at a moment's notice. Just remember to take its words with a grain of salt, and perhaps a dash of humor.

AI IN THE ARTS – A TOOL FOR ENHANCEMENT, NOT REPLACEMENT

AI simply confirms everything we have thought, but beauty in design is something we discover; it emerges from corners you never thought it would.

Reinier de Graaf Partner,
Office of Metropolitan Architecture

While AI possesses extensive knowledge, it doesn't understand the essence of beauty. AI excels in unveiling the hidden and unpredictable elements of design and artistic expression, but it lacks the human ability to translate that into works full of emotion and impact.

The real promise of AI isn't about rendering artists obsolete but about magnifying their creative capacity. By incorporating this tool into your repertoire, you can navigate unexplored artistic landscapes and tap into new forms of photography.

This hands-on guide is a resource for photographers of all types and abilities, offering insights, guidance, and practical tips to enhance your practice using generative AI. No advanced computer skills are necessary. If you're comfortable with searching the Internet with Google, you'll find ChatGPT easy to use.

With the help of ChatGPT, you can conduct early investigative research, learn new techniques, evaluate equipment, prepare for photoshoots, explore interdisciplinary practice, and secure jobs and commissions. Get editing tips, compile checklists and expand your understanding of photographic history and styles, plus much more. Embrace the joy of photography, push your boundaries, and let this guide be your companion on your journey.

Let's get started!

HOW TO SET UP A FREE CHATGPT ACCOUNT

You can interact directly with AI through a tool called ChatGPT. Today, ChatGPT-3.5 is free after creating an account with your email address. For those seeking a more advanced experience, a premium version, ChatGPT 4, is available for a subscription fee. However, while this service is readily accessible in the United States, its availability is limited in certain countries.

To get started, visit the [ChatGPT login page](https://chat.openai.com/auth/login) and create your account: <https://chat.openai.com/auth/login>

Have you set up your ChatGPT account? Great. Now let's explore how you can use this technology in your photography practice.

INTERACTING WITH CHATGPT

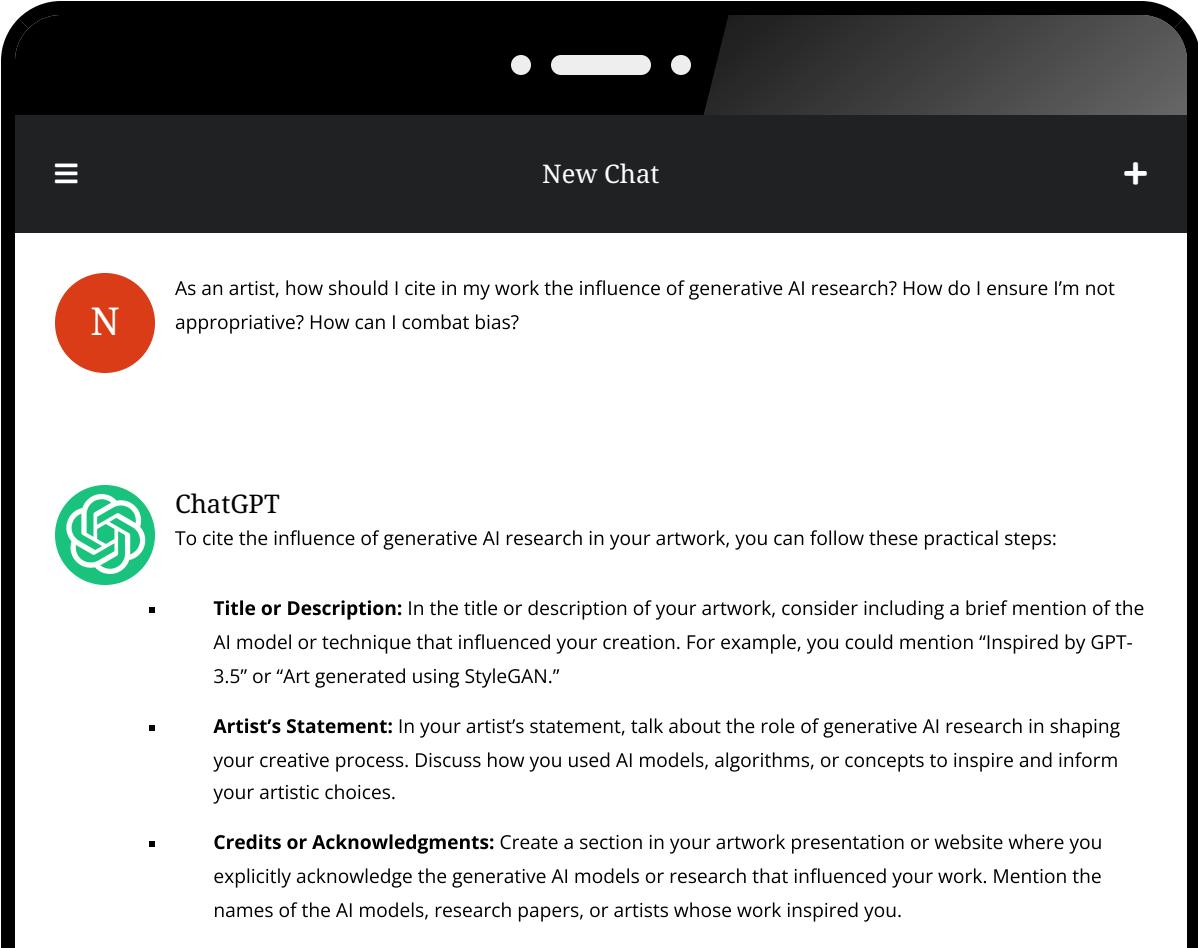
ChatGPT operates primarily on text inputs, so it's just like having a conversation with another person, but in this case, it's a machine.

- Once you've logged into your account, find and click on the chat interface.
- You'll see a blank chat box or a welcoming message. To start a conversation, you just type your message into the input field. This can be a question, a command, or simply a general statement.
- Chat is designed to respond to your queries or statements. For example, you could ask it *"When was James Van Der Zee born?"* or say *"Find me a poem about photography."* It's capable of answering questions, providing information, generating text-like stories or poems, and even engaging in casual conversation.
- After you've typed in your message, hit enter or click the "Send" button. Chat will process your message and generate a response, which will appear in the chat box. Response time usually takes just a few seconds.
- You can then continue the conversation based on the AI's response. Remember, AI is designed to maintain a consistent chat flow, so it will always relate its responses to the ongoing context of the conversation.
- You can end the conversation anytime you want by simply not entering any more text into the chat box.

TECHNOLOGY NEWS YOU CAN USE IN YOUR PHOTOGRAPHY PRACTICE

THE ETHICS OF AI: WALKING THE WALK

When considering the use of generative AI, whether in the arts or any other field, there are a variety of ethical issues to consider. These issues require meticulous examination and resolution. For example, there may be concerns over bias and fairness, which question the impartiality of AI. There may also be concerns regarding originality and plagiarism, raising doubts about the authenticity of AI-created works. There's the issue of manipulation and misinformation, where the possibility of AI being used to distort reality or mislead people is a significant concern. Finally, transparency and disclosure are pivotal, necessitating clarity about the use of AI.



New Chat

N As an artist, how should I cite in my work the influence of generative AI research? How do I ensure I'm not appropriative? How can I combat bias?

ChatGPT

To cite the influence of generative AI research in your artwork, you can follow these practical steps:

- Title or Description:** In the title or description of your artwork, consider including a brief mention of the AI model or technique that influenced your creation. For example, you could mention "Inspired by GPT-3.5" or "Art generated using StyleGAN."
- Artist's Statement:** In your artist's statement, talk about the role of generative AI research in shaping your creative process. Discuss how you used AI models, algorithms, or concepts to inspire and inform your artistic choices.
- Credits or Acknowledgments:** Create a section in your artwork presentation or website where you explicitly acknowledge the generative AI models or research that influenced your work. Mention the names of the AI models, research papers, or artists whose work inspired you.

- **Combat Bias:** When researching topics that have been historically mis or under-represented in the archive or canon, supplement your AI research with a deeper literature review. Rigorously test and assess AI-generated content for bias, and view any identified bias as an opportunity for critical examination and discussion within your creative work. Experimenting with various settings and parameters in the AI model can also help mitigate bias and promote more balanced and ethical outcomes (creator's note: Fine-tuning parameters like "temperature" and "top_p" helps in managing vocabulary selection, enabling you to control word choices and reduce the risk of introducing biased language. Please note, making these adjustments necessitates coding skills and a paid account.).
- **Provide Links:** Whenever possible, provide links to the original AI research papers or projects that influenced your work. This allows viewers to explore the source of your inspiration and learn more about the AI models you used.
- **Avoid Plagiarism:** Ensure that your artwork is original and not a direct copy of someone else's generated content. Artistic inspiration is about using ideas as a starting point and transforming them into something new and unique.
- **Engage in Dialogues:** Participate in discussions within the AI and art communities to foster a respectful exchange of ideas. Share your process, give credit to influential work, and be open to feedback and collaboration.
- **Comply with Licensing:** If you are using specific AI models or tools, ensure that you comply with their licensing and attribution requirements. Some models may have open-source licenses that require you to provide attribution when using them.
- **Promote Ethical Use:** Be conscious of the social and ethical implications of using AI in art. Promote responsible and ethical AI use by considering the impact of your work on society and individuals.

While ChatGPT's response to the issue isn't comprehensive, or necessarily correct or right for you individually, it can serve as a jumping-off point for further reflection and discussion.

[Update: These suggestions were drafted when generative AI became available to the general public. Since then, text citation practice has evolved. MLA Style, APA Style, Chicago Style and many academic standards have been updated to address textual generative AI contributions.

Outside of academia, practicing consensus has evolved that generative AI is a tool, similar to Microsoft Word's Editor feature, Adobe Photoshop, and spellchecking software. Similar to how these tools aren't cited, generally neither is generative AI. That said, while generative AI may be used as a tool, the nature of its contributions to content creation might warrant different considerations compared to more straightforward productivity software.

The bottom line is that there is no right answer. Citation is a work in progress, and you should use your own judgment based on content and context.

The critical and complex issues of creator permission, attribution, and compensation remain unsolved and appropriately controversial.]

PRO TIP: While AI can be a useful tool, it isn't a substitute for meticulous human review and in-depth follow-up. AI can produce errors and inconsistencies. Especially when delving into historically marginalized topics, cultural representations, or issues of authenticity, complement AI insights with trusted external sources. If you suspect faulty information, a first but not conclusive step is to ask the tool the same question again. Revisiting the question helps in cross-checking the consistency of the information provided. Then, query external sources. Exercise extreme caution and diligence on sensitive or nuanced topics.

EARLY INVESTIGATIVE RESEARCH

ChatGPT can be an invaluable tool for photographers to explore early investigative research as part of their photographic process.

Discover historical figures who have blended specific aesthetics or combined various disciplines in the past, examine themes and concepts, and learn how other photographers have overcome specific artistic challenges.

A photographer can use ChatGPT for early investigative research in the following ways:

- **Topic Exploration:** Describe the photography-related topic or theme you want to research. It could be a particular genre, technique, historical period, or a photographer's body of work.
- **Initial Questions:** Ask ChatGPT broad questions about the topic to gather basic information. For instance, "Can you provide an overview of street photography techniques?" or "Who were the pioneers of fashion photography?"
- **Identify Influential Figures:** Inquire about influential photographers, historical or contemporary, who have made significant contributions to the chosen topic. ChatGPT can provide names and brief descriptions of photographers to explore further.
- **Art Movements or Periods:** Ask about art movements or time periods relevant to your research. ChatGPT can offer insights into how certain movements impacted photography or the styles associated with specific eras.
- **Photography Techniques:** Seek information about specific techniques related to your topic. Ask how to achieve certain effects, lighting setups, or post-processing methods.
- **Resource Recommendations:** Request recommendations for books, articles, online resources, or exhibitions that delve into the topic. ChatGPT can suggest materials to deepen your understanding.
- **Comparative Analysis:** If you're exploring a specific technique or style, ask ChatGPT to provide a comparative analysis of photographers who have used that technique and how it evolved over time.
- **Ask for Examples:** Inquire about examples of photographs that exemplify the topic you're researching. You can ask, "Can you show me examples of minimalist photography?" to get visual references.
- **Historical Context:** If researching a particular photographer, ask ChatGPT to provide historical context for their work. Understanding the era they worked in can provide insights into their approach and influence.

PRO TIP: At the beginning of a conversation with ChatGPT, you can utilize something called a system message. A system message works as an initial instruction to provide context for the AI model. For example, if you're a photography historian and want to discuss technical advances in photography, you could start the conversation by saying, "As a photography historian with an interest in the technical advances in photography, I want to understand the transition from film to digital photography." This message helps the AI understand your background and the context of the discussion, allowing it to tailor its responses accordingly.

PHOTOGRAPHY TECHNIQUES

Using ChatGPT to explore photography techniques can provide you with foundational knowledge and insights to enhance your skills. Describe the technique and the style you desire, and ChatGPT can offer suggestions for inspiration.

To use ChatGPT for generating photography technique ideas, follow these steps:

- **Specify the Technique:** Describe the photography technique you want to learn more about. It could be related to lighting, composition, post-processing, or any specific aspect of photography.
- **Ask for an Explanation:** Pose an open-ended question to ChatGPT about the technique. For example, "Can you explain the concept of depth of field in photography?" or "How can I effectively use leading lines in composition?"

I'm a photographer looking to experiment with different types of techniques. How can I achieve a vintage look in my photographs while preserving details in the shadows?

ChatGPT

Creating a vintage look in your photographs while preserving details in the shadows involves a combination of shooting techniques, lighting, post-processing, and artistic choices. Here's a step-by-step guide to help you achieve this:

Shooting Techniques:

- **Use Natural Light:** Vintage photographs often have a soft, diffused light. Shoot during the golden hours (early morning or late afternoon) to achieve a warm and soft lighting effect.
- **Choose the Right Subject:** Subjects that evoke a sense of nostalgia work well for a vintage look. This could include old cars, vintage clothing, architecture, or objects from the past.
- **Consider Film Cameras:** If you have access to a film camera, consider using it to capture images with a genuine vintage feel. Film photography can naturally produce the characteristics associated with vintage photographs.

Camera Settings:

- **Lower Contrast:** Set your camera to a lower contrast mode or reduce the contrast in post-processing. This will help preserve details in both highlights and shadows.
- **Expose for Shadows:** When capturing the shot, slightly overexpose to ensure that you capture enough details in the shadow areas.

Lighting:

- **Diffuse Light:** Soft, diffused lighting can mimic the gentle, even lighting of vintage photographs. Use softboxes, diffusers, or shoot on cloudy days to achieve this effect.

Post-Processing:

- **Adjust Contrast and Tone Curve:** Use software like Adobe Lightroom to adjust the contrast and tone curve. Flatten the curve slightly to maintain details in the shadows.
- **Color Grading:** Vintage photos often have a distinct color palette. Experiment with warm tones, faded colors, and desaturation to achieve the desired vintage look.
- **Vignetting:** Add a subtle vignette to draw attention to the center of the image and enhance the vintage feel.
- **Texture Overlay:** Overlaying subtle textures, scratches, or film grain can add an authentic vintage texture to your photographs.
- **Split Toning:** Apply split toning to add a touch of color to the highlights and shadows, mimicking the color shifts seen in older photographs.

Editing Software:

- Adobe Lightroom: Offers comprehensive tools for adjusting exposure, contrast, color grading, and more.
- Adobe Photoshop: Provides advanced editing options for adding textures, vignettes, and fine-tuning the vintage effects.

Experiment and Refine:

- The vintage look is subjective, so don't be afraid to experiment with different combinations of settings and techniques until you achieve the desired outcome.
- Keep practicing and refining your approach based on the feedback you receive and your own artistic vision.

Remember that creating a vintage look is not just about applying a filter but understanding the aesthetics of the era you're trying to emulate. It's about creating a mood, a feeling, and an atmosphere that transports the viewer to a different time.

- **Step-by-Step Instructions:** If applicable, request step-by-step instructions for implementing the technique. For instance, "Can you guide me through the process of creating a long exposure shot?"
- **Collaborate and Iterate:** As ChatGPT generates suggestions, you can engage in a conversation, ask follow-up questions, and provide feedback. Think of this as a conversation you'd have with a colleague. This interactive

process can help refine and narrow down the ideas until you find something that resonates with your vision.

PRO TIP: If ChatGPT doesn't seem to grasp your query adequately, feel free to reword it. When crafting a photograph, not every angle or setting you initially choose will work with the lighting or naturally highlight the subject. You might need to adjust and experiment with different techniques. Similarly, with ChatGPT, if you ask, "How can I achieve a bokeh effect?" and it doesn't provide the depth of information you were hoping for, you could try rephrasing it to, "What are the steps to create a bokeh effect?" or "What settings are crucial for a successful bokeh effect?" Just as you would fine-tune your photographic techniques to capture the perfect shot, sometimes reformulating your question, possibly multiple times, can help you obtain a more comprehensive answer.

PHOTOGRAPHIC EQUIPMENT

ChatGPT can be a valuable asset for photographers seeking the right equipment. The tool offers detailed insights into various camera models and accessories, facilitating informed decisions based on expert recommendations tailored to different genres like wildlife or architectural photography. It can efficiently analyze existing user reviews, assisting photographers in comparing equipment specifications and functionalities.

NOTE: ChatGPT 3.5 only has data available until its last update, which currently is April 2023. While it can serve as a resource, you should also utilize other means to get the most recent information.

To use ChatGPT for help selecting photography equipment, follow these steps:

- **Specify Your Needs:** Begin by describing your photography needs. Mention the type of photography you specialize in or the conditions you commonly encounter (e.g., photojournalism, event, fine art, low light).
- **Budget Considerations:** Share your budget constraints or range. This helps ChatGPT suggest equipment options that align with your financial capacity.
- **Camera Type:** If you're looking for a new camera, specify whether you prefer a DSLR, mirrorless camera, or compact camera. Mention any brand preferences if you have them.
- **Lens Requirements:** If you're considering new lenses, describe the focal lengths or specific types of lenses you need for your photography style. Whether it's prime lenses, zoom lenses, or specialty lenses, provide details.
- **Accessories:** Inquire about essential accessories such as tripods, filters, flashes, and memory cards.

New Chat



I'm an advanced level food photographer for cookbooks and blogs looking for a new primary camera and related accessories. My budget is \$4500. What equipment do you recommend?



ChatGPT
Certainly, with a budget of \$4500, you can assemble a high-quality setup that will serve the needs of an advanced-level food photographer. Here's a potential breakdown tailored to your needs:

Camera:

- **Canon EOS R6** (\$2500 approx): A full-frame mirrorless camera offering excellent performance in various lighting conditions. It's versatile with stellar autofocus and adequate video capabilities, should you decide to branch out.

Lenses:

- **Canon RF 50mm f/1.8 STM** (\$200 approx): A standard lens excellent for general food photography with a beautiful depth of field.
- **Canon RF 35mm f/1.8 Macro IS STM** (\$500 approx): This lens is perfect for close-up shots, capturing intricate details. Its macro capabilities are a boon for food photographers.

Tripod:

- **Manfrotto MT055CXPRO3 Carbon Fiber Tripod** (\$400 approx): A robust and reliable tripod. Its flexibility allows for various shooting angles, paramount for food photography.

Lighting:

- **Godox SL-60W LED Video Light** (\$134 approx) with **Softbox** (\$30 approx): This continuous light setup provides soft, diffused lighting, essential for food photography.
- **Godox AD200Pro Pocket Flash Kit** (\$300 approx): This portable unit is powerful and flexible, offering both continuous lighting and flash capabilities, suitable for more dynamic shots or when you need more punch.
- **Reflector and Diffuser Kit** (\$30 approx): Essential for sculpting light, eliminating harsh shadows, and highlighting specific aspects of your subjects.

Accessories:

- **SanDisk Extreme PRO 64GB SDXC Memory Card** (\$20 approx): A quick memory card to seamlessly handle high-res files.
- **Canon Remote Shutter Release** (\$20 approx): Ensures stability during longer exposures.

Post-Processing Software:

- **Adobe Photography Plan** (\$120/year): This package, which includes Photoshop and Lightroom, is indispensable for post-processing, allowing you to refine your shots to perfection.

Total Estimated Cost: \$4254

This should leave you with some room in your budget to add or upgrade other items as per your preference, or to invest in props and backdrops for your food photography setup. Do remember that prices might vary, and it's always good to look for deals or bundles that might save you some money.

- **Technical Specifications:** Discuss the technical specifications you prioritize, such as sensor size, megapixels, ISO range, or autofocus capabilities. ChatGPT can help you understand how these specs relate to your photography goals.
- **Brand Comparisons:** Request comparisons between different camera brands or models. For example, "Can you compare the Nikon D750 to the Canon EOS 6D Mark II for landscape photography?"
- **Use Cases:** Share specific scenarios or photography challenges you face. ChatGPT can suggest equipment that excels in those situations, whether it's low-light photography, action shots, or travel photography.
- **Future-Proofing:** Ask about the potential longevity of equipment or whether it will meet your needs as you progress in your photography journey.
- **User Reviews and Ratings:** Request information about user reviews, ratings, and feedback on specific camera models or lenses. ChatGPT can provide insights into how certain equipment has been received in the photography community.

PRO TIP: Just as experimenting with different lenses can yield a variety of unique perspectives, exploring varied approaches to your queries with ChatGPT can provide diverse insights. For example, if you're interested in macro photography, ChatGPT might recommend a 100mm lens for capturing intricate details in one instance and a specialized macro lens for extreme close-ups in another, offering different perspectives based on your phrasing or the specifics of your query.

PHOTOSHOOTS

Utilizing ChatGPT can not only boost the visual allure of your photoshoots but it can also increase their functionality. It can assist you by suggesting picturesque locations, offering insightful lighting tips, facilitating problem-solving, and providing guidance on posing.

To get the most out of ChatGPT for your photoshoot planning, follow these steps:

- **Provide Detailed Context:** Furnish information regarding the purpose, location, models, props, and any specific themes or moods you envision for the photoshoot. The more comprehensive the details, the more personalized the suggestions you will receive.
- **Specify Your Skill Level:** The field of photography is expansive, with advice potentially differing greatly depending on your proficiency. Offering a clear indication of your skill level will help ensure you receive advice that is both useful and appropriate.

I am a photographer who has been hired to shoot product for a marketing campaign. Despite being an advanced photographer, I am new to this type of shoot and need a checklist.

ChatGPT

Absolutely, planning and preparation are crucial for a successful product photography shoot. Here's a comprehensive checklist to help you ensure that everything goes smoothly:

Pre-Production:

- **Client Briefing:**
 - Understand the client's vision, brand identity, and goals for the marketing campaign.
 - Clarify the specific products to be photographed and their key features.
- **Shot List:**
 - Create a detailed shot list outlining the specific angles, compositions, and setups required for each product.
- **Location and Set:**
 - Determine the shooting location (studio, on-location, etc.).
 - Set up the shooting area with proper lighting, backdrop, and props, if necessary.
- **Equipment:**
 - Camera body and backup camera.
 - Lenses appropriate for product shots (macro, prime, etc.).
 - Tripod for stability.
 - Lighting equipment (softboxes, diffusers, reflectors, etc.).
 - Remote triggers for off-camera flash, if needed.
 - Light meter for accurate exposure.
- **Props and Styling:**
 - Gather any props or accessories that enhance the product's appearance.

- Prepare styling elements such as backgrounds, fabrics, and surfaces.
- **Model or Mannequin:**
 - If photographing clothing or accessories on a model or mannequin, ensure it's properly prepared.
- **Day of the Shoot:**
- **Camera Settings:**
 - Set your camera to the appropriate settings: aperture, shutter speed, ISO, white balance, and file format.
- **Lighting Setup:**
 - Set up and position your lighting equipment for the desired effect (soft lighting, dramatic shadows, etc.).
- **Product Preparation:**
 - Clean and inspect each product thoroughly for any smudges, scratches, or imperfections.
 - Remove dust and fingerprints using a microfiber cloth.
- **Test Shots:**
 - Take test shots to ensure proper exposure, focus, and lighting setup before shooting the main products.
- **Composition and Framing:**
 - Follow your shot list and compose each shot according to the desired style.
 - Pay attention to angles, symmetry, and negative space.
- **Styling and Arrangement:**
 - Arrange props and accessories to enhance the product's narrative and visual appeal.
 - Ensure proper styling to showcase the product's features.
- **Post-Production:**
- **Image Review:**
 - Review images on a computer to ensure they meet your quality standards.
- **Image Editing:**
 - Edit images using photo editing software to adjust exposure, color balance, sharpness, and remove imperfections.
- **File Formats:**
 - Save images in the appropriate file format (JPEG, TIFF, etc.) and resolution as required by the client.
- **File Organization:**
 - Organize your edited images into folders based on the products and shots for easy retrieval.
- **Client Review:**
 - Share a selection of edited images with the client for feedback and approval.
- **Delivery:**
- **File Delivery:**
 - Deliver the final, approved images to the client in the specified format and resolution.
- **Backup:**
 - Keep backups of all raw and edited images in a secure location.

Remember that effective communication with your client throughout the process is essential to ensure that their expectations are met. Flexibility and problem-solving skills are also valuable on a shoot day, as unexpected challenges may arise. With this checklist, you'll be well-prepared to execute a successful product photography shoot for your marketing campaign.

- **Ask Open-Ended Questions:** Engage in a back-and-forth conversation with ChatGPT. Ask open-ended questions like:
 - "What are some unique outdoor photoshoot ideas for a beach location?"
 - "Can you suggest some fantasy-themed photoshoot ideas for a conceptual photography project?"
 - "I'm working with a model who loves nature. Any nature-themed photoshoot ideas?"
- **Refine and Combine Ideas:** You can take the suggestions generated by ChatGPT and combine them to create unique and personalized photoshoot concepts. Be creative and adapt the ideas to fit your vision.

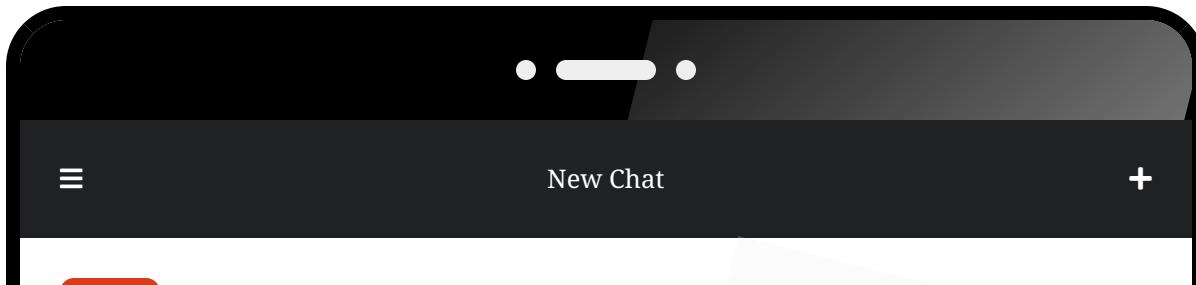
PRO TIP: Consider ChatGPT as your personal photo stylist for your photoshoots. If it suggests styles or themes that resonate with your vision, you might say, "Give me more ideas like this," to explore ideas that blend aesthetic and functionality seamlessly. On the other hand, if the suggestions don't quite align with your theme, a command like, "Suggest something more in line with a modern/retro/naturalistic theme," could help it fine-tune the next set of recommendations to better complement with your photographic narrative.

INTERDISCIPLINARY PRACTICE EXPLORATION

Interdisciplinary practice exploration involves merging techniques, theories, or tools from multiple disciplines to create novel approaches and insights. For photographers, this can mean combining photography with other fields like science, literature, music, or even psychology to generate fresh perspectives and bodies of work.

To ask ChatGPT questions related to exploring interdisciplinary practices within photography, follow these steps:

- **Identify Your Goals and Vision:** Take some time to clarify your goals and vision for this interdisciplinary practice. For example, what do you hope to achieve by combining photography with another area, such as sound? Do you have specific projects or ideas in mind?
- **Specify Your Current Level of Expertise:** Let ChatGPT know your current skill level in both the disciplines you're exploring. Are you a beginner in one or both fields, or do you have advanced skills in one but not the other? This will help Chat GPT tailor advice to your specific needs.
- **Ask Technical Questions:** If you have technical questions about how to execute certain aspects of your interdisciplinary projects, feel free to ask. For example, you can ask about what types of sound equipment, both in terms of playback and capture, are best suited for creating high-fidelity, immersive audio experiences in photographic installations, and what considerations should be taken into account regarding acoustics, spatial arrangements, and viewer interactivity.



N

As an advanced photographer, I want to incorporate sound into my artistic practice to create multi-sensory installations using photographic presentation methods like collaging, large-scale prints, and digital exhibitions. How can I effectively combine sound and visuals to challenge traditional viewer perceptions and evoke stronger emotional responses? What unique considerations should I keep in mind for each medium?



ChatGPT

Combining sound and visuals in an artistic practice can be an evocative way to engage audiences on multiple sensory levels. Here's a guide to effectively combine them:

Conceptual Harmony:

- **Sound & Visuals:** Both elements should reflect a central theme or emotion. Avoid using sound merely as a background element. Instead, consider it an equal partner to the visuals.

Spatial Considerations:

- **Physical Installations:** Think about speaker placement and acoustics. Use directional speakers for focused audio experiences or immersive multi-speaker setups for surround experiences.
- **Digital Exhibitions:** Ensure that sound doesn't become too jarring or overwhelming when viewed on various devices. Consider the use of headphones or quality external speakers.

Duration and Timing:

- **Sync visual transitions with sound peaks or changes.** This can help underline poignant moments in the installation.

Using Sound:

- **Ambient Sound:** Captures the overall mood and can set the emotional tone.
- **Narrative Sound:** Spoken word or storytelling can give context to your visuals.
- **Musical Elements:** Melody and rhythm can guide the viewer's pace and emotional response.

Technique Considerations:

- **Collaging:** Use layered sounds that mimic the visual collage. Different sections of the collage could "speak" or emit distinct sounds when approached or interacted with.
- **Large-Scale Prints:** For such installations, consider spatial audio or ambient sounds that evolve as the viewer moves closer or examines different parts of the print.
- **Digital Exhibitions:** Take advantage of the tech side. Use responsive design where the sound changes or adapts based on viewer interaction.

Interactivity:

- Consider allowing the audience to influence the sound or visuals through movement, touch, or other interactions. This can make the experience personal and memorable.

Test & Iterate:

- Before finalizing, gather feedback. What works in a small setting might not work in a larger space or vice versa.

Legal & Ethical Considerations:

- Ensure you have the rights to all sounds used. Consider the impact of your installation on individuals with sensory sensitivities or disorders.

Unique Considerations:

- **Sound:** Think about volume, balance, clarity, and spatial distribution. Avoid overwhelming or fatiguing the audience.
- **Visuals:** Ensure visuals are not overshadowed by the sound. They should complement, not compete.

Educational Component:

- Offer information on how to experience the installation. This could be in the form of written guidelines, a docent, or a pre-recorded audio guide.

Remember, the aim is to create a harmonious experience. The relationship between sound and visual should be thought-provoking, inviting viewers to immerse themselves and feel deeper emotions.

- **Discuss Material and Equipment Choices:** Inquire about the best materials, mediums, or printing methods to use for your specific projects. You can also ask for recommendations on cameras, lenses, or general equipment that work well for this type of interdisciplinary work.
- **Explore Artistic Inspiration:** Request information on artists or photographers who have successfully merged artistic disciplines in their practice. This can help you discover new sources of inspiration and gain insights into different approaches.
- **Discuss Exhibition and Presentation:** If you plan to exhibit or present your interdisciplinary work, you can inquire about strategies for showcasing your pieces in galleries, online platforms, or other venues.
- **Explore Opportunities for Collaboration:** If you're interested in collaborating with other artists or organizations on interdisciplinary projects, ask for advice on finding potential collaborators and managing collaborative efforts.

PRO TIP: Understand the dual nature of ChatGPT's knowledge. It holds information on photography techniques, theories, and practices up until its last update in April 2023. For developments after April 2023, ChatGPT automatically searches the internet for the most recent updates. So while you may hear that ChatGPT's training data isn't current, it does have the ability to access the Internet for current information.

SECURING PHOTOGRAPHY JOBS AND COMMISSIONS

Photographers can harness the analytical and creative capabilities of ChatGPT to significantly enhance their chances of securing jobs and commissions in various sectors of the industry. By offering personalized guidance and actionable insights, it aims to foster a photographer's career growth.

For help using ChatGPT for securing photography jobs, follow these steps:

- **Job Description:** Start by sharing details about the job post you're interested in. Mention the job title, company or organization, and any key responsibilities or qualifications mentioned in the job description.
- **Define Specific Goals:** Start by clearly defining what you are aiming to achieve—be it securing a job, getting a commission, or entering a contest.
- **Formulate specific questions** that align with these specific goals, such as, "How can I tailor my portfolio to appeal to potential employers in the travel photography sector?"

The screenshot shows a mobile application interface for a messaging or AI service. At the top, there are three dots and a 'New Chat' button. Below this, a message from a user with a red circular profile picture containing a white 'N' starts with: "I'm interested in a photography job currently available with The New York Times..[1] Here is the job description. How do I position myself to get the job? What process should I follow?" The response from ChatGPT follows: "*The New York Times is looking for an experienced and creative Photographer to join our award-winning team. You will be responsible for taking high-quality photographs for various projects, from news stories to feature stories. Our ideal candidate will have a strong eye for composition and detail, be technically proficient with a camera and related equipment, and be an enthusiastic team player with excellent communication skills. If you are passionate about capturing stories through photography and have the necessary qualifications, we want to hear from you.*" At the bottom, a note states: "[1] Jobzmall, retrieved from <https://www.jobzmall.com/the-new-york-times/job/photographer-13> on Sept. 7, 2023." A ChatGPT logo is at the bottom left, and a summary at the bottom right reads: "Landing a position as a photographer with The New York Times is a highly competitive endeavor but not out of reach if you strategically build and present your portfolio, emphasize your experience, and align with the expectations stated in the job description. Here's a step-by-step guide to help you approach this."

Build a Strong Portfolio

- **Diverse Work Samples:**
 - Showcase a diverse range of work, including news and feature stories.
 - Present photographs that demonstrate a strong eye for composition and detail.
- **Quality Over Quantity:**
 - Focus on showing your best work, even if it means having a smaller portfolio.
- **Personal Projects:**
 - Include personal projects that showcase your passion for storytelling through photography.

Tailor Your Resume

- **Relevant Experience:**
 - Highlight previous roles where you have worked in a similar capacity, focusing on the responsibilities mentioned in the job description.
- **Technical Proficiency:**
 - List your proficiency with camera and related equipment.
 - Mention any certifications or courses that demonstrate your technical skills.
- **Professional Development:**
 - Mention any workshops or seminars you have attended to improve your skills.

Craft a Compelling Cover Letter

- **Passion for Storytelling:**
 - Explain why you are passionate about capturing stories through photography.
- **Alignment with NYT's Vision:**
 - Mention what excites you about the opportunity to work with The New York Times, and how your style or approach aligns with their vision.
- **Communication & Teamwork:**
 - Provide examples of your excellent communication skills and enthusiasm for teamwork, possibly through anecdotes from your previous roles.

Prepare for the Interview

- **Know Your Work:**
 - Be prepared to discuss your portfolio in detail, including the stories behind the photographs.
- **Understand the Industry:**
 - Have a deep understanding of the current trends and challenges in the photography industry, especially in the context of news and feature stories.
- **Research the NYT:**
 - Research The New York Times' photography style and recent works to be able to discuss how you can contribute and add value.

Network

- **Industry Events:**
 - Attend industry events to network with professionals in the field.
- **Online Presence:**
 - Build an online presence through a professional website and social media platforms where you actively engage with industry communities.
- **References:**
 - Secure strong references from previous employers or collaborators who can vouch for your skills and

teamwork.

Follow-Up

- **Thank You Note:**
 - After the interview, send a thank-you note expressing your gratitude for the opportunity and reiterating your enthusiasm for the role.
- **Feedback:**
 - If you don't land the job, ask for feedback to understand areas where you can improve.

Additional Tips:

- **Skill Development:** Continually work on enhancing both your technical and storytelling skills.
- **Collaborative Projects:** Engage in collaborative projects to build a reputation as a team player.
- **Practice:** Keep practicing and experimenting with different styles to hone your craft.

Best of luck!

- **Application Materials:** Inquire about the specific materials you should prepare for the application, such as a resume, cover letter, or portfolio. Ask for tips on creating compelling application materials.
- **Questions for the Employer:** If you have questions you plan to ask the employer during an interview, share them with ChatGPT to seek advice on how to frame them professionally.
- **Closing the Deal:** If you're interested in discussing salary negotiation or contract terms, seek guidance on how to approach these topics professionally.

PRO TIP: *Landing photography jobs mirrors the process of developing a photograph. Start with a blank slate, much like undeveloped film, by asking, "How can I market my portfolio for commercial assignments?" As you expose film to light to reveal an image, refine your focus by exploring niches like underwater photography. Finally, fine-tune your approach with queries such as, "How can I promote my underwater photography to dive resorts and marine conservation groups?" Just as photos develop in stages, with ChatGPT, detailed questions guide you to specific professional opportunities.*

THE ART OF ASKING THE RIGHT QUESTIONS

By now, you may have picked up on a common thread running through our exercises: there's an art to asking ChatGPT the right questions to draw out the information you're seeking. This skill is known as "prompt engineering," and its application is not limited to text creation—it's an indispensable tool for interacting with any generative AI technologies, even those that translate text into visuals, such as DALL-E, Midjourney, and Stable Diffusion.

The framing of prompts, much like the phrasing of a question in human interactions, can significantly influence the response. This is reminiscent of the legal concept of "leading the witness," where the way a question is posed can inadvertently or intentionally guide someone to a particular answer.

For example, asking the leading question, "Considering the controversial and shocking nature of art exhibition A, how has it been received by the public?" versus asking the neutral question, "What are the themes of art exhibition A, and how has the public responded to them?" yields very different responses.

The leading prompt assumes the exhibition is controversial and shocking. Meanwhile, the neutral version first seeks to understand the themes of the exhibit and then gauge the public's reaction.

In the context of generative AI, a poorly framed or leading prompt may result in biased, incorrect, or undesirable outputs. Conversely, a well-phrased prompt can harness the AI's capabilities more effectively, generating better, more accurate responses.

Although some companies are currently developing tools to automate this task, mastering prompt engineering gives you a unique advantage when interacting with various AI products, not just ChatGPT. Indeed, for the field of generative AI, being proficient in prompt engineering is like knowing how to read in a library full of books. It's a key to unlocking a lifetime of learning.

YOUR TURN

Now, think about your own creative practice. What questions do you have that might benefit from ChatGPT's input? Remember, unlike with a search engine where you ask a single question and the engine returns an answer, dialoguing with ChatGPT is a conversation.

Below are some questions to help you begin. Remember, the more you refine the prompts and add depth, the more useful answers you'll get.

- What are some advanced digital tools and techniques that can help me seamlessly blend and manipulate images to create intricate and visually stunning photo-collages that convey a specific narrative or concept?
- How do I obtain usage rights for existing images not my own that I plan to use for both print and digital distribution?
- What strategies and approaches can I employ to make my photography more accessible and appealing to a broader and more diverse audience, while maintaining the integrity of my artistic vision?
- I am developing a series of photographs that explore the concept of memory. How do I get started?
- What were the key motivations, principles, and contributions of the Photo-Secession movement, and how did it influence the perception and development of photography as an art form during the early 20th century in the United States?
- Please list at least 10 photographers who have successfully developed interdisciplinary photography practices, along with any tips on what drove their success and any pitfalls to avoid.
- Can you detail Gordon Parks' background and achievements, and explain how his photography style and themes contributed to the evolution of photography and cultural narratives?
- What are the essential steps and legal considerations for incorporating aerial drone photography into my real estate photography services, ensuring both compliance with regulations and the delivery of high-quality aerial shots to enhance property listings?
- I am a photojournalist. What are some effective strategies for capturing compelling and ethically sound images in sensitive or conflict-ridden situations, while maintaining the safety and dignity of the subjects involved?

- How did Anna Atkins' pioneering work with cyanotypes contribute to the evolution of both photographic techniques and scientific documentation during her era, and what lasting impact did her contributions have on the fields of botany and photography?

These examples are intended merely as a starting point. Dive in. Experiment, iterate, but most importantly, don't worry—you've got this.

HOW DO YOU USE GENERATIVE AI?

Your insights could greatly enhance this guide, providing invaluable support to our photography community. Here's how you can help:

Share your experiences: If you have already explored generative AI in your artistic practice, we would love to hear about it. How has it impacted your creative process? What challenges have you faced? What benefits have you discovered? By sharing your stories, you can inspire and guide fellow artists who are also exploring how generative AI can benefit them.

Contribute to the guide: We welcome your thoughts and suggestions for improvement. Is there anything missing? Are there sections that could be expanded or clarified?

Thank you for joining this journey. Every step we take in exploring the potential of generative AI not only enhances our individual artistic practice but also strengthens our collective photography community. So keep shooting, keep experimenting, and let's continue on this adventure together.

Please share feedback with Natalie Diggins @ natalie@thearts.ai

Also available in The Art Practitioner's Guide to Generative AI series:

-A Classical Music Practitioner's Guide to Generative AI

-A Dance Practitioner's Guide to Generative AI

-A Jazz Practitioner's Guide to Generative AI

-A Theater Practitioner's Guide to Generative AI

GLOSSARY

Artificial Intelligence: Artificial intelligence (AI) is the simulation of the thinking, learning, and problem-solving abilities of humans by computers or other machines.

ChatGPT: ChatGPT is a type of generative AI that's trained to understand and generate human-like text. By learning from billions of sentences, it can have conversations, answer questions, and even write stories that sound like they were written by a person.

DALL-E: DALL-E is an AI image generator model developed by OpenAI. Like Midjourney and Stable Diffusion, it can create new images in response to text descriptions or even from random inputs. Think of DALL-E as an artist that can draw a new, unique picture based on a story or description you give it.

Generative AI: Generative AI is a type of artificial intelligence that can create new content, such as images, text, or music, by learning patterns from existing data. Generative AI learns from a lot of examples, identifies patterns within them, and then uses those patterns to create new, original content. For instance, after analyzing many pictures of dogs, it can draw a new picture of a dog that doesn't exist.

Midjourney: Midjourney is an AI image generator model developed by Midjourney, Inc. Like DALL-E and Stable Diffusion, it can create new images in response to text descriptions or even from random inputs. What sets it apart is its proficiency in adapting art styles that can be mixed and matched to create an image.

Prompt Engineering: Prompt engineering is the process of carefully crafting questions or commands (prompts) for AI systems like ChatGPT, with the goal of getting more useful or accurate responses. It's like learning to ask the AI in the right way to get the best possible answer.

Stable Diffusion: Stable Diffusion is an AI image generator model developed by Stability AI. Like DALL-E and Midjourney, it can create new images in response to text descriptions or even from random inputs. It can start with a blank, messy canvas (which is called "noise") and gradually refine it into a new image. In AI terms, this "noise" is just a scramble of random colors and shapes. But over time, the AI slowly adjusts this mess, bringing out details and structure, until a recognizable image forms. It's a bit like watching a blurry photograph gradually come into focus.

System Message: A system message, in the context of a chatbot conversation like with ChatGPT, is a directive or instruction given at the beginning of the conversation that sets the context, role, or behavior of the AI. This allows the user to guide the AI's responses and tailor the conversation to their specific needs or objectives.

ABOUT US

Natalie Diggins

[LinkedIn](#)

Natalie Diggins is a technology founder, hands-on executive, investor, and advisor with over two decades of strategic and operational experience in engineering and operations in both public and venture-funded technology enterprises.

Throughout her career, Natalie has been instrumental in scaling nascent technologies and methodologies that are now at the forefront of the tech world, including artificial intelligence, machine learning, robotics process automation, blockchain, cybersecurity, Internet of Things, and cloud technologies.

Natalie serves on the board of trustees of YoungArts: The National Foundation for the Advancement of Artists, and she is passionate about ensuring that artists have a voice in shaping the direction of technology and its implications for society. In line with this belief and her commitment to democratizing technology access, she recently founded TheArts.ai, an initiative designed to bridge the gap between technology and the arts

YoungArts

<https://youngarts.org>

Established in 1981 by Lin and Ted Arison, YoungArts identifies exceptional young artists, amplifies their potential, and invests in their lifelong creative freedom. YoungArts provides space, funding, mentorship, professional development and community throughout artists' careers. Entrance into this prestigious organization starts with a highly competitive application for talented artists ages 15–18, or grades 10–12, that is judged by esteemed discipline-specific panels of artists through a rigorous blind adjudication process.

WITH THANKS

A heartfelt thank you to the remarkable artists who lent their time and expertise to review this guide, helping to shape it into a more useful and accurate tool. I would especially like to thank Lori Hepner, Carlos Hernandez, Chiemeka Offor, Jordan Tiberio, and Alexander Wong. While their contributions have been invaluable, any mistakes or omissions are solely my own.