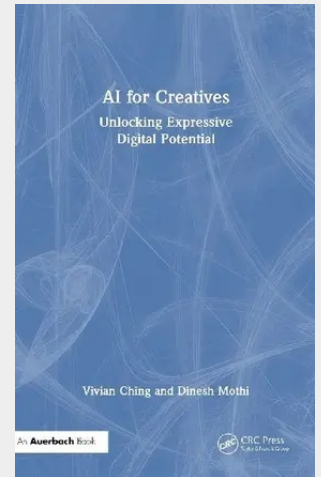


AI for Creatives

Unlocking Expressive Digital Potential

AI for Creatives: Unlocking Expressive Digital Potential takes you on a dynamic journey into the future of creativity, where AI is reshaping how creators approach their craft. According to a 2023 UNESCO report, the global creative industries are valued at an astounding USD 4.3 trillion annually, employing nearly 30 million people worldwide. This essential guide empowers professionals across visual arts, music, writing, film, fashion, and design to leverage the transformative potential of AI to elevate their work in ways previously unimaginable. Designed as a practical handbook for creative professionals, this book provides a clear and approachable road map for integrating AI into your work, regardless of prior experience. Packed with real-world case studies, step-by-step walk-throughs, and insights into AI-driven tools, like RunwayML, Midjourney, Canva, and ChatGPT, the book demonstrates how AI can supercharge creative processes. Whether you are a filmmaker using AI for hyper-realistic visuals or a fashion designer predicting fabric trends, this guide offers the tools to unlock your full creative potential. The book also dives into the deeper ethical and legal questions that emerge as machines increasingly enter the creative arena. How do we strike the right balance between human ingenuity and machine-driven creativity? What happens to intellectual property rights when AI becomes a co-creator? This book tackles these pressing issues head-on, from navigating bias in AI algorithms to safeguarding the authenticity of creative works, while also exploring the role of education in navigating these challenges. With actionable insights, creative professionals will learn to embrace AI while preserving the integrity, originality, and values that define their craft. AI is not just changing how we create but also disrupting the future of employment and economic growth across the globe. With the demand for creative roles projected to surge by 30–40% by 2030, it is evermore critical to harness the power of AI to stay ahead, innovate faster, and meet the growing need for creative solutions across industries. Are you ready to explore the future of creativity and amplify your vision? Step into the next era of AI transformation with this essential guide—your creative revolution starts now.

**205,60 €**

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