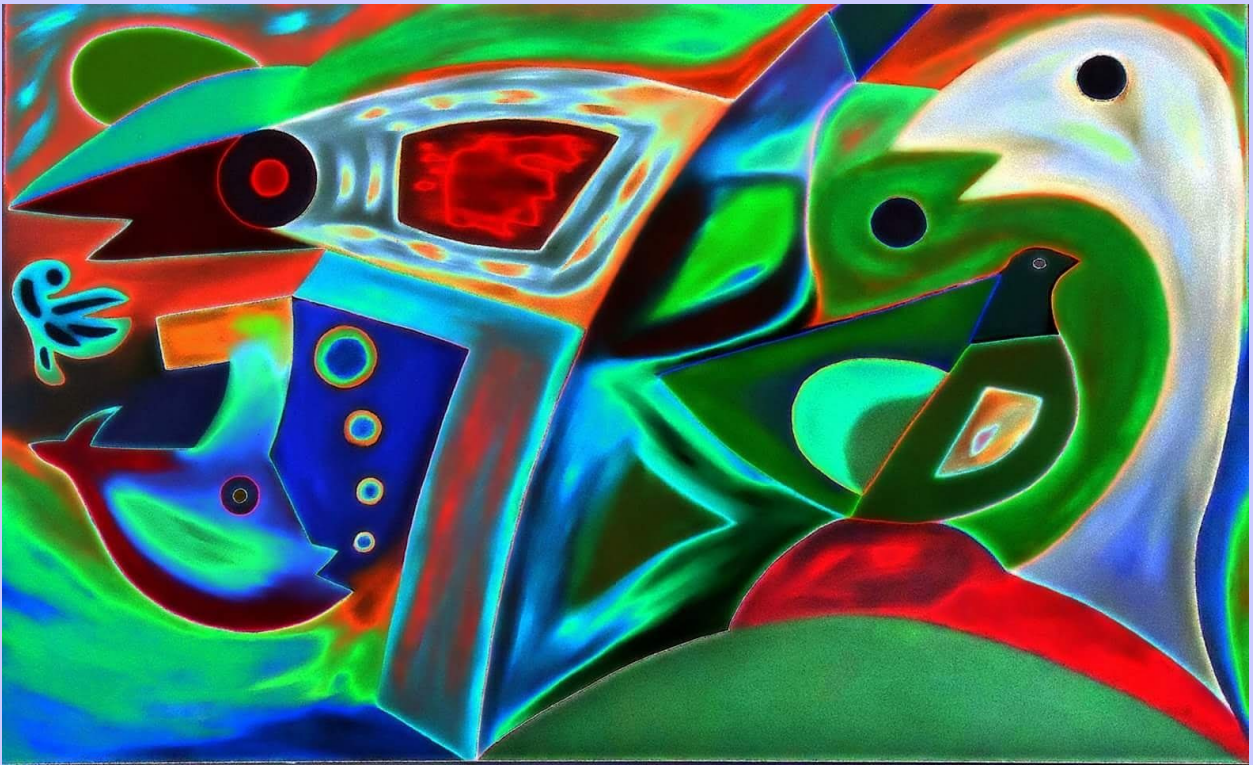


Journal of Digital Art & Humanities



ISSN 2712-8148

Vol.6 Iss.1

June 2025

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Artificial Intelligence Implication in Art

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Received 23.03.2025/Revised 23.05.2025/Accepted 28.05.2025/Published 09.06.2025

https://doi.org/10.33847/2712-8148.6.1_1

*Artificial intelligence will not replace artists,
but those who ignore it may struggle to stay competitive.*
Anonymous

Abstract. This study focuses on the process of applying artificial intelligence to art. During the research, the primary full-text databases of scientific articles were thoroughly examined, and a comprehensive literature review was conducted on their basis. This review yielded a comprehensive identification of the predominant challenges associated with adapting AI in art. The prevailing market indicators that demonstrated the profound implications of the proliferation of AI in the realm of art were subjected to meticulous scrutiny. The author classified the main areas of application of AI into art based on data on the significance, key drivers, and general classification of art. The predominant trends of future AI development in the near and long term have been identified.

Keywords: artificial intelligence (AI), art, art classification, AI applications.

1. Introduction

Artificial intelligence (AI), a computational system imitating human cognitive functions, shows immense potential in executing intricate tasks like data analysis, object recognition, and image processing, facilitating autonomous and collaborative problem solving. Its wide-ranging applications include natural language processing, autonomous vehicles, and visual image synthesis, with expectations for continued growth [1, 2].

Recent studies highlight the transformative role of generative AI in artistic workflows. Research suggests that AI-assisted artists experience a 25% boost in creative productivity and a 50% increase in audience engagement [3]. But without an understanding of how machine learning (ML) algorithms study and manipulate data, it is hard to have faith in their effectiveness [4]. To open 'black boxes', explainable artificial intelligence (XAI) has become an important area in the assessment of AI applicability [5].

AI has significantly reshaped art, fostering interdisciplinary collaboration. AI-driven methodologies have broadened keyword networks, integrating art knowledge into diverse fields [6]. By applications of AI into diverse fields of Art mankind faced the following challenges:

- Ethics - Bias in training data, deepfake [7] misuse.
- Copyright - Unresolved legal battles over AI training datasets; 70% of enterprises cite copyright concerns as a barrier to adoption.
- Job Disruption - Concerns about AI replacing illustrators and designers.
- High Cost of Implementation - average cost for premium AI art tools is \$10–\$60/month (e.g. MidJourney, DALL-E). But the environmental impact of AI art is often overlooked. Training a single diffusion model like Stable Diffusion consumes over 150,000 kWh of energy—equivalent to 15 U.S. households' annual consumption [8]. This raises ethical questions about prioritizing technical novelty over

sustainability, particularly when AI art is marketed as “democratizing” creativity.

Ethics and copyright challenges convergence in decision-making for Ethical Dilemmas and Cultural Implications in Authorship and Ownership. This is clearly illustrated by the case of the refusal to register copyright for artificial intelligence. The case is significant in discussions about AI and copyright law.

As evidence there is a source regarding the Thaler vs United States (US) Copyright Office case (2023) addresses the US Copyright Office’s refusal to grant copyright protection to an AI-generated artwork. Thaler is known for attempting to copyright registration an AI-generated artwork created by his AI system, DABUS (Fig.1).



Fig. 1. AI-generated artwork “A Recent Entrance to Paradise” (created by AI system, DABUS). Source: [8].

In 2022 US Copyright Office’s rejected Thaler’s application for copyright registration of the AI-generated two-dimensional artwork “*A Recent Entrance to Paradise*” (Fig. 1), stating that **human authorship is a prerequisite for copyright** [9]. And then, in 2023, District Court Ruling upheld the Copyright Office’s decision, emphasizing that **copyright law protects only works created by humans**.

To sum up, the case of *The Thaler v. Perlmutter* (2023) underscores the legal ambiguity of AI-generated art: US copyright law requires human authorship, yet AI systems increasingly automate tasks traditionally performed by illustrators and designers. This automation risks devaluing human labor, particularly in commercial art sectors. Meanwhile, platforms profit from AI art tools while rarely compensating artists whose work trains the models [10].

2. Objective of the study

Objective of current study considers by two interrelated approaches: how to classify and how to evaluate AI applications in Art. Therefore, the main objectives of this research are evaluation of AI implementation in Art and its classification. Additionally, the author aims to identify the primary future trends in the implementation of AI in art.

3. Research methods

This research is based on general scientific principles: integrity, data analysis, objectivity and openness in interpreting the data and drawing conclusions.

To assess and classify the implementation of AI in the arts, four full-text platforms/databases were carefully studied and comprehensively analyzed: ProQuest, Dimensions, ArXiv, ResearchGate, and statistical reports.

4. Significance of AI implication in Art

To extend our knowledge about AI implication in Art it is needed to demonstrate some figures related to this. Analyzing current Significance of AI in Art we can consider:

1. Adoption as Depth of Integration - AI is no longer a niche tool—it’s a transformative layer across the art world in part of Creation, since around 40% of digital artists use AI tools like MidJourney for ideation or final pieces and 90% of Creative Cloud users experimented with Adobe Firefly in 2023 (2023 Adobe survey).

Regarding to Distribution we can see that AI-generated NFTs comprised approximately 15% of all NFT sales in 2023 (DappRadar) and Platforms like ArtStation and DeviantArt added AI art categories (despite backlash).

In part of Consumption, we can highlight:

- Museums (e.g., MoMA, Istanbul’s Borusan Contemporary) that host AI-driven installations.
- AI art auctions (Sotheby’s, Christie’s) show \$8.7M in sales from 2022–2023.

2. Cultural Shifts contents from:

- Democratization - Anyone can create polished visuals/music, collapsing barriers to entry.
- Controversy - Backlash from traditionalists (e.g., ArtStation protests against AI art in 2022).
- Hybrid Workflows - Artists like Refik Anadol and Claire Silver blend AI with traditional techniques.

3. Economic Scale consists of:

- Market Size - AI-driven art tools and platforms generated about \$18.6B in 2023, doubling 2022’s value.
- Cost Savings: AI slashed production costs by 30–70% in sectors like animation and advertising (Forrester).

Above mentioned data compiled in Table 1.

Table 1. Current AI Integration into Art (2022–2024)

Aspect	Key Data	Significance
Adoption	~40% of digital artists use AI tools; 90% of Adobe users tried Firefly.	AI is no longer experimental—it’s a mainstream workflow enhancer.
Economic Impact	\$18.6B AI art market in 2023; 30–70% cost savings in animation/ads.	Cost efficiency drives enterprise adoption, reshaping production pipelines.
Cultural Shifts	AI art auctions (\$8.7M sales), hybrid artists (Refik Anadol), NFT debates.	Institutions and markets are legitimizing AI art despite backlash.

Sources: author’s compilation based on <https://www.statista.com/study/50485/in-depth-report-artificial-intelligence/>; <https://techcrunch.com>; <https://www.crunchbase.com/organization/stability-ai>; <https://dappradar.com/nft>; <https://www.grandviewresearch.com/industry-analysis/generative-ai-market>.

In accordance to Table 1 data there are Actionable Insights for Analysis:

1. Critical Drivers of Change:

- Cost Efficiency: AI's ability to reduce production costs by 30–70% (animation, ads) makes it irresistible to industries.

- Democratization: Tools like MidJourney empower non-artists but threaten traditional gatekeepers (galleries, critics).

- Hybrid Workflows: Artists like Claire Silver blend AI with traditional methods, suggesting a future where AI is a collaborator, not a replacement.

2. Key Risks to Monitor:

- Homogenization: Over-reliance on popular AI styles (e.g., "MidJourney aesthetics") could stifle diversity.

- Skill Erosion: Will hand-drawing or analog music become obsolete? Or will they gain niche prestige?

- Copyright Chaos: Unresolved lawsuits could freeze investment or fragment markets (e.g., "ethical AI" vs. "open-source AI").

3. Indicators of Tipping Points:

- Adoption: When >50% of professionals use AI daily, resistance becomes futile.

- Institutional Validation: An AI artist winning the Turner Prize or an Oscar would signal mainstream acceptance.

- Generative Video: If Sora disrupts film budgets, Hollywood's adoption will cascade across creative industries.

Above mentioned Insights may reveal Challenges for Deeper Analysis:

1) Quantifying "Significance" by comparing Market Size of Art categories with AI application and Global art market that was \$65B USD in 2023.

For example, if AI implementation in Art is ~28% of Global art market — there is a sizable disruption but not dominant yet.

2) Separating Hypothesis from Reality:

- Hypothesis: AI will replace artists.

- Reality: AI replaces tasks (e.g., rendering, editing), not creativity. It is well known that AI cannot able to create any idea. AI deploys algorithms and computer systems to learn, reason, and solve problems using large datasets; takes notes on their interactions, grabs key information from the database and even answers simple customer needs using natural language processing and large languages models.

3) Ethical Nuance:

Generative AI's outputs reflect biases embedded in their training data. For example, prompts for "traditional art" often default to Western canon styles (e.g., Renaissance paintings), marginalizing African, Asian, and Indigenous traditions [11]. This perpetuates digital colonialism, where AI tools reinforce historical inequities by privileging dominant cultural narratives.

The rise of open-source platforms (e.g., Stable Diffusion) contrasts with closed systems like MidJourney. While open-source models promote accessibility, they also enable unethical data scraping. For instance, Stability AI faces lawsuits for training models on copyrighted works without consent [12], raising questions about who controls AI's creative infrastructure.

It is necessary to note that Market size estimates in Table 2 is subject to variation due to following reasons:

- Some reports include the term "adjacent sectors" that are connected to the main sector, for example, this could be included AI music or gaming assets.

- Others focus strictly on "text-to-image tools", which are very different from our approach.

- Non-Financial tokens (NFT) valuations are prone to volatility, as evidenced by the impact of the 2022 NFT crash on AI art sales.

Also, it should be noted that figures for 2023 data in Table 2 calculated complying with Compound Annual Growth Rate (CAGR) rules.

Table 2. Market Size of Art categories with Ai application

Category	2022, billion USD	2023, billion USD	2024, billion USD	Key Drivers
Visual Art	8.2	13.1	19.5	Text-to-image tools, NFTs
Dynamic Art	1.1	2.3	4.2	Text-to-video AI (Sora, Runway)
Audio Art	0.9	1.3	1.8	Music generation, voice cloning
Literary Art	0.4	0.6	0.9	AI writing tools
Hybrid/Applied Art	1.6	2.5	3.6	Gaming, fashion, advertising
Global AI market	12.2	19.8	30	

Sources: author's compilation based on <https://www.statista.com/study/50485/in-depth-report-artificial-intelligence/>; <https://techcrunch.com>; <https://www.crunchbase.com/organization/stability-ai>; <https://dappradar.com/nft>; <https://www.grandviewresearch.com/industry-analysis/generative-ai-market>

To sum up, data of Table 2 shows that Global AI market grew up from 12.2 in 2022 to 30 billion USD in 2024 and allow to predict that this trend will continue.

Bearing in mind significance of applications AI and key drivers on it let us classify areas AI integrating into Art in the following part.

5. Classification of AI application areas in Art

Classifications of AI application in Art should be related to general Art classification:

Visual Art - Art forms perceived primarily through sight. Visual Art traditionally includes painting, sculpture, etc. Subcategories could be 2D, 3D, digital photography, applied arts; painting includes oil, watercolor; sculpture includes bronze, marble, etc.

Dynamic Art - Art that unfolds over time or requires movement, Dynamic Art involves time-based media like film, film includes narrative, documentary; animation, performance Art includes live acts.

Audio Art - Art centered on sound and auditory experiences. Audio Art is about sound—music, soundscapes, spoken word, music genres, sound installations, etc.

Literary Art - Art expressed through written or spoken language, written forms: poetry, prose, drama, novel genres, etc.

Hybrid/Applied Art - Art that blends disciplines or serves functional purposes combines mediums or has functional purposes, like installations, fashion, graphic design, street art, digital-physical fusion like VR art, etc.

Integration AI into each general category considered taking into account some AI-driven tools using for this integration. As a result of the data analysis of four databases (ProQuest, Dimensions, ArXiv, ResearchGate) author draw the following classification (Fig. 2).

According to general art classification author highlighted (Fig.2) the following five areas of AI Implication in Art:

- 1) Artificial Intelligence in visual art;**
- 2) Artificial Intelligence in dynamic/Time based Art;**
- 3) Artificial Intelligence in Audio art;**
- 4) Artificial Intelligence in Literary Art;**
- 5) Artificial Intelligence in Hybrid/Applied Art.**

AI - DRIVEN TOOLS IN ART				
AI in Visual Art	AI in Dynamic/Time-Based Art	AI in Audio Art	AI in Literary Art	AI in Hybrid /Applied Art
Text-to-Image Generation MidJourney DALL-E 3 Stable Diffusion	Text-to-Image-to-Video OpenAI Sora Runway Gen-2 Pika Labs	AI-Generated Music AIVA OpenAI MuseNet Google MusicLM	AI-Generated Text DeepSeek ChatGPT Sudowrite Claude	AI-Enhanced Design MidJourney for fashion Autodesk AI for architecture
AI-Assisted Editing Adobe Firefly Canva AI	AI-Driven Animation NVIDIA Omniverse DeepMotion	Voice Cloning/Synthesis ElevenLabs Resemble AI	Interactive storytelling AI Dungeon Hidden Door	AI in Gaming Inworld AI Unity Muse
AI-Generated NFT OpenSea Foundation Art Blocks	Generative Installations Refik Anadol's AI-driven projections	AI Sound Design Endel Boomy		AI-Generated Advertising Jasper Pencil AI
Sources : author's compilation based on https://www.statista.com/study/50485/in-depth-report-artificial-intelligence/ ; https://techcrunch.com ; https://www.crunchbase.com/organization/stability-ai ; https://dappradar.com/nft ; https://www.grandviewresearch.com/industry-analysis/generative-ai-market				

Fig. 2. Classification of AI Implication in Art. Source: Author’s elaboration.

Let us consider each category of AI Implication in Art.

1) Artificial Intelligence in visual art;

Visual Art traditionally includes painting, sculpture, photography, etc.; and subcategories of AI adoption could be Text-to-Image, AI-assisted Editing (e.g., Fig.1), AI-generated NFT.

AI-driven tools that transform Text-to-Image very often using by creating/editing digital photography [13]. AI-assisted Editing relies on generative adversarial networks (GANs) and diffusion models trained on vast datasets of historical and contemporary art. These systems, such as DALL-E 2 [14], produce high-resolution images from text prompts by learning probabilistic relationships between language and visual patterns. While artists like Refik Anadol use these tools to create data-driven installations (e.g., *Machine Hallucinations*), technical limitations persist:

- Data dependency: Outputs are constrained by training data biases [11]. For example, CLIP models favor Eurocentric aesthetics, underrepresenting Indigenous or non-Western styles.
- Human-AI collaboration: Tools like RunwayML enable iterative co-creation, but workflows often prioritize efficiency over artistic intentionality.

2) Artificial Intelligence in dynamic/Time based Art;

Dynamic Art involves time-based media like film, animation, performance. AI-driven tools here are: transformation Text-to-Video; AI-driven animation [15]; Generative Installation.

Some examples of AI adoptions into creating video:

ImagineArt transform customer's words into visual masterpieces: Leverage AI technology to craft breathtaking videos [16].

Sora is an Open AI's model that can create realistic and imaginative scenes from text instructions [17].

OpenArt AI creates video from users' images/photos by transforming them into dynamic videos for social media, presentations, or personal projects-all [18].

3) Artificial Intelligence in Audio art;

Audio Artificial Intelligence (AI) refers to the application of AI techniques to understand, manipulate, and generate audio content. As Audio Art is about sound—as AI in audio art divided into AI-generated music, Voice cloning/Synthes and AI sound design.

Some examples of AI Audio Tools:

- ✓ DigitalOcean's guide creates music based on user input.
- ✓ Murf AI and PlayHT convert text to speech.
- ✓ WhisperTranscribe automatically transcribes audio content.
- ✓ Adobe Enhanced Speech improves audio quality.
- ✓ Artlist generates users' voice with the highest quality text-to-speech AI generator, featuring top voice actors exclusive to Artlist [19].

4) Artificial Intelligence in Literary Art;

Literary Art covers written forms: poetry, prose, drama and AI adoption there has the main forms: AI-generated text and Interactive Storytelling.

As of today, the most famous AI are DeepSeek and ChatGPT but comparison of them is the object for the next research.

DeepSeek can help to write/edit content, learn, create, solve problems, translate languages, explain complex topics, analyze documents, and assist with coding [20].

ChatGPT interacts in a conversational way to answer follow-up questions, generate needed text upon users' requests, admit its mistakes, challenge incorrect premises, and reject inappropriate requests [21].

In addition, all of us use AI implementation in Literary Art within our everyday live when typing, writing any text on our gadgets – checking spelling and grammar, also, by sending emails from Email Service Providers, by translation into foreign language, etc.

5) Artificial Intelligence in Hybrid/Applied Art.

Hybrid/Applied Art combines mediums or has functional purposes, like installations, fashion, graphic design, architecture, NFT [22].

As part of **AI in Hybrid/Applied Art**, the AI image generator, Midjourney, significantly accelerates the ideation process in fashion design by swiftly translating initial ideas into detailed textual design concepts. This finding provides valuable insights for fashion designers utilizing AI-based image tools. During concept generation, researchers, acting as design directors, collaborate with Midjourney, making informed decisions through professional evaluation and analysis [23].

The influence of AI applications quickly extends into the textile and apparel industry, manifesting in various aspects including big data analysis in the supply chain, sewing robots, personalizing advertisements, color trend forecasting, and supporting apparel design systems [23].

6. Future trends for AI implications in Art

In general, our Future Expectations for AI implications in Art are: (i) Technological Advancements (better tools, real-time generation); (ii) Ethical and Legal Evolution (copyright laws, authenticity); (iii) Hybrid Practices (AI as collaborator); (iv) Institutional Adoption (museums, education) with continuing Challenges and Considerations: (a)Authenticity and Authorship; (b)Job Displacement Concerns; (c) Environmental Costs (compute resources).

In the Near-Term of the Future (2025–2030) we can expect the following features of AI implementation in Art:

1) Ubiquity:

- AI tools will become as commonplace as Photoshop with expectation of "AI-assisted" labels on mainstream art.

- Real-time generation: Tools that create video/music on the fly (e.g., OpenAI's Sora for film).

2) Ethical/Legal Frameworks:

- Copyright battles will force transparency laws (e.g., disclosing AI training data).

- Authentication tech: Blockchain watermarks for AI art (e.g., Nikon's "Verify" tool).

3) New Art Forms:

- Dynamic art: Pieces that evolve via live data (weather, social media) or audience interaction.

- AI performers: Virtual influencers (e.g., Lil Miquela) composing music or starring in films.

To sum up, future trends in AI implementation for the near period 2025–2030 are compiled in Table 3.

Table 3. Future trends in AI implementation (2025–2030)

Trend	Projection	Implication
Ubiquity	AI tools as common as Photoshop; real-time generative video (e.g., Sora).	Art creation becomes faster, cheaper, and more accessible.
Ethical/Legal Battles	Copyright lawsuits (e.g., Stability AI vs. Getty) and transparency laws.	Legal frameworks will define ownership, training data ethics, and compensation.
New Art Forms	Dynamic, data-driven installations; AI-human co-creation (e.g., "PicassoGPT").	Art evolves into interactive, personalized experiences.

In Long-Term of the Future (2030–2050) we can expect the following possible directions of AI implementation in Art:

A) AI as assistant:

- AI systems trained on artists' styles (e.g., "PicassoGPT") will be used by artists to "assist" with their work. It should be remembered that AI depends on humans who switch on computer/equipment to make electricity available to start AI. No electricity – no Artificial Intelligence!

- Personalized art: AI generating bespoke novels/music for individuals will be based on biometrics.

B) Cultural Shifts:

- A possible change in the concept of authorship: the debate about the role of artificial intelligence in creating artifacts will continue.

- Artificial intelligence algorithms suggest content, order of museum exhibits, and Spotify playlists. Ultimately, the decision of whether or not to display museum exhibits still rests with human.

C) Speculative Risks:

- Homogenization: Over-reliance on popular AI styles (e.g., "MidJourney aesthetics").

- Loss of craft: Skills like hand-drawing or analog music production become rare specialties.

To evaluate adoption of AI into Art it is possible to consider the next Key Indicators:

1. Adoption Rates:

- When >50% of professional artists use AI tools daily, integration is irreversible.

2. Legal Precedents:

- A landmark court ruling on AI copyright could reshape the field.

3. Generative Video:

- If OpenAI's Sora reduces film production costs by 50%, Hollywood could fully embrace AI.

4. Institutional Acceptance:

- The first AI artist winning a major traditional award (e.g., the Turner Prize).

The future will hinge on balancing innovation (new tools, democratization) with preservation (human nuance, ethical guardrails). AI will not replace artists, but artists who ignore AI may struggle to stay relevant.

To conclude, the Bottom Line of AI implication would reshape art's nature: from Today as a disruptive force, polarizing but undeniably influential to Tomorrow as an invisible, ubiquitous layer—like electricity—powering creation, critique, and curation.

7. Conclusions

In summary, the following challenges were revealed by a thorough review of the literature: Ethics; Copyright; Job disruption; Concerns about AI replacing illustrators and designers; High cost of implementation. The objectives of this study: assessment

of the implementation of AI in art and classification of AI application in Art have been successfully considered.

The author assessed the scale of the implementation of AI in art. The study found that AI adoption in the art sector has made up around 28% of the global art market, which is a notable impact, but it is not yet dominant in 2023. But in the long-term future, should more than 50% of professional artists utilize AI tools on a daily basis, implementation of AI would be irreversible.

Elaborated classification of AI Applications in Art consists of five categories: (1) Artificial Intelligence in visual art; (2) Artificial Intelligence in dynamic/Time based Art; (3) Artificial Intelligence in Audio art; (4) Artificial Intelligence in Literary Art; (5) Artificial Intelligence in Hybrid/Applied Art accordingly to general art classification.

The author also outlined the trends of AI implementation in art in the near and long term. Comprehending the repercussions of generative AI and formulating policy decisions in relation to it necessitates novel interdisciplinary scientific inquiry into culture, economics, law, algorithms and the interplay between technology and creativity [24]. The technical prowess of generative AI is irrefutable, yet its ethical challenges necessitate multidisciplinary solutions. And marginalized voices with long-term societal impacts are neglected in current literature, which prioritizes technical and Eurocentric perspectives. Future research could address this imbalance by focusing on equity, sustainability, and cultural pluralism within AI art ecosystems.

Also, future research could explore economic and management equity, e.g., who benefits from art objects: AI platforms or creators?

It is important to remember that AI cannot function without humans providing the power and turning on the computer/machine to run the AI. Consequently, it would be imprudent to rely on AI to resolve all our problems because, although AI can operate using a battery of power or energy, humanity still does not have a "perpetual motion machine" to endlessly charge the electricity/power generator or energy.

Acknowledgements. The author acknowledges the use of AI-based tools, such as DeepSeek, for assistance in referencing, grammar enhancement, and spelling checks during the preparation of this manuscript.

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Journal of Digital Art & Humanities (JDAH) has **ISSN 2712-8148** registered at the ISSN Centre in Cyprus. Each published article has been assigned by DOI, ORCID. JDAH indexed by ProQuest, Dimensions.

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Published online by Institute of Cited Scientists (ICS), Cyprus, two times a year since 2020, Journal of Digital Art & Humanities (JDAH) is an international peer-reviewed journal which aims at the latest ideas, innovations, trends, experiences and concerns in the field of the arts & humanities. Our journal bridges the humanities, artistic, and scientific disciplines. It is a nexus for information exchange among academia and industry addressing theory, criticism, and practice.

The main goal of this journal is to efficiently disseminate original findings generated by human brain with utilizing modern information/digital technologies with multidisciplinary approach.

Topics discussed in this journal include the following: Artificial Intelligence in Art, Culture, and Marketing; Digital Technology in Health Care.

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Journal URL: <https://ics.events/journal-of-digital-art-humanities/>

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Printed online from the original layout under the imprint at:

1, Vlachou, Nicosia, The Republic of Cyprus

The picture on JDAH cover was painted by Antonio Donizeti da Cruz, Brazil.