iJRASET
International Journal For Research in Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 13 **Issue:** IX **Month of publication:** September 2025

DOI: https://doi.org/10.22214/ijraset.2025.74042

www.ijraset.com

Call: 08813907089 | E-mail ID: ijraset@gmail.com

International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 13 Issue IX Sep 2025- Available at www.ijraset.com

Generative AI and Creativity: Enhancing Human Creativity Across Visual Arts, Content Creation, Music, Design, and Education

Dr. Goldi Soni[1], Nawaz Waris[2], Akshayat Dalai[3]
[1]*Assistant Professor,* [2, 3]*Student, B.Tech CSE, Amity University, Chhattisgarh*

Abstract: ***Generative Artificial Intelligence (AI) is reshaping the creative landscape by assisting humans in domains such as visual arts, writing, music, design, and education. This paper explores how generative AI contributes to idea generation, speeds up creative workflows, and democratizes artistic expression. At the same time, it highlights key challenges, including ethical issues around originality, authorship, and the tendency of AI to create repetitive or homogenized content. By analyzing multiple studies, the paper investigates AI's potential as a collaborative partner for humans while emphasizing the importance of maintaining balance between machine assistance and human intuition. The study concludes with insights into the responsible integration of AI into creative practices for sustainable innovation.***

Keywords: Generative AI, Creativity, Human-AI Collaboration, Content Diversity, Authorship, Ethical Implications, Artistic Expression, Creative Innovation.

I. INTRODUCTION

1) Definition of Generative AI and Creativity

Generative AI refers to algorithms designed to produce new and original content by learning patterns from existing data (Tiwari & Pandey, 2025). Creativity, on the other hand, involves the ability to generate novel and meaningful ideas or artifacts, often shaped by individual experiences, culture, and social context (Clark & Denman, 2025).

2) Need for Generative AI in Creativity

AI-driven tools expand human creativity by suggesting new perspectives, generating fresh concepts, and automating routine or repetitive tasks. They help creators focus on complex problem-solving and higher-order innovation (Prabowo & Asmarani, 2025). Generative AI also boosts efficiency by supporting faster ideation and execution (Liu et al., 2025).

3) Importance of Generative AI and Creativity

Generative AI plays a vital role in driving innovation, fostering new artistic expressions, and supporting collaborative creativity. It allows artists, writers, and designers to extend their creative capabilities through AI partnerships, blending human imagination with machine learning's analytical strengths (Prabowo &Asmarani, 2025; Aru, 2025).

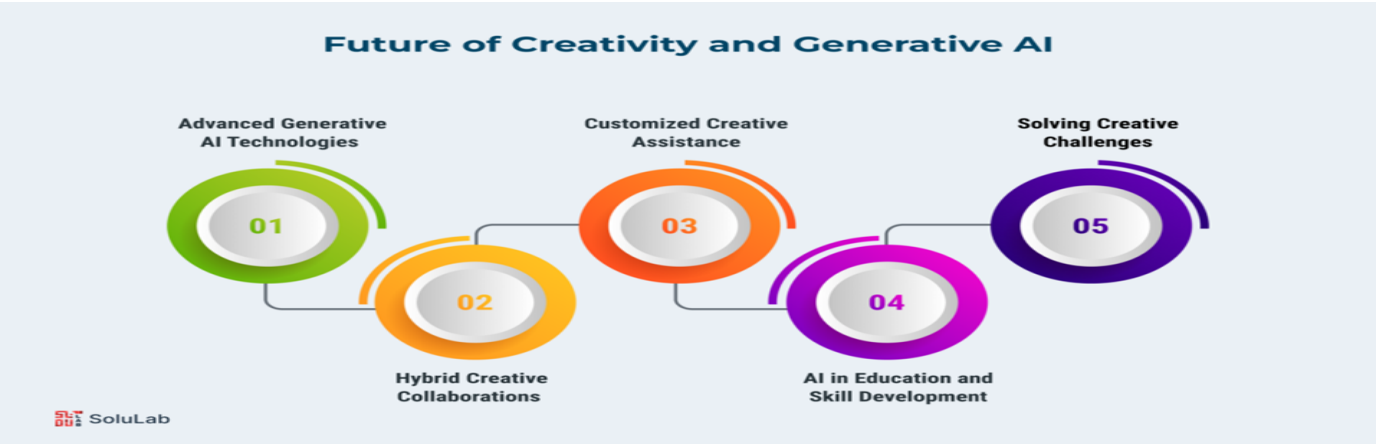


Fig.1 :Solulab.com the Future of Creativity and Generative AIhttps://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.solulab.com%2Fgenerative-ai-with-human

©IJRASET: All Rights are Reserved

II. LITERATURE REVIEW

Recent research highlights that generative AI is transforming creative industries while also posing ethical and practical challenges. Tiwari and Pandey (2023) describe AI as a driver of innovation that enables non-experts to participate in creative fields through accessible tools such as text-to-image generators. However, they caution against over-reliance, stressing that human intuition must remain central to creative practices.

Prabowo and Asmarani (2023) explore 'generative literature,' where AI supports writers with plot ideas and stylistic variations. Their findings suggest that AI enriches storytelling but also complicates issues of authorship and originality, raising questions about intellectual property.

Aru (2023) examines how generative AI interacts with human cognition, noting that while AI accelerates ideation, too much dependence may weaken critical thinking and originality. He proposes a human-in-the-loop approach that preserves creativity's diversity and authenticity.

Liu, Bansal, and Liang (2023) analyze how AI reshapes artistic workflows by automating early creative stages. While they acknowledge the potential for enhanced productivity, they warn that AI-generated art may lead to stylistic uniformity. Their study recommends treating AI as a collaborator rather than a replacement.

Clark and Denman (2023) take a critical stance, emphasizing risks around ethics, authorship, and transparency. They argue that AI-generated works must be clearly labeled and that human oversight is essential to preserve artistic integrity.

III. COMPARISON OF FIVE RESEARCH PAPERS

The following table summarizes five influential studies on generative AI, focusing on science, innovation, art, creativity, and literature. Each study highlights benefits such as efficiency and innovation, while also pointing out concerns about originality, intellectual property, and long-term implications.

S.No	Title	Author(s)	Year	Objectives	Conclusions	Limitations & Future Scope
1.	Rise of Generative AI in Science	Ding et al.	2024	Explore the global growth of AI research.	AI research has expanded significantly, led by the U.S. and china	Small research teams limit scope; future work should foster cross- disciplinary collaboration.
2.	Impact of Generative AI on Innovation Teams	Gindert & Müller	2024	Study AI's contribution to creative teamwork.	AI improves idea generation, efficiency, and group engagement.	Long-term effects are unclear; further research needed on sustained creative impact.
3.	Generative AI in Artistic Enterprises	Liu, Bansal & Liang	2023	Assess AI's influence on artistic design and workflows.	AI streamlines creative processes and enhances artistic exploration.	Concerns include originality and ethical implications; future studies should examine AI's evolving role.
4.	Generative AI and Creativity Disruption	Clark & Denman	2023	Examine how AI challenges traditional notions of creativity.	AI disrupts but also enhances productivity in creative industries.	Issues around intellectual property persist; legal frameworks are required.
5.	AI in Creative Writing	Prabowo & Asmarani	2023	Analyze AI's role in literature and storytelling.	AI expands narrative possibilities but raises originality concerns.	Over-reliance poses risks; future work should study long-term impacts on literary practices.

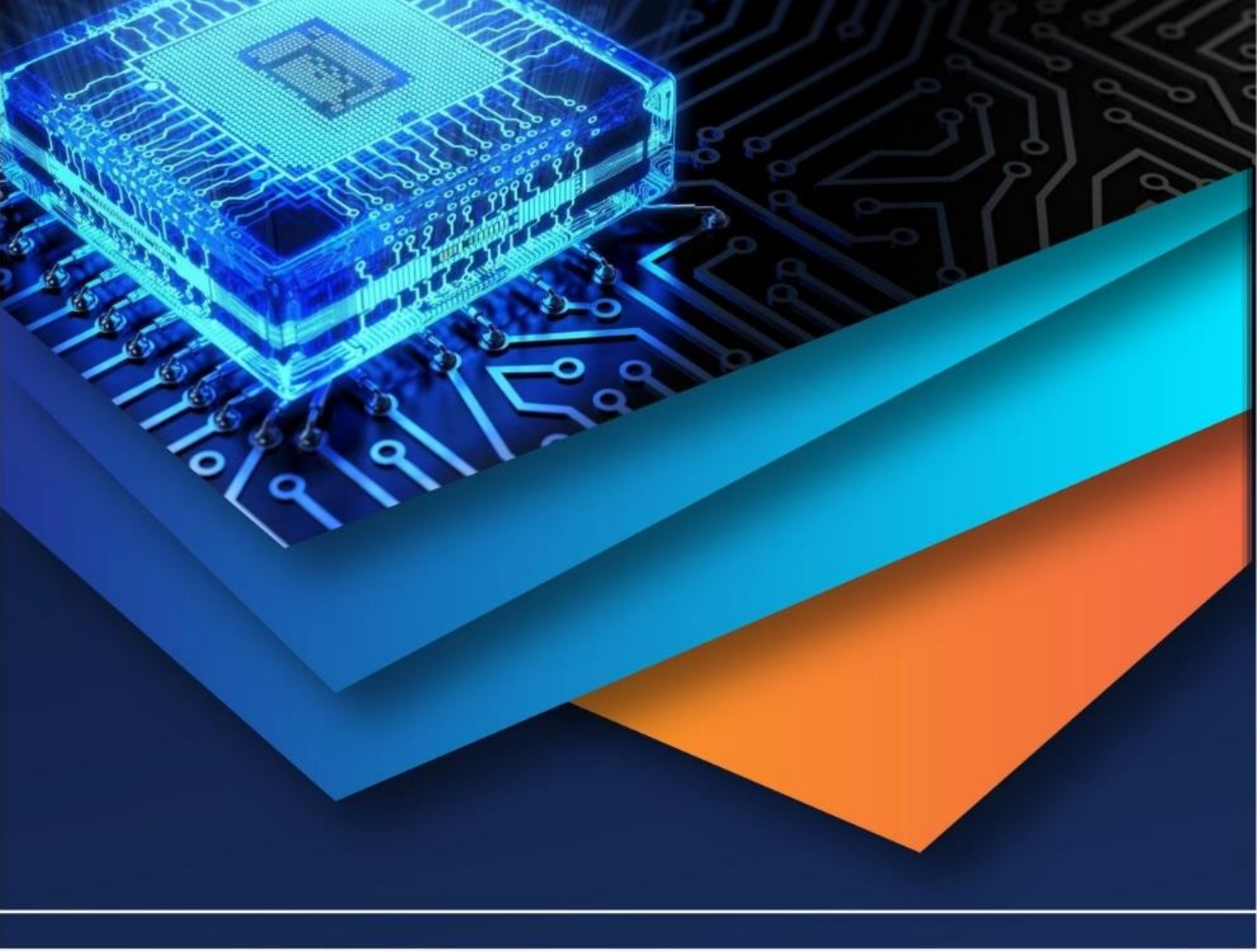
IV. CONCLUSION

Generative AI has emerged as a powerful tool in creative fields, offering new opportunities for ideation, collaboration, and innovation. Across literature, music, design, and the arts, AI expands what creators can achieve. However, challenges such as ethical concerns, questions of authorship, and risks of homogenization remain unresolved. Studies suggest that AI should be integrated as a supportive partner rather than a replacement for human creativity. Responsible adoption, clear guidelines, and legal frameworks will be crucial to ensure AI enriches creativity while safeguarding originality and artistic integrity.

REFERENCES

[1] Tiwari, H. N., & Pandey, C. K. (2023). Generative AI: Crafting Tomorrow's Creativity.
[2] Prabowo, B., & Asmarani, R. (2023). Generative Literature: The Role of Artificial Intelligence in the Creative Writing Process.
[3] Aru, J. (2023). Artificial Intelligence and the Internal Processes of Creativity.
[4] Liu, H., Bansal, R., & Liang, J. (2023). Generative AI in Artistic Enterprises.
[5] Clark, A. H., & Denman, K. (2023). Generative AI as a Disrupter of Creativity.
[6] Zhou, E., & Lee, D. (2024). Generative AI in Art and Its Impact on Human Creativity.
[7] Lee, D. (2024). The Role of Text-to-Image AI in Enhancing Artistic Productivity.
[8] Dwivedi, R., & Elluri, L. (2024). Bibliometric Analysis of Generative AI Research Trends.
[9] Elluri, L. (2024). Applications of Generative AI in Healthcare and Education.
[10] Vallis, C., Wilson, S., & Casey, A. (2024). Creative Pedagogical Responses to Generative AI in Education.... (remaining references unchanged from original)

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |



10.22214/IJRASET

45.98

IMPACT FACTOR: 7.129

IMPACT FACTOR: 7.429

INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Call : 08813907089 (24*7 Support on Whatsapp)