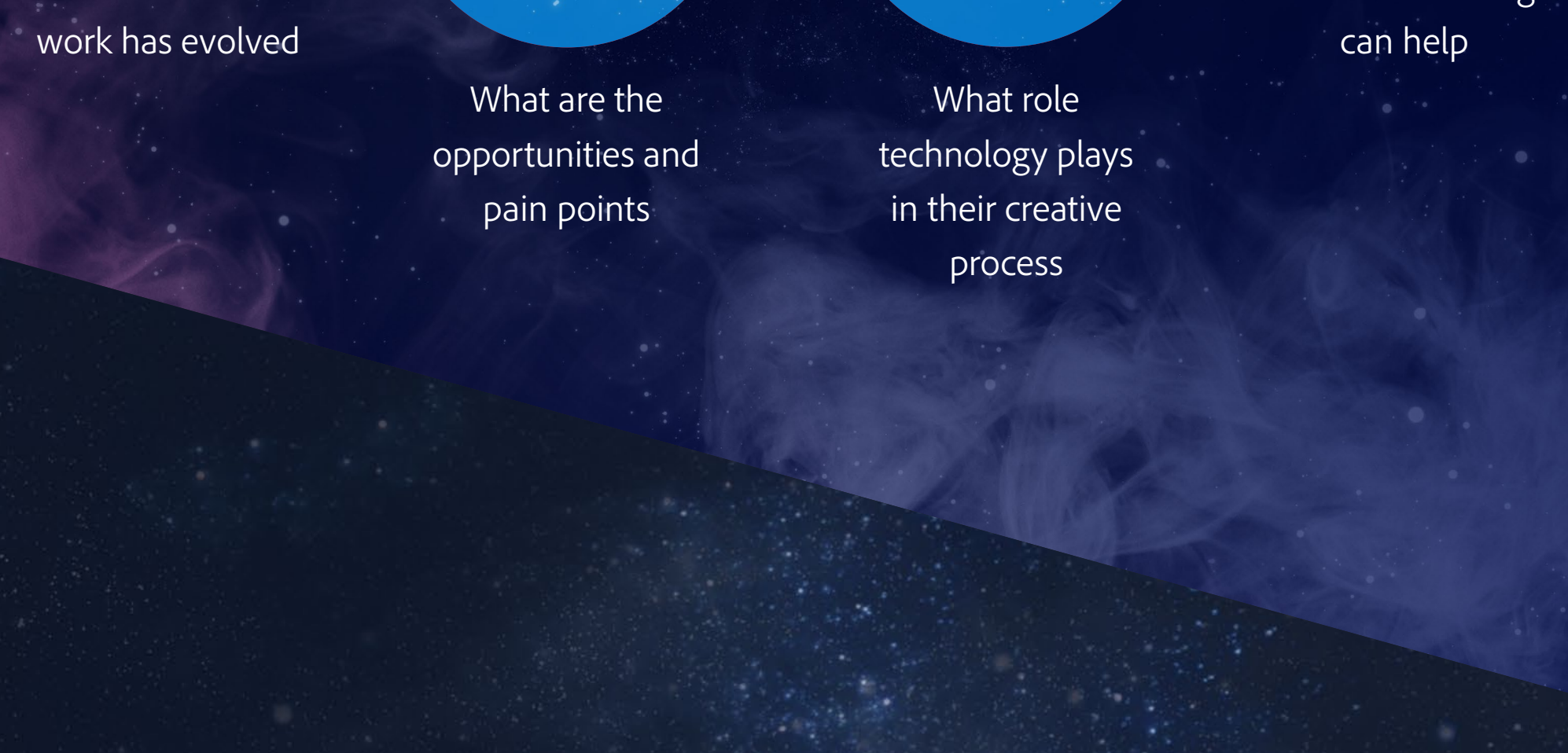


Human Creativity in the Age of Artificial Intelligence

A look at the evolving relationship between creativity and technology.

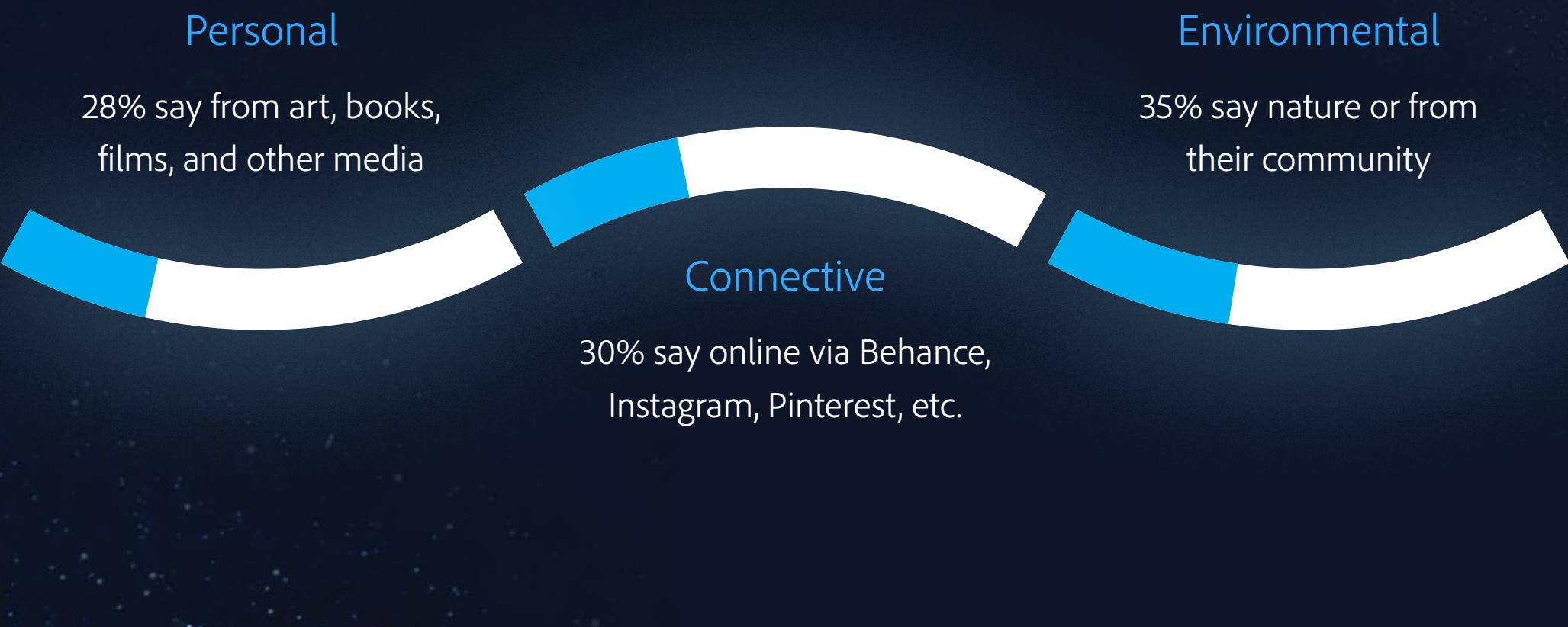
Emerging technologies, especially artificial intelligence (AI) and machine learning (ML), continue to evolve rapidly, and promise to change the ways creatives work and the work they create.

Adobe commissioned Pfeiffer Consulting to do a qualitative study of creative professionals in the U.S., Germany, and the UK, including freelancers and representatives of digital agencies, to learn more.



Creativity is profoundly human.

Creativity is a social interaction between the creative, the client, and the world. It's problem solving. It's a process. It needs to evoke a reaction. It's not just what you create, but why you create it.

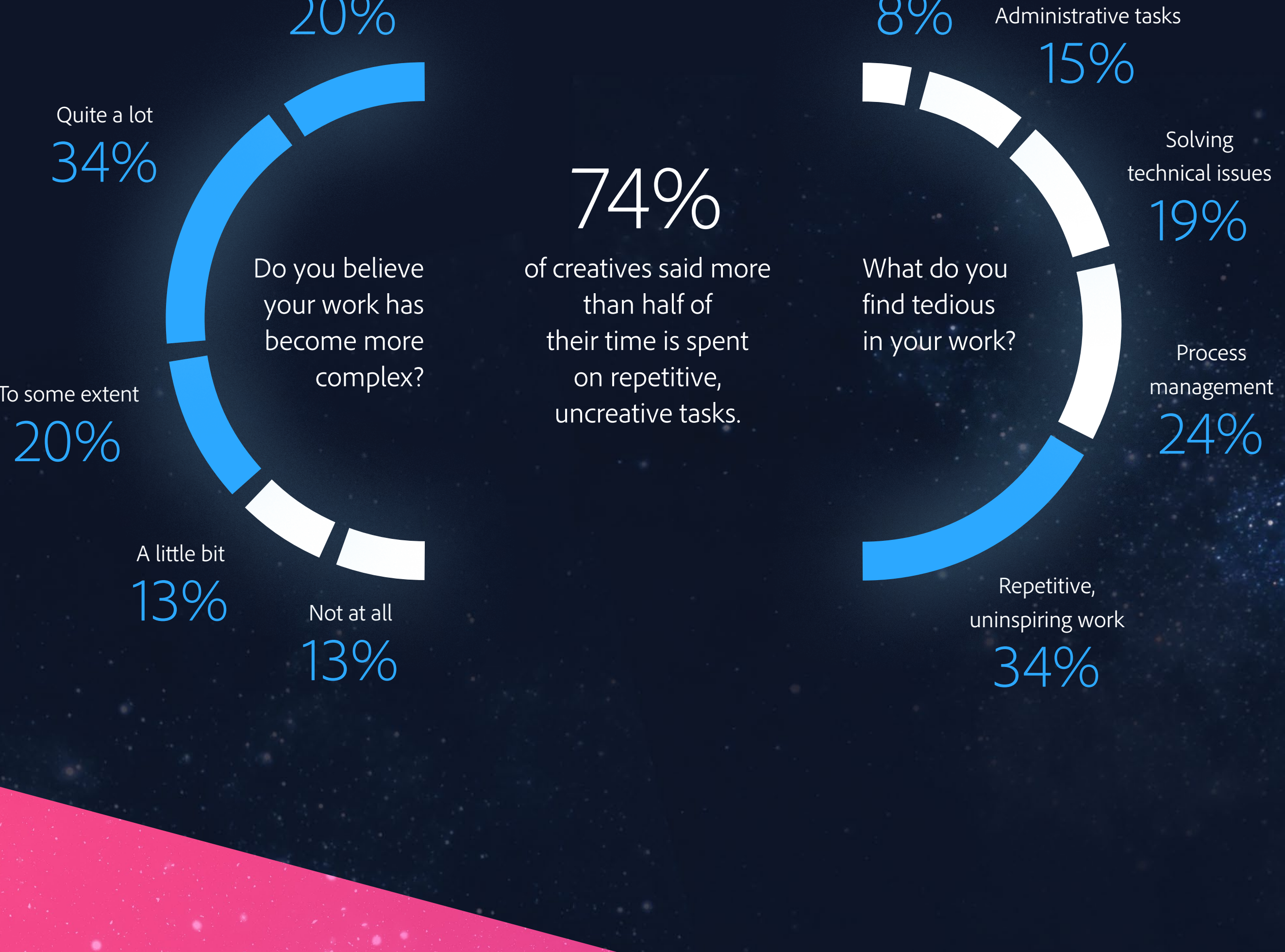


Creativity is a journey. It's a lifelong pursuit.

76% of respondents believe their creative possibilities are increasing.

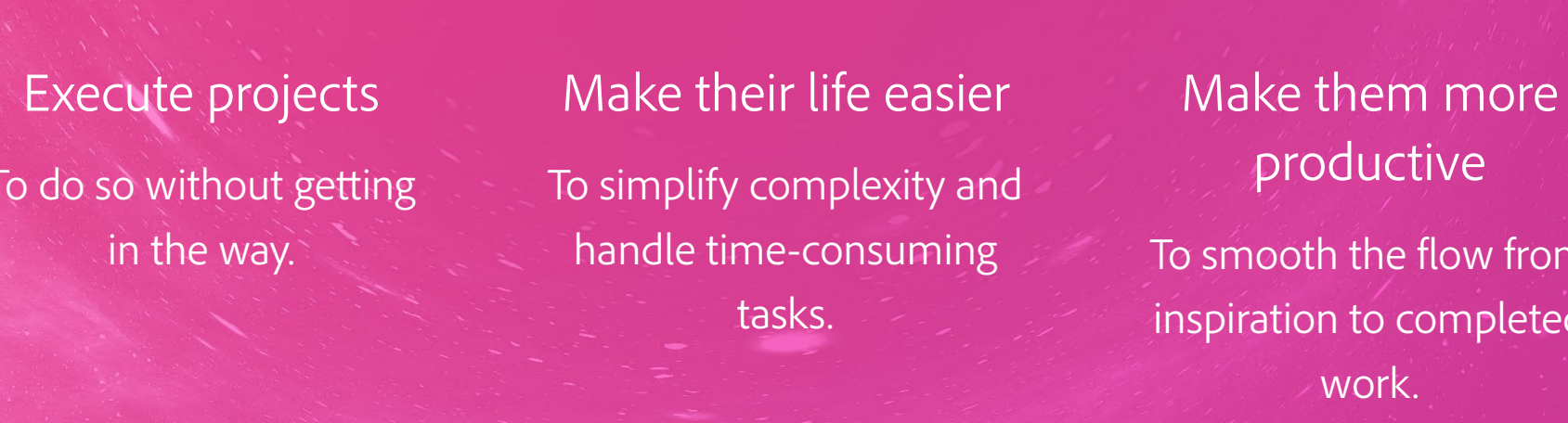
The vast majority of creatives work in multiple roles — and know they need to constantly evolve and master new skills to keep up.

Tedious non-creative tasks get in the way.



Creatives want tools that help them get the job done.

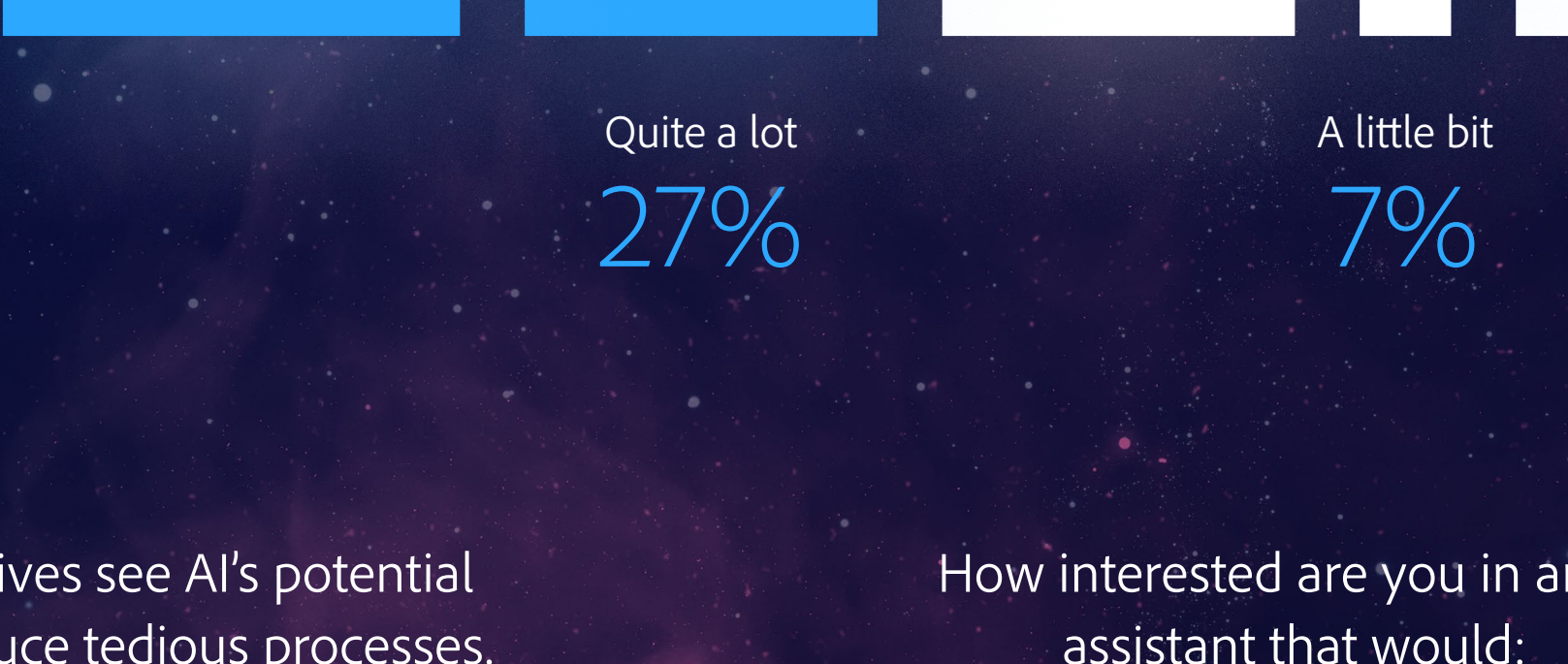
72% say computers and software are extremely or very efficient in making creativity happen. They expect technology to:



AI has the potential to free up time for creativity.

AI can take on time-consuming work — such as finding assets, handling tasks, and streamlining processes — giving creatives more time and energy for invention, imagination, and ideation. Read how [AI can amplify human creativity](#).

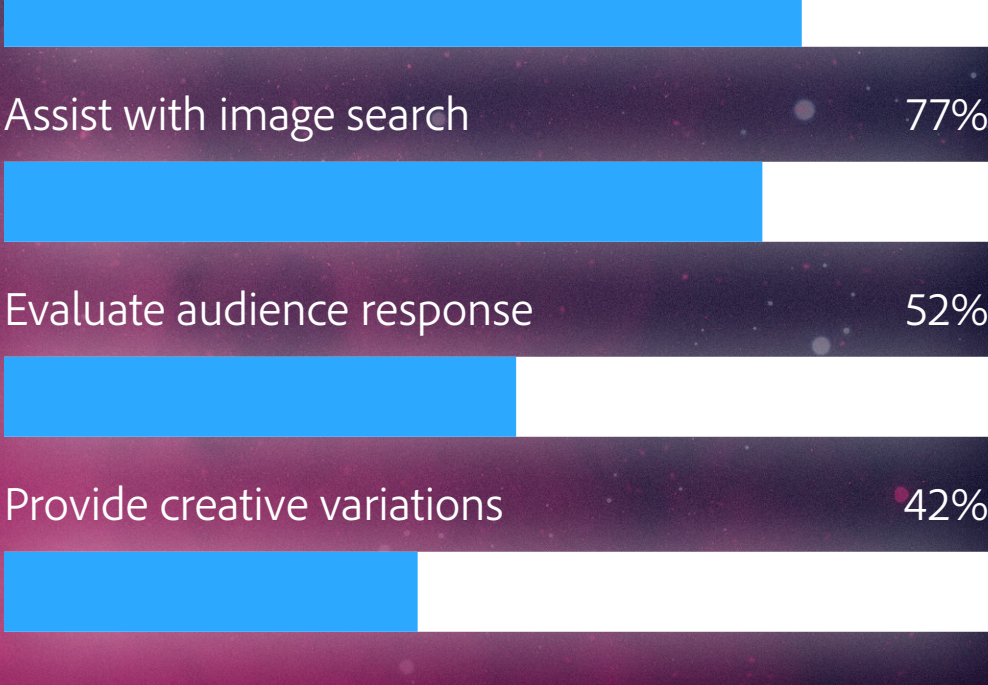
How important do you think AI and machine learning will be for creative professionals?



Creatives see AI's potential to reduce tedious processes.

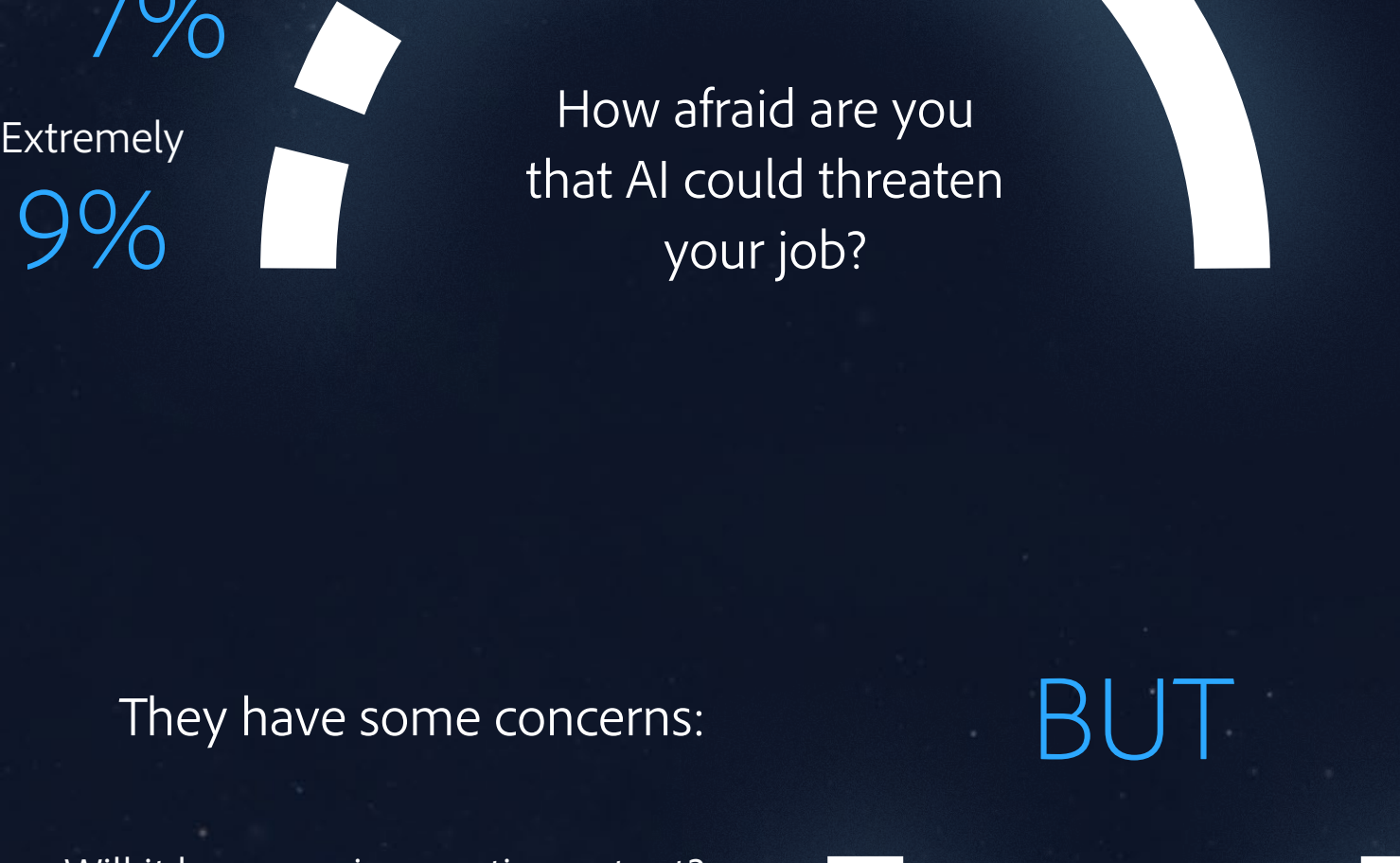
After seeing examples, **85%** were very interested in Adobe Sensei — the AI and machine learning technology from Adobe.

How interested are you in an AI assistant that would:



Creatives need to direct and drive the creative process.

Though they don't yet understand how AI and machine learning will impact them, most see the need to adapt. Creatives aren't afraid machines will replace them — they're more concerned about creative control and preserving originality.



Most creatives are not worried that AI will replace them.

They have some concerns:

BUT

They see more possibilities:

- Will it homogenize creative output?
- Will it go beyond what I want it to do, or intrude in my creative process?
- Will it make things too easy, devaluing human creative skills?
- Could it copy and duplicate my personal style?

- It could teach me how to use new features.
- It could recommend the right tools to handle tasks.
- It could help validate uniqueness of designs.
- It could recommend stock images, videos or fonts for a project.
- It could help me get to a given result faster.
- It could test creative for different uses.
- It could test emotional response to my work.
- It could produce variations of a design for different channels.

Artificial intelligence reinforces the value of human creativity.

AI and machine learning will enable even more powerful tools to handle the work that gets in the way of creativity. So what does this mean for human creativity in the age of AI? Most creatives are excited about AI and machine learning — if it helps them be more productive, explore new opportunities, and expand their creativity.

[Read the full Pfeiffer report](#)