HUMAN-AI COLLABORATION IN CREATIVE INDUSTRIES: ASSESSING THE COMMUNICATION FEASIBILITY OF AI AS A VISUALIZATION MEDIUM FOR COMMUNICATION AND DECISION-MAKING IN FILM PRE-PRODUCTION STAGE

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Abstract

Since the technological advancement is a never-ending phenomenon, it is timely to explore the ways to integrate AI in creative industries without replacing human creativity. In film industry, a significant challenge in finding financiers for debut filmmakers is the inability of written screenplays to deliver the intended cinematic vision. The financiers have to entrust a project and the creators solely on a textual screenplay or drawn storyboards. This study aims to assess the feasibility of AI in visualizing the written screenplay into realistic visual materials that demonstrates the rhythm, look and feel of the overall story and its impact on decision-making. Grounding in pragmatism and abductive approach, an exploratory qualitative intervention study was performed. A purposive sample of three veteran film producers and three debut directors were selected to collect primary data through in-depth interviews. The study was carried out in two phases. In the first phase, after initial interviews, a written screenplay was given to directors and producers. From the producers, the possibility of them financing the project was measured. In the second phase, they were presented with an AI-generated video produced by Google Gemini from the same text. The directors' insights on the resemblance between the material and their initial imagination and the producers' willingness to finance the project after seeing the AI material were gathered as percentages. In the directors' scenario, 50% or more resemblance was considered positive as an operational criterion established for the study while in the producers' scenario, the changes from the previous percentage were studied. Qualitative data were analyzed using thematic qualitative analysis while numeric data was subjected to descriptive comparison. The findings suggested that the interviewees were skeptical about AI in the beginning. But after the intervention, the directors were more confident in trusting AI in visualizing their ideas and the financiers were comfortable with trusting the creative vision. However, the inability of AI to sustain consistency and the ethical frameworks of generative AI in creating visual materials having disagreements with the artistic vision stood out as major obstacles. The study concluded with the understanding that the clarity of the text, the visualized rhythm and overall aesthetics, the trustworthiness and the achievability of the project demonstrated by the AI materials have a positive impact on the financing decisions thus providing preliminary evidence that human-AI collaboration is feasible in creative industries to expand the horizons.

Keywords: AI in Films, Creative Industries, Human-AI Collaboration