



# City of Blue Lake Arts and Heritage Commission Meeting Agenda

Monday, October 14, 2024 at 6:30PM

*Unless Otherwise Noted, All Items on the Agenda Are Subject to Action.*

MEETING LOCATION: Skinner Store 111 Greenwood Road, Behind City Hall, Blue Lake.

Public Input can be given to the Commission by contacting the City Clerk at [cityclerk@bluelake.ca.gov](mailto:cityclerk@bluelake.ca.gov), or by phone at 707-668-5655 until 4:00 p.m. on Monday October 14, 2024. Written comments may be submitted via email or by submission to the City Clerk at City Hall.

1. Establish a Quorum of the Commission
2. Motion to Approve the Agenda
3. Public Input – *The Public is invited to present petitions, make announcements, or provide other information to the Commission that is relevant to the scope of authority of the City of Blue Lake that is not on the Agenda. The Commission may provide up to 15 minutes for this public input session. To ensure that each individual presentation is heard, the Commission may uniformly impose time limitations of 3 minutes to each individual presentation. The public will be given the opportunity to address items that are on the agenda at the time the Commission takes up each specific agenda item.*
4. Approval of August 12, 2024 and September 9, 2024, Meeting Minutes-Discussion/Action
5. Art-Based Traffic Calming Installations-Discussion/Recommendation
6. Fire Hydrant Art Project Submission Review-Discussion/Recommendation
7. City Hall Signage-Discussion/Recommendation
8. Policy Discussion Regarding the Use of Artificial Intelligence “AI” for the City of Blue Lake-Discussion/Recommendation
9. Ad-Hoc Committee Updates (Murals and Sculptures)
10. Future Agenda Items and Announcements
11. Motion to Adjourn

**A request for disability-related modification or accommodation(s), including auxiliary aid or services, may be made by a person with a disability who requires a modification or accommodation in order to participate in the public meeting, by contacting the City Clerk at 707-668-5655, at least 24 hours prior to the commencement of the meeting.**



City of Blue Lake  
Arts and Heritage Commission Meeting Minutes  
August 12, 2024

1. Quorum Established: Commissioners Present: Sherrie Green, Julie Douglas, Alice Finen  
Staff Present: Mandy Mager  
Council Liaison: Adelene Jones

Meeting Called to Order: 6:10PM

2. Motion to Approve the Agenda as Presented:

Motion by: Douglas

Seconded by: Green

Motion Summary: Consensus

3. Public Comment: None

4. Commission Date and Time Change Discussion/Action: City Manager Mager presents the item; due to scheduling conflicts with the Blue Lake Chamber of Commerce Meeting, it is recommended that the Arts and Heritage Commission change their meeting date and time to the second Monday of each month at 6:30PM.

Public Comment: None

Motion: To establish the Arts and Heritage meeting date and time as the second Monday of each month at 6:30pm.

Motion by: Green

Seconded by: Finen

Motion Summary: Consensus

5. Town Square Update: City Manager Mager provides an update on the construction activities at the town square, including installation of vinyl art banners on the restroom enclosure.

Commissioner Finen: Asks if the City can use material other than vinyl?

City Manager Mager: Acknowledges the issues associated with using vinyl materials and explains that the City is looking for more sustainable options for long term installations. At this time, the City does not have the financial resources to print on other materials, but options are being looked into.

No action-discussion/update item only.



6. Art-Based Traffic Calming: City Manager Mager presents the mini round-about project that was funded by HCAOG and the opportunities associated with the work taking place on Greenwood Road. City Manager Mager recommends the formation of an ad-hoc committee to work on these projects. Commissioner Green recommends adding the projects to the Art Hydrant ad-hoc, but they need another person to serve on the ad-hoc.

*Recommended to add this to the next agenda*

7. Art-Based Hydrant Project: City Manager Mager presents a draft concept for the project, including information from other jurisdictions that have similar programs. States that Sherrie Green researched the project and provided ideas and insight.

Ideas discussed included the City providing the paint for the hydrants and asking businesses to support the project by adopting a hydrant and supporting an artist. The City Manager will take the project to the Council at their August meeting for review and authorization to proceed.

8. Murals and Sculptures Ad-Hoc Update: Nothing to report

9. Future Agenda Items:

- a. Murals and Sculptures
- b. Fire Hydrant Project
- c. Appoint another commissioner to the Ad-Hoc for the traffic calming and hydrant projects.

10. Motion to Adjourn: 7:00pm

Motion by: Finen

Seconded by: Douglas

Motion Summary: Consensus



# City of Blue Lake

## Arts and Heritage Commission Meeting Minutes

### September 9, 2024

1. Quorum Established: Elizabeth Mackay, Randy Toroni, Julie Douglas, Alice Finen

Absent: Sherri Green

Staff Present: Mandy Mager

Council Liaison: Adelene Jones

Public Present: Kent Sawatzky

Meeting Called to Order: 6:30PM

2. Motion to Approve the Agenda as Presented:

Motion by: Mackay

Seconded by: Finen

No Public Comment

Motion Summary: Consensus

3. Public Comment:

Council Liaison Jones: Introduces herself as the Council liaison to the Arts and Heritage Commission; states that she will be attending to support the commission and report back to the Council; thanks the commissioners for their service and time.

Kent Sawatzky: Comments that the Arts and Heritage Commission should be involved in all City items that involve art.

4. Town Square Art Panel Project: The City Manager Mager presents the item; explains that the City reached out to Patricia Sennott to see if she's interested in participating in displaying her art at the town square. Ms. Sennott was happy to participate and provided the City with a binder of potential art pieces. The City Manager recommends that the Commission choose four pieces that can be considered for installation at the town square.

The Commission voted on four pieces and recommended that City staff proceed to work with Patricia Sennott on pricing and installation.

Public Comment:

Kent Sawatzky: Comments on the potential cost of the artwork; how often it will be changed out and how other artists will be selected.

5. Art-Based Traffic Calming: City Manager Mager provides an update on the construction activities on Greenwood, including the idea of installing painted crosswalks at the school. The City

Manager recommends painting the crosswalk in vibrant rainbow colors as this will be easier for the City to maintain and will be seen by motorists.

The Commission discusses combining the ad-hoc committee for traffic calming with the fire hydrant painting ad-hoc. Sherri Green and Elizabeth Mackay are on both ad-hoc committees. The commissioners recommend getting the school involved in the process of choosing the crosswalk colors and to combine the ad-hoc committees into one.

Public Comment:

Kent Sawatzky: States that people are concerned about noise from unflat surfaces; people are objecting to these installations; supports kids being involved.

6. Fire Hydrant Project: City Manager Mager presents the project, the application process and the timeline. The City Manager asks the Commission's help in spreading the word and encouraging the community to participate. The submissions will be brought to the Commission at their meeting in October for review and recommendations.

Public Comment: No Comment

7. Murals and Sculpture Report: Nothing to report.

Public Comment:

Kent Sawatzky: Comments on metal and recycled material art pieces.

8. Future Agenda Items:

- a. Murals and Sculptures Report
- b. Fire Hydrant Project Submission Review and Recommendations

9. Announcements:

City Manager Mager presents the Branding and Style Guide created by Noah at Visual Concepts; explains the reasons for the branding and why Noah designed it the way that he did. The branding and style guide will be used for marketing and signage and will be applied and adapted to specific activities and logo items.

Commissioner Toroni comments on the professional nature of the branding and the importance of it. Branding is not an art project and needs to be useable across platforms. He appreciates the colors and the connection to Blue Lake.

Council Liaison Jones: Announces that the Council will be accepting applications for the vacant Council seat until September 27<sup>th</sup>; a special meeting will be held on October 8, 2024 to make an

appointment. There are 3 seats open and 7 people running for the general election; there will be a candidate's forum in September.

Public Comment:

Kent Sawatzky: Comments that he doesn't like the logo; the colors are too dark; looks like the last hurrah; he does like the retro inspired typography; colors are dark and depressing.

Motion to Adjourn: 7:34pm

Motion by: Mackay

Seconded by: Douglas

Motion Summary: Consensus

10. Motion to Adjourn: 7:00pm

Motion by: Finen

Seconded by: Douglas

Motion Summary: Consensus





# City of Blue Lake

## AGENDA REPORT

**Item #:** 5  
**Date:** October 14, 2024  
**Item Subject:** Painted Crosswalks-Greenwood Road  
**Submitted By:** Mandy Mager, City Manager

---

### General Information:

As part of the Greenwood Truck Route Improvement Project, the City will be installing new crosswalks at the elementary school. In order to improve visibility and add additional color and art to the route, it has been proposed that the two crosswalks be painted in vibrant colors.

The Arts and Heritage Commission has reviewed this concept at prior meetings and recommended additional outreach to the elementary school to gain feedback and recommendations. City staff has proposed the attached color schemes to the school and has received an enthusiastic response.

The proposed color schemes reflect the school's mascot colors, as well as the rainbow color scheme. These colors will be manageable for City staff to maintain, as will the basic striping structure.

**Background Material Provided:** Sample Color Scheme

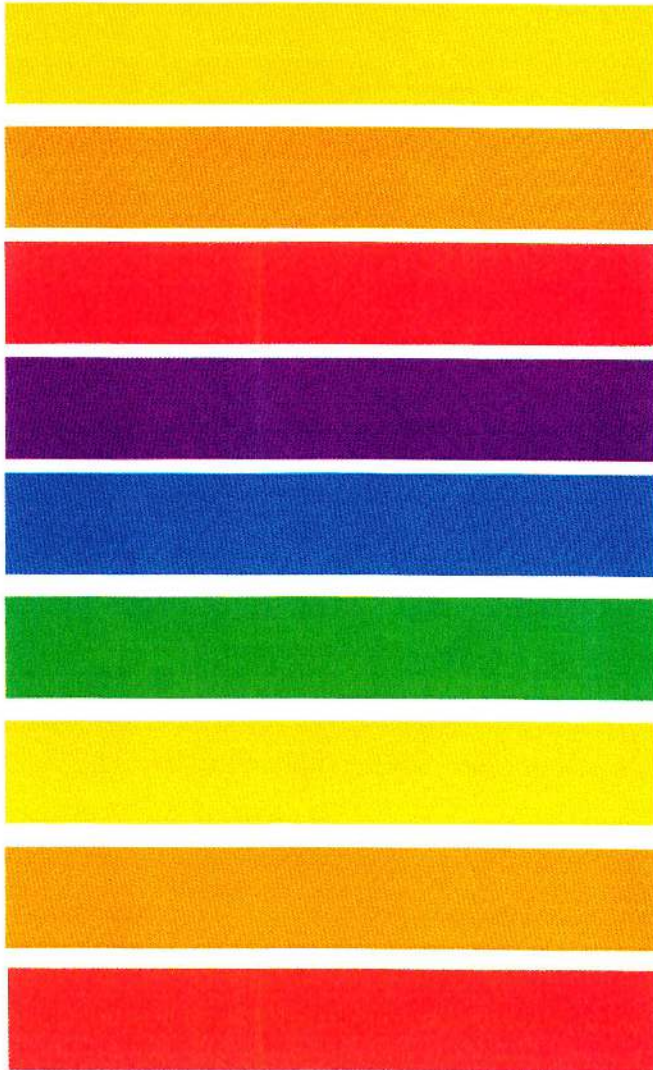
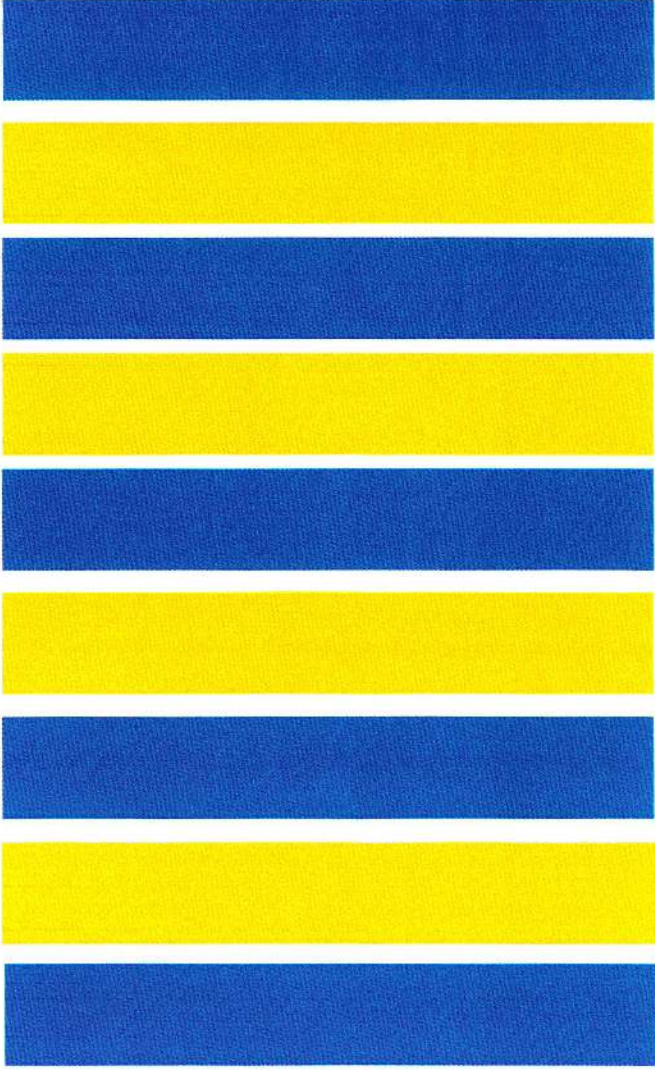
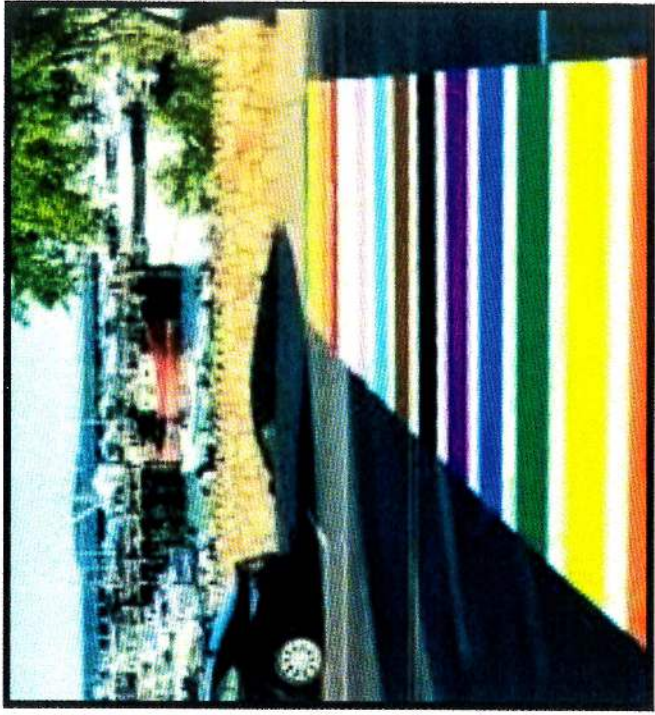
**Fiscal Impact:** N/A

**Recommended Action:** Commission to review and provide a recommendation to staff.

### Review Information:

City Manager Review:     Legal Review:     Planner Review:     Engineer:

Comments:



# Greenwood Painted Crosswalks

BLUE LAKE ELEMENTARY



# City of Blue Lake Fire Hydrant Art Program

## Adopt and Paint a Fire Hydrant



The City of Blue Lake's Art and Heritage Commission, in partnership with the Blue Lake Volunteer Fire Department, is pleased to announce the Blue Lake Adopt and Paint a Fire Hydrant Program. Help us enhance Blue Lake by beautifying our well-loved town hydrants and showcasing the artistic talent of our community.

This program seeks to add to the beauty of the City of Blue Lake by adding an artistic flair to our fire hydrant infrastructure. Your adoption will give you the opportunity to help turn our fire hydrants into works of art.

There will be no specific theme for the fire hydrants, but artists are encouraged to incorporate different elements of the community into their art. This program is open to **everyone!** We encourage artists of all ages, backgrounds, ethnicities, genders, and race to submit designs. We hope to utilize as many local artists as possible and look forward to seeing your ideas.

The City will open the adoption period starting September 1, 2024, with a first round closing date of September 30<sup>th</sup>. Interested parties are encouraged to submit a full proposal, including a signed commitment to comply with the painting rules and requirements, along with a commitment to maintain the hydrant for a period of at least 36 months.

The City's Arts and Heritage Commission will review all proposals and will make selections at their Commission meeting on October 14<sup>th</sup>. The Commission anticipates scheduling a "Hydrant Paint Day" in the Fall.

### **How the Adopt and Paint-a-Hydrant Program Works**

- Step 1: Fill out your application, including the design sketch form, and submit it to Blue Lake City Hall by 4pm on September 30<sup>th</sup>.
- Step 2: The Arts and Heritage Commission will review the submittals on October 14 and will make recommendations. The Commission may request modifications to designs in order to meet the required design guidelines.
- Step 3: If approved, you will be notified of your status and the City will work with you to ensure that all design parameters and adoption requirements are understood and agreed upon.
- Step 4: The City will announce the Hydrant Paint Day date and will work with the artists to facilitate the acquisition of painting supplies, drop cloths, etc...

**Design Submission Period:** September 1<sup>st</sup>-30<sup>th</sup>

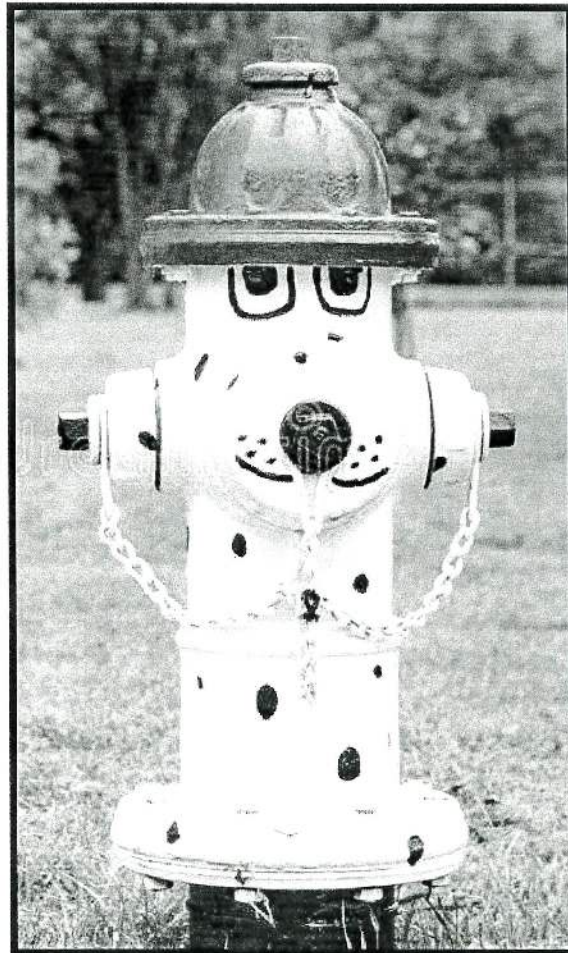
**Design Submission Close Date:** 4:00 PM-September 30<sup>th</sup>

**Design Submission Location:** Blue Lake City Hall

**Submission Selection:** October 14, 2024

**Hydrant Paint Date:** Fall 2024

Please contact Mandy Mager, City Manager, at 707-668-5655 with any questions regarding the program. We look forward to seeing your submission and thank you for your interest and commitment to the community.







## City of Blue Lake-PAINT-A-HYDRANT Program Rules, Regulations and Authorizations

### **SPONSOR / ARTIST REQUIREMENTS**

- 1) Hydrants may be beautified using ONLY oil-based enamel paint for metal.
- 2) Property around the hydrant should be kept clean and neat when working on the hydrant. A drop cloth (provided) must be taped around the bottom of the hydrant covering the sidewalk, ground or any area adjoining the hydrant.
- 3) Paint may not prevent the functional use of the hydrant. The three openings and the top turning knob must all function. Hydrant threads may not be painted. Paint cannot seep into it to prevent operation.
- 4) Painting may not reduce the hydrant's visibility.
  - \* Paint may not be all black, all white, dark camouflage green, or use patterns and/or designs that reduce the hydrant's visibility.
  - \* Paint colors may not be the same color as the vegetation or items surrounding the hydrant.
  - \* Black paint may not cover more than 20% of the overall hydrant.
  - \* Red paint may not cover more than 50% of the overall hydrant.
- 5) Use bright, vibrant colors.
- 6) No attached or added objects may be used. Paint only.
- 7) Design must be appropriate for public places
  - \* Paintings/art cannot endorse an individual or business.
  - \* No offensive, derogatory or obscene graphics.
  - \* No gang tags.
- 8) No logos, copyrighted or trademarked graphics.
- 9) No text is allowed anywhere on the hydrant except a 3"x3" area for the artist's signature
- 10) Sponsor may partner with an artist, art class, art school, etc. to design and execute the art. **Please contact Mandy Mager at City Hall for suggested resources if you need assistance.**
- 11) ONLY hydrants in the City of Blue Lake have been approved for this program.

**AGREEMENT/HOLD HARMLESS:** By signing below and participating in the Paint-A-Hydrant Program, you agree that you have the permission and authority to act as agent for the Sponsor. Additionally, you acknowledge that the City of Blue Lake, and their affiliates are not responsible in any way for any injury or property damage directly or indirectly associated with this program and/or event.

The design is approved for a 3-year period. During that time, Adoptee is available for the upkeep and maintenance of the design. If the hydrant is vandalized, the adoptee has 30 days to fix and maintain the original, approved design. If hydrant is vandalized with offensive, derogatory or obscene graphics, the City of Blue Lake hydrant crew reserves the right to paint over/remove the obscenity until the adoptee renews the approved design. If a hydrant becomes non-functional because of damage, the City of Blue Lake reserves the right to replace it with a new hydrant and the sponsor may elect to repaint it with the approved design during the 3-year period.

By signing this waiver, the hydrant adoptee is agreeing to all rules, guidelines, and criteria associated with the Paint-A-Hydrant Program and is responsible for communicating this information to those executing the design, and supervising the work on, their adopted hydrant.

  
\_\_\_\_\_  
Hydrant Adoptee Signature

10-7-24  
\_\_\_\_\_  
Date Signed





111 Greenwood Road, Blue Lake, CA 95525 \* 707-668-5655 \* www.bluelake.ca.gov

## City of Blue Lake-PAINT-A-HYDRANT Application

To sponsor, design and paint a hydrant in the City of Blue Lake, submit the completed application, and a color sketch on the provided template.

APPLICATION(S) DUE BY: 4 PM-September 30th

### Contact Information

Name of Adoptee: Blue Lake Community Resource Center  
Contact Name: Molly Homen  
Mailing Address: PO Box 458 Blue Lake CA 95525  
City, State, Zip:  
Phone: 707 668-5239  
Email Address: molly.homen@providence.org

### Preferred Hydrant Location - Provide Nearest Physical Address, Including Cross Streets

Somewhere close to the Resource Center  
1<sup>st</sup>: \_\_\_\_\_ 2<sup>nd</sup>: \_\_\_\_\_ 3<sup>rd</sup>: \_\_\_\_\_

Additional Location Description:

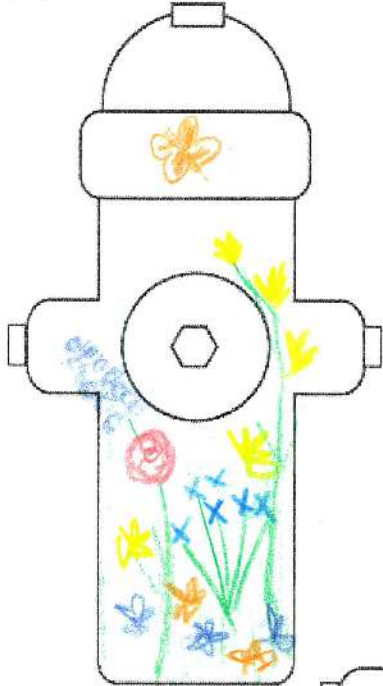
Attach sketch (in color) on provided template. If you would like to sponsor a hydrant, but need assistance in designing or painting your hydrant, you may partner with an artist, school or group to develop and execute the design. You are responsible for contacting and selecting your art partner; however, we can assist with suggesting possible art partners. If your submitted design is not initially approved, changes may be made to meet the guidelines.

COMPLETED Applications are due by 4PM on September 30<sup>th</sup>.  
Please return the completed application(s) to Blue Lake City Hall.

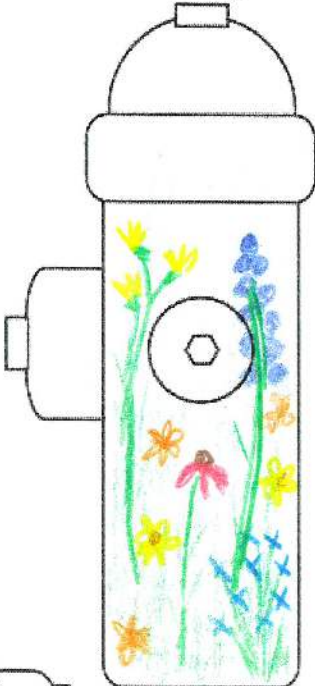
# City of Blue Lake-Hydrant Art Submission

Please provide a color sketch of your proposed project; please refer to the rules and regulations regarding paint colors and designs as provided in the application agreement.

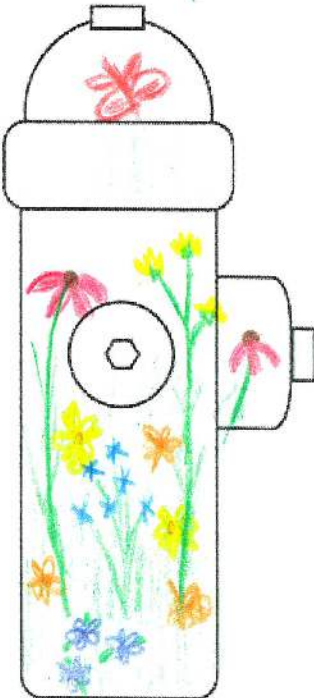
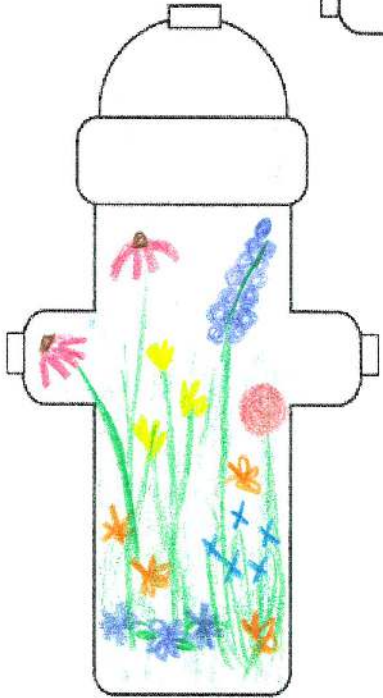
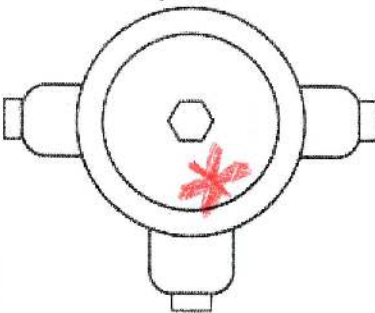
Front View



Right side view



Top View



Back View

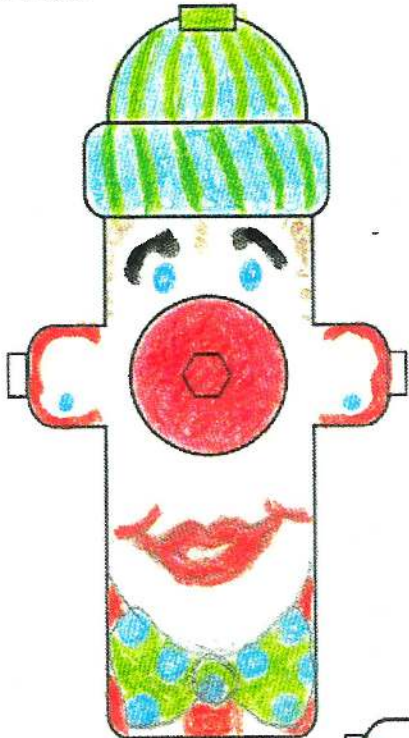
Left side view



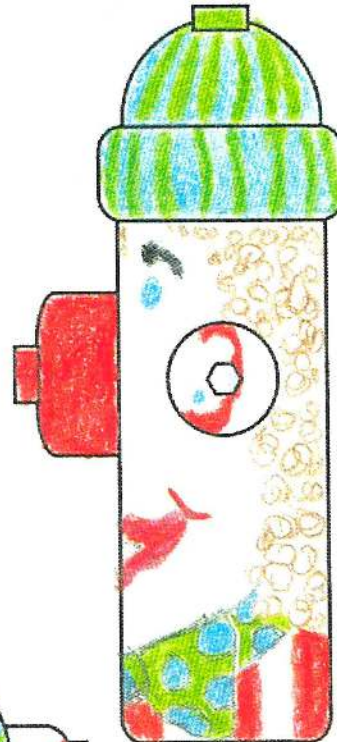
# City of Blue Lake-Hydrant Art Submission

Please provide a color sketch of your proposed project; please refer to the rules and regulations regarding paint colors and designs as provided in the application agreement.

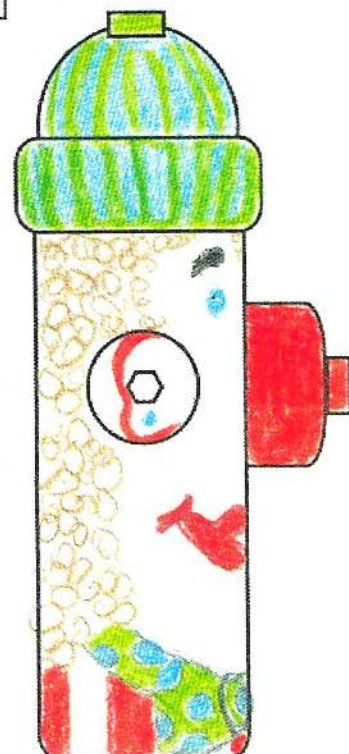
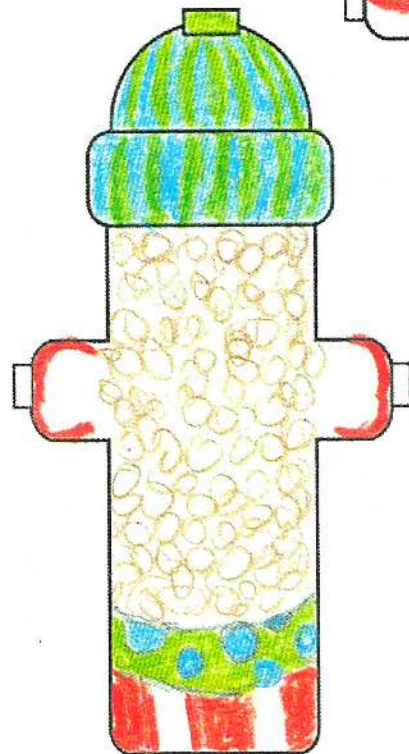
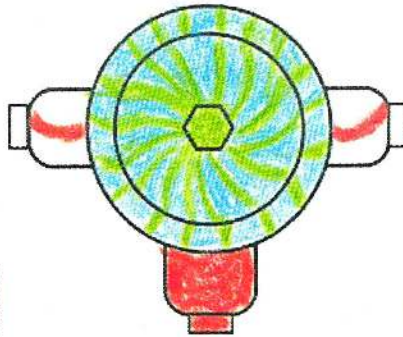
Front View



Right side view



Top View



Back View

Left side view

K.A. International - like animals



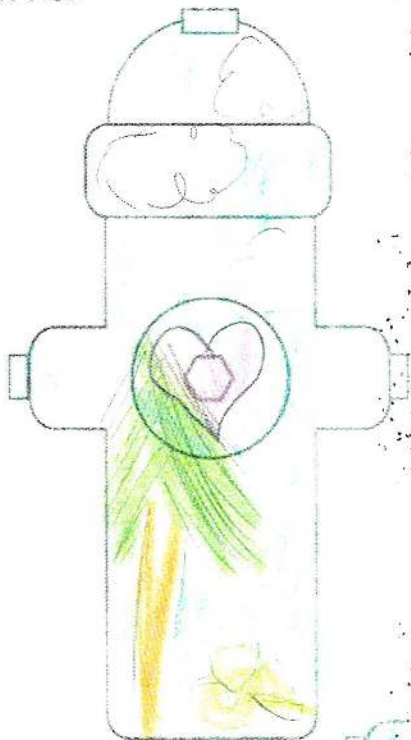
PROCESSED

SEP 23 2024

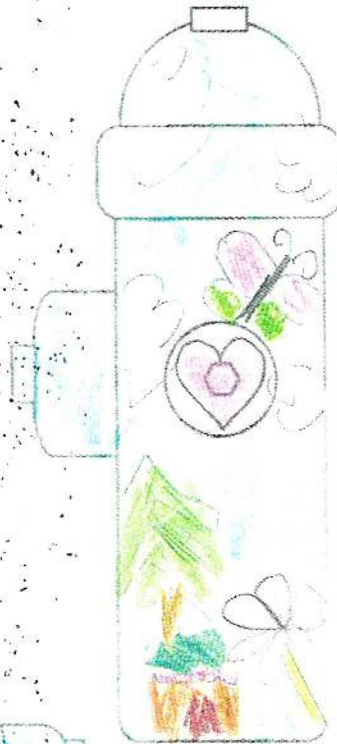
# City of Blue Lake-Hydrant Art Submission

Please provide a color sketch of your proposed project; please refer to the rules and regulations regarding paint colors and designs as provided in the application agreement.

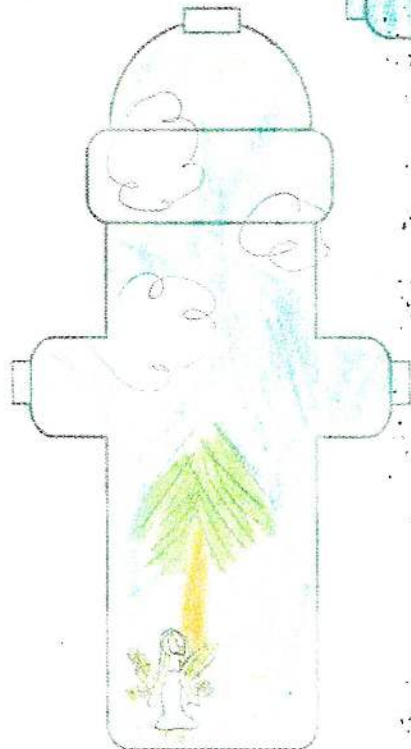
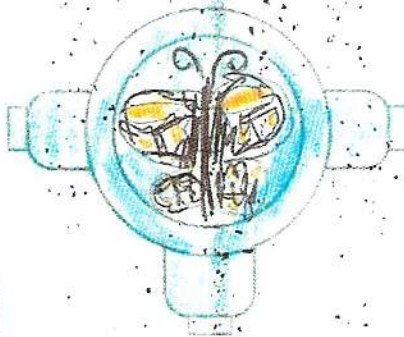
Front View



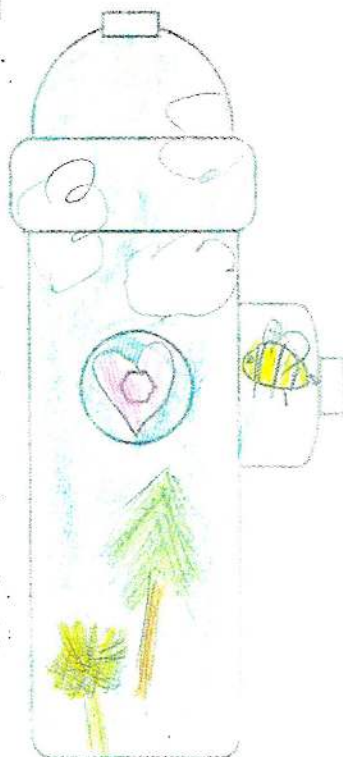
Right side view



Top View



Back View



Left side view

Lisa & Marina Gonzalez & Elizabeth Mackay

RECEIVED

SEP 06 2024

Debi King  
Starry night  
over the Ma

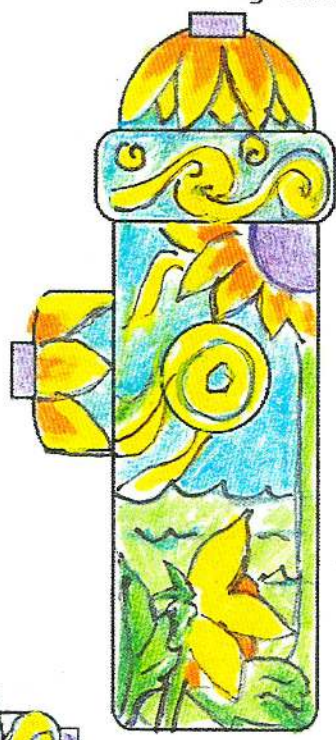
# City of Blue Lake-Hydrant Art Submission

Please provide a color sketch of your proposed project; please refer to the rules and regulations regarding paint colors and designs as provided in the application agreement.

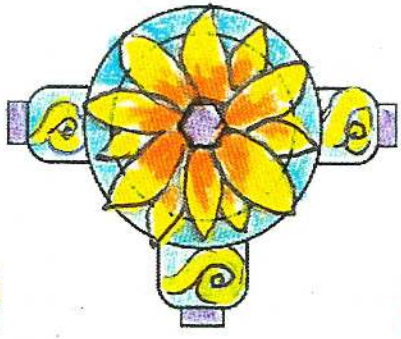
Front View



Right side view



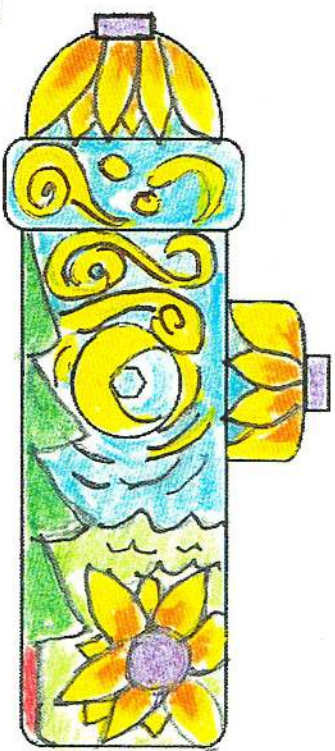
Top View



Back View



Left side view



Debi King



IF for H St. & RR - Center of the Universe

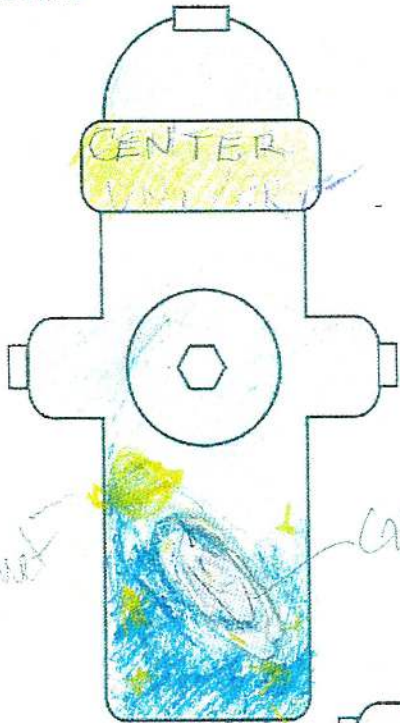
# City of Blue Lake-Hydrant Art Submission

RECEIVED

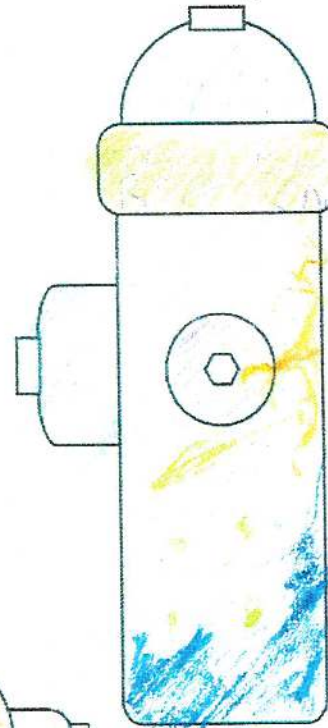
SEP 30 2024

Please provide a color sketch of your proposed project; please refer to the rules and regulations regarding paint colors and designs as provided in the application agreement.

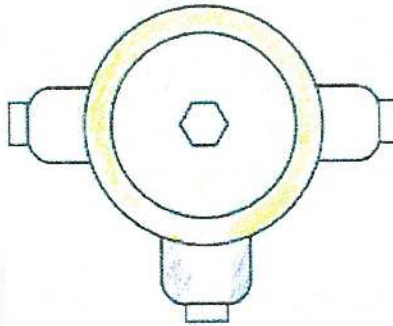
Front View



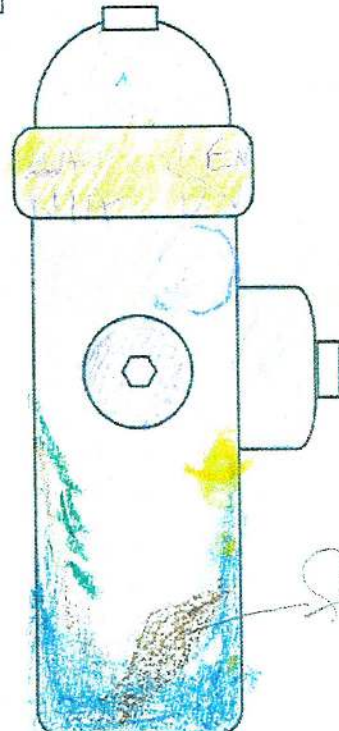
Right side view



Top View



Back View



Left side view

Margo Whitcomb



1



We  
are considering  
either  
a combo  
of 1 & 3  
or only  
#2

2



3



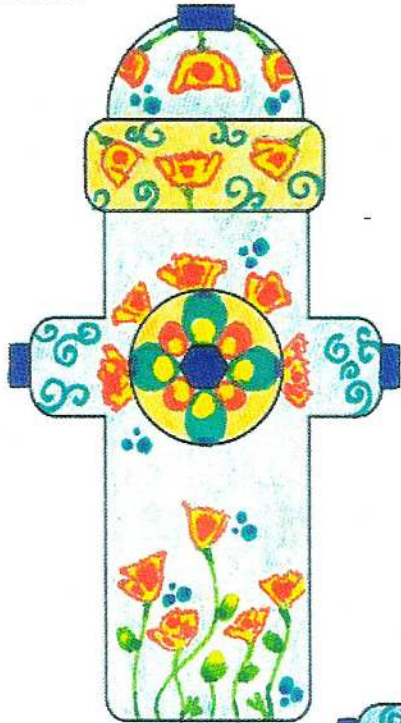
Integral Ecology  
Research Center



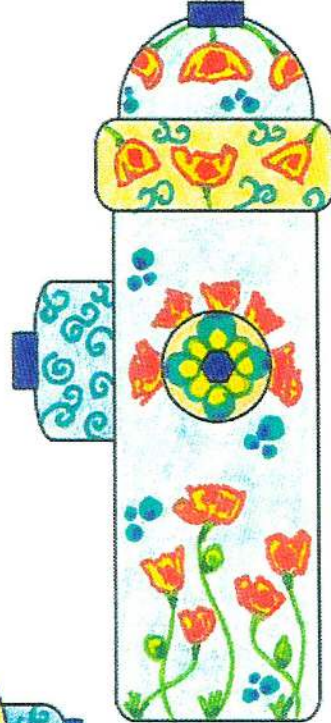
# City of Blue Lake-Hydrant Art Submission

Please provide a color sketch of your proposed project; please refer to the rules and regulations regarding paint colors and designs as provided in the application agreement.

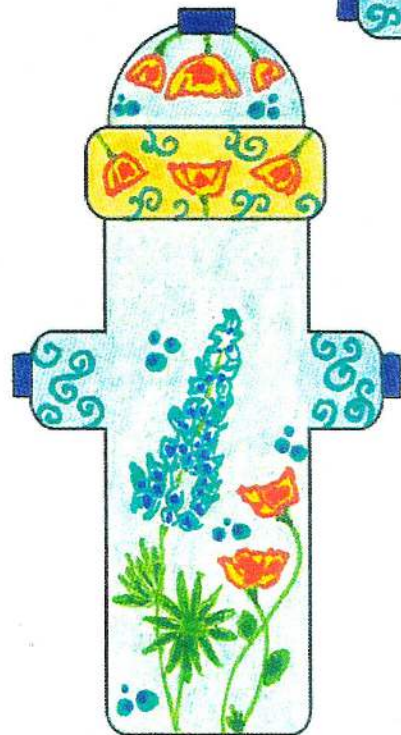
Front View



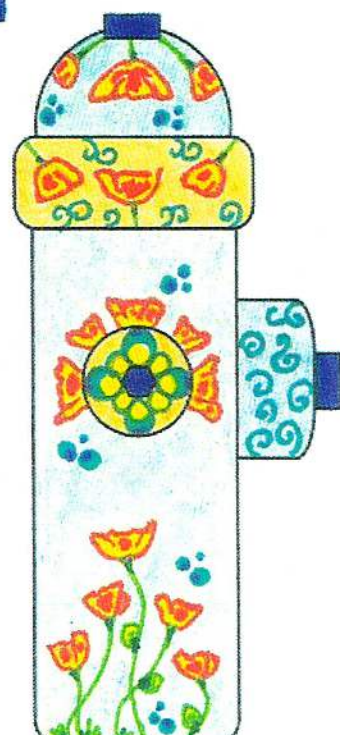
Right side view



Top View



Back View



Left side view

Nicole Aninacki





# City of Blue Lake

## AGENDA REPORT

**Item #:** 7  
**Date:** October 14, 2024  
**Item Subject:** Signage for City Hall  
**Submitted By:** Mandy Mager, City Manager

---

### General Information:

City Hall is in need of new signage; we currently have three signs that are in need of replacement and staff is requesting the Arts and Heritage Commission's assistance in creating a signage package.

The City has developed a new branding system and staff recommends utilizing the branding system to develop the necessary signage. Upon the Commission's recommendation, staff will contact Visual Concepts to assist in finalizing the signage details and to facilitate ordering and installation.

Signage needs include a new sign to replace the failing burl sign at the front of City Hall, along with two signs that identify the hours of operation for City Hall.

**Background Material Provided:** Sample of branding material.

**Fiscal Impact:** N/A

**Recommended Action:** Commission to develop a recommendation for staff to send to Visual Concepts for refinement and pricing.

### Review Information:

City Manager Review:     Legal Review:     Planner Review:     Engineer:

Comments:

# CITY HALL



# BLUE LAKE

**— EST. 1910 —**  
**HUMBOLDT COUNTY**

111 GREENWOOD ROAD



# BLUE LAKE

# COLORS & FONTS



## BLUE LAKE

### BRAND COLORS

The Color Palette Is Bold, Yet Organic, Outdoorsy, and Retro-Inspired.



**FERTILE SOIL**  
RGB 44 25 14  
CMYK 64.65 73.21 75.84 78.28



**SUMMER SUN**  
RGB 232 187 0  
CMYK 3.02 26.32 100 0



**GREENER PASTURES**  
RGB 100 146 109  
CMYK 70.8 22.77 89.9 4.92



**RIVER AND SKY**  
RGB 97 171 179  
CMYK 76.02 8.85 30.85 0



**REDWOOD SUNSET**  
RGB 199 89 56  
CMYK 5.77 79.86 90.3 4



**BEER FOAM**  
RGB 255 253 247  
CMYK 0 32 2.09 0

### TYPOGRAPHY

\* The Blue Lake Brand System Relies On The Four Raifite, Classy And Bold. It Is Inspired By Typetaces Popular In The 1950'S And 60'S, But It's Increased Weight Makes It Legible At All Sizes.

\* Secondly, we will employ the script font Seren, for instances where a little extra retro pop is needed.

**RANIEÛLE**

*Seren*



FULL COLOR CIRCLE LOGO



ONE COLOR LOGO



WIDE LOGO

**BLUE LAKE**  
-EST. 1910-  
CALIFORNIA

TEXT ONLY LOGO FULL COLOR

**BLUE LAKE**  
-EST. 1910-  
CALIFORNIA

TEXT ONLY LOGO ONE COLOR



**BLUE LAKE**

EXTRA WIDE LOGO





# City of Blue Lake

## AGENDA REPORT

**Item #:**

**Date:** October 14, 2024

**Item Subject:** Artificial Intelligence Policy Recommendation

**Submitted By:** Mandy Mager, City Manager

---

### General Information:

As the use of Artificial Intelligence (AI) continues to evolve and integrate into our every day lives, it is important to reflect on the impacts that this technology is having on our artisan communities. As the Arts and Heritage Commission represents the interests of our community artists, it's appropriate for the commission to reflect on this issue and offer recommendations to the City Council on how AI can be managed and impacts mitigated.

The Arts and Heritage Commission may present policy recommendations to the City Council for consideration of adoption.

**Background Material Provided:** LMU Magazine Article-April 26, 2023-"AI's Impact on Artists" By Joseph Wakelee-Lynch

**Fiscal Impact:** N/A

**Recommended Action:** Commission to develop recommendations for the development of a policy to address the use of Artificial Intelligence in City government.

### Review Information:

City Manager Review:     Legal Review:     Planner Review:     Engineer:

Comments:

APRIL 26, 2023

# AI's Impact on Artists

By Joseph Wakelee-Lynch

Share this story

[f FACEBOOK](#) [X TWITTER](#) [✉ EMAIL](#)



**Karla Ortiz**, a San Francisco-based illustrator and fine artist, has found her work being copied by users of AI technology.



In the past, a masterwork of art might have been painstakingly copied for weeks to be sold to an unwitting art lover or collector. Today, with AI technology, the work of just about any great artist in human history can be mimicked in moments to produce an image on spec by a user — and openly sold.

AI generators rely on databases of already existing art, the internet being a massive trove of readily available resources. Images are “scraped” from the internet and used as data. Generators are “trained,” or taught, to recognize art. Based on human prompts and drawing from thousands or millions of images, They can produce a new image that meets particular specifications.

Many images used as the basis of replication are in the public domain, but artists charge that copyrighted images are used as well, raising questions about the uncompensated use of the intellectual property of others. Artists who make their living by their work may go uncompensated for the use of their creations, or even find themselves priced out of some markets by less expensive AI-generated images.

“If millions of artists’ works are being unknowingly and/or unwantedly used to enable (to train) AI systems,” says **Selwa Sweidan**, clinical assistant professor of **multimedia arts** in the **LMU College of Communication and Fine Arts**, “so far it seems to happen wholly without the artists’ consent and without their benefit.”

Sweidan points out that AI platforms enjoy an asymmetry of power in the form of economic resources that individuals and few entities can make use of and a high barrier to entry that limits competitors. But redress is possible, even it appears to be a game of catch-up. “Within a capitalist system like ours, legislation and oversight are ways to attempt to reign in the harms that happen to the less advantaged and the marginalized.”

**“If we only think about using artificial intelligence to create machines that will think for us instead of helping us how to reason**

# the world, that is a problem,” Garcia Moreno explains.

Another form of redress is to use technology to fight technology.

**Ben Zhao**, professor of Computer Science at the University of Chicago, has worked with his colleague Heather Zhen to develop a program, called **GLAZE**, that will protect artists’ work from unauthorized mimicry through the use of platforms such as Stable Diffusion, Midjourney and DALL-E.

In a keynote address on art and AI at a March 2023 conference in Chicago, Zhao pointed out that artists may not only face a loss of income, they may find their artistic identity — their brand — diluted or, as some say, polluted. A knock-off of a Picasso may satisfy every wish of a user, and, no doubt, will be cheaper. But because users of AI platforms can prompt systems to generate specific images in the style of a particular artist, any well-known and highly respected painter, illustrator or photographer working today faces the same prospect.

Zhao said some artists may stop promoting their art on their personal website, to prevent their work from being scraped without permission. Some, he added, are experiencing signs of stress and depression, and young artists are considering whether to leave their field. “AI art models can’t yet replace human artists via ‘training,’” he said, “but [AI] is already disrupting art industries.”

Zhao pointed to the example of Karla Ortiz, a San Francisco-based illustrator and fine artist. She has worked on films including has seen her style of “Avengers: Infinity War,” “Black Panther,” and “Rogue One: A Star Wars Story” and “Doctor Strange.” She has seen her work mimicked with AI technology to create works that resemble her well-known, highly valued style. In order to protect the work of Ortiz and other artists, Zhao has created GLAZE, a tool that allows an artist to post their work online in a way that when scraped generates an altered rendition of the work, disrupting AI-based imitations. A painting originally rendered in an impressionist style, for example, may appear in an AI-generated form in an entirely different style — abstract, for example — and thus useless to those hoping to mimic the work of artists.

GLAZE, then, is a tool in the battle against copying. Yet, copying has long existed in the art world, and often in a useful way.



**Damon Willick** is a professor of art history in the LMU College of Communication and Fine Arts. In the past, he says, artists in training copied the work of masters in order to learn the craft and develop their own aesthetic. More recently, artists like Andy Warhol or Marcel Duchamp co-opted existing imagery to create new images that critique works of the past.

“AI isn’t doing either of those things,” he says. “It’s doing its own copying. It doesn’t strengthen the image that it copies, neither does it critique that image.”

The question of the relationship of reproduced art to the original is a central concern of **José Garcia Moreno**, professor of animation in the **LMU School of Film and Television** and director of the **Academy of Catholic Thought and Imagination**.

Although he is concerned about theft with the tools of artificial intelligence, Garcia Moreno also sees creative possibilities, especially in terms of expanding human understanding of the world in which we live.

“If we only think about using artificial intelligence to create machines that will think for us instead of helping us how to reason the world, that is a problem,” Garcia Moreno explains. “But if we use machines to help us to reason the world because we’re creating a language and interacting with a language, then it’s only expanding our consciousness.”

Garcia Moreno believes artificial intelligence will create an even deeper desire for audiences to go beyond reproduced art and seek out the real thing. “The physicality of art will be very much desired, because it’s the real thing,” he says. “We will go back to understanding what is real and what has been reproduced.” The reproduced image, in other words, will highlight the beauty of the original.

**“AI art models can’t yet replace human artists via ‘training,’” Zhao**

# said, “but [AI] is already disrupting art industries.”

Everything will be in the public domain eventually, Garcia Moreno says. “When things enter the public domain, everyone can use it. The old Mickey Mouse from the 1928 Steamboat Willie film is going to appear in many of other forms because now it is not restricted. Everything is fair game at some point. What is fair game now for artificial intelligence? Of course, we want it to be conscientious of the value of original work.”

Garcia Moreno is working with new media by using 2D digital animation that uses a mobile device app to overlay animated images found in the St. John’s Bible. That bible is a project of Donald Jackson, artistic director and principal illuminator of the St. John’s Bible, a handwritten and illuminated bible.

He hopes that his app will draw young people to an appreciation of Jackson’s work. Garcia Moreno sees his project as adding to pre-existing art, which, of course, stands within the long tradition of creating contemporary art speaking to speak to earlier art. His work, he says, “has a purpose, a goal, it’s done with a lot of respect. It’s just an exploration of what has been done, to create a new audience.” Nonetheless, Garcia Moreno believes that ethical frame is essential.

Garcia-Moreno grants that misuse of capabilities will occur, but the future lies in not stopping the evolution of artificial intelligence but, rather, in ensuring that the creative possibilities of artificial intelligence are not channeled in a harmful way.

Sweidan, while deeply concerned about issues such as who benefits from new technology, is reluctant to judge a new technology as either good or bad. Photography was once considered by some, she points out, to be a threat to non-photographic art. “I don’t think any contemporary artists would consider that position for a moment at all in 2023. ... For me it’s more about thinking about how a system is made and how do we allow it to be used.”

Nonetheless, Willick believes a strong dose of skepticism is called for. He considers AI-generated art “flat and very cold,” precisely because it lacks the crucial human creative element.

“I don’t think there is any stopping this technology,” Willick says. “What I hope happens is that there emerges an avant-garde that pushes back and that creates an alternative that’s more human, expressive and emotional, so that people move away from the allure of the easiness of AI-generated art.”