Activity 4

Having watched Paul Russell’s video and the other programs and reading so far, **how do you think the creative industries may be affected by the growth of AI**? Remember, this may be good, bad and areas of risk and new possibilities.

Consider consumers, people working in the industry, trainee designers etc. You may also wish to consider a variety of industries and possible applications of the technology.

Now spend a little time looking online at what others are predicting regarding the impact of AI on design, creativity and manufacturing sectors.