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AI as an Emotional Artist, Can Artificial Intelligence Replicate and Evoke Human Emotions in Applied Art

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Abstract:

The aim of this report is to examine the ways in which Artificial Intelligence (AI) is being used to communicate, represent and stimulate human emotion within applied art. In a time of rapid technological development, AI tools, especially recent generative models, can create images, compositions, and other works of art and so on, that can have the semblance of emotional responsiveness. Overall, the objective for this report is to understand whether these creations, facilitated by AI, can communicate emotions and in what way everything connects in an emotionally relevant way. The paper will discuss topics as diverse as affective computing, human-artificial intelligence (AI) interaction and the machines as machines along with humans are creative agents. In addition, it will consider public responses to AI generated artworks and whether a machine can communicate emotional intention. This research indicates that AI can therefore function as a shorthand to transmit emotional expression and yet still shows significant gaps in depth and authenticity from the level of human artist to machine artist. Overall, this report looks at the strengths and limitations ofAI agents with emotional artistic creation and the growing role of artificial intelligence in creative practices.

Keywords: artificial intelligence, applied art, emotional expression, affective computing, Human – AI interaction

Introduction

In recent years, Artificial Intelligence (AI) has expanded beyond traditional fields such as automation, data analysis, and robotics into more unexpected areas like artistic creation. This evolution challenges long-held assumptions about the nature of art, which has historically been tied to human emotion, consciousness, and imagination. As machines are now trained to generate visual works through algorithms and massive datasets, it prompts a timely question: can AI truly express or evoke emotion, especially in domains like applied art?

Applied art refers to functional yet aesthetically and emotionally engaging creations found in graphic design, product design, fashion, architecture, and more. These fields rely on subtle emotional communicationshaping how we feel about objects, spaces, and brand experiences. Human designers embed emotional resonance by drawing on memory, culture, and lived experience. In contrast, AI systems lack self-awareness or emotional depth. Still, many generative models, such as Generative Adversarial Networks (GANs), now produce original, often moving designs. When paired with natural language processing, AI tools can interpret prompts like “a joyful reunion” or “a quiet sunset” to craft emotionally themed outputs.

However, a central question persists: does AI express emotion or merely reproduce visual patterns statistically associated with emotional meaning? This distinction becomes critical when assessing the authenticity of AI-generatedin recent years, Artificial Intelligence (AI) has expanded beyond traditional fields such as automation, data analysis, and robotics into more unexpected areas like artistic creation. This evolution challenges long-held assumptions about the nature of art, which has historically been tied to human emotion, consciousness, and imagination. As machines are now trained to generate visual works through algorithms and massive datasets, it prompts a timely question: can AI truly express or evoke emotion, especially in domains like applied art?

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Even with such advancements, doubts remain about AI's ability to create emotionally authentic work. Research shows that viewers often respond more strongly to art when they believe it was made by a human. This suggests that perceived emotional intent—something AI fundamentally lacks—plays a key role in emotional reception. While machines can replicate the surface of emotional expression, they cannot internalize or reflect upon emotions like grief, joy, or hope.

Nonetheless, emerging co-creative systems allow human artists and AI to collaborate. In these partnerships, humans provide the emotional or conceptual spark, and AI enhances or interprets it. Rather than replacing human creativity, AI can serve as a powerful tool that expands emotional and visual possibilities in applied art.This paper explores whether AI can function as an "emotional artist" by examining computational creativity, affective computing, and how audiences perceive emotional expression in machine-generated applied art.

Literature review

1. Artificial Intelligence in Creative Practices

Artificial Intelligence (AI) has emerged as an important and enabling factor for developing and shifting creative practice in already established domains (i.e. visual art, music, literature, and design). With the advancing capabilities of AI and its transition into artistic expression, we continue to witness the overall implications for what it means to be creative, both for humans and machines. Prior to current innovations in AI-generated art, projects such as Harold Cohen's AARON program enabled future systems to continue to advance machine-generated original works (Mazzone & Elgammal, 2019). As machine learning and neural networks continue to advance, many common AI systems now have the ability to generate content that is indistinguishable from that of human-created art (Lee et al., 2023). Recent literature has opened discussions around whether advancements in generative AI models such as GPT-4 are actually straying away from imitation and coming closer to human creativity in some domains. For example, Haase and Hanel (2023) found examples of human judges rating AI-Generated ideas as equally original and useful as those generated by human participants performing a Divergent Thinking task (i.e. participant generates a large number of ideas pertaining to a specific problem), deeming AI a viable creative contributor in both expressive and applied fields of art. The introduction of Generative Adversarial Networks (GANs) represented a major advancement in AI-based generativity. GANs are two neural networks: a generator and a discriminator, being trained together, with the goal of generating content such that the discriminator cannot distinguish it from real data. The adversarial nature of GANs has delivered high-quality visual art content including realistic images and stylized content (Mazzone & Elgammal, 2019). As an example of this significant leverage, the AI art collective Obvious and the work "Portrait of Edmond de Belamy" used GANs and sold the painting at Christie's in 2018 for $432,500, demonstrating a seminal moment for AI art as it was legitimized in a mainstream auction context (Demmer et al., 2023). More recently, DALL·E, Midjourney and Stable Diffusion, became popular content-generation tools for artists and technologists. These large language models facilitate text-to-image synthesis, transforming linguistic prompts into image compositions including audience emotions, complex styles, and visual narratives. These applications are also based on the transformer architecture popularized through GPT-models, turning natural language processing into a content-generation modality (Anantrasirichai & Bull, 2021).

AI is not just generating artifacts; it is also frequently co-creating. In these situations, creators engage with AI systems that serve as co-creators instead of just tools. Ultimately, when human-AI co-creativity occurs, it could be determined by interaction design, such as how the AI communicates, recommends, and adapts as the creator is developing. AI systems that support communication from AI to human are known to have a positive effect on user engagement and reports of creativity, thus, making the AI act more like a co-creator rather than a software program (Rezwana & Maher, 2022). Nonetheless, the debate surrounding the authenticity of AI-generated content continues, and critics may argue that these outputs serve as remixes—not inventions of something new. The majority of scholars believe AI should not be compared with human artists. Instead, this technology could be a helping hand in facilitating collaborative environments with the potential to broaden the creative landscape for design and makerspace individuals alike (Mazzone & Elgammal, 2019; Anantrasirichai & Bull, 2021).

2. Understanding Applied Art and Its Emotional Intent

Applied art is the use of an art form, in its functional forms of demonstration, in areas like graphic design, industrial design, fashion, and architecture. Unlike fine art, which usually focuses on conceptual or expressive objectives, applied art emphasizes the relationship between form and function to produce design outcomes that have aesthetic objectives, and also serve a functional purpose. While applied art centers on utilitarian parameters, it plays an important role in expressing emotional interfaces and controls how people interact with products, spaces, and visual messages (Gao & Yin, 2024). We can see the emotional intention in applied art in advertising and branding. Visual communication strategies, which include color selections, composition, typography, and imagery, are arranged with intentional emotional responses that target audiences connect with. For example, the warm color of red and orange is often used to signal excitement or urgency in advertising, while cooler tones like blue signal calmness and trust (Demmer et al., 2023). Visual communication strategies are not random but instead are based on research in the psychology of visual perception and emotions that makes applied art an important and powerful method of communicating emotions.

Human artists and designers include emotional stories in their work instinctively, based on their lived experience, cultural context, and aesthetic judgement. Artistic mechanisms of emotional encoding allow applied art to go beyond functional outcomes by transforming everyday objects or visuals into experiences that meaningfully resonate. Whether it is product design that elicits reflection because of nostalgia, or a poster for a campaign that communicates feelings of hope, the emotional intent of the artist influences the viewer's response (Lee et al., 2023). Applied art also uses storytelling and symbolism to create and reinforce emotional meaning. For example, in design contexts, metaphorical components and culturally specific references can be integrated so the viewer recalls their own experiences or conceivable values reinforced in the visual composition on some level. An example of this might be minimalist packaging design representing elegance and sophistication in implicit terms. Conversely, the design products could similarly reflect warmth and authenticity through hand-drawn illustrations. In many cases, these aesthetic decisions are thought out to reinforce brand identity and build emotional connection to the audience (Demmer et al., 2023).

Unlike AI-generated art, where emotional markers are more often algorithmically distilled from datasets for the art problem, applied art created by human creators comes from genuine emotional experiences and is a deliberate narrative construction in application. The distinction is significant when reflecting on how audiences perceive emotion and emotional depth (Agudo et al., 2022). In the research studies on applied art, people more often rated the artworks higher (both emotionally and quality) when they believed the creator was human compared to prototype or machine (Agudo). This points

to the idea that audiences liked the presumed human presence of consciousness and intent, which they viewed as related to the emotion in the art. Nevertheless, since the emotional drive of applied art - rather human or AI - is communicated based on effective communication, as these AI systems continue to replicate human design decision-making and emotions, the line between who was the creator (human or machine), continues to collapse. This collapse of individual creativity and authorship in applied art forms pushes against existing interpretations of creativity and authorship more generally, creates new ideas regarding emotion, design, and collaboration (Gao & Yin, 2024).

3. Emotional Expression and Evocation in Art

Artistic experience has always been grounded in emotion. And visual qualities—including color, shape, symmetry, and texture—have always precipitated emotional responses in the visual arts and design. So, while the fine arts and applied arts may be different modalities; as far as emotion is concerned there is a continuum. In applied design there are contextualized scenarios in which emotion is not simply expressive, it can also be strategic. For instance, in brand and advertising contexts, as well as the design of healthcare environments, we are really interested in the evocation of emotion (Demmer et al., 2023). Studies as part of the body of empirical work on emotions, demonstrate that we can experience deep emotional feelings like calmness and tension, excitement and unease through the pure visual qualities of the abstract mode of engagement. For instance, the qualitative visual aspects of design can embody the feel of tension or discomfort through asymmetry and low order of regularity—however they can also express calmness, satisfaction, and clarity through a smooth gradient or visual symmetry (Demmer et al., 2023). Human designers would use those directed qualities to direct an emotion and emotional narrative in whatever they were designing, in this case from spaces on websites to the visual identity of packaging. Color and color theory are some of the strongest visual qualities associated with emotional design. Often, the qualitative aspects of color, like red and yellow, may signal urgency and energy when we consider an interaction, while blue will elicit a sense of calmness and trust, while yellow may include a feeling of cheerfulness and alertness. Designers can often draw off color schemes that would help them situate the visual identity of their products or messaging campaign to more effectively align with their emotional aims. Although uncoded these schemes can then be adapted in light of cultural and contextual knowledge (Demmer et al., 2023).

Beyond individual elements, the composition of visual the arrangement of visual space, beyond the individual elements, also plays a role in emotional storytelling. For example, balanced layouts communicate a sense of order and trustworthiness while more disruptive layouts may disrupt that order and create a feeling of tension or a sense of movement. Case studies of emotionally intentional design, for example using calming visuals for hospitals or sympathetic visuals for social good campaigns, draw attention to how design that is emotionally intentional can have implications for user emotion and behavior (Demmer et al., 2023; Gao & Yin, 2024). AI art generators can reproduce many of these aesthetic patterns, but they do not invoke human emotions or consciousness. Where AI may statistically combine elements of emotional cues in photos or art, AI cannot feel emotions such as grief, joy, or empathy. This means that AI does not have a lived experience to ground emotion in machine-generated works which brings into question their authenticity to create emotions (Mazzone & Elgammal, 2019). Any emotional invocation is thus seen as skin-deep by audiences, particularly where cultural sensitivity requires deeper or symbolically richer meanings.

4. Affective Computing and Emotion Simulation in AI

Affective computing is the branch of artificial intelligence that specializes in recognizing, identifying, and representing human emotional experience. While formally presented by Rosalind Picard in the 1990s, its aspirations of creating more emotionally intelligent machines are as old as the science of cybernetics, which also fundamentally revolves around emotion (Zhang et al., 2020). An affective computing system will collect information about users, their emotional experience, and full spectrum experience through data gathered from a number of modalities, including, for example, facial expressions, voice and intonation, body language (gesturing), heart rate, and EEG data amongst others. So, for example, an affective computing system may detect joy, anger, sadness, or fear, amongst other emotions (Zhang et al., 2020). Affective computing systems then use a form of machine learning algorithm, for example, a support vector machine or a deep neural network, to classify and categorize the data inputs, in order to generate real-time responses according to how their system is 'reading' the emotional states of the user (Zhang et al., 2020). In design and creative AM applications, affective computing innovation allows artistic and creative AI to make emotionally emotional responses its own, for example, if a user is showing evidence of stress, the system may respond using calm or relaxing imagery or 'music'. Facial emotion recognition supports software based on micro-expressions or algorithmic tracking of eye movement to create play screen arrangements or text outlines (Elyoseph et al., 2023). In addition, sentiment analysis can examine written language to report emotion, and help guide the emotional tone of the computational product (Zhang et al., 2020).

Even considering these attributes, affective computing also has shortcomings. One major limitation is the fact that AI cannot actually 'feel' - the emotional intelligence it projects is a simulated version rather than an experiential version. Instead of being guided by an emotional conscious, for example, AI's algorithm is based upon statistical models, and so its emotional findings lack the context, depth of knowing, and nuance of human emotional expression (Gao & Yin, 2024; Demmer et al., 2023). Determining that a person is sad, for instance, does not mean AI can know and contextualize sadness in a cultural or individual, personal way. Affective computing raises ethical concerns of emotional surveillance and bias. Affective computing systems may never recognize contexts and nuances of user emotions, and are likely to fail to value, reduce, or misinterpret emotional expressions of individuals - especially when those expressions are shaped by diverse cultural, religious, or neurodivergent relationships to affect. Scholars warn that distilling emotions into data points can flatten the complexities of human emotion and produce difficult generalizations (Elyoseph et al., 2024). Regardless, affective computing is an important enabler of emotionally adaptive AI. If it is applied in ethical and transparent ways, affective computing fosters AI's development in these emotion intelligent areas within art and design, that is, it facilitates machine systems implicitly responding empathetically to human emotion - even if AI systems are only simulating emotional understanding! While it may still lack the affective depth and context that human emotional expressions offer, affective computing helps develop a necessary bridge between generated output and the reception of output, facilitating more emotionally adaptive and engaging experiences of creativity.

5. Computational Creativity and Generative AI in Art

Computational creativity involves the study and development of systems that can accomplish tasks thought to require creativity, such as composing music, writing stories, or creating visual art. This area of artificial intelligence research is focused on modeling, simulating, or replicating human creative behavior with algorithms, providing another route of inquiry into the ways machines might participate in the creative process (Mazzone & Elgammal, 2019). A major debate in the field is whether AI can truly be creative or whether it is just recombining existing patterns. The Generative Adversarial Network (GAN) is one of the most prevalent types of systems used in computational creativity. A GAN has two networks that compete with each other whereby the first network generates images and the second network evaluates images for authenticity. An iterative process allows each GAN to learn to generate images that are indistinguishable from human artworks. What is most interesting about GANs is not only the quality of images produced by the GAN, but the ability of the GAN to learn aesthetic patterns without being programmed to elicit any emotional or meaning from its creations (Mazzone & Elgammal, 2019).

Critics have challenged the notion that AI outputs can be properly considered creativity in the same manner as human creativity is. Human artists work from subjective experience, emotion, and social context. They question, reflect, and innovate based on cultural context and subjective, inner experiences. In contrast, AI systems operate without the self-awareness, intent, and subjectivity that affective motives embody. AI-generated outputs are statistical responses to situations, using algorithms trained on data (Anantrasirichai & Bull, 2021). The use of generative models, for example AICAN (developed by Elgammal), may highlight this tension. AICAN has been trained on thousands of artworks to create new, visually unique artworks. While these outputs have been shown in galleries and used in sales, they are still historically situated in the model training data, and do not possess the idea of uniqueness. According to Mazzone and Elgammal (2019), the system cannot understand the significance of certain images; it is trained on the "what," but not the "why."

The significance of algorithms in the creative process is yet another distinction between machine-based art and human-based art. At their core, algorithms are rule-based and embedded in computation—they are optimized to achieve specific outcomes. Humans don't often entrust their creative act to a calculated approach and apps and algorithms rely upon contradictions, imperfections, and emotional responses. While AI allows for co-creation where it helps—not replaces—a human artist, the creative drive and embodiment comes from the human side. AI tools and apps, such as Midjourney or DALL·E, can produce unique images, which ultimately rely on the user to generate prompts, modify images, and provide feedback (Rezwana & Maher, 2022). Despite these differences, computational creativity plays an important role in creating new paths towards innovation. Designers and artists are now able to create different forms, styles, and combinations that would be difficult to produce without the help of these tools. AI occupies a space of collaborator, expanding what we think is creatively possible, as opposed to an imitator in the sense of remaking what already exists. As technology advances, the discussion may transition from whether AI is ultimately creative, to whether AI enhances human creativity or simply transforms it.

6. Human-AI Interaction and Emotional Reception

The impact of AI-generated art is not only determined by technical quality, but the reception among audiences in regard to emotions conveyed. The experience of human-AI in visual arts is highly influenced by notions surrounding authorship, emotional intent, and authenticity. Research has found that when people know an artwork is machine generated, they tend to rate it as less emotionally impactful, regardless of the objectively identical content (Demmer et al., 2023). While there is doubt surrounding machine-generated emotional engagement, this highlights the importance of perceived intent behind emotional engagement. Generally, audiences expect art to emotionally express and reflect the lived experiences of its creator, which AI machine-generated art lacks. Therefore, AI-generated pieces, even those of a sophisticated nature, can appear emotionally “hollow” or “empty”, as they were generated without human context (Gao & Yin, 2024; Demmer et al., 2023)

Nevertheless, the literature suggests that many users experience real emotional responses to generative AI outputs, regardless of whether those outputs are a picture, a song, or a narrative. If the AI outputs are experienced in immersive or interactive media, emotional reactions referencing awe, empathy, or contemplation can occur regardless of the nature of the creator (Rezwana & Maher, 2022). The matter is clearly contextual in that Marrone et al. (2022) identify that school age students interpreted AI as a tool for creativity and emotional exploration if it supported student ownership and engagement, not its enslavement. Put simply, there can be as much, if not more, emotional connection associated with the context where generative outputs were used and/or with interactive modalities of engagement, than with the generative content itself. Vinchon et al. (2023) suggest the key to emotional success with AI-generated outputs largely relies on the way the humans frame the collaboration. They claim while the AI can create at scale, the emotional creation and meaning making remains fully embedded in the human experience. This sentiment appears to support the notion that emotional depth in art is not derived from generated outputs produced by an AI in isolation, but rather through human and AI collaboration by which the user embeds the emotional context.

Co-creation is paramount. Systems that invite human input, feedback, and revision are generally more emotionally engaging. These participatory models provide a degree of agency to users and imply that emotional intent can be attributed to the output (Rezwana & Maher, 2022). Additionally, when it comes to designing AI communication, the design of the system's self-explanatory abilities or adaptive responses can play a significant role in rendering the AI seem 'emotionally intelligent' and relatable. Yet, skepticism abounds. Critics argue that no matter how advanced the system becomes, AI can never possess the depth of emotions derived from personal experience (Mazzone & Elgammal, 2019). However, as interaction design becomes more developed, and as society becomes more accustomed to AI tools, emotional authenticity may be attributed to machine-generated art more freely. Ultimately, we should consider emotional reception to be fluid, based on exposure, interaction, and expectation. The real potential for an emotionally relevant AI art practice is likely in co-creative interplay between human intuition and AI generation creating applied art that conveys emotion.

Result and discussion

1. The Creative and Emotional Capabilities of AI in Applied Art

Artificial intelligence (AI) has matured into a substantial mechanism for applied art due to its capacity to elicit visually enticing and emotional styled content through platforms such as GANs, DALL·E, and Midjourney. AI systems ingest, analyze, and map contents from large data sources, synthesizing and producing output by replicating toward defined artistic styles and visual patterns, made with cyber agility that rests somewhere on the continuum between machine and human (Mazzone & Elgammal, 2019). By the contours of design elements like color, layout, and texture, emotion potentially influences design and blends into applied art, which concerns (and creates) the interface for the graphic design aesthetic, branding, and product flow (Demmer, Fuchs, Egger, & Weller, 2023). Despite the seemingly impressive capacity of AI to replicate or virtually reproduce emotional style products in visual plans, AI also does not “feel”. Although AI is proficient at synthesizing emotional styling, it lacks an experiential referent to simulate emotions. This lack of lived experience is an endpoint to the authenticity of AI as an emerging force in applied art, as emotional expression is typified in lived experiences for human artists (Anantrasirichai & Bull, 2021). However, in many applications, emotional realism may hold more worth in the applied design than emotion and origin. Emotional reactions can be elicited by art created by or judged simply by seeing an AI-generated piece without some pertinent context for it (like, just out in the wild) the general notion still persists that the accessed images can prompt emotional reactions, which may still be regarded as a potent resource in emotional design tasks and their conception.

2. Human Emotional Perception and the Dynamics of Human-AI Co-Creation

The human response to artwork generated by AI is multifaceted. Research indicates humans often respond more emotionally to artwork presented to them as created by a human artist. The perceived authenticity of the artist and the story behind them affect emotional reception significantly (Demmer et al., 2023). Even when members of the audience had not seen either piece before, if an AI-generated piece and a human created piece are visually the same, awareness of the AI origin marks a reduction in perceived emotional depth of the AI-generated piece (Gao & Yin, 2024). However, when humans and AI are engaged in co-creation, this divide becomes less rigid. If artists utilize AI as a tool to assist them in the ideation or creation of original artwork, there is still human guidance for emotional intent, and the final output appears more authentic and personally significant. Furthermore, even in the co-creative processes, users report a stronger emotional connection to the work than when using AI alone, most likely due to a perceived stronger sense of ownership and control (Rezwana & Maher, 2022). Interaction design also supports this idea. Demonstrating AI intelligence and collaboration with users in the process through suggestions and responsive adaptations provide a more engaging, interactive experience where the emotional impact is felt more strongly in both the process and final work. This suggests an emotionally driven path for applied art through human-AI collaboration could yield rewarding results.

3. Ethical Considerations and Future Implications of Emotionally Expressive AI

As AI-generated artworks become emotionally more compelling, ethical questions arise. One unethical aspect concerns emotional manipulation. In advertising or political messages, an emotionally styled AI piece could sway the emotional states of an audience without disclosing any emotional manipulation (Zhang et al., 2020). Similarly, AI-generated content using emotional tones could easily slip under the radar of emotional manipulation simply because the user's awareness of engaging with artificially constructed text could impair opportunities for resisting emotional manipulation. In addition, ethical dilemmas arise beyond ownership and emotional manipulation in relation to fears of emotional attachment and trust. Though there may be an author's intent connected to AI-generated content, the depiction of emotions may become confused and vie for the assumption of an autonomous emotional agent. Vinchon et al. (2023) are concerned that the absence of ethical frameworks and educational awareness can lead users to over-attribute AI's capacities or attributes and ultimately result in misplaced trust or emotional expectations in human-AI samples. Ownership issues likewise problematize the artistic landscape. If a user prompts an image to be generated on a platform like DALL·E or Midjourney, who owns the product? The user? The developer? The AI? Ownership issues can become important in applied art contexts also, where originality and creative rights are tied to commercial and legal systems (Mazzone & Elgammal, 2019).

However, emotionally perceptive AI also represents an opportunity—for instance, mental health, education, and therapeutic art settings. Emotion-perceptive systems might enable mood-based design for digital wellness applications, or enable a neurodivergent person to have the capacity and opportunity to express themselves through adaptive visual gesture (Zhang et al., 2020). It might also be the case that societal attitudes shift towards AI art over time—what is seen as a problem now for some, AI and/or the technology involved standing for being a soulless other, May help shape aims to younger generations growing up with AI tools that will embrace these AI efforts as a legitimate creative partner. All in all, the availability of meaningfully emotionally expressive AI in applied art largely hinges on ethical engagement, transparency and eclectic collaboration. Rather than supplanting human emotional profundity, AI should augment itas generative assistant(s) of creative intention within given emotional context.

Conclusion

Artificial Intelligence has impacted the experience of applied art in meaningful ways. With an entirely new suite of instruments for generating visually attractive images influenced by emotions, AI presents possibilities like GANs, DALL·E, and Midjourney, that can also emulate emotional aesthetics, in applicable ways, to areas of design like branding, marketing, and product design. Of course, these systems have shown the ability for machines to emulate aspects of human creativity, generating artworks that "emotionally" resonate visually for the viewer. AI's creativity is essentially distinct from human creativity because it doesn't have a conscious realization, emotional insight, or lived experience, which are fundamental to "real" emotional expression. AI creates based simply on the patterns produced from the data it has been exposed to. Therefore, although the representations have socio-

emotional richness, they are not authentic representations of a social-emotional experience. Experts have also discussed the notion of audience, as individual perception is a key component in characterizing art that serves an emotionality. People generally are not able to react to works known to be created by a machine nearly as fiercely as a work from a known individual artist. In these cases, attribution appears to be fundamentally important. The idea of co-creative design theories may hold significance because they comprise the emotional aspect of human-ism while working with machines as efficient agents.

As AI continues to enter creative workflows, ethical challenges surrounding emotional manipulation, transparency, authorship and related issues will arise. It is critical to use AI responsibly by being explicit about whether or not AI is involved in the creative process and to think critically about executing an AI workflow in emotionally sensitive subjects/contexts. In conclusion, AI can add value to the realm of emotional expression (assert with applied artists) if deployed as a collaborative technology contribution to the creative process and not aim to be the creative process. Its power is rooted in creating new possibilities for creativity and not rather than taking the place of the human emotional experience. With ethical constraints and contemplation in design and ethical constraints, an emotionally expressive AI technology could partner with human artistic practice and forge new means of understanding and relating to emotion in design.

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