Chapter 15
Synergizing Creativity: Human–AI Collaboration in the Creative Industries

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ABSTRACT

The rapid advancement of artificial intelligence is redefining creativity by transforming AI from a supportive tool into an active collaborative partner across creative industries. This chapter examines human–AI collaboration as a model of hybrid intelligence, where human imagination, contextual understanding, and emotional insight converge with algorithmic generation and multimodal experimentation. Drawing on creativity studies, computational creativity, and sociotechnical systems theory, the chapter analyzes AI-enabled co-creation across visual arts, music, literature, film, gaming, advertising, and design. Through illustrative case studies, it highlights emerging creative roles and evolving competencies while critically addressing ethical, legal, and cultural challenges related to authorship, bias, authenticity, and ownership. The chapter argues that responsible, human-centered AI can amplify creativity, democratize artistic participation, and foster more inclusive and innovative creative ecosystems.

1. INTRODUCTION

Instead of computers only automating mundane activities, human-AI cooperation in creative work describes processes where computing systems and humans collaboratively contribute to ideation, form, or meaning. This collaboration is seen by modern researchers as hybrid intelligence, an artificially planned alliance where

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human judgement and creativity are enhanced by AI via accountable, adaptable, and explicable patterns of interaction (Akata et al., 2020). The use of generative models, recommendation systems, and interactive interfaces to augment, rather than replace, human creativity is how this hybridity manifests in creative contexts via co-creation workflows (Akata et al., 2020; Erickson, 2024).

Since 2022, the rise of generative AI across text, image, audio, and video production has accelerated transformations throughout creative value chains. AI now contributes at multiple stages, including rapid ideation and prototyping, automated or semi-automated production, metadata-driven distribution, and algorithmic audience targeting. Empirical studies of creative firms indicate that AI frequently increases both the intensity and diversity of labour, generating new tasks such as data curation, prompt engineering, and post-editing, while simultaneously reshaping traditional roles including illustrators, composers, and scriptwriters (Erickson, 2024). As a result, policymakers and industry observers characterize AI as both a catalyst for innovative formats, such as immersive CreaTech, procedural gaming, and AI-assisted scoring, and a disruptive force that raises critical questions regarding authorship, remuneration, and cultural stewardship (POST, 2024).

This chapter examines the opportunities, tensions, and evolving dynamics of human–AI synergy in creative industries by adopting a relational perspective. Rather than treating AI solely as a technical instrument, the discussion considers how AI mediates relationships among creators, collaborators, institutions, and audiences. The analysis encompasses theoretical foundations, including hybrid intelligence and distributed cognition, empirical practices such as workflows and case studies, and normative debates concerning ethics, labour, and governance. The chapter seeks to identify contexts in which AI meaningfully enhances human expression, situations where it may undermine creative agency, and the practical governance and educational responses required to address these challenges.

Artificial intelligence's potential to transform the social dynamics around creative creations and the expression of individual identity is central to this work. Both production and the communication and interpretation of meaning are impacted by personalisation algorithms and generative technologies. According to Beyari and Hashem (2025) and POST (2024), artists have the challenge of meeting changing expectations for openness and authenticity as audiences become more involved in co-creating experiences and systems personalise tales based on individual preferences. While empirical research highlights the importance of AI-assisted outputs, it also warns that computational collaborators can make creative workers even more vulnerable unless policy frameworks and business models change (Erickson, 2024). Hybrid systems that are explainable, credit-aware, and orientated toward equitable value distribution are necessary to safeguard human agency and relational trust,