International Journal of Science, Strategic Management and Technology
Volume **02** Issue **03** March-**2026** | ISSN: **3108-1762 (Online)** | Impact Factor: 3.8
An International, Peer-Reviewed, Open Access Scholarly Journal Indexed in recognized academic databases

Impact of Generative AI on Creative Professionals: A Review

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https://doi.org/10.55041/ijsmt.v2i3.235

Cite this Article: Tiwari, A., Bansal, A., Kumar, H. & Chandola, K. (2026). Impact of Generative AI on Creative Professionals: A Review. International Journal of Science, Strategic Management and Technology, *02*(03). https://doi.org/10.55041/ijsmt.v2i3.235

Abstract

Generative Artificial Intelligence (Gen AI) has rapidly emerged as a transformative force across creative industries, fundamentally altering how content is conceptualized, produced, and distributed. Leveraging advanced machine learning techniques such as large language models (LLMs), diffusion models, and multimodal systems, Gen AI enables the automated generation of text, images, audio, and video with unprecedented speed and sophistication (OpenAI, 2024; Google DeepMind, 2024). This review paper critically examines recent academic and industry research from 2024–2025 to assess the multifaceted impact of Gen AI on creative professionals, including writers, designers, musicians, and media producers.

The study explores key dimensions such as productivity enhancement, augmentation of creative processes, democratization of content creation, and the emergence of new professional roles. At the same time, it addresses significant challenges, including intellectual property concerns, ethical implications, algorithmic bias, and the potential displacement of entry-level creative jobs (McKinsey & Company, 2024; World Economic Forum, 2025). By synthesizing findings across multiple sources, the paper highlights that Gen AI functions primarily as a collaborative tool rather than a direct replacement for human creativity.

Introduction

Generative Artificial Intelligence (Gen AI) represents a significant advancement in the field of artificial intelligence, characterized by its ability to produce original content by learning patterns from vast datasets. Unlike traditional AI systems that focus primarily on prediction and classification tasks, generative models are designed to create new outputs, including text, images, audio, and video, that closely resemble human-generated content (OpenAI, 2024). The rapid development of technologies such as transformer-based large language models (LLMs), diffusion models, and multimodal AI systems has accelerated the adoption of Gen AI across various professional domains, particularly within creative industries (Google DeepMind, 2024; Stanford University, 2025).

The period between 2024 and 2025 has witnessed an unprecedented surge in the integration of Gen AI tools into creative workflows. Applications such as AI-assisted writing, automated graphic design, music composition, and video generation are no longer experimental but have become integral components of professional practice. These tools

enable creators to significantly reduce production time, enhance ideation, and experiment with new forms of expression. As a result, Gen AI is not only reshaping how creative work is performed but also redefining the boundaries of creativity itself.

Evolution of Generative AI

Early generative systems relied on rule-based logic and statistical models. Modern systems are powered by deep learning architectures (IEEE Spectrum, 2024).

Core Technologies

Transformers (LLMs) enable text and conversational generation, diffusion models are widely used in image and video creation, and GANs laid the foundation for realistic media generation (Google DeepMind, 2024). Recent developments focus on multimodal systems that integrate text, image, and audio capabilities (Stanford University, 2025).

Applications in Creative Professions

Writing and Content Creation

Gen AI assists with drafting, editing, summarization, and idea generation, acting as a co-creator rather than a replacement (OpenAI, 2024).

Graphic Design and Visual Arts

AI tools enable rapid prototyping, concept generation, and design automation, reducing creative turnaround time (Adobe Research, 2025).

Music and Audio Production

AI systems support composition, sound design, and editing, allowing greater experimentation (Deloitte Insights, 2025).

Film and Media Production

Applications include script generation, automated editing, and visual effects enhancement (MIT Technology Review, 2024).Positive Impacts

Productivity Enhancement

Recent studies indicate that Gen AI tools significantly reduce task completion time while maintaining output quality (McKinsey & Company, 2024).

Augmented Creativity

AI enhances ideation and helps professionals overcome creative blocks (Nature Machine Intelligence, 2025).

Democratization of Creativity

Access to powerful tools allows non-experts to produce high-quality creative content (World Economic Forum, 2025).

New Career Opportunities

Emerging roles include prompt engineers and AI-assisted creative directors (Deloitte Insights, 2025).

Challenges and Risks

Intellectual Property Issues

Training data sources raise concerns about copyright and ownership of generated content (IEEE Spectrum, 2024).

Job Displacement

Automation of routine creative tasks may impact entry-level roles (World Economic Forum, 2025).

Bias and Ethics

AI systems may replicate biases present in training datasets (Nature Machine Intelligence, 2025).

Loss of Originality

Overuse of AI tools may lead to less unique creative outputs (MIT Technology Review, 2024).

Human–AI Collaboration

The future of creativity lies in collaboration between humans and AI systems. Professionals must develop skills in prompt design, critical evaluation, and domain expertise to effectively use these tools (Stanford University, 2025).

Future Trends

Generative AI is expected to become more integrated into professional tools, enable real-time multimodal creation, and be governed by stronger ethical and legal frameworks (Adobe Research, 2025; World Economic Forum, 2025).

Conclusion

Generative AI is transforming creative professions by enhancing productivity and expanding creative possibilities. However, it introduces ethical, legal, and professional challenges that must be addressed through responsible use and policy development (McKinsey & Company, 2024).

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