

AI protocol for creatives

Accountability / responsibility

- » Document agency protocols for clarity. Earlier is better than later, succinct better than long white paper no-one will read. Clarity rules.
- » It is a designer's responsibility to use AI ethically in much the same way it is their responsibility not to plagiarise or impinge another's copyright.
- » Include responsibility for AI use into employment contracts (such as all designers must verify accuracy of AI outputs).
- » Designate an "AI responsible manager" in the studio to oversee AI governance, decisions and outcomes.
- » Maintain records of AI tool usage for each project.
- » Create escalation procedures for AI-related issues or client concerns – risk management.

Transparency

- » Always inform clients when AI tools have been used.
- » Document which AI tools were used and for what purpose (eg to expand knowledge, to expand budget, help assemble mood board for discussion).
- » Include AI usage disclosure/protocol in project proposals and final deliverables

Quality control

- » Ensure AI-generated content must be reviewed, edited, and approved by a human designer (see accountability point below).
- » Never deliver raw AI output without professional review and refinement.

Confidentiality

- » Never input confidential client information into public AI tools.
- » Good practice to use enterprise/business versions. (paid) AI, especially when handling sensitive data
- » Establish clear data handling procedures for client materials used with AI systems.

Bias check

- » Prompt to avoid potential bias, cultural insensitivity, or inappropriate content.
- » Review AI outputs for potential bias, cultural insensitivity, or inappropriate content.
- » Ensure AI-generated work aligns with client brand values and target audience.
- » Test AI tools with diverse inputs to understand their limitations and tendencies.

Sample record-keeping

Digital documentation

Project management integration

- » Add AI usage fields to existing PM tools (Asana, Streamtime, Monday, etc.)

Information like:

- Designer using AI
 - Why AI used (eg time/budget/research)
 - AI Tool used
 - Phase of project AI used (research/mock-up)
 - Cut/paste of prompts (handy for learning)
 - What was used from AI output (if anything)
 - Human input: what was edited/refined
- » Tag tasks that involved AI tools
 - » Include AI usage in time tracking entries

File naming convention – aim for clarity

- » Save AI outputs with clear naming: ClientName_AITool_Date_Version
- » Keep original AI outputs separate from final refined versions

What to track

Essential:

- » AI tool used
- » Use (concept, copy, images, etc.)
- » Who used it and who reviewed the output
- » Issues or limitations encountered

Optional but useful:

- » Time saved vs. traditional methods
- » Client feedback on AI-assisted work
- » Cost comparison (AI tool cost vs. traditional approach)

The aim is to balance innovation with responsibility, allowing creatives to leverage AI benefits while maintaining professional standards and client trust.

This is the start of implementation – there will be additions/modifications as AI evolves.

The goal is accountability and learning, not bureaucracy. A basic 30 second entry is much better than a complex system nobody uses.