# The double-edged sword of OpenAI's GPT-4o in visual art



OpenAI's latest advancement in artificial intelligence, the GPT-4o, is transforming the world of visual art by allowing users to convert their ordinary photographs into enchanting images reminiscent of the beloved Studio Ghibli style. This technology utilises sophisticated pixel-by-pixel image generation methods, allowing for strikingly detailed results that surpass previous models such as DALL-E 3. The system has quickly gained popularity across various social media platforms, enabling individuals with no artistic background to craft visually stunning representations of their photographs.

OpenAI CEO Sam Altman has publicly engaged with the feature by sharing an Anime-style image of himself, showcasing the technology's captivating appeal. Within weeks of its launch, users have been posting their own Ghibli-inspired transformations online, further contributing to the tool's rapid viral spread.

However, the rapid adoption of this technology has not come without significant concerns, particularly regarding its potential misuse. Long-time critic of AI in art, Studio Ghibli co-founder Hayao Miyazaki, has expressed his discontent, labelling AI-generated visuals as “an insult to life itself.” This remark underscores his dedication to traditional, handcrafted animation, which contrasts sharply with the automated processes utilised by AI.

The implications of GPT-4o extend beyond the realm of creativity into the domain of potential fraud. Reports have emerged of users employing the technology to fabricate images for dubious purposes. For instance, a viral post on the subreddit r/chatgptricks demonstrated how the model was used to generate a convincing image of a damaged BMW, complete with authentic-looking scuffs and lighting typical of a real parking lot. Such developments have raised red flags among insurance industry professionals, who express concerns about the ease with which fraudulent claims could be facilitated by this technology.

Fraudulent practices are not limited to car damage; there are reports of GPT-4o being used to create fake receipts, simulate accident scenes, and fabricate product photographs for refund scams. This evolution from a creative tool to a medium for deception is prompting legal experts to navigate uncharted waters, as the existing laws around intellectual property struggle to keep pace with technological advancements. While artistic styles remain outside of legal protection, replicating the essence of a Ghibli film straddles a fine line that may invite copyright challenges.

As OpenAI stands at this crossroads, it faces the formidable task of balancing the promotion of creative expression with the avoidance of facilitating deceptive practices. The blurred lines between digital artistry and counterfeiting introduce complex discussions about the responsibilities of both creators and technology developers. The future of AI-generated imagery hinges on the industry's response to these emerging challenges, as it must contend with both the allure of innovation and the necessity of accountability.

As users continue to explore the transformative capabilities of GPT-4o, the broader impact of its use as a tool for creativity versus a mechanism for fraud remains to be seen. The outcome may significantly influence how future technologies in this space develop and are regulated, whilst also shaping user engagement with these sophisticated capabilities.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.pymnts.com/artificial-intelligence-2/2025/openai-adds-new-image-generation-capabilities-to-gpt-4o/> - This URL corroborates OpenAI's advancement in GPT-4o image generation capabilities, highlighting its ability to create precise and photorealistic images. It also mentions the model's improvements over previous models like DALL·E.
2. <https://learnopencv.com/gpt-4o-image-generation/> - This article supports the transformative impact of GPT-4o's image generation, detailing how it integrates text and visual capabilities seamlessly into ChatGPT, and discusses its potential applications in various fields.
3. <https://www.marketingaiinstitute.com/blog/chatgpt-4o-image-generation> - This blog post highlights the revolutionary nature of GPT-4o’s image generation capabilities, comparing them favorably to older AI models and discussing their potential to redefine the creative workflow.
4. <https://www.hollywoodreporter.com/news/scene/news/hayao-miyazaki-studio-ghibli-akira-toriyama-1235322280/> - Although not specifically mentioned in search results, this article generally aligns with the debate about traditional versus AI-generated animation, which reflects the concerns of Hayao Miyazaki.
5. <https://www.legal500.com/green-reed/usa/intellectual-property/> - This page provides general information on intellectual property law, which is relevant to the legal discussions around AI-generated images and their potential impact on copyright.
6. <https://www.law360.com/articles/1378965> - This article generally discusses legal challenges in the digital age, which is pertinent to the discussion about the regulation of AI-generated imagery and potential fraud.
7. <https://news.google.com/rss/articles/CBMiZ0FVX3lxTFBLUzlMZjV3eTdWeDgxOUtZY3ZDRndfN3ByQXJJY0JUU2ZsWlg2YmZCQy1BQ2tqTEREamxUSFFyRUVNVmRMalVmQ09yWnRNdGNBcDBseFpQb1l6cDhYdm5WMGMteFRqT1E?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data