# The rise of AI-generated starter packs sparks concern among artists



Last week, social media became inundated with images of AI-generated action figures, a whimsical trend that saw users feeding their photographs into ChatGPT to create miniatures resembling themselves. Dubbed “starter packs,” these creations come complete with personalised accessories—a coffee cup, a laptop, sporting equipment—and are labelled with the person's name and job title.

The phenomenon has emerged as part of an evolving cycle of AI memetics, where one user’s discovery sparks a wave of similar content across platforms. This latest trend has sparked participation from brands and public figures, reaching a broad audience in a matter of days. The impulse to generate these quirky starter packs has also prompted discussions about the implications of AI art, particularly in relation to environmental impact and the perceived undervaluation of human artistry.

Holly Rolfe, an illustrator and ceramicist based in England, expressed her frustrations regarding the trend. Speaking to NBC News, she stated, "The worst was seeing small, especially creative, businesses — and even graphics designers — hopping on the trend. I think it reinforces how tone-deaf big business can be and accentuates the gulf between brand and consumer. Every single one of those businesses, even the small ones, could have afforded to pay an artist. But they didn’t.”

In response to the growing tide of AI-generated content, artists like Rolfe have begun circulating their own hand-crafted depictions of the starter pack phenomenon. Many are rallying around the hashtag #StarterPackNoAI on various social media platforms, promoting their artistic skills in opposition to the AI models.

OpenAI, the company responsible for ChatGPT, is currently facing legal challenges from multiple news outlets, authors, and visual artists who allege copyright violations. The firm has requested that the U.S. government facilitate the learning process for AI companies from copyrighted works, framing this as a necessity for maintaining a competitive edge in technology.

A spokesperson from OpenAI asserted that their image generation tools are "designed to support human creativity, not replace it, helping anyone explore ideas and express themselves in new ways." The sophistication and accessibility of generative AI tools are raising concerns, particularly as they can effortlessly mimic the styles of specific artists, leading to fears of copyright infringement. Just last month, AI-generated images echoing the unique animation style of Studio Ghibli stirred debate among users, prompting remarks from co-founder Hayao Miyazaki, who labelled such AI art as “an insult to life itself.” OpenAI stated that while it prevents generating images in the manner of living artists, broader studio styles are permissible.

Graphic designer Rachel Dormal from Michigan shared her apprehensions regarding the impact of these technologies on artists' livelihoods. She pointed out that many individuals prefer to pay less for instant AI-generated pieces rather than investing in more costly, time-consuming human-made art. Dormal remarked, “People don’t understand all the training data that is sucked up to create a soulless reproduction of someone’s style.” She highlighted the case of Studio Ghibli but noted that similar experiences are commonplace for less widely known artists.

Dormal, along with other artists, has contributed her interpretation of the starter pack trend. She created a digital version of her own AI-free action figure, emblazoned with the title: “Real Human Artist.” Kentucky-based digital artist April Schweiss also embraced the #StarterPackNoAI trend, illustrating herself with her cat and personal belongings. She expressed the challenges of competing with fast-paced AI-generated artwork: “I can’t keep up with someone who’s using AI to create shirt designs… They might have 10,000 sales, where I’ll have three.”

Haley Weaver, a writer and illustrator from Seattle, commented on the wider allure of AI-generated images, stating that while they are undeniably engaging, they pose significant challenges for artists. She remarked, “It’s such an instant gratification to type in some things about yourself, upload a photo and there you are as an action figure. But from my experience, so much of that gratification is also making it yourself and taking the time to really think about it.” Weaver has also noted issues of her own artwork being appropriated online without permission. In her “Haley Weaver Starter Pack,” she ensured to specify: “100% AI Free!”

The emergence of the AI-generated "starter packs" continues to instigate discussions around the future of creativity in an increasingly automated world, highlighting the complexities surrounding art, technology, and ownership.

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

## Bibliography

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2. <https://www.realsimple.com/ai-generated-action-figures-11713742> - This source provides instructions on how to create AI-generated action figures, a process similar to the starter pack trend. It highlights the accessibility and fun of using AI tools for creative expression.
3. <https://gvltoday.6amcity.com/culture/chatgpt-ai-action-figure-trend> - This article details the AI action figure trend using ChatGPT, where users generate 3D figures with personalized accessories. It shows how AI tools allow for creative customization and regional themes.
4. <https://www.noahwire.com> - While not directly available, Noah Wire Services could potentially provide coverage of AI trends, including legal challenges and artist reactions, similar to those discussed in the article.
5. <https://en.wikipedia.org/wiki/OpenAI#Legal_issues> - This Wikipedia page discusses OpenAI and its legal challenges regarding copyright infringement, which is pertinent to the article's mention of OpenAI's legal issues with news outlets and artists.
6. <https://www.studioghibli.com/> - Studio Ghibli's official website might not directly address AI-generated images, but the studio's style has been referenced in discussions about AI-generated art, as highlighted by Hayao Miyazaki's remarks.
7. <https://news.google.com/rss/articles/CBMipAFBVV95cUxPUzBSazhQLVdWNVpjRl80TUtXR1E1RGZhbnVlTG9XWFlyZXJtQkdMNm9ZM2tpVElrMzlRdTNzdF85SXhIUHJmUmRKcS1IU3pWWk5QSTdBZUtqcF9FeW15T3AwV0JLOXY1QW90c2ROcTZpckFHY243V3VHV1N0WTB1VnNUamdDY1I4bTZ4TlM5SW1tdUp4VTJickVtNVo5SHhTc0FUUtIBVkFVX3lxTE82VkJHS3lGQzFROGZncVYwcHNwaHdCVFZyUjhVYWw3V3VYaFRwM3ktSk5xZ2dlRnFtclRUaGhRREpIV3UyaUNkVkkwQXhFUVozUzR0M3hn?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data