

APRIL, 2026

PREPARED FOR: EU POLICY LAB, JOINT RESEARCH CENTRE

DESIGNING WITH AI

FROM PLAY TO STEWARDSHIP:
A PRACTICE-BASED APPROACH TO
RESPONSIBLE CREATIVE AI



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Session Overview

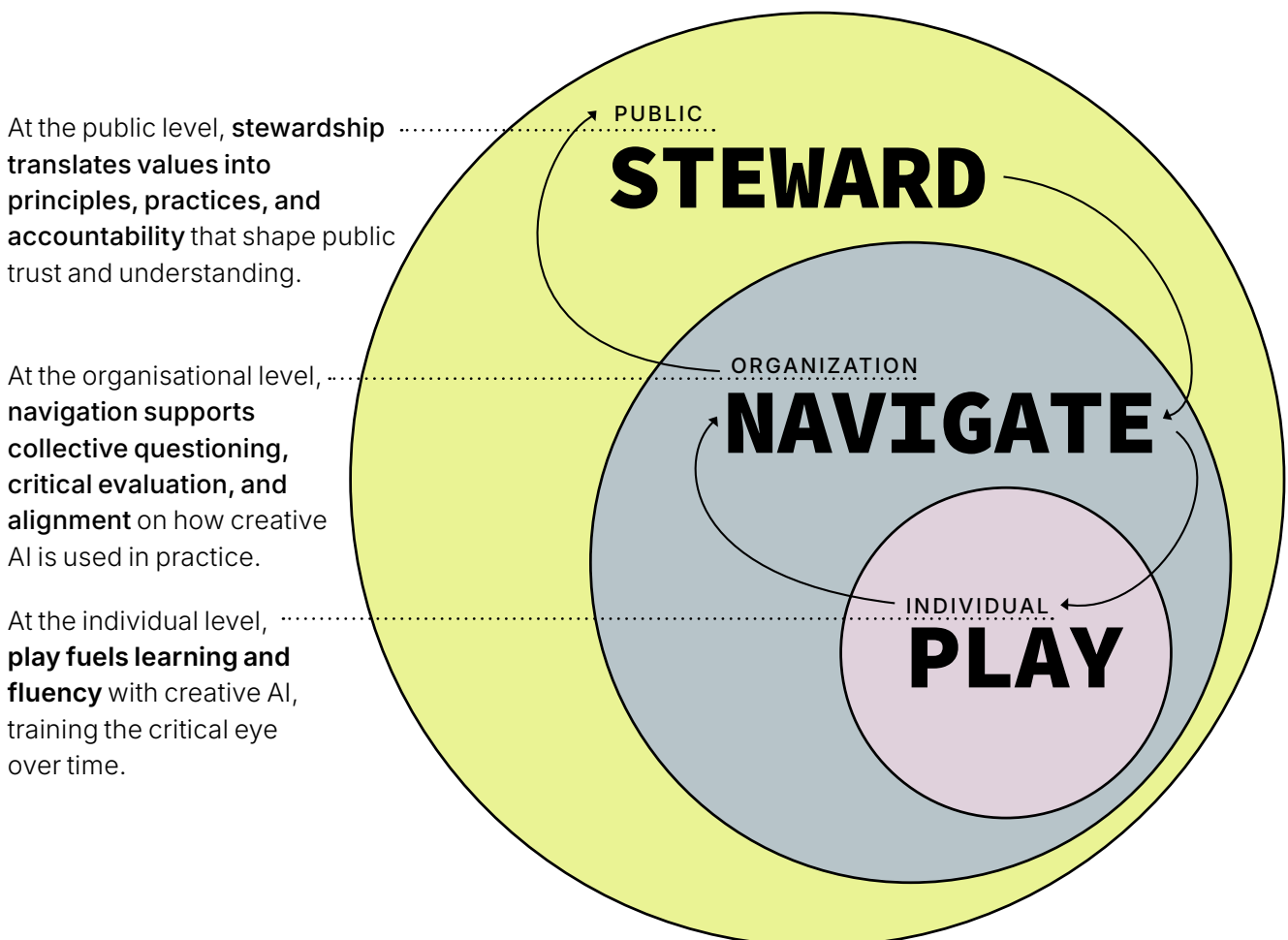
This workshop explored how artificial intelligence is reshaping the creative process through hands-on experimentation and reflection. Centered on the question, **How might we begin to address issues of creative AI responsibility and ethics individually, organisationally, and publicly?**, participants worked directly with creative AI tools to examine responsible use in practice.

The session followed a **play-driven approach**, moving from play (experimentation), to questioning (critical observation), to critical play (revision). This progression built both fluency and critical awareness, with particular attention to patterns of representation, authorship and ownership, and bias.

Liminal introduced their three-part framework connecting individual practice, organisational alignment, and public responsibility. See below.

FROM PLAY TO STEWARDSHIP: A MODEL FOR RESPONSIBLE CREATIVE AI

This model moves from the inside out. It begins with individual experience, expands through organisational alignment, and extends into public responsibility. Each phase builds on the one before it.



Three Approaches and Key Takeaways

01 PLAY: INDIVIDUAL LEVEL

Practice before principle.

Play builds fluency with creative AI and, over time, develops a more critical perspective.

ACTIONABLE STEPS:

- Set aside dedicated time each week to experiment for a minimum of 30 minutes.
- Work across creative AI tooling modalities: text, image, video, audio, design, and vibe coding.
- Share outputs with a peer or “accountability partner” to support reflection.

TRAIN YOUR CRITICAL EYE. AS YOU PLAY, ASK QUESTIONS SUCH AS:

- How is technology or AI being represented?
- What do texture, lighting, and color communicate?
- What does the composition or background suggest?
- How are people depicted?
- How are cultures or environments represented?
- Is there any unintentional irony or contradiction?

DOCUMENT OBSERVATIONS AND QUESTIONS AS YOU GO:

- Capture what you notice as you play
- Turn those observations into questions
- Use those questions to investigate the tools you are working with, including:
 - Data provenance and sourcing
 - Authorship and ownership structures
 - User rights and responsibilities

SUGGESTED RESOURCES:

- [Content Authenticity Initiative](#)
- [Adobe’s Content Credentials](#)
- [Better Images of AI: A Guide for Users and Creators](#)
- [Art-istic or Art-ificial? Ownership And Copyright Concerns in AI-Generated Artwork](#)
- [Better Images of AI and AI x Design: Archival Images of AI Playbook](#)
- [Anthropic launches Claude Design, a new product for creating quick visuals](#)
- [Not all AI-assisted programming is vibe coding \(but vibe coding rocks\)](#)

02 NAVIGATE: ORGANISATIONAL LEVEL

Extend play into shared reflection.

Organisations build on individual experimentation to question, evaluate, and align how AI is used in practice.

FRAMEWORK:

Five Responsible AI Lenses: *Applied to Creative AI*

Origin	Agency	Representation	Relationality	Implications
What informs these outputs, and how is sourcing understood in creative AI work?	How is the creative process shaped, and where does control shift when working with AI?	How are people, cultures, & environments represented, and what perspectives might be reinforced, simplified, or excluded entirely?	What kind of working relationship are we building with AI, and how does it shape critical thinking and capacity building?	What are the broader impacts of AI-augmented work, and what responsibilities comes with creating and sharing it?
<i>training data sourcing model transparency provenance labor attribution consent</i>	<i>authorship vs ownership value decision-making creative expression originality trade-offs</i>	<i>bias inclusion accessibility stereotypes creative tropes</i>	<i>reliance & dependency education & literacy augmentation vs automation</i>	<i>governance & accountability environmental impact health & wellbeing public trust</i>

DeVita, J. (2026). *Five Responsible AI Lenses: Applied to Creative AI*. Liminal

ACTIONABLE STEPS:

- **Use a structured lens for evaluation:**
Apply the five Responsible AI lenses (Origin, Agency, Representation, Relationality, Implications) to guide internal discussion, identify risks, and frame decision-making
- **Establish a regular reflection cadence:**
Create recurring forums (e.g. monthly sessions) to review emerging tools, share outputs, and assess implications over time
- **Ground discussion in real use cases:**
Bring outputs from internal experimentation into conversations to anchor ethical reflection in actual practice, not abstraction
- **Build internal capability over time**
Invest in structured learning, including multi-week training and case-based discussions grounded in your organisation's workflows and priorities
- **Map and assess your creative process**
Document key stages of your workflow and evaluate:
 - where AI adds value
 - Where its use introduces risk or is not appropriate
 - Why, based on your organisational values and context

03 STEWARD: PUBLIC LEVEL

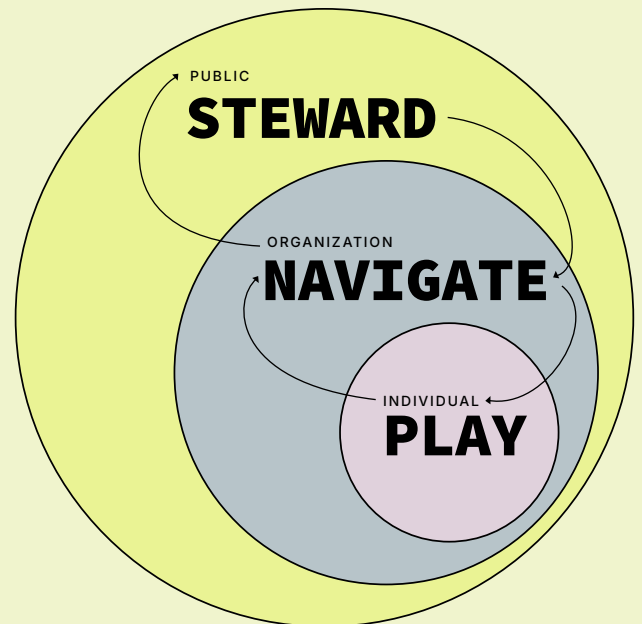
Extend responsibility outward.

Stewardship begins when internal reflection is translated into consistent practices that extend beyond the organisation and contribute to public trust and accountability.

AN ITERATIVE MODEL

This model is cyclical, not linear.

Responsible AI is not a fixed state. It is a practice. The model is designed to loop. After stewardship, practitioners return to play with new awareness, and organisations revisit navigation with deeper alignment. This ongoing movement allows practices to evolve alongside the tools, contexts, and responsibilities they shape.



ACTIONABLE STEPS:

- **Formalize internal principles**
Develop clear guidelines for how creative AI should and should not be used across projects and teams
- **Implement transparency practices**
Establish when and how AI use is disclosed, and document key decisions, assumptions, and trade-offs in the creative process
- **Extend practices into public-facing work**
Share your approach through published frameworks, internal playbooks, or contributions to emerging standards and initiatives
- **Create spaces for public engagement**
Host workshops, discussions, or exhibitions to share learning, invite critique, and contribute to broader discourse on responsible AI
- **Invest in ongoing literacy and accountability**
Support continued education within your organisation and model responsible use through outputs and decision-making
- **Consider long-term systemic impact**
Evaluate how your use of AI affects labor, environmental sustainability, and public trust over time, and adapt practices accordingly