BRAINSTORM
Small Business Solutions

✅ Creative AI Ethics Checklist

Use this quick guide before you publish, present, or deliver AI-assisted creative work.

🧠 Purpose & Intent

- ☐ Have I used AI to enhance, not replace, creative thinking?
- ☐ Am I clear on *why* I chose to use AI in this project?
- ☐ Would this use of AI align with my personal or brand values?

✍️ Authorship & Transparency

- ☐ Did AI contribute significantly to this work?
- ☐ If so, have I clearly acknowledged that contribution?
- ☐ Would a collaborator, client, or audience member feel misled?

🔍 Bias & Representation

- ☐ Have I reviewed the content for bias, stereotypes, or exclusion?
- ☐ Do the images, words, or ideas reflect a fair and inclusive perspective?
- ☐ Have I checked the output against original intent and audience sensitivities?

🛠️ Tool Awareness

- ☐ Do I know how the AI tool I used was trained?
- ☐ Is the source of its data transparent, ethical, and inclusive?
- ☐ Am I confident this tool aligns with my creative values?

💬 Human Touch

- ☐ Did I revise and shape the output myself?
- ☐ Is there a clear creative fingerprint—mine or my team's?
- ☐ Is the final work something I'd proudly put my name on?

💡 Long-Term Impact

- ☐ Does my use of AI support the creative industry ecosystem?
- ☐ Am I contributing to knowledge, originality, or positive change?
- ☐ Could this set a good precedent for future projects?