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Review of *Creative Prototyping with Generative AI. Augmenting Creative Workflows with Generative AI* by Patrick Parra Pennefather. New York: Apress 2023. ISBN-13(pbk):978-1-4842-9578-6 (pp. 486)

What the process of mediatization is currently facing is undoubtedly the phase determined by Artificial Intelligence (AI). The AI era in media studies raises many ethical, ontological and methodological questions that are not easy to answer. The issue of human-machine relationship is one of the most important in this respect. In this relationship, the question of creativity, its nature and essence, is the subject of many public and scholarly debates. Patrick P. Pennefather's book should be seen as an important contribution to this discussion, especially when the space of artistic, but also literary and scientific expression is taken into account.

The book is a comprehensive and multidisciplinary study based on the assumption that there is no contradiction between creativity and the nature of AI. The Author explains how AI, especially generative AI, can be used to support the creativity of creators, the pros and cons of doing so, and presents AI as another useful tool in the history of human-made technologies. At the same time, the Author encourages readers to engage in reflexive criticism of the AI-related ideas, techniques, skills and applications that will resonate with the creative person in the artistic process. The main role of AI in this process is identified as "a catalyst for prototyping, in the sense of a method for generating, testing and iterating ideas" (p. xI). In presenting this aim of the book, the Author states: "Throughout the book you will find a wealth of examples, case studies, activities and takeaways that illustrate the potential of generative AI for prototyping nascent ideas. These practical resources will help you deepen your understanding of the technology and inspire you to integrate it into your own creative process" (p. xIi).

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The study consists of 13 chapters, preceded by a list of useful terms with short explanations. Among them, the essence of Large Language Models (LLM) is described: "A chatbot can learn from interactions with individual users by storing and analysing the inputs (messages) it receives from users and the outputs (responses) it gives. It's not a personal, human kind of learning, but rather a statistical analysis of patterns in data" (p. xIvi).

Chapter 1: *Generating Creativity from Negativity*, shows that negative reactions to AI, i.e. fears and dilemmas, have a positive potential and can inspire creators to refine or recontextualise their work. Chapter 2: *Being Creative with Machines*, explores the unique affordances that generative AI can offer. Chapter 3: *Generative AI with Personalities*, encourages creatives to use the "persona approach" to the process of generating AI content, where prompts are built using an imagined human expert or user who is employed to deliver the expected message.

A significant part of this publication is concerned with how AI can support the creative process when used with specific intentions, and how AI can assist humans in the development of prototypes with a view to their further refinement (Chapters 4, 5, 6, 7). In particular, Chapter 6: *Building Blocks*, demonstrates the iterative nature of creativity possible with AI. These blocks include: variation, substitution, addition, subtraction and transposition. Chapter 8: *The Art of the Prompt*, and Chapter 12: *Use Cases*, can be considered the most interesting and useful parts of the book, especially for those who are looking not only for instructions, but also for the peculiarities of prompts and recommendations for specific cases. The ethical dilemmas that AI brings to the field of art and creativity can be found in Chapter 11: *Dilemmas Interacting with Generative AI*. Predictions for the future of AI, particularly the issue of the extent to which AI can be integrated into future jobs, can be found in Chapter 13: *AI and the Future of Creative Work*.

Although the content of the book is very informative and useful, the language of the study can be considered complex and often requires "fast switching" between fields (computer science, arts, humanities, social sciences) and their terminologies. At the same time, this makes the book applicable to many tasks and usable in many cases where creativity needs the support of intelligent prototyping.