

# Conditions for Granting the No AI Declaration™ Mark – Category No. 10: Projects and design

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## 1. General Introduction

**No AI Declaration™** is a public statement by an individual or company that, within a specific area of activity, **it does not use artificial intelligence (AI) tools.**

The declaration is public, open, and entered into the No AI Movement™ register. Each granted declaration receives a unique identification number and is cryptographically anchored (hash) in a selected blockchain network, which enables independent confirmation of its integrity and issuance date (details in the No AI Movement™ technical specification).

The category "Projects and design" covers creative, conceptual, technical, and form-development processes in fields such as architecture, fashion, industrial design, product development, graphic design, UX/UI, and engineering.

Within this category, the declarant confirms that the **project was created through human knowledge, skill, and intentional design decisions**, and not through the generation, suggestion, or optimization provided by artificial intelligence (AI) systems.

## 2. Definitions

### **Artificial Intelligence (AI)**

Software systems or computational models that use machine learning, generative algorithms, pattern recognition, or automated analysis to generate, modify, optimize, or propose design solutions.

### **Design Process (for the purposes of this category)**

A sequence of human-led creative and technical actions including research, conceptualization, sketching, modeling, and decision-making regarding form, function, aesthetics, usability, and construction.

The process must be **conscious, intentional, and based on human judgment**.

### **Project**

The resulting form, system, object, structure, interface, or visual composition—whether physical, digital, technical, or conceptual—created through the design process.

### **AI Component (Prohibited)**

Any tool, module, or functionality that automatically generates, suggests, optimizes, transforms, or selects design solutions without direct human decision-making.

## **3. General Rules for the Category “ Design and Project Work”**

The No AI Declaration™ mark may be granted only if:

- the project was conceived, developed, and finalized by a human designer,
- all key design decisions (form, structure, function, aesthetics, composition) were made by a human,
- the project was **not** generated, suggested, or optimized by AI-based systems,
- tools used in the workflow (such as CAD, modeling, image editing, drafting, or engineering software) operated in a **deterministic mode**, without generative or advisory outputs.

The declarant confirms that the project was not generated, guided, or modified by AI at any stage of development.

## **4. Typical AI Applications in Design (Prohibited)**

The following uses are **not permitted** under this category:

- generating design concepts or visuals using AI image or model generators (e.g., Midjourney, Firefly, DALL·E),
- automatic generation of multiple design variants or compositions,
- AI-based optimization of form, structure, style, or construction,

- automated UX/UI layout generation based on behavioral prediction models,
- generative 3D modeling or parametric form generation driven by machine learning,
- selection of colors, proportions, or styles based on AI recommendations.

Interpretation principle:

**If a tool proposes design solutions, it is not allowed.**

Tools may be used only when **the designer creates and decides independently**.

## 5. Permissible AI Applications – Applicable to All Categories

AI may be used in areas **that do not affect the content, form, or execution of the work covered by the declaration**.

Permissible applications include:

- education and self-learning (e.g. studying theory, history, techniques, and concepts related to the given field of activity),
- searching for information and inspiration (e.g. obtaining source data, auxiliary materials, examples, comparisons, trends),
- organizational and technical support (e.g. work planning, file management, provided it does not affect the content of the work/service),

## 6. Permissible Use of AI – Category: Projects and design

AI may be used **only** for:

- administrative or organizational tasks unrelated to creative decisions,
- rendering, visualization, exporting, printing, and format conversion,
- document management and version control,
- technical simulations, **provided that** results are interpreted **solely by a human** and the system does not perform automatic optimization.

AI must **not**:

- generate design content,
- propose form or composition,

- suggest improvements or alternatives,
- influence creative or technical decision-making.

## 7. Final Remarks

In this category, the fundamental principle is:

**A project must be the result of human thought, interpretation, and decision-making.**

If an AI system may have influenced the project's shape, composition, structure, or concept, and its role is not limited strictly to technical processing, the project **does not meet the requirements** of this category.

## 8. Conditions for Granting the Right to Use the No AI Declaration™

### Mark

- The project was created by a human designer, without AI involvement.
- All software used operated in deterministic (non-generative) modes.
- Any analysis or simulation results were interpreted by a human.
- No generative or optimization systems were used at any stage.
- The declaration applies to the **specific project**, not to all activities of the designer or organization.

## 9. Procedure for Obtaining the Right to Use the No AI Declaration™

### Mark

- reading this document,
- completing the online form,
- submitting a statement of compliance with the conditions,
- receiving a declaration number and PDF document,
- entry into the public register of No AI Movement™ declarations.

## 10. Rules for Using the No AI Declaration™ Mark

- The mark must be used in its original form, with preservation of clear space; it may not be combined with other marks into a single composite mark.
- The digital version of the mark should link to the entry in the public declaration register.
- It is prohibited to suggest that No AI Declaration™ is an official or governmental certificate.

## 11. Verification and Responsibility

Declarations may be verified randomly or in the following cases:

- suspected abuse,
- public violation of the rules,
- changes in the way the activity covered by the given category is conducted.

In case of violation:

- in minor cases, No AI Movement™ may issue a warning and corrective period (7–14 days),
- in cases of material or repeated violation, the declaration may be suspended or revoked with immediate effect,
- the declarant has the right to appeal within 14 days; the appeal is reviewed by the No AI Movement™ verification team.

The declarant undertakes to inform the organizer of any material changes and to cooperate during possible verification.

**No AI Declaration™**

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*The name and mark No AI Declaration™ are protected as brand designations.*

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