
Conditions for Granting the No AI Declaration™ Mark

Category 1: Creators and Artists / Subcategory: Digital graphics

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1. Introduction

This document is a supplement to the general conditions of Category 1 "Creators and Artists" and defines specific rules for the subcategory Digital graphics. All provisions of the main Category 1 document apply, complemented by the conditions set out below.

2. Typical AI Applications (Prohibited)

Within the Digital graphics subcategory, the following uses of AI are considered prohibited, among others:

- automatic generation of illustrations, images, graphics, or layouts by AI systems,
- re-editing or transforming existing graphics by AI in a way that affects their style, content, or form,
- creating visual concepts (e.g., mood boards, conceptual sketches) using generative tools,
- using AI for the automatic creation of artistic elements in graphic projects.

Clause: the above list is illustrative and not exhaustive.

3. Permissible AI Applications (Auxiliary)

AI may only be used for technical and organizational purposes that do not affect the artistic content or value of the work, in particular:

- cataloguing files and assigning metadata,
- automatic scaling, cropping, or converting file formats,
- applying algorithms for noise reduction, sharpening, or image stabilization – provided these are deterministic processes,
- organizational support in workflow management (e.g., managing file libraries, project versioning).

4. Specific Rules for the Digital graphics Subcategory

- The creative process of designing and producing digital graphics must be entirely human-made.
- Graphics created with the participation of AI systems generating or co-creating content may not be presented as covered by the declaration.
- AI tools may only serve auxiliary roles – technical and organizational.

No AI Declaration™

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