

HARRISON XIAO

**BPM PUBLIC MEDIA
2026 GEOFF LEALAND
STUDENT CHALLENGE**

AI IN MEDIA:

SHOULD WE USE GENERATIVE AI TO
CREATE CONTENT?



16 AUGUST, 2026

WOULD YOU USE GENERATIVE AI TO CREATE CONTENT?

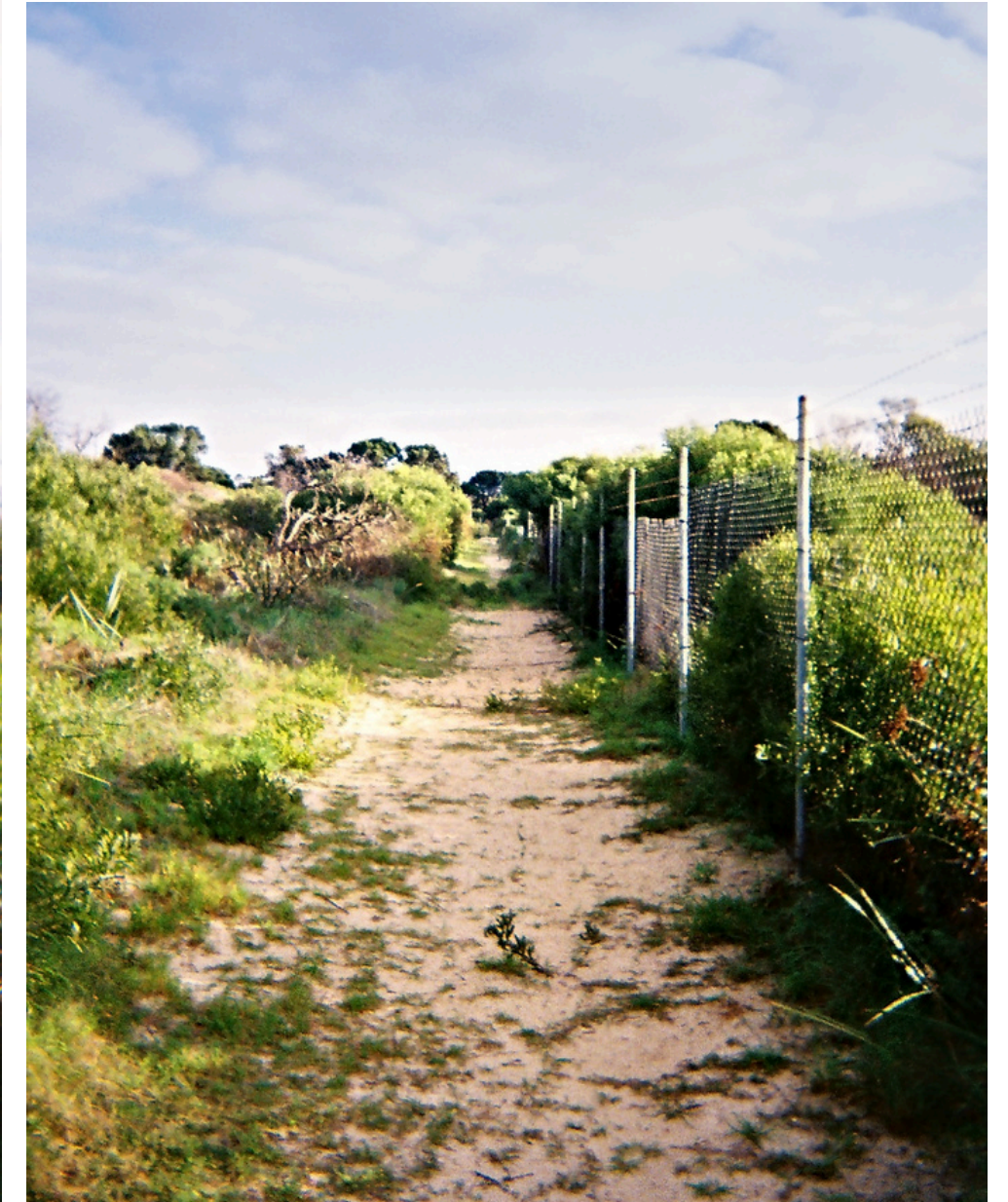
AI created content is not inherently evil,
nor is it useless, rather its in the loss of
human creative imperfection where we
see its true harms. If we could all produce
“perfect” AI content, do any of them have
meaning, are any of them truly creative?

THERE IS NO PRIZE TO
PERFECTION
ONLY AN END TO PURSUIT

“Arcane Season 2, Episode 9”



Original



AI

WHAT IS CREATIVITY?

WHY AI?

Creativity has long been a uniquely human trait; it is the true reflection of expression, passion, and human experience. Generative AI is perhaps the antithesis of those qualities with its algorithms and sterile products – often stolen from real human works – having little resemblance to genuine human input.

Yet, we still use it. The chain of logic is simple, if I could write 1 prompt and create an artwork, or spend hundreds of hours perfecting a craft, of course I would use generative AI. This entry seeks to challenge that chain, with the intent to illustrate what we are losing when we subdue ourselves with the haze of AI, when we focus completely on the product and not the process.



Original



AI

3 requirements of a perfect photo

Three key requirements of a perfect photo are:

1. **Good lighting** – The subject should be well-lit, with balanced highlights and shadows.
2. **Good composition** – Elements should be arranged attractively, with the subject clear and properly positioned.
3. **Sharp focus** – The main subject should be clear and in focus, without unwanted blur.

THE “PERFECT” PHOTO ACCORDING TO AI

The photos of New Zealand in this gallery were taken by me on a 30 year old film camera with an accompanying image edited by AI. There are few better mediums to illustrate the imperfections than 35 mm film photography, with its grainy quality and soft highlights a uniquely tactile creative process. However, before any generating was done, I had to ask CHATGPT what the 3 aspects of a perfect photo was.

MY CAMERA

35MM FILM

ChatGPT's three requirements were quite concerning given the camera I used was a humble piece of plastic with no display and a completely automatic "point and shoot" function, thus it simply could not produce a stunning high definition and precise work that met any of them.

But, what it could capture was **the moment** the sentimental green landscapes and the blur of feelings. The emotions of the artist. I gave AI one prompt "You have full creative authority to add, remove, or edit elements of this photo. Make it perfect." I hope you can see for yourself the juxtaposition between the authentic human vision and the lifeless AI influence.



Original



AI



Original



AI



CHASING “PERFECTION”

CONCLUSION

Media has never been the flawless thing a machine can make. It is the smudged, mistimed, badly-lit thing a person made. That is the whole of it.

Original



Maybe the AI photos are better, maybe media is better with it. To a passerby the higher contrast, vibrant colours, and geometrically ideal composition might look “perfect”. But there is no story. The AI photos don't capture the moment. It only steals the life of art and replicates it in a thin, ghostly new impression. During the pursuit of the “perfect” photo, we forget the imperfections are what truly make us perfect.

AI

