

Adaptive Prompting and Reflective Practice in Human-AI Co-Creation

Juaina Ahmad Fadzil^{1*}, Kong Yee Foong², Teng Sok Hooi³, Tham Chen Tong⁴, Muhamad Arief Lutfi Bin Zainal⁵, Normaira Ramli⁶, Vivienne Foo Rui Hua⁷, Cheah Yew Chung⁸

¹Faculty of Communication and Creative Industries, Tunku Abdul Rahman University of Management & Technology, Jalan Genting Kelang, Setapak, 53300 Kuala Lumpur, Malaysia

Email: juaina@tarc.edu.my

²Faculty of Communication and Creative Industries, Tunku Abdul Rahman University of Management & Technology, Jalan Genting Kelang, Setapak, 53300 Kuala Lumpur, Malaysia

Email: kongyf@tarc.edu.my

³Faculty of Communication and Creative Industries, Tunku Abdul Rahman University of Management & Technology, Jalan Genting Kelang, Setapak, 53300 Kuala Lumpur, Malaysia

Email: tengsh@tarc.edu.my

⁴Faculty of Communication and Creative Industries, Tunku Abdul Rahman University of Management & Technology, Jalan Genting Kelang, Setapak, 53300 Kuala Lumpur, Malaysia

Email: thamct@tarc.edu.my

⁵Faculty of Communication and Creative Industries, Tunku Abdul Rahman University of Management & Technology, Jalan Genting Kelang, Setapak, 53300 Kuala Lumpur, Malaysia

Email: arief@tarc.edu.my

⁶Faculty of Communication and Creative Industries, Tunku Abdul Rahman University of Management & Technology, Jalan Genting Kelang, Setapak, 53300 Kuala Lumpur, Malaysia

Email: normaira@tarc.edu.my

⁷Faculty of Communication and Creative Industries, Tunku Abdul Rahman University of Management & Technology, Jalan Genting Kelang, Setapak, 53300 Kuala Lumpur, Malaysia

Email: foorh@tarc.edu.my

⁸Faculty of Communication and Creative Industries, Tunku Abdul Rahman University of Management & Technology, Jalan Genting Kelang, Setapak, 53300 Kuala Lumpur, Malaysia

Email: cheahyc@tarc.edu.my

ABSTRACT

Generative artificial intelligence (AI) is increasingly reshaping creative media production by introducing new forms of collaboration between human practitioners and AI systems. Although existing studies often describe AI as a creative partner, limited research has examined how human-AI co-creation operates within real production environments. This study adopts a practice-based research approach to investigate the development of three AI-assisted social media advertisement videos for Oppo. Data were collected from prompt sequences, production artefacts, workflow documentation, and reflective production records, and analysed using qualitative thematic analysis. The findings show that AI-assisted production is an iterative and non-linear process in which creative decisions emerge through ongoing evaluation, experimentation, and adaptation. Common challenges included unstable motion, visual inconsistencies, and unintended object behaviour, often requiring multiple rounds of prompt revision and regeneration. Three

CORRESPONDING AUTHOR (*):

Juaina Ahmad Fadzil
(juaina@tarc.edu.my)

KEYWORDS:

Human-AI Co-creation
Generative Artificial Intelligence
Prompting Strategies
Reflective Practice
Practice-Based Research
Creative Media Production

CITATION:

Juaina, A. F., Kong, Y. F., Teng, S. H., Tham, C. T., Muhamad Arief Lutfi, Z., Normaira, R., Vivienne, F. R. H., & Cheah, Y. C. (2026). Adaptive Prompting and Reflective Practice in Human-AI Co-Creation. *Malaysian Journal of Social Sciences and Humanities (MJSSH)*,

11(6), e004029.
<https://doi.org/10.47405/mjssh.v11i6.4029>

prompting strategies were identified: constraint-based prompting, corrective prompting, and refinement prompting. These strategies helped practitioners manage instability, improve output quality, and maintain creative control during production. The study further suggests that prompting extends beyond a technical instruction process and functions as a reflective, creative practice through which practitioners evaluate, adjust, and refine AI-generated outputs. Rather than replacing creative labour, generative AI operated as an assistive system that relied on sustained human judgement and intervention. The study contributes empirical insight into the hybrid and process-driven nature of human-AI co-creation in contemporary creative media production.

Contribution/Originality: This study contributes to the emerging literature on human-AI co-creation by documenting the use of prompting strategies and reflective practice in AI-assisted media production. Through a practice-based investigation of three social media advertisement videos, it provides empirical insights into how practitioners manage AI-generated variability while maintaining creative control.

1. Introduction

Generative AI's impact on creative industries like graphic design, animation, film, and advertising has been continuously growing. AI systems now use sophisticated generative models and multimodal synthesis combined with natural language processing to generate images, videos, and even sounds (Floridi & Chiriatti, 2022; Hertzmann, 2023). In the creative field, AI-assisted tools foster close cooperation of human workers and computer systems. Unlike traditional automated software, generative AI helps visualise ideas quickly and easily by assisting users through prompts. However, there is a need for constant assessment, modification, and improvement by the users in the production process. Human and AI collaboration models suggest that creative work in the arts stems from the interaction of human control and machine alterations (Verma & Yadav, 2025; Wang et al., 2025). Furthermore, recent research argues that even as automation increases in the creative field, AI-generated systems now still remain dependent on human control, assessment, and improvement (Süner-Pla-Cerdà et al., 2025).

Even though contemporary scholars are more interested in generative AI, most of the discussions are about technology, theories, and ethics of using the technology, and not about the actual negotiation between the AI systems and the users in the day-to-day creative processes (Dwivedi et al., 2023; Epstein et al., 2023; Verma & Yadav, 2025). Limited empirical research documents practitioner experiences in managing instability, visual inconsistency, prompt refinement, and output correction during commercial media production. In this study's context, the researchers encountered visual inconsistencies and unpredictable behaviour seen in generated images and videos. This required multiple adjustments and prompt regenerations during media production. As a response to the stated gap, this study provides an account of the production of three AI-generated social media advertising videos for an Oppo mobile phone campaign. It focuses on discussions on the videos' results, prompting strategies, and the experiences as well as thoughts of the producers during the production process.

1.1. Research Objectives

- i. To identify the prompting strategies employed during AI-assisted social media advertisement production.
- ii. To examine the reflective practices that influence creative decision-making when working with AI-generated outputs.
- iii. To explore the nature of human–AI co-creation in the production of AI-assisted social media advertisements.

2. Literature Review

2.1. Generative AI and Human-AI Co-Creativity in Creative Media Production

In today's world, contemporary creative media production is more reliant on Generative AI as practitioners can produce audio and visuals by using text prompts via generative AI. In 2014, the generative adversarial networks (GANs) was introduced and is one of the first examples of how AI could interpret complex relations to create rich visual imageries (Elgammal et al., 2021; Goodfellow et al., 2014). Later multimodal systems, including DALL·E 2, broadened the use of AI to support the imaginative aspects of the creative process (Ramesh et al., 2022). AI is extensively incorporated into the initial stages of production to assist creations from imagination, the rapid prototyping, and the visual component of exploratory approaches (Dwivedi et al., 2023; Verma & Yadav, 2025). While traditional tools support the productive work component of creative activities, generative AI transforms collaborative production practices into human–AI co-creativity (Deuze & Prenger, 2019). Recent studies show that iterative steps to generate, evaluate, and improve are the basis of effective human–AI collaboration (Kantosalo & Toivonen, 2022; McCormack et al., 2021; Wang et al., 2025). Furthermore, Prompt Engineering has come to be understood as a new creative practice focused on the experimentation and constant modification required to meet the specific needs of the user (Oppenlaender et al., 2023). These studies indicate that creativity augmented by AI technology relies heavily on the user's judgment and control, as well as the user's ability to make decisions and direct the creative process.

2.2. Workflow Transformation, Reflective Practice and Research Gap in AI-assisted production

In the creative industry, the use of generative AI in production workflows has been profound, especially in ideation, experimentation, and early stages of production. Recent initiatives have shown that generative AI is useful in the early stages of idea formulation and prototyping, but the direction, assessment, and fine-tuning of any production is still reliant on human judgement (Süner-Pla-Cerdà et al., 2025; Tsao et al., 2025). The introduction of generative AI has resulted in the curation, assessment, and fine-tuning of production forms of creative labour. Schön's (1983) concept of reflection-in-action describes the thought process behind decisions made in the course of practice. AI has been introduced in production to automate the traditional workflow. In this case, practitioners partake in a cycle of prompting to produce, assess, and revise the AI results, all the while dealing with the erratic nature of generative AI. Creativity is expressed through problem-solving and versatility in addition to a single act of creation (Amabile & Pratt, 2021). Vidmar et al. (2024) state that the experimentation and situational practice of creative practitioners means that generative AI is of limited use without human creative intention and professional judgement.

The existing literature on generative AI is largely descriptive, and there is a lack of attention directed towards generative AI and production. There is even less work documenting how practitioners deal with the challenges posed by iterative prompting, curative intervention, instability, and the flexible application of AI within the context of media production. The procedural and interactional aspects of collaborative human–AI co-creation in industry–based creative contexts remain largely undocumented. This is a particularly important gap, as it focuses on the many ways practitioners deal with the unpredictability of AI while retaining creative agency. This type of study extends the discourse of co-creativity and reflective practice and considers the impact of generative AI on creative industries. The advantage of this type of study is that it focuses on practice-based, creative research where knowledge is generated via the interaction with creative processes and artefacts. In this type of research, AI outputs are frequently unstable, inconsistent, and difficult to visualise, thus requiring a high level of iterative generation and refinement.

2.3. Conceptual Framework of Human-AI Co-creation

This study conceptualises human–AI co-creation as an iterative and reflective process in which creative outcomes emerge through continuous interaction between practitioners and generative AI systems. Rather than functioning as a passive production tool, AI participates in a dynamic workflow where outputs are generated, evaluated, and refined through repeated cycles of experimentation. This perspective is informed by Schön's (1983) concept of reflection-in-action, which emphasises learning and decision-making during the act of creation itself. In AI-assisted media production, practitioners continuously address unstable outputs, visual inconsistencies, and evolving creative requirements by refining and evaluating prompts. Recent studies similarly describe human–AI co-creation as an adaptive process shaped by ongoing interaction between human judgement and computational systems (Kantosalo & Toivonen, 2022; McCormack et al., 2021). Practitioners remain central in directing creative outcomes, evaluating generated content, and refining results throughout production (Wang et al., 2025). Prompt engineering, therefore, functions not only as a technical process but also as a creative practice involving experimentation and iterative refinement (Oppenlaender et al., 2023). Within this framework, human–AI co-creation is understood as a negotiated process in which creative outcomes are shaped through the continuous interplay between human decision-making and AI-generated variation.

3. Research Methods

3.1. Practice-based Research Approach

This study adopts a practice-based research approach to investigate human–AI co-creation in creative media production. Practice-based research is widely used in creative disciplines to explore knowledge generated through making, experimentation, and reflective practice (Smith & Dean, 2009). Within this approach, creative artefacts are not viewed solely as final outcomes but as sources of insight into decision-making, problem-solving, and technical experimentation. The study focuses on the production of three Oppo social media advertisement videos created using Kling AI as the primary image-to-video generation tool. Each project took approximately two to three weeks to complete, depending on scene complexity, refinement requirements, and output stability. Because generative AI systems often produce unpredictable results, the production process involved frequent prompt revision and regeneration. The research examines prompting

strategies, production challenges, workflow adaptations, and reflective decision-making in shaping the development of the final advertisements.

3.2. AI-assisted Production Workflow

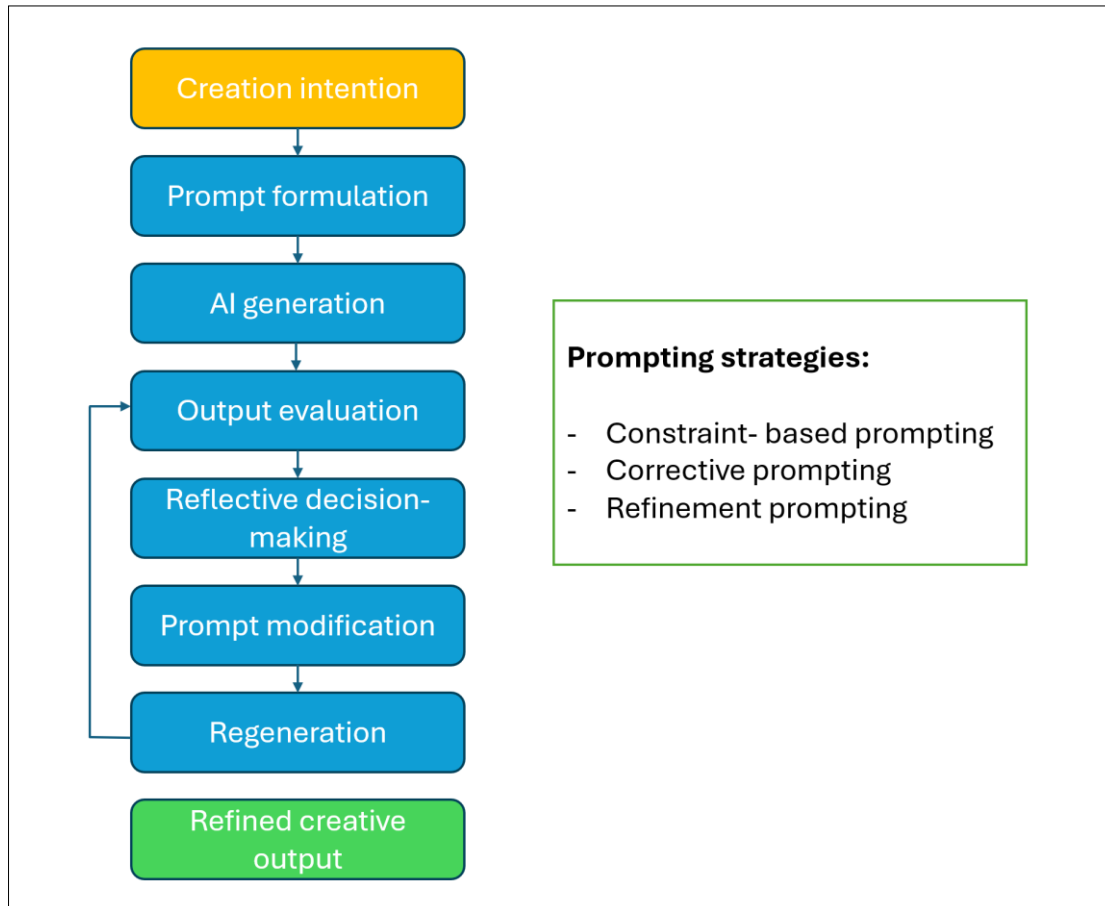
Production activities consist of three stages: pre-production, production (during), and post-production. Pre-production encompassed the development of ideas, the design of guides, and engagement in visual and tool experimentation AI-generated tools such as Gemini and ChatGPT were used to prompt the images based on creators'/ practitioners' ideas. For the production stage, animation video scenes were created in the advanced generative video and image platform, Kling AI, through iterative prompts, and the evaluations, instabilities, distortions, as well as inconsistencies were documented and amended.

The next stage, which is the post-production, consisted of compositing, editing, visual refinement and correction, as well as applying overlays using traditional editing software such as Adobe Premiere Pro and After Effects. The described workflow incorporated an iteration of prompting, generating, evaluating, and revising. The results of generative AI are probabilistic; therefore, the outputs were often inconsistent in quality, motion, and even visual coherence.

For that reason, prompts were revised as needed. Movement and interaction scenes were the most adversely affected by distortion and continuity problems, and therefore, were most often regenerated multiple times before achieving the desired result. Production yielded three prompting strategies: constraint-based prompting, corrective prompting, and refinement prompting. In this case, constraint-based prompting provided control over object behaviour and consistency. Corrective prompting addressed visual distortions, motion irregularities, and other inconsistencies generated by the AI system. Refinement prompting focused on improving aesthetic quality including lighting, visual effects, textures and visual polish. These strategies provided a framework for understanding how practitioners managed AI-generated variability throughout the production process

Figure 1 below shows the iterative process model for AI-supported media production. There is a recursive quality to the relationship between "prompt," "AI output," "evaluation," "revision," and "regeneration." The model illustrates how different creative options available at different stages in a production pipeline inform the decisions that the practitioners ultimately make about the process. The regeneration loop represents the constant and iterative refinement of prompts to stabilise variable outputs and align with the creative aims. The loop represents the indication that AI supported production is both reflective and hybrid, shaped by the collaborative relationship between a human practitioner and generative AI

Figure 1: Adaptive workflow of human–AI co-creation in AI-assisted media production



Note: Developed by the authors based on Schön (1983) and study findings.

3.3. Data Collection and Analysis

The data collected during the making of three Oppo advertisement videos included prompt sequences, production artefacts, and reflective experience logs. Data such as prompting decisions, technical challenges, workflow adjustments, observed AI behaviours, and corrective actions taken are used for analysis. As members of the creative team, the researchers were part of the video production process. The practitioner-researcher role is viewed as a significant contributor of context-based knowledge and experiential knowledge to practice-based research (Skains, 2018). This research included not only researchers' personal reflections, but also observations and experiences as production members. The data were examined using thematic analysis based on the framework by Braun and Clarke (2006). The first step in coding was to identify the patterns and challenges in workflow, prompts, production, and the issues that the materials presented. The codes of instability, motion inconsistency, prompt refinement, visual correction, regeneration, and workflow changes were combined to create larger groups of challenges related to human–AI co-creation, reflective practice, prompts, and production workflows that were flexible and adaptive. How practitioners dealt with unstable outputs was analysed, particularly the way they modified prompts, evaluated outputs, and corrected them.

The analysis employed reflection-in-action (Schön, 1983). This concept describes how knowledge develops in the context of practice through reflection and the ability to modify actions accordingly, and was helpful in understanding how creative decisions

naturally evolved amid the interplay of varying production circumstances and the unpredictable outcomes of AI. To increase the trustworthiness of the findings, the researcher utilised production artefacts, as well as collaborative reflective notes based on practitioners' experiences, and did not solely rely on the researchers' interpretations. The research was guided by Lincoln and Guba's (1985) criteria of credibility, dependability, and confirmability, as well as the transferability of the findings. The research relied on data triangulation and thorough documentation to ensure the findings were trustworthy. Although the study was limited to a single production context, the study's aim was not to achieve a statistical generalisation, but to gain insights into the AI-supported creative practice. The results illustrate the real-world example of the creative practice of human-AI collaboration and promote the conversation around the influence of AI on creative processes, the adaptation of workflows, as well as the nature of reflective practice in creative decision-making in the field of media production.

4. Results

Analysis of production artefacts, reconstructed prompting behaviours, and reflective documentation revealed that the creative process was highly iterative, requiring continuous evaluation and adjustment in response to unpredictable AI-generated outputs. Three dominant prompting strategies emerged across the workflow: constraint-based prompting, corrective prompting, and refinement prompting. Table 1 below summarises the prompting strategies identified throughout the production process. Rather than functioning as simple instructions, prompts became adaptive mechanisms for managing AI variability and guiding creative outcomes.

Table 1: Prompting Strategies Identified in AI-assisted Video Production

Prompting Strategy	Purpose	Examples
Constraint-based Prompting	Regulate AI behaviour and maintain stability	Controlling camera movement, maintaining object integrity, simplifying backgrounds
Corrective Prompting	Address visual errors and inconsistencies	Correcting distortion, motion irregularities, facial inconsistencies, object deformation
Refinement Prompting	Enhance aesthetic quality	Improving lighting, visual effects, textures and overall visual polish

4.1. Evolution of Prompting Strategies Across the Three Videos

The three videos demonstrate a clear progression in prompting strategies and creative control. The first video featured a highly controlled product-centred composition focused on the Oppo device. Stable framing, minimal motion, and the absence of noticeable distortion suggest extensive use of constraint-based prompting to maintain object integrity and compositional consistency. Once a stable result was achieved, refinement prompting was introduced to improve lighting, visual appeal, and overall presentation. This stage reflects an initial emphasis on stability before aesthetic enhancement. The second video introduced greater motion, visual effects, and scene complexity. As movement increased, inconsistencies in timing, motion behaviour, and visual coherence became more apparent. Consequently, corrective prompting became increasingly important as prompts were repeatedly adjusted to address unstable outputs and improve continuity. The production process became more exploratory,

requiring continuous evaluation and regeneration to balance creative ambition with technical limitations.

The third video demonstrated a more mature stage of production in which multiple visual elements were integrated into a coherent composition. Improved realism, visual consistency, and seamless effects integration suggest that many of the earlier challenges had been addressed through accumulated production experience and iterative refinement. At this stage, constraint-based prompting and refinement prompting worked together to maintain technical stability while enhancing visual quality. Across all three productions, prompting evolved from establishing stability and subject definition to correcting inconsistencies and refining aesthetic quality. This progression highlights the iterative nature of AI-assisted production, where creative decisions emerge through repeated cycles of generation, evaluation, and adjustment rather than through a fixed linear workflow.

4.2. Human–AI Co-Creation as Reflective Practice

Reflective production records indicate that practitioners continuously evaluated outputs, revised prompts, and regenerated scenes throughout the production process. Common challenges included output inconsistency, motion instability, prompt drift, and loss of visual continuity. Rather than following predetermined solutions, practitioners adapted their decisions in response to the behaviour of the AI system by making prompting an ongoing process of experimentation and problem-solving. This pattern closely reflects Schön's (1983) concept of reflection-in-action, which describes how knowledge develops through reflection and adjustment during practice. The workflow observed in this study followed a recurring cycle of prompt generation, output evaluation, modification, and regeneration. Similar observations have been reported in studies of human–AI co-creation, where creative outcomes emerge through continuous interaction between human judgement and computational systems rather than through autonomous machine generation alone (Kantosalo & Toivonen, 2022; McCormack et al., 2021). The findings also support Oppenlaender et al. (2023) who describe prompt engineering as an iterative creative practice involving experimentation and refinement. In the present study, prompting functioned not merely as a technical input but as a reflective activity through which practitioners learned to navigate system limitations, refine outputs, and achieve intended creative outcomes.

4.3. Hybrid Creative Workflows and the Changing Role of Practitioners

The findings further demonstrate that AI-assisted media production remains fundamentally hybrid. Although Kling AI played a significant role in generating images, animations, and visual effects, human practitioners remained responsible for evaluating outputs, correcting inconsistencies, selecting viable results, and integrating generated materials into the final production. Reflective documentation revealed frequent use of manual correction, compositing, and conventional production software to address limitations in AI-generated outputs. Several workflow challenges were also identified during pre-production, including tool selection complexity, output uncertainty, and the cognitive demands of prompt engineering. Practitioners frequently tested different AI tools, refined prompts through trial and error, and adapted workflows to accommodate varying system capabilities. These findings suggest that creative work increasingly involves curation, evaluation, and regulation in addition to content creation itself.

This observation aligns with recent studies suggesting that generative AI is reshaping creative labour by shifting practitioners' roles towards curation and meta-creation (Süner-Pla-Cerdà et al., 2025; Tsao et al., 2025). However, the findings of this study further indicate that practitioners do more than select outputs. They actively regulate AI behaviour through constraint, correction, and refinement strategies, ensuring that generated materials remain aligned with creative objectives. The findings also reinforce broader discussions regarding the probabilistic nature of generative AI systems (Bommasani et al., 2021; Epstein et al., 2023). Even when similar prompts were used, outputs often varied in quality, motion consistency, and visual coherence. As a result, creative production involved a continuous negotiation between human intention and computational variability. Human-AI co-creation can therefore be understood as a collaborative and process-driven practice in which creative outcomes emerge through sustained interaction between human expertise and generative systems.

5. Conclusion

This study explored how generative AI was used in the production of three Oppo advertisement videos and examined the role of human-AI co-creation throughout the creative process. The findings show that AI-assisted media production is far from fully automated. Instead, it involves continuous experimentation, evaluation, and adjustment by practitioners as they respond to the strengths and limitations of AI-generated outputs. Three prompting strategies, namely constraint-based prompting, corrective prompting, and refinement prompting were identified as key approaches for maintaining visual quality and achieving the intended creative outcomes. The study also highlights prompting as more than a technical task. In practice, prompting became a reflective activity through which creative decisions were tested, revised, and refined during production. Although generative AI contributed significantly to content generation, human judgement remained central in directing, evaluating, and improving the final outputs. These findings contribute to a growing understanding of human-AI co-creation in creative media production by showing how creative outcomes emerge through collaboration between practitioners and generative systems. Future research could investigate similar workflows in other creative fields, such as animation, design, or filmmaking, and explore how emerging AI tools continue to reshape creative practice.

Ethics Approval and Consent to Participate

This study was conducted as a practice-based investigation of AI-assisted media production involving members of the research team who also participated in the creative production process. Formal ethical approval was not required as the study did not involve external participants or the collection of personal or sensitive data. All researchers consented to the use of production artefacts, prompt records, workflow documentation, and reflective observations for research purposes. The analysis was based on materials generated during the production of publicly released social media advertisement videos and did not include confidential commercial information.

Acknowledgement

The authors would like to acknowledge the creative team members involved in the development of the AI-assisted Oppo social media advertisement videos, whose collaborative efforts contributed to the practical insights presented in this study.

Funding

This study received no funding.

Conflict of Interest

The authors declare that there are no conflicts of interest regarding the research, authorship, or publication of this article.

References

- Amabile, T. M., & Pratt, M. G. (2021). The dynamic componential model of creativity. *Research in Organizational Behavior*, 41, 100162.
- Bommasani, R., Hudson, D. A., Adeli, E., Altman, R., et al. (2021). *On the opportunities and risks of foundation models*. arXiv. <https://doi.org/10.48550/arXiv.2108.07258>
- Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3(2), 77–101. <https://doi.org/10.1191/1478088706qp063oa>
- Deuze, M., & Prenger, M. (Eds.). (2019). *Making media: Production, practices, and professions*. Amsterdam University Press.
- Dwivedi, Y. K., Kshetri, N., Hughes, L., Slade, E. L., Jeyaraj, A., Kar, A. K., et al. (2023). So what if ChatGPT wrote it? Multidisciplinary perspectives on opportunities, challenges and implications of generative conversational AI. *International Journal of Information Management*, 71, 102642. <https://doi.org/10.1016/j.ijinfomgt.2023.102642>
- Elgammal, A., Liu, B., Elhoseiny, M., & Mazzone, M. (2021). CAN: Creative adversarial networks. *Communications of the ACM*, 64(5), 80–89. <https://doi.org/10.1145/3446753>
- Epstein, Z., Hertzmann, A., Herman, L., Mahari, R., Akten, M., et al. (2023). Art and the science of generative AI: Understanding the impacts of generative AI on the media ecosystem. *Science*, 380(6650), 1110–1111. <https://doi.org/10.1126/science.adh4451>
- Floridi, L., & Chiriatti, M. (2022). GPT-3: Its nature, scope, limits, and consequences. *Minds and Machines*, 32(1), 1–16. <https://doi.org/10.1007/s11023-021-09548-1>
- Goodfellow, I., Pouget-Abadie, J., Mirza, M., Xu, B., Warde-Farley, D., Ozair, S., Courville, A., & Bengio, Y. (2014). Generative adversarial nets. In *Advances in Neural Information Processing Systems* (Vol. 27).
- Hertzmann, A. (2023). Art in the age of machine learning. *ACM Queue*, 21(3), 1–23. <https://doi.org/10.1145/3587714>
- Kantosalo, A., & Toivonen, H. (2022). Modes for creative human–AI collaboration. *IEEE Intelligent Systems*, 37(4), 28–37. <https://doi.org/10.1109/MIS.2022.3146834>
- Lincoln, Y. S., & Guba, E. G. (1985). *Naturalistic inquiry*. Sage.
- McCormack, J., Gifford, T., Hutchings, P., Llano, M. T., Yee-King, M., & d'Inverno, M. (2021). In a silent way: Communication between AI and humans in co-creative systems. In *Proceedings of the International Conference on Computational Creativity (ICCC)*.
- Oppenlaender, J., Linder, R., & Silvennoinen, J. (2023). *Prompting AI art: An investigation into the creative skill of prompt engineering*. arXiv. <https://doi.org/10.48550/arXiv.2303.13534>

- Ramesh, A., Dhariwal, P., Nichol, A., Chu, C., & Chen, M. (2022). *Hierarchical text-conditional image generation with CLIP latents*. arXiv. <https://doi.org/10.48550/arXiv.2204.06125>
- Schön, D. A. (1983). *The reflective practitioner: How professionals think in action*. Basic Books.
- Skains, R. L. (2018). Creative practice as research: Discourse on methodology. *Journal of Media Practice*, 19(1), 82–97. <https://doi.org/10.1080/14682753.2017.1362175>
- Smith, H., & Dean, R. T. (2009). *Practice-led research, research-led practice in the creative arts*. Edinburgh University Press.
- Süner-Pla-Cerdà, S., Şen, G., Kumbasar, E., Şahin, B., & Ünlü, C. E. (2025). Designer experiences and perspectives on the role of generative AI in industrial design. *AI & Society*.
- Tsao, J., Liang, C. X., Nogues, C., & Wong, A. (2025). Perceptions and integration of generative artificial intelligence in creative practices and industries: A scoping review and conceptual model. *AI & Society*. <https://doi.org/10.1007/s00146-025-02667-2>
- Verma, K., & Yadav, S. (2025). Collaborating with generative AI: A review of models, applications and challenges. *AI & Society*. <https://doi.org/10.1007/s00146-025-02805-w>
- Vidmar, M., Hemment, D., Murray-Rust, D., & Black, S. (2024). On creative practice and generative AI: Co-shaping the development of emerging artistic technologies. In *On Creative Practice and Generative AI* (pp. 197–214). Routledge.
- Wang, P., Khinvasara, Y., Creijghton, G. J., Scholing, T., Wang, Y., Zhou, Z., Childs, P. R. N., & Yin, Y. (2025). Enhancing designer creativity through human–AI co-ideation: A co-creation framework for design ideation with custom GPT. *Artificial Intelligence for Engineering Design, Analysis and Manufacturing*, 39. <https://doi.org/10.1017/S0890060425100127>