Core Competencies for AI-Driven Creativity: Aligning with AI Act Regulations

Navigating AI Regulations: Practical Guide

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1. Executive Summary

The report "*Core Competencies for AI-Driven Creativity: Aligning with AI Act Regulations*" identifies the essential skills and knowledge areas, for which creative professionals must ensure compliance with the AI Act, to effectively integrate AI into their work.

Based on insights from focus group interviews, this report suggests key competencies aligned with four critical aspects of the AI Act Regulations:

(1) **Risk Classification** – Understanding AI system categorization and associated obligations.

(2) **Compliance** – Practical steps for adhering to legal requirements, including documentation and self-assessment.

(3) **Transparency** – Ensuring clear disclosure of AI-generated content and ethical AI use.

(4) **Data Governance** – Best practices for handling data security, privacy, and intellectual property rights.

Consequently, this report serves as a foundation for developing a training program that equips creative professionals with the necessary expertise to manage AI-related risks, optimize creative workflows, and navigate regulatory challenges effectively.

2. Core Competencies for AI-Driven Creativity

To effectively integrate AI into creative workflows while complying with the AI Act, professionals must develop specific competencies and skills. The training program will develop key competencies required for ethical and effective AI use, including regulatory awareness, data interpretation, critical thinking, technical literacy, creative decision-making, and adaptability. These competencies ensure a balanced approach to innovation, compliance, and ethical responsibility. In the following subchapters, they are summarized concerning the four critical aspects of the AI Act Regulations:

2.1. Risk Classification and AI Literacy

Creative professionals need to be able to assess AI tools' risks and understand their impact on regulatory compliance. The following competencies will be developed through the training program:

Competency 1: Understanding AI Risk Levels

This competency involves the ability to assess and categorize AI systems based on their risk levels, as defined by regulations such as the **AI Act**[1]. Creative professionals must evaluate the potential impact of AI tools in different contexts, considering **legal, ethical, and technical factors**. To achieve this, professionals need to **differentiate between the AI risk levels** - Minimal, Limited, High, and Unacceptable - as outlined in the AI Act and apply them to AI systems in creative industries. They should have knowledge of **regulatory frameworks** that classify AI tools based on risk and compliance

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[1] Compare with Article 4 of the AI Act.

requirements. Additionally, they must assess the **potential risks** of using AI in specific contexts (e.g., content creation, design) and determine whether these risks align with regulatory standards. Furthermore, professionals must develop the skills to **evaluate possible biases, inaccuracies, and ethical concerns** in AI systems that could influence risk assessments, ensuring responsible and informed AI adoption. Developing skills in regulatory awareness and critical thinking is essential to achieving this competency.

Competency 2: Assessing AI Tools for Compliance

This competency involves the ability to evaluate AI-powered tools to ensure they **meet legal, ethical, and transparency requirements**, particularly in creative industries. Professionals must be able to assess whether AI tools align with **regulatory obligations** for AI-powered design, text, and multimedia tools, and determine when compliance measures, such as transparency disclosures (such as AI-generated content labeling), are necessary.

To achieve this competency, professionals need a strong understanding of legal obligations related to AI compliance, including GDPR, copyright laws, and the AI Act. They must be able to recognize when transparency measures are required and identify regulatory risks associated with AI-powered creative tools. Additionally, they should be able to analyze AI-generated outputs to ensure compliance with legal and ethical standards, such as avoiding copyright infringement and maintaining transparency. Evaluating AI-generated content for bias, misinformation, or regulatory violations is also essential. Lastly, professionals should be proficient in using compliance checklists and assessment tools to systematically review AI systems for potential risks. Developing skills in regulatory awareness and **data interpretation** is essential to achieving this competence.

Competency 3: AI Literacy and Critical Evaluation

This competency involves the ability to understand, analyze, and critically assess AI-generated content to ensure accuracy, fairness, and originality. Professionals must be able to determine when human oversight is necessary in AI-assisted creative processes and understand the ethical implications of AI-generated works, including copyright, misinformation, and fairness. Developing skills in critical thinking, technical literacy. Also, data interpretation is essential to achieving this competency.

The training program will cover these areas through case studies, practical exercises, and self-assessment tools, enabling creative professionals to make informed decisions about AI adoption in their work.

2.2.   Compliance and Regulatory Awareness

To ensure that creative professionals align their AI-driven work with legal and ethical standards, they must develop competencies that enable them to navigate compliance requirements effectively. The training program will focus on the following key competencies:

Competency 1: Understanding AI Compliance Obligations

This competency involves the ability to identify and apply AI-related regulations, including GDPR, copyright laws, and the AI Act, ensuring that AI-powered tools comply with legal and ethical standards. Professionals must understand their legal responsibilities when using AI for content creation, including transparency and accountability requirements. Critical thinking is essential for assessing regulatory risks and determining when compliance measures, such as AI-generated content disclosures, are necessary.

Competency 2: Managing Intellectual Property in AI-Generated Work

It involves understanding the legal complexities of ownership, copyright, and the usage of AI-generated content. This competency requires professionals to navigate intellectual property laws and ensure they are complying with relevant legal frameworks when creating, distributing, and using AI-generated work. Professionals must have the ability to distinguish between **AI-assisted** and **AI-generated content**, recognizing their respective **copyright implications**. They should also be skilled in implementing good practices for **protecting original work** and ensuring compliance with existing copyright frameworks. Additionally, an awareness of **IP licensing models** and **fair use policies** is crucial when working with AI-generated material to ensure proper usage rights and avoid infringement. Developing skills in **regulatory awareness, data interpretation, creative and strategic decision-making is essential for this competence.**

Competency 3: Self-Assessment & Risk Mitigation

This competency includes the ability to respond to potential risks associated with the use of AI in creative industries and implement effective strategies to mitigate those risks. Professionals are required to continuously assess AI systems, workflows, and content for potential issues such as bias, inaccuracies, or non-compliance with legislation.

Professionals must also be proactive in identifying and addressing risks related to AI-generated work, ensuring that AI tools and outputs are ethically sound and legally compliant. This includes proficiency in using **compliance checklists and self-assessment tools** to evaluate AI-related risks in creative projects. Additionally, professionals must be able to implement **risk mitigation strategies**, such as maintaining **human oversight** and ensuring proper attribution of AI-generated content. An understanding of **data protection requirements** is also crucial when handling AI-generated user data and personal information, ensuring compliance with privacy regulations and safeguarding sensitive data. The combination of **adaptability**, **critical thinking**, and **data interpretation** helps professionals not only identify risks but also find the most appropriate responses to those risks in a rapidly changing technological and regulatory landscape.

The training program will include interactive case studies, compliance roadmaps, and hands-on exercises, ensuring that creative professionals can confidently integrate AI while adhering to legal and ethical standards.

2.3. Transparency and Ethical AI Use

To foster responsible AI adoption in creative industries, professionals must develop competencies that ensure transparency in AI-generated content and uphold ethical standards. The training program will focus on **transparency and ethical compliance** in the following key areas:

Competency 1: Understanding Transparency Requirements

This competency includes the ability to interpret and apply transparency requirements for AI-generated content, ensuring that AI tools and their outputs are used in an ethical and legally compliant manner. It requires professionals to **interpret and apply the AI Act's transparency obligations** for AI-generated content, ensuring compliance with regulatory expectations. Professionals must also have knowledge **of when and how to disclose AI involvement** in creative processes, ensuring that stakeholders, audiences, and clients are aware of AI's role. Additionally, it includes **familiarity with labeling and documentation practices** to differentiate between AI-assisted and AI-generated works, adhering to legal and regulatory obligations such as those outlined in the AI Act.

Competency 2: Good Practices for AI Disclosure (Technical Literacy, Data Interpretation, Critical Thinking)

This competence involves integrating effective transparency measures into creative workflows, ensuring the proper disclosure of AI's involvement in content creation. Professionals must implement clear and ethical disclosure practices, effectively communicating AI's role in the creative production process to clients, audiences, and stakeholders. This competency also ensures that AI-generated or AI-assisted content is labeled and documented to foster trust with the audience. Additionally, it includes implementing guidelines for ethical AI integration in media, design, and digital content, promoting responsible and transparent AI use in creative industries.

Competency 3: Ethical Considerations in AI-Driven Creativity

This competency involves the ability to identify, evaluate, and address ethical concerns related to the use of AI in creative processes. It requires professionals to critically assess the implications of AI-generated or AI-assisted content to ensure that the final output adheres to ethical standards such as fairness, accuracy, and originality. Critical thinking skills are necessary to identify and mitigate biases in AI-generated content, while also being aware of misinformation risks to ensure that AI outputs align with factual accuracy and creative integrity. Professionals must also understand the plagiarism risks associated with AI-assisted content creation and adopt ethical practices to maintain originality and authenticity. This competency emphasizes responsible use of AI tools, ensuring that creative work upholds both ethical and professional standards. Important skills here also are creative and strategic decision-making, and adaptability.

The training program will incorporate real-world case studies, ethical decision-making frameworks, and practical exercises, equipping creative professionals with the skills to use AI responsibly while maintaining transparency and trust.

2.4. Data Governance & Responsible AI Adoption

To ensure compliance with the AI Act and safeguard creative integrity, professionals need to develop competencies in data governance and responsible AI use. The training program will focus on the following key areas:

Competency 1: Data Governance and Privacy Compliance in AI Workflows

This competency enables creative professionals to responsibly handle personal and proprietary data, mitigate security risks, and ensure AI models comply with privacy standards. Achieving this competence requires a deep understanding of data protection requirements under the AI Act, GDPR, and other relevant laws. By recognizing their legal responsibilities, professionals can manage personal and proprietary data within AI-driven workflows, ensuring compliance with privacy regulations. Additionally, professionals must implement best practices for security to prevent unauthorized access, misuse, or exploitation of AI-generated content. This includes understanding the technical mechanisms behind AI models and data processing, using this knowledge to ensure robust data protection. Furthermore, developing strategies for managing data transparency is crucial. Professionals need to analyze AI-generated data to ensure it aligns with privacy regulations and that proper transparency measures are in place, ensuring full compliance and trust in AI models used in creative industries.

Competency 2: Intellectual Property Management in AI-Generated Work

In order to protect intellectual property (IP) rights and ensure compliance with evolving AI regulations, creative professionals must develop competencies in managing intellectual property within AI-generated work. This competency requires a combination of basic intellectual property (IP) knowledge, strategic decision-making, and technical understanding to navigate legal complexities and safeguard creative assets effectively. Achieving this competency involves gaining regulatory awareness and understanding basics of creating and valorizing IP rights and copyright considerations related to both AI-assisted and AI-generated works. By staying informed about evolving AI and copyright regulations, professionals can address legal uncertainties and ensure compliance. Creative and strategic decision-making also plays a crucial role - professionals must make informed choices about how to use AI while protecting original work, whether through contracts, attribution, or alternative business strategies. Additionally, professionals must understand how AI generates content, distinguishing between AI-assisted and AI-generated works, and applying best practices for copyright protection. This knowledge is essential for determining ownership rights and ensuring that intellectual property is properly managed and protected. And it is essential to protect creative professionals.

Competency 3: Responsible AI Integration in Creative Workflows

This competency includes the ability to incorporate AI tools and systems ethically and effectively into creative processes, ensuring that their use aligns with legal, ethical, and professional standards. Professionals must make strategic decisions about how to integrate AI into their workflows without

compromising creativity, originality, or brand identity. Achieving this requires a strong balance between automation and human input, allowing AI to enhance rather than replace artistic expression.

A key aspect of responsible AI integration is adaptability: professionals must be willing to experiment with AI tools, refine workflows, and adjust to emerging AI capabilities while maintaining full creative control. Critical thinking is equally essential, enabling professionals to evaluate AI-generated content, identify ethical concerns, and make informed decisions about when and how to use AI responsibly. Ethical decision-making also plays a crucial role here, ensuring transparency in AI-assisted work and safeguarding creative integrity.

By mastering these skills, professionals can confidently incorporate AI into their creative workflows while maintaining originality, upholding ethical standards, and ensuring AI-generated outputs align with societal values. This competency empowers creatives to harness AI's potential as a tool for innovation while staying true to their artistic vision and professional responsibilities.

Through this mix of legal insights, case studies, and hands-on exercises, the training program will equip creative professionals with the skills to navigate through AI-related data governance challenges while fostering responsible and innovative creativity.

3. Proposed Training Program and Modules

3.1. Training Modules

Based on insights from the needs analysis and concluding discussions between the two partners, INI-Novation (Germany) and Budakov Films (Bulgaria), this section outlines the final structure of the training program to be developed in Activity 2 of the project. The findings revealed key gaps in AI literacy, regulatory understanding, and practical implementation, emphasizing the need for a structured, hands-on learning approach. The future training program will be designed to equip creative professionals with essential competencies for AI-driven creativity while ensuring compliance with the AI Act.

The training program will consist of five modules, each addressing a critical aspect of AI adoption in the creative sector. These modules will provide a balance of theoretical knowledge, practical skills, and real-world applications, ensuring that participants can confidently navigate AI integration while maintaining ethical and legal compliance.

The training program will consist of five modules, briefly outlined as follows:

Module 1: Understanding AI Risk Classification in Creative Projects

Objective: This module will equip creative professionals with factual knowledge of AI risk classifications and the skills to assess, categorize, and mitigate AI-related risks in creative projects. By the end of the module, learners will be able to identify, classify, and evaluate AI risks, ensuring responsible and compliant AI use in their workflows.

Learning Outcomes:

By completing this module, participants will:

- **Understand AI risk categories,** including minimal, limited, high, and unacceptable risk, with a focus on their impact on creative industries such as graphic design, digital branding, and web development.
- **Develop problem-solving skills** for recognizing and categorizing AI risks in creative workflows, applying real-world examples from content generation, design, and media production.
- **Gain AI risk assessment skills** to systematically evaluate AI risks and classify them according to the AI Act's framework.
- **Use a self-assessment tool** to independently analyze AI-related risks, identify their knowledge gaps, and determine when expert consultation is necessary.
- **Learn about practical examples**, which illustrate different AI risk levels (minimal, limited, high) in content generation, design, and media production.

Module 1 will serve as a foundational module for the training program, preparing learners for deeper exploration of compliance, transparency, and data governance in the subsequent modules.

Module 2: Ensuring Compliance with AI Regulations in the Creative Sector

Objective: This module provides creative professionals with a clear understanding of legal and ethical requirements under the AI Act and equips them with practical strategies to ensure compliance in creative entrepreneurship.

Learning Outcomes:

At the end of this module, participants will be able to:

1. **Understand the AI Act and its legal requirements** at different stages, including specific applications within the creative industry and their impact on AI-driven workflows.

2. **Recognize the relationship between the AI Act, GDPR, and copyright regulations**, ensuring compliance with data protection, intellectual property rights, and ethical AI practices in creative work.

3. **Develop compliance-driven AI workflows** by integrating compliance checkpoints and monitoring AI tool usage for bias mitigation and adherence to regulations, with a focus on freelancers and creative businesses.

4. **Take responsibility for ensuring compliance in creative projects** by independently implementing regulatory good practices and effectively communicating AI accountability to stakeholders.

5. **Apply real-world examples of AI compliance** in design, branding, and content creation to ensure ethical and lawful AI integration.

By the end of Module 2, learners will know how to navigate AI-related legal frameworks, integrate compliance practices into their workflows, and mitigate risks in creative projects.

Module 3: Maintaining Transparency in AI-Driven Creative Processes

Objective: This module will equip creative professionals with the skills to ensure transparency, explainability, and accountability when using AI in creative projects. They will learn to clearly communicate AI's role in decision-making processes, uphold ethical standards, and foster trust with clients, collaborators, and stakeholders.

Learning Outcomes:

By the end of this module, learners will be able to:

1. **Understand the importance of transparency** in AI-generated creative outputs and decision-making, recognizing its role in building trust, ethical AI use, and regulatory compliance.

2. **Clearly communicate AI's role in creative projects** such as design, branding, content creation, and client presentations, ensuring transparency throughout the creative process.

3. **Uphold ethical standards in AI-assisted creativity** by maintaining originality, human oversight, and accountability, ensuring that AI enhances rather than replaces creative vision.

4. **Independently implement transparency measures** in AI-powered creative workflows, ensuring clear documentation and disclosure of AI involvement in creative outputs.

5. **Explore practical examples** that demonstrate effective transparency in AI-powered creative workflows.

Module 4: Data Governance for AI in the Creative Industry

Objective: This module will provide creative professionals with essential knowledge on data privacy, security, and governance in AI-powered creative work. Participants will learn how to manage personal data, intellectual property (IP), and ethical AI use while ensuring compliance with legal and regulatory frameworks such as GDPR and copyright laws.

Learning Outcomes:

By the end of this module, learners will be able to:

1. **Understand key data governance principles,** including data privacy, security, and ethical data management in AI-powered creative workflows.

2. **Ensure compliance with GDPR and IP laws** and implement strategies for handling personal data and protecting creative assets. It also supports creative professionals developing IP protection and valorization strategies.

3. **Assess potential data security risks** by recognizing vulnerabilities in AI-powered tools and applying risk mitigation strategies to safeguard sensitive information.

4. **Apply ethical data management practices**, ensuring responsible data collection, storage, and usage while maintaining transparency in AI-driven creative processes.

5. **Analyze practical examples** of GDPR compliance IP protection, and ethical AI data governance in design, branding, and content creation.

This module will equip creative professionals with the necessary tools to safeguard their work, protect sensitive data, and align their AI-driven practices with evolving regulatory requirements.

Module 5: Integrating Ethical AI Practices in Creative Entrepreneurship

Objective: This module will guide creative professionals in integrating AI ethically and strategically into their business models while maintaining artistic integrity, legal compliance, and responsible innovation. Participants will learn how to use AI responsibly, prevent legal risks, and balance automation with human creativity. Special focus will be placed on recognizing and labeling AI-generated content to maintain transparency and accountability.

Learning Outcomes:

By the end of this module, learners will be able to:

1. **Mitigate bias and ethical risks in AI-assisted work** by understanding the potential biases in AI tools and how to ensure fairness, inclusivity, and responsible AI usage in creative projects.

2. **Generate AI-assisted work without legal risks** – learners will gain knowledge on preventing legal issues in AI-generated creative outputs, ensuring compliance with copyright, intellectual property, and data protection laws.

3. **Identify and label AI-generated content** – they will develop competence in determining which AI-assisted outputs must be clearly labeled to meet ethical and legal transparency requirements.

4. **Balance ethical considerations with business goals** – apply ethical AI integration strategies in creative entrepreneurship fields such as UI/UX design, digital filmmaking, and branding.

5. **Develop soft skills for AI-enhanced creativity** – learners will use a self-assessment tool to identify gaps in critical thinking, creative decision-making, and digital craftsmanship within the context of integrating ethical AI practices.

6. **Guide AI with human creativity** – learners will explore strategies for maintaining human oversight and ensuring AI tools serve as assistants rather than replacements for creative thinking.

7. **Communicate responsible AI practices to clients and stakeholders** – develop skills to articulate ethical AI usage, transparency measures, and responsible innovation strategies in professional settings.

8. **Leverage AI-Driven Tools Effectively** – learners will be guided to AI-driven solutions for optimizing creative workflows in video, design, and multimedia, with real-world case studies demonstrating good practices.

3.2. Learning Format

Based on the findings from the Needs Analysis, the training program "Navigating AI Regulations: Practical Guide" will adopt a flexible and engaging online learning format tailored to the needs of creative professionals. The program will be accessible, practical, and easy to follow, ensuring that participants gain a clear understanding of AI regulations and their implications for the creative sector.

To achieve this, the program will focus on:

- Enhancing communication efforts to improve awareness and understanding of the AI Act within the creative industries.

- Developing simplified educational audio-visual materials that explain AI regulations in a clear, concise, and industry-specific manner.

- Bridging knowledge gaps by offering a structured training program that equips professionals with the necessary skills to navigate compliance challenges effectively.

Key features of the learning format include:

- **Video-based modules**

Each module will be presented through engaging, easy-to-understand videos that break down complex AI compliance concepts into digestible segments.

The five training videos will be produced using a comprehensive and inclusive approach that prioritizes accessibility at every stage. Each video will follow a storyboard-based structure, ensuring a clear visual narrative that enhances engagement and easy understanding of the content. The production process will incorporate careful planning, high-quality filming techniques, and accessibility features, including captions in both German and Bulgarian.

This approach ensures clarity, consistency, and inclusiveness, making the content accessible to a diverse audience. To maintain focus and effectiveness, each video will be concise and aligned with EQF Level 3 standards, delivering learning objectives efficiently without unnecessary length.

- **Scenario-based learning**

Real-world case studies and good practices from the creative industry will demonstrate practical applications of AI regulations, helping participants understand how compliance works in real-world settings.

Additionally, the training will include:

- **Practical exercises,** integrated alongside the modules, allow participants to apply their knowledge in real-world creative scenarios.
- **Self-assessment tools and quizzes**, designed to help learners track their progress and reinforce key concepts.

This structured approach ensures that creative professionals not only learn AI compliance principles but also develop the skills to apply them effectively in their work.

4. Conclusion

As AI becomes a bigger part of creative work, having the right skills on this regulatory framework is more important than ever. Creative professionals must learn to use AI responsibly while following legal and ethical standards. Understanding how to assess risks, ensure compliance, and maintain transparency in AI-driven projects helps build trust with clients, audiences, and stakeholders.

These skills also help creatives to protect their work, to manage intellectual property, and to make informed decisions about AI use while preserving originality and authenticity. By balancing automation with human creativity, professionals can leverage AI as a tool as innovation rather than as a replacement for their skills.

As AI technology continues to evolve, adaptability and lifelong learning will be key to success. Those who develop strong AI literacy and ethical awareness will not only keep up with changes but also shape a future where AI enhances creativity rather than disrupts it.

To support the development of these essential skills, our training program should provide a structured, self-paced learning experience. Delivered through five video-based modules, the program will feature real-world examples and best practices to help participants apply their knowledge effectively. The modular approach ensures a comprehensive understanding of AI regulations, ethical considerations, and responsible AI integration into creative workflows, allowing learners to progress at their own pace.

By completing this training, creative professionals will be equipped to protect their work, navigate legal complexities, and harness AI's potential without compromising artistic integrity. This program empowers participants to confidently use AI as a tool for innovation, ensuring it enhances creativity rather than replaces it.

About the Project

The Erasmus+ co-funded project Navigating AI Regulations: A Practical Guide (Project Number: 2024-2-DE02-KA210-VET-000287096) aims to bridge critical gaps in AI knowledge, digital skills, and EU policy awareness among trainers and freelancers in the creative industry. Grounded in an in-depth Needs Analysis conducted during the preparation stage, the project adopts a targeted approach to support the digital transformation of this dynamic sector.

The project has three core objectives:

- Improving AI and Data Usage Competence: By delivering a tailored training program to 57 participants, the project will enhance understanding of AI Act provisions, including risk classification, compliance, transparency, and data governance. This knowledge will empower trainers to guide young entrepreneurs in leveraging AI for business innovation while adhering to regulatory standards.

- Enhancing Digital Skills for AI in Creativity: Participants will gain proficiency in AI-powered tools, data analysis, and AI literacy, enabling them to integrate cutting-edge technologies into creative processes. This objective focuses on fostering innovation, improving creative workflows, and building digital resilience in the sector.

- Boosting EU Policy and AI Act Awareness: By increasing familiarity with EU policies and ethical frameworks, the project will ensure participants operate responsibly and in compliance with the AI Act, fostering trust and sustainable growth in the creative industry.

The project's output will directly contribute to equipping trainers and freelancers with the tools and knowledge to thrive in an AI-driven future while aligning with EU regulatory and ethical standards.