

CREATED IN COMPLIANCE WITH THE
FRAMEWORK OF AI RESPONSIBILITY



READ MORE AT [FAIRCODEX.COM](https://faircodex.com)

Are you using Generative AI? Commit to being FAIR!

Most professional artists already use some form of AI. How will we keep it *human*?

The **Framework for Artificial Intelligence Responsibility** is an open and not for profit set of guidelines that put fairness at the core of creating art with AI—by artists, for artists.

THE FAIR CODEX

FAIR mainly applies to prompting: the source of most AI-generated creative works. For the sake of simplicity, we consider a prompt to be any input that is processed by a generative AI model to create a result. This includes, but is not limited to, **text, images, videos, sounds, and 3D meshes**.

When a project is created under the FAIR Codex, the following guidelines apply to you as its creator (unless you have explicit permission).

**LET'S DO
BETTER**

Chandler Bing | Lord of the Rings | Barbie | Minecraft | Zelda | Super Mario | Batman | One Piece | Dragon Ball | Rick and Morty | Peppa Pig | Winnie the Pooh | Mickey Mouse | Sonic the Hedgehog | Jurassic Park | Transformers | Avatar | Hello Kitty | My Little Pony | Toy Story | Shrek | South Park | Scooby-Doo | Hunger Games | Twilight | Despicable Me | Paw Patrol | The Mandalorian | Breaking Bad | Attack on Titan | Demon Slayer | Looney Tunes | Moana | Frozen | Encanto | Inside Out | Cars | Monsters Inc. | Big Hero 6 | The Witcher | Kung Fu Panda | Ice Age | How to Train Your Dragon | WALL-E | Finding Nemo | Coco | The Incredibles | Raya and the Last Dragon | Tangled | Zootopia | Lilo & Stitch | The Lion King | Aladdin | Beauty and the Beast | Cinderella | Sleeping Beauty | Snow White | Pinocchio | Peter Pan | Hercules | Tarzan | Mulan | The Little Mermaid | Pirates of the Caribbean | The Chronicles of Narnia | The Lego Movie | Trolls | Minions | Sing | Hotel Transylvania | The Smurfs | The Flintstones | Adventure Time | Regular Show | Gravity Falls | Phineas and Ferb | Ben 10 | Steven Universe | Teen Titans | Miraculous Ladybug | Bluey | The Backyardigans | Octonauts | Yo Gabba Gabba | Teletubbies | Star Wars | Frozen

Avoid prompting **intellectual properties**.*

In text prompts, describe your result using natural human language and descriptions. When using other forms of input, stick to your own photography and illustrations, or free to use content like Unsplash images.

*Without permission.

HOW?

#1

es Anderson | Studio Ghibli | Tim Burton | Quentin Tarantino | Hayao Miyazaki | Banksy | Andy Warhol | Salvador Dalí | Pablo Picasso | Frida Kahlo | Jackson Pollock | Yayoi Kusama | Georgia O'Keeffe | Jean-Michel Basquiat | Shepard Fairey | Damien Hirst | Roy Lichtenstein | Takashi Murakami | Ai Weiwei | Stanley Kubrick | David Lynch | Sofia Coppola | Christopher Nolan | Ridley Scott | Steven Spielberg | Martin Scorsese | Al Pacino | Hitchcock | Guillermo del Toro | Greta Gerwig | Bong Joon-ho | Denis Villeneuve | Lars von Trier | Robert Eggers | A24 | Pixar | Disney | DreamWorks | Laika | Illumination | Nike | Apple | Supreme | LEGO | IKEA | Chanel | Gucci | Louis Vuitton | Off-White | Comme des Garçons | Adidas | Balenciaga | Uniqlo | Versace | Bape | Tesla | McDonald's | Coca-Cola | Pepsi | MTV | Netflix | HBO | BBC | Criterion Collection | National Geographic | New Yorker | Pixar | Studio Ponoc | Blue Sky Studios | Google | Spotify | Adobe | Instagram | YouTube | Reddit | TikTok | Beats by Dre | GoPro | Polaroid | Leica | Canon | Marvel Studios | Lucasfilm | Lumhouse

Avoid prompting **styles** associated with **artists** or **brands**.*

Input prompts that express your own visual creativity. If you enjoy a particular style, analyse what makes it good on a fundamental, craft-based level: consider lighting, use of colour and composition.

*Without permission.

HOW?

#2

Justin Bieber | Selena Gomez | The Weeknd | Bruno Mars | Ed Sheeran | Doja Cat | Dua Lipa | Nicki Minaj | Drake | Kanye West | Billie Eilish | Lady Gaga | Harry Styles | Ariana Grande | Justin Bieber | Selena Gomez | The Weeknd | Bruno Mars | Ed Sheeran | Doja Cat | Dua Lipa | Nicki Minaj | Drake | Kanye West | Billie Eilish | Lady Gaga | Harry Styles | Ariana Grande | Malone | Travis Scott | Bad Bunny | Shakira | Jennifer Lopez | Katy Perry | Miley Cyrus | Cardi B | Snoop Dogg | Eminem | Kendrick Lamar | Jay-Z | Lil Nas X | Morgan Freeman | Leonardo DiCaprio | Brad Pitt | Angelina Jolie | Tom Hanks | Denzel Washington | Johnny Depp | Robert Downey Jr. | Chris Hemsworth | Chris Evans | Keaton | Reeves | Ryan Reynolds | Ryan Gosling | Zendaya | Timothée Chalamet | Margot Robbie | Florence Pugh | Emma Stone | Emma Watson | Natalie Portman | Scarlett Johansson | Ana de Armas | Gal Gadot | Millie Bobby Brown | Pedro Pascal | Oscar Isaac | Jason Momoa | Henry Cavill | Ben Affleck | Matt Damon | Christian Bale | Michael B. Jordan | Zendaya | Tom Holland | Zendaya | Daniel Radcliffe | Rupert Grint | Keke Palmer | Miley Cyrus | Lawke | Winona Ryder | Elizabeth Olsen | Paul Rudd | Seth Rogen | Jonah Hill | Steve Carell | Tina Fey | Amy Poehler | Kristen Wiig | James Corden | Jimmy Fallon | Trevor Noah | Oprah Winfrey | Ellen DeGeneres | Gwyneth Paltrow

Avoid prompting **real people**.*

Describe fictional humans by their physical traits rather than with the names of celebrities who are represented in the dataset.

*Without explicit permission.

HOW?

#3

Self-genius Asians | Arrogant Black people | Terrorist Middle Easterners | Illegal Mexicans | Privileged white people | Reservation-bound Native Americans | Drunk Irish people | Strict Germans | Snobby French people | Head-teeth Brits | Polite Japanese | IT Indian workers | Poor Africans | Loud Americans | Nice Canadians | Cocky Australians | Soccer-loving Brazilians | Extremist Muslims | Rich Jews | Judgmental Christians | Vegetarian Hindus | Peaceful Buddhists | Immoral Atheists | Preachy vegans | Radical environmentalists | Strict Catholics | Polygamist Mormons | Muslim Sikhs | Forceful evangelicals | Karens | Fiery Latinas | Submissive Asian women | Oppressed Middle Eastern women | Angry Black women | Trendy nonbinaries | Attention-seeking trans people | Feminist man-haters | Lazy stay-at-home moms | Heroic single dads | Ignorant rural folks | Arrogant city people | Fake Californians | Rude New Yorkers | Boring Midwesterners | Racist Southerners | Criminal Eastern Europeans | Feminine gay men | Man-hating lesbians | Confused bisexuals | Promiscuous LGBTQ+ folks | Emotionless men | Overly-emotional women | All-male gamers | Drag queen gays | Dumb blondes | Gold-digger women | Readwinner men

Be aware of **biased results**.

Biased results refer to systemic prejudices that can lead to unfair and inaccurate results. They occur because the training data mirrors existing inequalities, such as cultural, beauty, social, gender, and ethnic disparities.

HOW?

#4

Create in **good faith**.

Make a real effort to create original artwork at all times.

HOW?

#5

Feel free to use the resources on our website www.faircodex.com in your project. That way, your audience will know that you respected the creative process while making it! If you use the FAIR Codex in your project, you can use the FAIR SEAL in promotion wherever you see fit, for example in:

- # poster designs
- # movie credits
- # book covers
- # album sleeves

Change the color to your needs and adjust it to fit your project, as long as it remains easily readable. Please don't give it multiple colors.

**JOIN US IN
FAIRNESS!**

Download and use the **FAIR logo!**

Ask to be listed as **supporter!**

Pass on the idea!

www.faircodex.com

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READ MORE AT FAIRCODEX.COM



**WHAT
NOW?**