CREATED IN COMPLIANCE WITH THE
FRAMEWORK OF AI RESPONSIBILITY

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v250328th

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

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

alvador Dalí | Pablo Picasso | Frida Kahlo | Jackson Pollock | Yayoi Kusama | Georgia O'Keeffe | Jean-Mi
asquiat | Shepard Fairey | Damien Hirst | Roy Lichtenstein | Takashi Murakami | Ai Weiwei | Stanley Kubri
avid Lynch | Sofia Coppola | Christopher Nolan | Ridley Scott | Steven Spielberg | Martin Scorsese | Al
itchcock | Guillermo del Toro | Greta Gerwig | Bong Joon-ho | Denis Villeneuve | Lars von Trier | Robert Eg
A24 | Pixar | Disney | DreamWorks | Laika | Illumination | Nike | Apple | Supreme | LEGO | IKEA | Chan
Gucci | Louis Vuitton | Off-White | Comme des Garçons | Adidas | Balenciaga | Uniqlo | Versace | BA
esla | McDonald's | Coca-Cola | Pepsi | MTV | Netflix | HBO | BBC | Criterion Collection | Nati
Geographic | New Yorker | Pixar | Studio Ponoc | Blue Sky Studios | Google | Spotify | Adobe | Instagra
ouTube | Reddit | TikTok | Beats by Dre | GoPro | Polaroid | Leica | Canon | Marvel Studios | Lucasfil
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

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

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

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WHAT NOW?