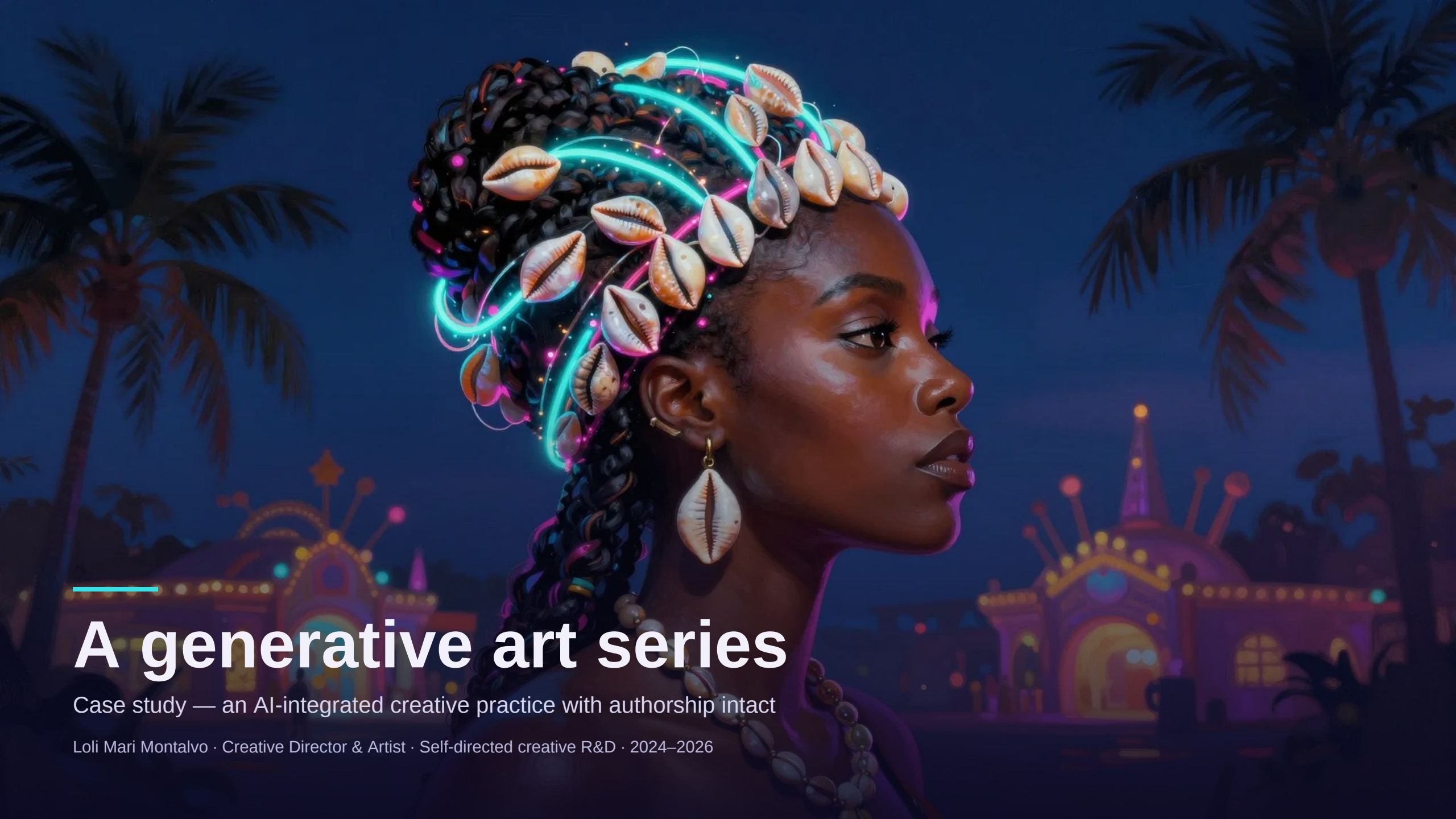




A generative art series

Case study — an AI-integrated creative practice with authorship intact

Loli Mari Montalvo · Creative Director & Artist · Self-directed creative R&D · 2024–2026

Overview

A series-based body of AI-assisted artwork built on a neon and cyberpunk palette and Afro-Caribbean, Afrofuturist motifs — produced through a repeatable pipeline where the artist, not the model, owns the visual language. The series doubles as teaching material for AI-literacy curriculum.

ROLE

Creative Director & Artist

SCOPE

End-to-end AI-assisted creative pipeline + curriculum

OUTCOME

Coherent bodies of work and a teachable method





01 · CHALLENGE

Challenge

AI image tools are easy to start with and hard to make good with. Output drifts toward generic sameness, and most creatives either dismiss the tools or get flattened by them. The challenge: produce work that still carries authorship, craft, and cultural meaning — and make the method teachable.

Opportunity

An artist's intention is exactly what AI lacks. By bringing 25 years of compositional judgment and a clear cultural point of view to the tools, I could direct them toward a signature visual language instead of accepting their defaults — and turn that discipline into a curriculum.





03 · STRATEGY

Strategy

Treat AI as one medium in a larger pipeline: concept and cultural research first, AI generation as exploration, then traditional craft and finishing to bring the work up to exhibition standard. Codify each step so students could follow it.

Process

Developed series-based bodies of work, iterating prompts against a defined aesthetic, then refining selected outputs through enhancement, retouching, and color direction — documenting the decisions at each stage to build AI-literacy teaching material.





05 · CREATIVE DIRECTION

Creative Direction

Owned the through-line — the neon/cyberpunk palette, the Afro-Caribbean and Afrofuturist motifs, the compositional rigor — so a viewer can tell the work is hers, not the model's.

06 · OUTCOME

Outcome

Produced multiple coherent, recent series and a repeatable, teachable workflow that demonstrates fluent, critical, craft-led AI practice — a genuine 2026 differentiator.

07 · LESSONS LEARNED

Lessons learned

The tool doesn't have taste; you do. AI rewards the director who knows exactly what they're reaching for.

lolimari.com · lmontalvo@pratt.edu

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