

*Who Pays Stays*

# **Survive It: Creativity in the Age of AI**

Workbook and challenge questions

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## **How to use this workbook**

Each lesson below follows the slides in the Genially course for this lesson: the cover slide sets what you will learn, the teaching slide carries the idea, the activity slide is the work, and the quiz is a quick check. This workbook goes deeper than the slides and ends each lesson with questions that challenge you to apply the idea to your own business.

## LESSON 1

# Historical Precedents

*In the Genially deck: the cover, teaching, activity, and quiz slides for this lesson.*

### WHAT YOU WILL LEARN

- Distinguish a dying channel from a surviving practice.
- Turn a real constraint into a new creative form.

### THE IDEA, IN DEPTH

The slides separate two patterns. Channels die and their function moves on. MTV gave way to YouTube, which gave way to TikTok, which will give way to the next thing. The function, distribution of music and video culture, never died, it relocated. Practices are different. They transform and survive by moving inward into their constraints. House music did not disappear, it split and deepened into Chicago house, Jersey club, UK garage, German techno, Amapiano, and three-step. Each branch is centrifugal: it took a specific constraint, small apartments, township economics, an industrial city, and made a recipe out of it. This matters because AI is both a channel and a practice. As a channel it will rise and fall like the others. The real question is whether it kills the practice of creativity itself. The answer in this course is that creativity survives the way it always has, by becoming what the new technology cannot be. Against a machine that flattens, the surviving move is to go centrifugal, to deepen into your constraints instead of fleeing them.

### WORK IT THROUGH

#### Turn a constraint into a form.

1. Name a real constraint you face: budget, time, a platform limit.
2. Brainstorm three ways that constraint could force a new form.
3. Choose the one that feels most like your own sound.

*Outcome: You can use constraint as a creative engine, not a ceiling.*

### QUESTIONS THAT CHALLENGE YOU

- Name a channel you depend on. If it died tomorrow, where would its function move, and would you move with it?
- Pick a constraint in your practice. Sketch three different forms it could push you toward.
- Is AI a channel or a practice in your work right now? What changes if you treat it as the wrong one?
- House survived by deepening, not broadening. Where could you go deeper instead of wider?

## LESSON 2

# The Counterarguments

*In the Genially deck: the cover, teaching, activity, and quiz slides for this lesson.*

### WHAT YOU WILL LEARN

- Answer the argument that requiring depth is gatekeeping.
- Explain why audience-made meaning does not set creative direction.

### THE IDEA, IN DEPTH

The slides take on the two arguments people use to defend shallow AI content, and show why neither lands. The first is democratization: requiring depth is gatekeeping, and tools that let anyone make things are a good thing. The second is the Death of the Author: meaning is made by the audience, so the maker's process does not matter. Both arguments are about the object, the thing produced, and its reception. Neither touches direction. Requiring depth is not gatekeeping, it is craft and respect, and it says nothing about who is allowed to make work, only about which way the work moved. The audience does make meaning, but direction is set by the maker before any audience arrives. The slides add a harder point from research: heavy AI use is associated with reduced formation of new skills. That is centripetal collapse happening inside the person, not just the product. For you, the value is language. You will face these arguments in pitches, in client rooms, and online. Knowing the object versus direction distinction lets you defend depth without sounding like you are protecting a gate.

### WORK IT THROUGH

#### Answer the gatekeeping charge.

1. Write one paragraph replying to 'requiring depth is gatekeeping'.
2. Use the object-versus-direction distinction.
3. End on what depth actually is: craft, respect, direction.

*Outcome: You can defend depth without sounding elitist.*

### QUESTIONS THAT CHALLENGE YOU

- Write one paragraph answering someone who says requiring depth is gatekeeping. Use the object versus direction distinction.
- The audience makes meaning, but who sets direction? Argue your position in three sentences.
- Where might heavy AI use be quietly reducing your own skill formation? What would you change?
- Which of the two counterarguments do you find most tempting, and why is it incomplete?

### LESSON 3

## Ease as Liberation and Erosion

*In the Genially deck: the cover, teaching, activity, and quiz slides for this lesson.*

### WHAT YOU WILL LEARN

- Classify any AI workflow as supported, led, or creative.
- Redesign a task so AI develops your thinking instead of replacing it.

### THE IDEA, IN DEPTH

The slides lay out three levels of AI use and one principle that decides between them. Cognitive offloading is helpful right up until the moment you offload the thinking itself. AI-supported means you set the parameters and make the decisions, and the tool helps you think more. That is liberation. AI-led means the tool sets the rules and you follow, so you think less. That is erosion. Creative AI means the system makes everything and you consume, which is erosion completed. The same tool sits in all three. The difference is not the brand or the speed, it is who makes the decisions. The slides put it plainly: own the decision, not just the diff. For you, this is a workflow audit. Most people drift toward AI-led without noticing, because it is easier and the output looks fine. The skill is to keep the decisions that develop you and offload the ones that do not. Used that way, AI raises your ceiling. Used the other way, it lowers it while feeling like progress.

### WORK IT THROUGH

#### **Label your AI workflows.**

1. List the AI workflows you use now.
2. Label each one: supported, led, or creative.
3. Move one task up toward 'supported' so you keep the thinking.

*Outcome: You can keep AI on the liberating side of the line.*

### QUESTIONS THAT CHALLENGE YOU

- List your AI workflows and label each one supported, led, or creative. What is the balance?
- Pick one task that has drifted to AI-led. How would you move it back to supported without losing the speed you value?
- Where are you keeping the decision, and where are you only keeping the diff?
- If AI raised your ceiling instead of lowering it, what would you be doing differently next month?

*Build your economy. Who pays stays.*