



Creative Origin Guide

A guide to declaring how you
use AI in your creative work

 WRITE	 HCC Human-Created Content	 FILM	 MUSIC
	 GRAPHIC	 ACC AI-Created Content	 ART
	 SCRIPT	 CODE	 AAC AI-Assisted Content
			 DIRECT

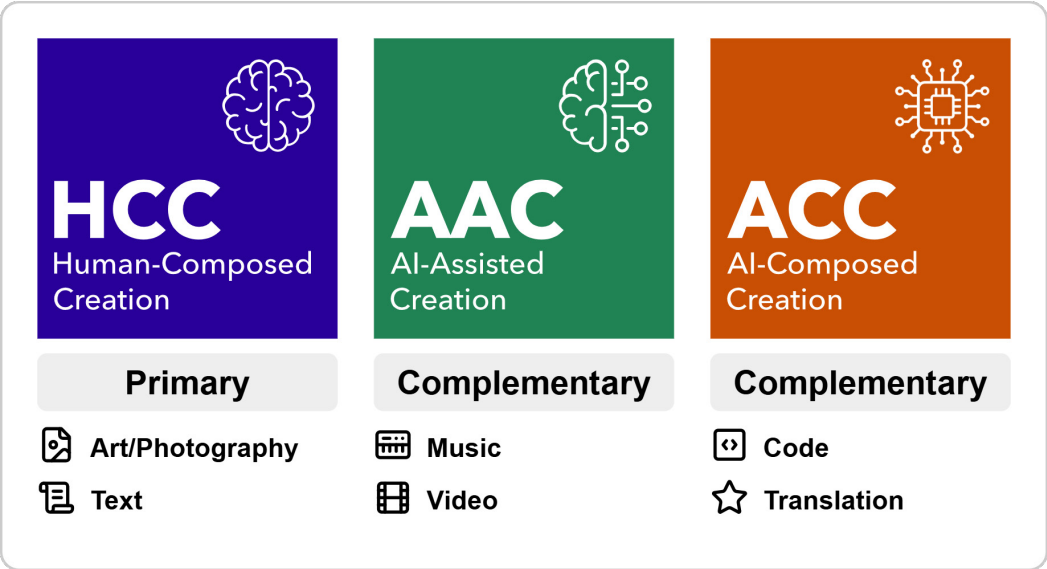
OVERVIEW

Credtent is a Public Benefit Corporation that enables creators to exclude their work or profit from AI by setting fair licensing terms for responsible companies seeking credible, unbiased training data. To that end, Credtent’s team has devised Creative Origin badges to help individuals and organizations easily identify their use of AI tools in their creative work. In this guide, we’ll reference acceptable use of AI tools in creation, and those tools that warrant a formal disclosure that AI was an integral part of the process.

With our simple three-badge system, Credtent intends to give creators of all types a way to be transparent with their audiences, colleagues, students, communities, and consumers about the use of AI in creation of their work.

Credtent also encourages creators to also follow the C2PA Guidelines according to the **Content Authority Initiative**.

Credtent’s Creative Origin definitions and badges are complementary to the C2PA guidelines for the purpose of AI disclosure. The badges are:



WHO IS CREDTENT?

Credtent is a Public Benefit Corporation built by creators, academics, and technologists devoted to ensuring human creativity remains the vital and healthy center of generative AI. Our goal is to ensure creative people control their work and AI companies train on quality, licensed data. Learn more at: credtent.org.

USAGE

The Creative Origin Badges are considered open for the purposes of use by individuals and companies seeking to properly label their creative work for AI use. If used on a printed container, we recommend placing the badge on the front of the package in the bottom right corner.

However, **Credtent.org customers can get their work verified** for the purpose of gaining a Credtent.org Certified HCC or AAC badge. Use of Credtent's Certified versions of our HCC and AAC badges are restricted at this time.

Credtent encourages creators to also follow the **C2PA Guidelines** according to the Content Authority Initiative. Credtent's Creative Origin components are complementary to the C2PA guidelines for the purpose of AI disclosure.

WHEN TO DECLARE CREATIVE ORIGIN

The Creative Origin Badge can be used on printed works, websites, social media profiles, Substacks, and other locations where a creator, publisher of any kind, media rights holders, art gallery, record label, or other entity is sharing details about a piece of creative work or collection. By declaring your Creative Origin with a Credtent badge, you are stating that you are following the rules and guidelines in this guide with regard to your use of AI tools in composition of the work you are labeling.

DIGITAL ONLINE USE

Use of the badge can be posted to a website footer to note that all creative work on the site conforms to the HCC or AAC standard. This is not recommended if some of your work would use a different badge. If so, you should place the appropriate badge on each article or piece of work so you are portraying your declaration accurately.

CREATIVE ORIGIN DEFINITIONS

Human-Composed Creation (HCC)

HCC is the work of a human being with nothing more than advice or data generated by AI.



Corrective AI: Use of corrective AI tools like autocorrect, Grammarly, or even Photoshop to increase resolution or clean up an image, Audacity to clean up audio on a podcast or Logic to adjust a portion of a song to boost the sound are all acceptable tools to use in Human-Composed Creation.

These changes are not about removing the agency of the creator and farming it out to a creative tool; they are instead about fixing minor problems or mistakes.

Insightful AI: Tools like AutoCrit for prose provide a creator with data about their writing project, including the frequency of use of terms, spots where tense might have changed accidentally, and the percentage of passive voice sentences in a work.

While this data provides insight to the creator, it makes no editorial changes based on this information. It's up to the writer to enact any changes that seem appropriate. This also falls into the realm of HCC, as the AI tool is not actually making editorial changes.

AI-based products that provide similar information about creative work without an editorial creation are included in this list.

Ideation with Generative AI: If a creator is using Generative AI products like ChatGPT, Gemini, or others to do research, explore ideas, and 'sketch' out concepts that are not used in the actual work they create, this is an acceptable use for HCC.

Ideation with Generative AI (cont.): If any portion of the material created by a gen-AI product is used in the finished product, it should be considered AAC. When in doubt, Credtent strongly endorses erring on the side of declaring your creative work AAC to maximize your commitment to transparency.

Legacy Human-Composed Creation

A subcategory of HCC is Legacy. Legacy creations were made before November 2022, when Generative AI became publicly available through ChatGPT’s release.

Although there were Generative AI tools before this date, they were uncommon. Any creative work produced before the modern Age of AI should have a Legacy badge instead of HCC.



AI-Assisted Creation (AAC)

In the middle of AI-Composed Creation (ACC) and purely human-created work is AAC, which uses generative AI for building structure or a outline for the work, but it is rewritten, recomposed, edited, changed, and otherwise made the creator’s own through their hard work.



In this case, the original song, poem, story, artwork, or other piece that was generated by an AI is unrecognizable in the edited form. This is a good rule of thumb to help determine which badge to use. Notably, the US Copyright Office affirmed in early 2025 that AAC works may be copyrighted.

Generative AI for Structure: A common use of AI for AAC is to build the structure of a work in a way that allows for refinement, embellishment and editing to get the work into a state that is ready for consumption by an audience.

In these cases, a small portion of the work was likely generated by an AI tool but it's been thoroughly reviewed and revised by a human creator to prepare it to meet their goals.

Using a watermark of the AI tool used is not required here, but the disclosure of AAC creative work is appropriate.

Generative AI for Creation: In some cases, a creator will use generative AI to create a draft of their work. This work is directly used as the basis instead of simply pulling ideas and concepts from the gen-AI tool.

In this case, there is more than just the scaffolding of the work being used; this item is literally a collaboration between the creator and the AI tool they are using.

For example, Grammarly can use generative AI to rewrite the creator's text. Although it uses the creator's words, the AI rearranges and rewrites them. When in doubt, lean towards disclosure of AI use. AAC is the most flexible of the Creative Origin Badge definitions for a reason: Use common sense and a knowledge of how much you used AI to let your audience know what you have created.

As a result, this edited creative work should be labeled appropriately as AAC. In this case, using a watermark or disclosure of the tool used is also appropriate and preferable.

AI-Composed Creation (ACC)

AI-Composed Creation (ACC) - ACC is simply creative work created by an AI that is marginally or not edited at all by a human creator.

This work should always have a watermark from the AI tool used, and the creator should disclose its origin so that consumers can make their decision about supporting the work a creator has produced or not if they don't want to experience ACC.

Generative AI use is appropriate for this type of creative work. This is typically produced by non-creators who just need something to do an acceptable job of accomplishing the goal of creating work. For reporting details, writing a letter or nonfiction piece that is informative but not designed to be a work of art, this format is often used to produce work quickly. ACC is designed for speed of output and the accuracy of this type of work should be verified before publishing or releasing it to the public.



When using ACC, best practices require a few items and disclosures:

- ACC should come with a watermark noting that it was generated by a certain product or model (DALL-E, ChatGPT, Gemini, Claude.ai, etc.)
- ACC should be fact-checked for accuracy due to the known issue of 'AI hallucination'.
- ACC should be thoroughly vetted by human beings before it's released. Errors in accuracy are not the only pitfalls of using ACC. There could be contextual, sensitivity, and bias issues within the creative work. These issues should be addressed before the timing of the event.

CREATIVE ORIGIN CLARIFICATIONS BY FORMAT

PROSE, POETRY, SCREENPLAYS, TELEPLAYS



Human-Composed Creation (HCC): Creative work written entirely by a human being. While writers may use generative AI tools for coming up with initial ideas or structure, the actual text of the work is written by a human being.

A good way to think about it is how a building is built. Construction workers put up scaffolding to assist in the building process, but all the real work is done on the building itself. When the building is done, the scaffolding is removed. Thus, the text is the creators'.

Example: A novel, screenplay, or poem penned from start to finish by an author without any generative AI tools contributing direct text to the work. Typing aids like spell check or grammar correction do not disqualify a work from being HCC as they offer corrective, not generative, assistance.

Scripts, Screenplays, and Teleplays should be verified as HCC before starting production. At the end of production the final product should be verified again.

Generally, any work produced before the modern Age of AI is likely to be considered HCC since LLMs only came into common use in November 2022 when ChatGPT was released to the public. For work published before November 2022, we recommend using the Legacy HCC badge.

If your creative work includes any text directly from an AI tool, ethical disclosure suggests that you identify your work as AAC (see below).

CREATIVE ORIGIN CLARIFICATIONS BY FORMAT

PROSE, POETRY, SCREENPLAYS, TELEPLAYS, STAGE PLAYS

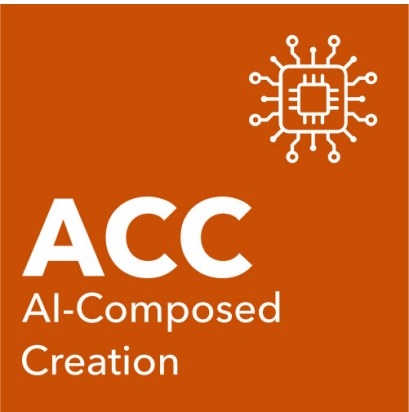


AI-Assisted Creation (AAC): Creative work where AI tools were used for structuring or idea generation, but heavily edited by the human author.

Example: A screenplay where the author used AI to brainstorm plot points and to set up the story's structure, but wrote the dialogue themselves. They may have used AI for stage directions or to augment a portion of the work that needed to be told in another language, vernacular, or timeline with different terms.

Another example is poetry or song lyrics generated by AI and polished by human poets and songwriters. AI may provide suggestions or initial drafts, but the final work is significantly altered by human creativity.

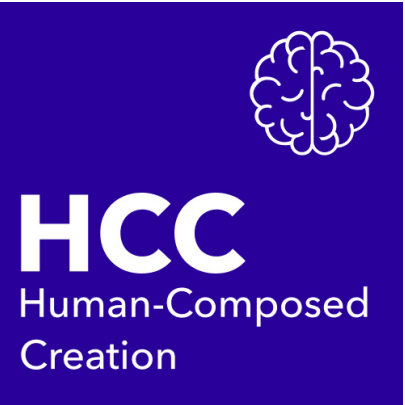
While some publishers, production companies, and other institutions may reject AAC work, the US Copyright Office now allows AAC to be copyrighted if there is sufficient editorial work done to distinguish the piece from the output from the AI tool.



AI-Composed Creation (ACC): Creative work generated entirely by AI with minimal human editing.
Example: A poem fully generated by an AI text generator with no or few changes by a human. This type of work should disclose the AI tool used and provide appropriate credit. Best practices are to make sure that the AI tool in question was built using ethically-sourced content.

CREATIVE ORIGIN CLARIFICATIONS BY FORMAT

ART AND PHOTOGRAPHY



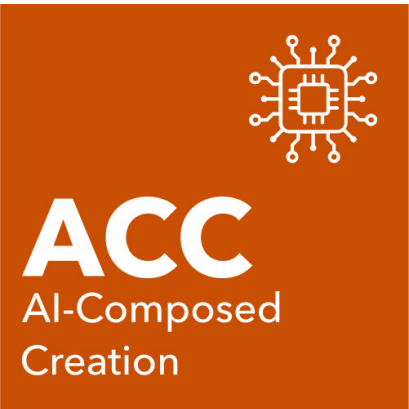
Human-Composed Creation (HCC): Art or photos created by human effort, but possibly using some tools for corrective enhancements.

Example: A traditional painting or a photograph taken and edited manually still qualifies. Minor edits using non-generative tools (like removing blemishes in Adobe Photoshop or Canva without using Generative Fill) do not affect the HCC classification. Generally, any work produced before the modern Age of AI is likely to be considered HCC since LLMs only came into common use in November 2022 when ChatGPT was released to the public.



AI-Assisted Creation (AAC): Creative work where AI tools were used for structuring or idea generation, but heavily edited by the human author.

Example: A short story where the author used AI to brainstorm plot points and to set up the story's structure, but wrote the bulk of the narrative themselves. Another example is poetry generated by AI and polished by human poets. AI may provide suggestions or initial drafts, but the final piece is significantly altered by human creativity.



AI-Composed Creation (ACC): Work generated entirely by AI with minimal human editing.

Example: An illustration fully generated by an AI image generator with no or few changes by a human. This type of work should disclose the AI tool used and provide appropriate credit. Best practices are to ensure that AI tools used are built using ethically-sourced content.

CREATIVE ORIGIN CLARIFICATIONS BY FORMAT

VIDEO, FILM, TELEVISION



Human-Composed Creation (HCC): Videos filmed, written, edited, and produced entirely by humans.

Example: A documentary created entirely by a human team through the scripting, filming, editorial, and production work. Traditional video and audio editing tools that do not generate work are acceptable for Human-Composed Creation.

In Film & Television, HCC should be verified TWICE. The first verification should be done at the screenplay/scripting level, this is to ensure that the initial script is HCC before going into production.

The second verification should be done after the work is completed. No script is filmed exactly as-written due to the involvement of other writers, production constraints, and on-set script changes. This second verification looks at all of these changes before a formal certification badge would be included in the finished product before broadcast.

In situations where the initial script was HCC but generative AI was used in script changes, we recommend using the Creative Origin Bar to disclose. You can read more about the Creative Origin Bar in "Creative Origin Clarifications for Multiple Format Types".

Generally, any work produced before the modern Age of AI is likely to be considered HCC since LLMs only came into common use in November 2022 when ChatGPT was released to the public.

CREATIVE ORIGIN CLARIFICATIONS BY FORMAT

VIDEO, FILM, TELEVISION



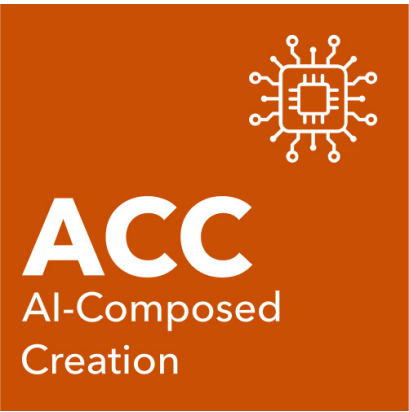
Al-Assisted Creation (AAC): Videos where AI tools assisted in certain aspects like editing or effects, but the main creative decisions were human-made.

Example: A film where an actor's voice is altered with AI to make their accent sound more like a native speaker (e.g., Adrien Brody's Academy Award-winning turn in *The Brutalist* in 2024).

Example: AI was used to make a double's face look more like principal actor Timothee Chalmet in 2024's *A Complete Unknown*.

Example: A vlog where the creator used AI for video editing and enhancing. Another example is video editing where AI is used to automate color correction. AI might help with tasks such as color correction or generating effects, but the storytelling remains human-driven and it doesn't 'adjust the reality of the footage shot.'

NOTE: If a film or other creative production has different origins, use the **Creative Origin Badge Bar** to denote the various origins on page 16 of this guide.

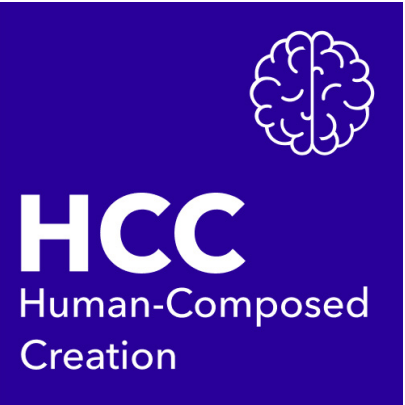


Al-Composed Creation (ACC): Videos entirely generated by AI through prompting.

Example: An animated short created using an AI animation tool. Full credit to the AI tool is necessary, with disclosure of the minimal human role. Best practices are to ensure that AI tools used are built using ethically-sourced content.

CREATIVE ORIGIN CLARIFICATIONS BY FORMAT

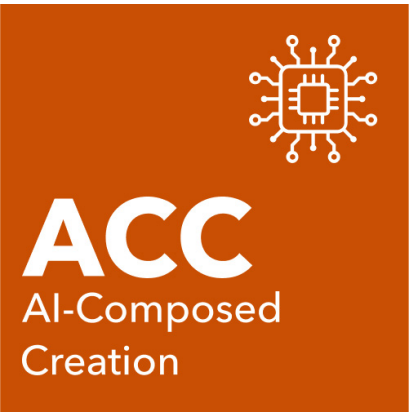
MUSIC



Human-Composed Creation (HCC): Music composed, performed, and produced by humans.
Example: A song written and recorded by a musician without AI tools involved. Using tools for mixing or minor enhancements does not alter this classification. Processing and use of technology solutions for mixing does not interfere with this Creative Origin designation.
Generally, any work produced before the modern Age of AI is likely to be considered HCC since LLMs only came into common use in November 2022 when ChatGPT was released to the public.



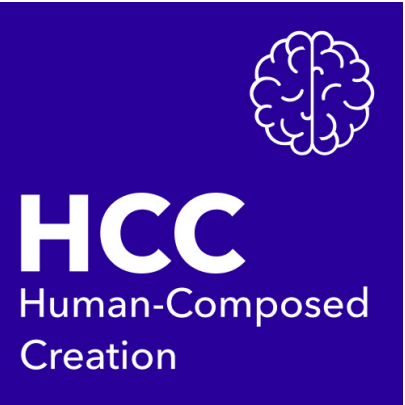
AI-Assisted Creation (AAC): Music where AI was used for composition or arrangement but significantly altered by the artist.
Example: A track where AI generated the initial beat, but the musician composed the melody and lyrics. Another example is music where AI generates beats or melodies which musicians then modify and build upon. The final product should be recognizable as the artist’s work, with AI playing a supportive role.



AI-Composed Creation (ACC): Music entirely composed and arranged by AI.
Example: An instrumental track generated by an AI music tool. The tool should be credited, and any human editing is minimal. Full credit to the AI tool is necessary so they can pay any royalties or costs due. Best practices are to ensure that AI tools used are built using ethically-sourced content.

CREATIVE ORIGIN CLARIFICATIONS BY FORMAT

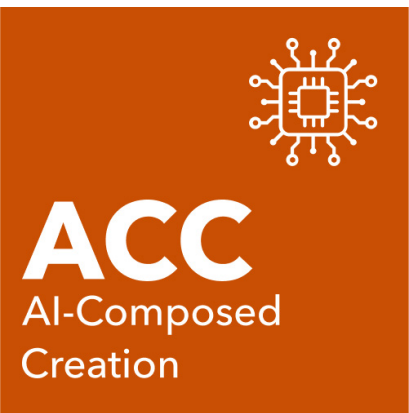
SPOKEN WORD



Human-Composed Creation (HCC): Audio recordings voiced, produced and edited entirely by humans.
Example: A podcast episode recorded and edited manually without AI tools. Traditional audio editing tools that do not generate creative work but might normalize or balance sound are acceptable. Generally, any work produced before the modern Age of AI is likely to be considered HCC since LLMs only came into common use in November 2022 when ChatGPT was released to the public.



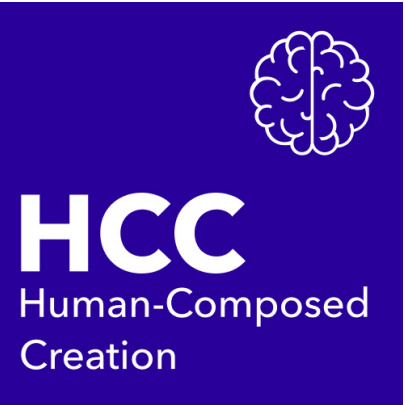
AI-Assisted Creation (AAC): Audio recordings where AI tools assisted in editing but the final product was significantly altered by a human.
Example: An interview where AI was used to edit unclear phrasing of an expert, making the language clearer while preserving the original meaning. The AI helps improve clarity or quality, but the human editor makes significant decisions about the final output.



AI-Composed Creation (ACC): Audio entirely generated or heavily edited by AI.
Example: An audio clip where AI generated the speech or heavily edited the original recording with minimal human intervention. If human speech is present, it is likely generated from training on a particular voice actor/actress. The AI tool should be credited, and the level of human editing, if any, can be minimal.

CREATIVE ORIGIN CLARIFICATIONS BY FORMAT

VIDEO AND TABLETOP GAMES



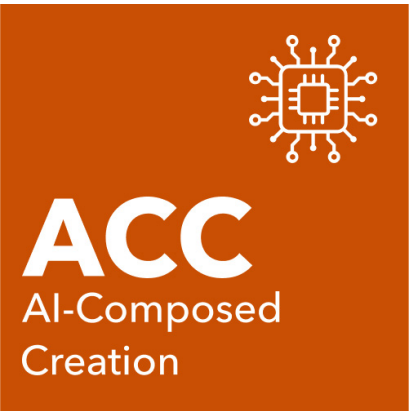
Human-Composed Creation (HCC): Follow the guidelines for the appropriate format categories. Game rules, dialogue, and storytelling that appears in text or spoken language should conform to the standards of those sections of this guide.

Generally, any work produced before the modern Age of AI is likely to be considered HCC since LLMs only came into common use in November 2022 when ChatGPT was released to the public.

NOTE: If one aspect of the game, such as the art or story, used generative AI and another part did not, label each aspect individually. Use of generative AI for software-building documentation for video games does not mean the product would lose this designation. Origin badges are regarding the creative components of a game.



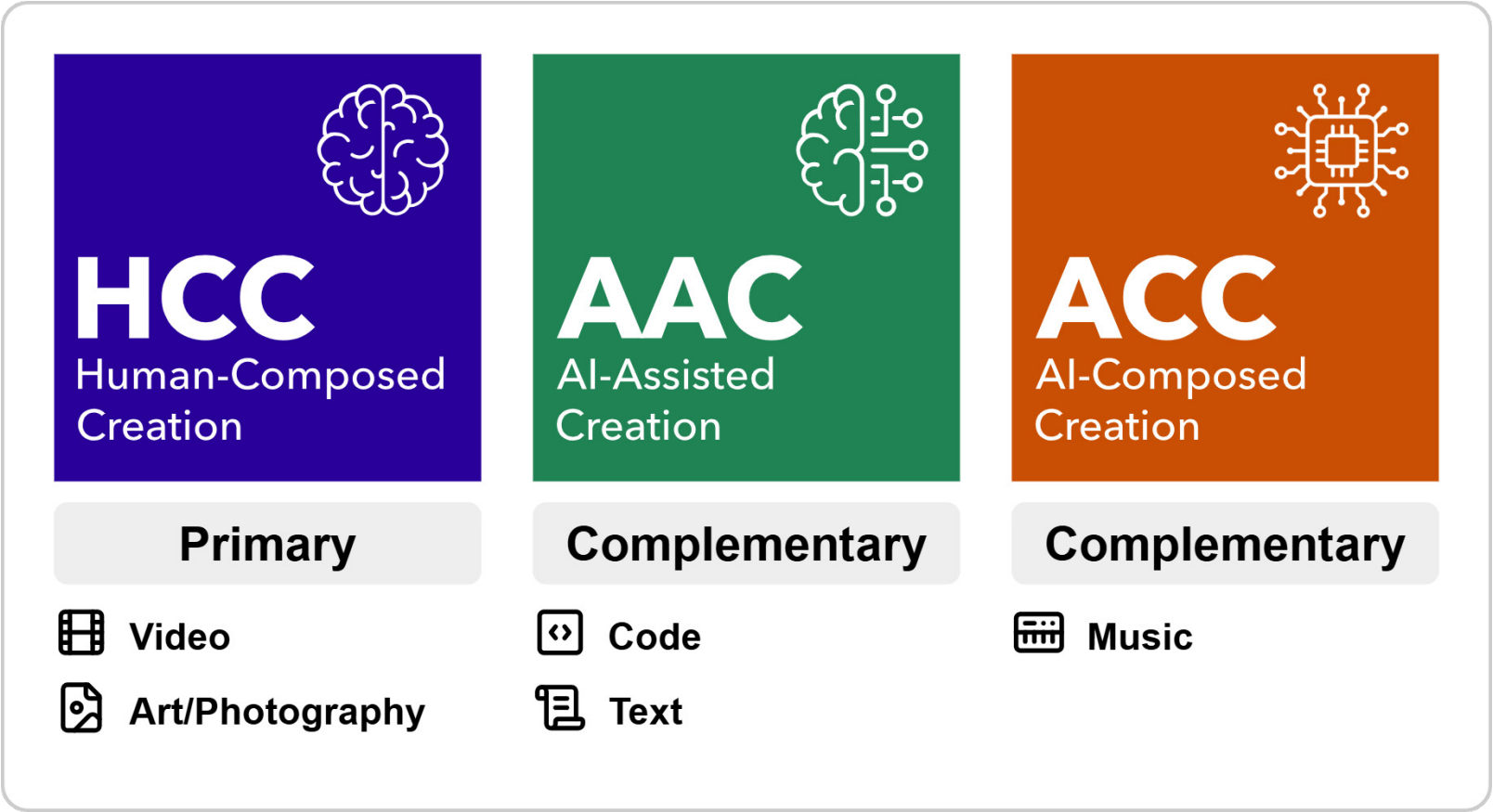
AI-Assisted Creation (AAC): : As above, follow the appropriate guidelines for each aspect of the game. Please see the above note about how this should be labeled.



AI-Composed Creation (ACC): If a game is entirely generated by AI tools, this information should be disclosed and the AI tool should be credited, and the level of human editing, if any, can be minimal. Keep in mind the details above regarding different aspects of a game's design.

Example: If a game's artwork is all AI-generated, then the artwork should be labeled with an ACC badge but the written content might have a different badge if it was composed without generative AI tools.

CREATIVE ORIGIN CLARIFICATIONS FOR MULTIPLE FORMAT TYPES



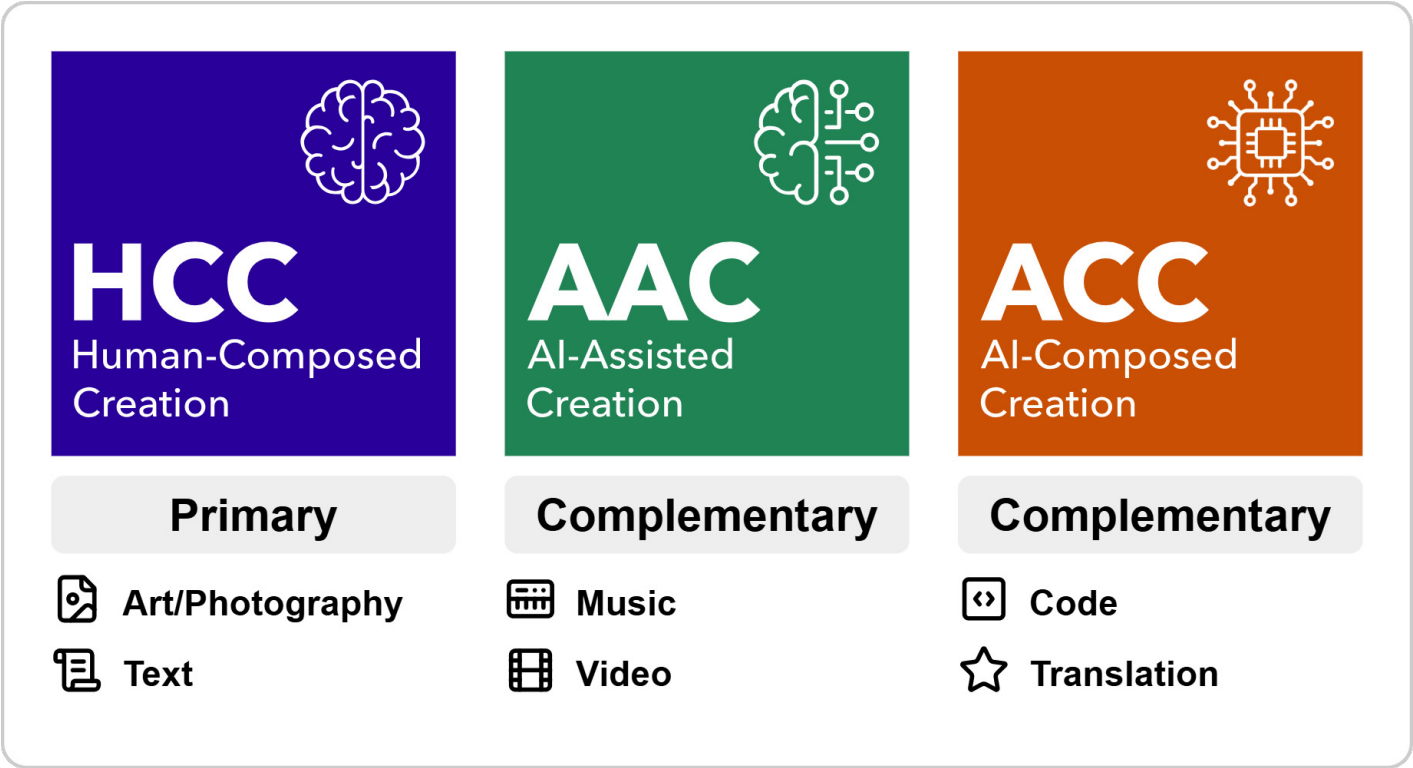
Creators sometimes use generative AI in a variety of ways to compose different assets within a work like a film, game, or other multi-format work. Credtent’s Creative Origin Badge system should be broken down to allow for these variances to be noted with our Creative Origin Bar. With the Creative Origin Bar, it’s easy to show which aspects of your work or channel make use of AI tools and how they were utilized. These are easily configured for download at **badges.credtent.org**.

The Creative Origin Bar also breaks down a piece’s Primary and Complementary aspects. Since different creators focus on different assets of the work.

For example, a music video has two assets to it: music and video. If the creator is a musician, the music is primary while the video is complementary. If a creator is a filmmaker, the video is primary while the music is complementary.

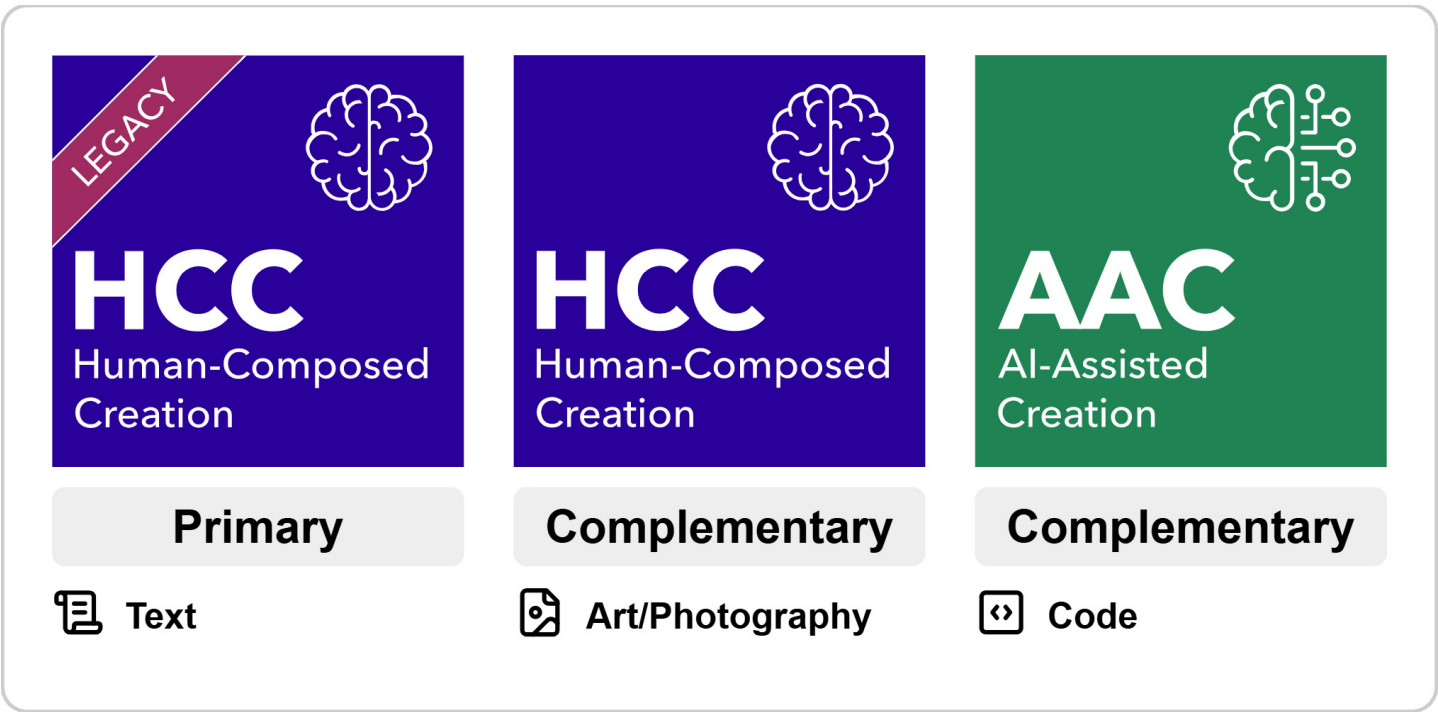
Breaking down the primary/complementary aspects of a work allows the audience to acknowledge the skills of the creator.

CREATIVE ORIGIN CLARIFICATIONS FOR MULTIPLE FORMAT TYPES



Creative Origin Badge Bars can be used for both digital and print disclosure. For physical products, we recommend placing the badge bar on the back of your product box if using the full bar. If you’re using a single badge, we still recommend that it be disclosed on the front of the box in the bottom right corner. More details on digital usage can be found in the Usage section of this guide.

If your work does not use one type of Creative Origin, you can exclude that item from the bar. Simply list each item as appropriate under the Creative Origin Badge that represents its composition.



Similarly, if you only have one type of content in a multi-format work or channel, simply use our Creative Origin Badge with the "All Content" designation so there's no question about any of the assets in your content having a different origin.

CREATIVE ORIGIN GLOSSARY

TERMS USED IN THIS GUIDE

AI-Assisted Creation (AAC): Work where AI assists in the creation process but is heavily edited by humans. Using generative AI for format, structure, and format-specific editing is common in this category. This also assume significant editing by a human being.

AI-Composed Creation (ACC): Work created by AI with minimal human editing. Most of the work was generated by the AI from a prompt fed to the system. ACC should always be watermarked and the model used for its creation should be noted/called out for review.

BabyLM (or Small LM or Focused LM): A language model that is focused more narrowly than most LLMs (see below). While the most common LLMs are made to be multi-purpose, FLMs tend to be designed and trained for more specific functions like testing scientific theories, generating genre specific music, or searching for precedents in legal texts. As a result, FLMs tend to be more selective about the type of content they train on so they don't corrupt the relevant information in the content they curate for review by their model.

Creative Origin: This is the clear disclosure of how a creative work was composed with regard to use of human ingenuity and/or algorithmic AI tools. Credtent encourages all creators to label their work with a **Creative Origin Badge** to properly inform consumers about the methodology involved in their ideation and creation. Credtent also offers **Certified** versions of HCC and AAC badges for paid users of the platform. Sign up at [Credtent.org](https://credtent.org) for more details.

Content Sourcing: This is the clear disclosure of how an AI tool (like a LLM or FLM) sources the content on which they train. Ideally, the sources used for training are licensed for training, part of the Public Domain, or owned by the company building the AI tool. When an AI tool adheres to these rules, they can qualify for a certified **Ethical Sourcing Badge** from Credtent.

CREATIVE ORIGIN GLOSSARY

TERMS USED IN THIS GUIDE

Content Sourcing (cont'd): Content Sourcing Badges include the following three:



Corrective AI: Tools that offer improvements or corrections without generating new work. Examples include standard Autocorrect apps built into your operating system, Grammarly, Remove.bg, Canva, and other editorial tools that allow you to make an editorial decision without generating something new.

Generative AI: AI that creates new creative work such as text, video, images, or music based on input data or ‘prompts’. This includes most of the modern LLMs like ChatGPT, Claude from Anthropic, Google’s Gemini, and Adobe’s Firefly.

Human-Composed Creation (HCC): Work entirely created by humans without AI assistance in composition process. Please note that use of Corrective AI and Insightful AI do not interfere with use of this Creative Origin Badge. Limited use of Generative AI for inspiration and brainstorming is also acceptable.

Insightful AI: AI that provides suggestions or statistics without generating work fall into this category. The data provided is about the piece and how it might be changed, but it does not offer changes or automatically make them. AutoCrit is an ideal example, as it will provide detailed statistics about prose without generative elements.

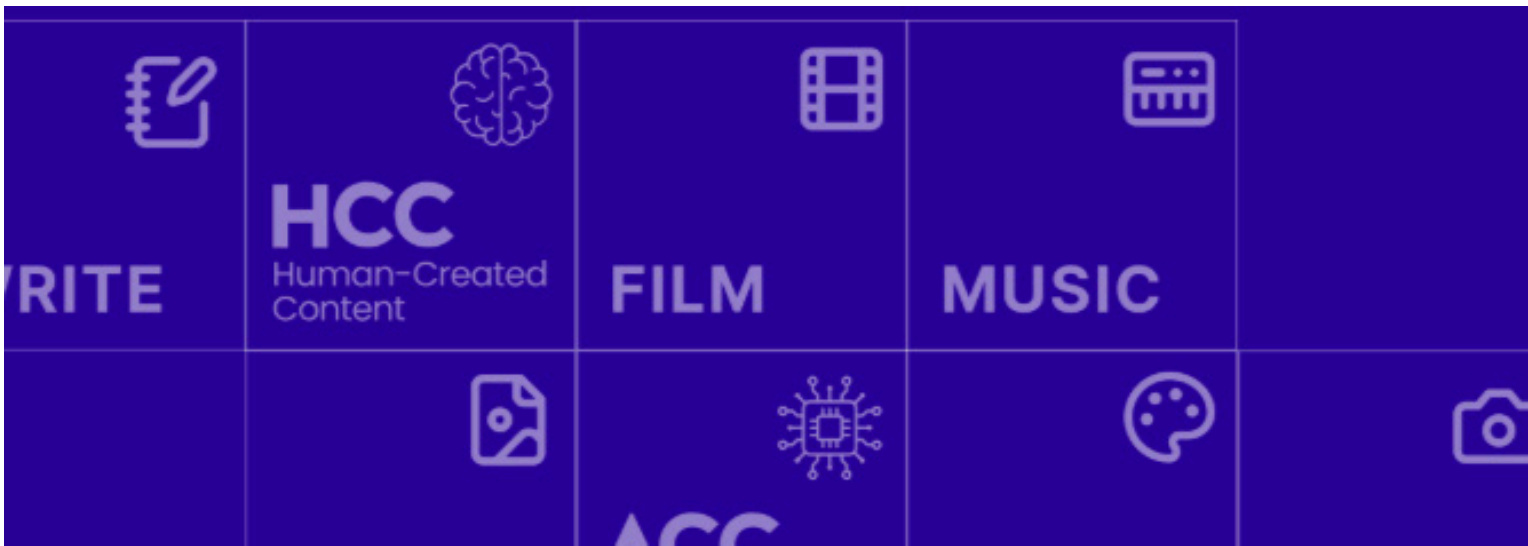
LLM: Large Language Model, one of the key types of modern AI tools. LLMs use statistical correlation learning to create predictive creative work from prompts delivered (generally through a chatbot).

FURTHER READING

RESOURCES

Here is a selection of articles to broaden your understanding of creative work in the age of AI. Follow Credtent on Content on [Medium](#), [Substack](#) or our [blog](#).

- [How to Declare Your Work’s Creative Origin in the Age of AI](#)
- [How to Declare Content Sourcing in the Age of AI](#)
- [Unfair Use: Denormalizing AI Theft](#)
- [AI for Bad: The Fat Line Between Parody and Propaganda](#)
- [When Is Algorithmic Creativity Okay?](#)
- [The Naive View of Engagement: Why More Isn’t Better](#)
- [Deciphering the US Copyright Office’s Stand on AI-Assisted and AI-Composed Creative Work](#)



SUMMARY AND CREDITS

DISCLOSURE MATTERS

Credtent's Creative Origin badges—whether used with Human-Composed Creation, AI-Assisted Creation, or AI-Composed Creation—help maintain transparency in the digital content ecosystem regardless of the format in which the creator works.

By appropriately classifying creative work, creators and consumers can better understand the origins and authenticity of the work they interact with before they buy, consume, or endorse a piece of work.

Use these badges to disclose the use of AI in the creation process, ensuring consumers make informed decisions about the creative work they support with their attention and purchases. Remember they are free for commercial use and please spread the word in your creative community. Your audience will appreciate the honesty about how you use AI in your work.

For more information about Creative Origin and Content Sourcing Badges, including obtaining verified versions of the badges, please visit: www.credtent.org.



Join the Credtent movement now at credtent.org

Credits

Version 1.4

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