QUICKSCAN - CANVAS

Generative AI (text and image generation)

NAME: Generative AI (text and image generation)

DATE: May 15, 2026 11:30 AM

DESCRIPTION OF TECHNOLOGY

The technology used in this project is generative AI, specifically for text and image generation. This technology can generate new content based on a given input, such as a written idea or concept.
In this project, generative AI is used to transform an animation idea into a visual sketch and a clear step-by-step plan.

HUMAN VALUES

The technology can empower users by helping them express their ideas more easily and confidently. It supports creativity and learning, especially for beginners.

It does not replace the users creativity but acts as a support tool. If used correctly, it enhances skills rather than replacing them.

TRANSPARENCY

The tool should clearly explain that it uses AI to generate both visuals and instructions. It should also make it clear that the output is generated based on user input and is not always perfect.

IMPACT ON SOCIETY

The main problem is that people often have ideas for animations but do not know how to turn those ideas into concrete results. The challenge lies in the gap between creativity and technical execution.

STAKEHOLDERS

SUSTAINABILITY

AI models require energy to generate content. To reduce impact, the tool can be designed efficiently by limiting unnecessary generations and focusing on lightweight interactions.

HATEFUL AND CRIMINAL ACTORS

In which way can the technology be used to break the law or avoid the consequences of breaking the law?
The technology itself is not directly intended for harmful use, but it could potentially be used to generate misleading or deceptive visual content. For example, users could create animations that spread false information or manipulate viewers.

DATA

Yes, I am aware that AI-generated content is not always accurate or complete. The output depends on the quality of the input and the data used to train the model.

FUTURE

If widely used, this technology could change how people approach animation. It could make animation more accessible and lower the barrier to entry.

More people could create animations without needing deep technical knowledge. This could lead to more creativity, but also more generic content if people rely too heavily on AI.

PRIVACY

The technology does not require personal data to function. Users only input creative ideas or descriptions.

INCLUSIVITY

Yes, like most AI systems, this technology can contain bias because it is trained on existing data. This may influence the style, suggestions, or types of animations it generates.

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HUMAN VALUES

How is the identity of the (intended) users affected by the technology?

To help you answer this question think about sub questions like:

- If two friends use your product, how could it enhance or detract from their relationship?
- Does your product create new ways for people to interact?…

TRANSPARENCY

Is it explained to the users/stakeholders how the technology works and how the business model works?

- Is it easy for users to find out how the technology works?
- Can a user understand or find out why your technology behaves in a certain way?
- Are the goals explained?
- Is the idea of the technology explained?
- Is the technology company transparent about the way their…

IMPACT ON SOCIETY

What is exactly the problem? Is it really a problem? Are you sure?

Can you exactly define what the challenge is? What problem (what 'pain') does this technology want to solve? Can you make a clear definition of the problem? What 'pain' does this technology want to ease? Whose pain? Is it really a problem? For who? Will solving the problem make the world better? Are you sure? The problem definition will help you to determine…

STAKEHOLDERS

Who are the main users/targetgroups/stakeholders for this technology? Think about the intended context by…

When thinking about the stakeholders, the most obvious one are of course the intended users, so start there. Next, list the stakeholders that are directly affected. Listing the users and directly affected stakeholders also gives an impression of the intended context of the technology.
…

SUSTAINABILITY

In what way is the direct and indirect energy use of this technology taken into account?

One of the most prominent impacts on sustainability is energy efficiency. Consider what service you want this technology to provide and how this could be achieved with a minimal use of energy. Are improvements possible?

HATEFUL AND CRIMINAL ACTORS

In which way can the technology be used to break the law or avoid the consequences of breaking the law?

Can you imagine ways that the technology can or will be used to break the law? Think about invading someone's privacy. Spying. Hurting people. Harassment. Steal things. Fraud/ identity theft and so on. Or will people use the technology to avoid facing the consequences of breaking the law (using trackers to evade speed radars or using bitcoins to launder…

DATA

Are you familiar with the fundamental shortcomings and pitfalls of data and do you take this sufficiently into…

There are fundamental issues with data. For example:

- Data is always subjective;
- Data collections are never complete;
- Correlation and causation are tricky concepts;
- Data collections are often biased;…

FUTURE

What could possibly happen with this technology in the future?

Discuss this quickly and note your first thoughts here. Think about what happens when 100 million people use your product. How could communities, habits and norms change?

PRIVACY

Does the technology register personal data? If yes, what personal data?

If this technology registers personal data you have to be aware of privacy legislation and the concept of privacy. Think hard about this question. Remember: personal data can be interpreted in a broad way. Maybe this technology does not collect personal data, but can be used to assemble personal data. If the technology collects special personal data (like…

INCLUSIVITY

Does this technology have a built-in bias?

Do a brainstorm. Can you find a built-in bias in this technology? Maybe because of the way the data was collected, either by personal bias, historical bias, political bias or a lack of diversity in the people responsible for the design of the technology? How do you know this is not the case? Be critical. Be aware of your own biases.…

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