

# Room 8 Group releases report on the best generative AI tools for 2D game art

*Room 8 Group's report explores generative AI tools for 2D game art, offering actionable insights to optimize workflows and maintain industry competitiveness.*

NY, UNITED STATES, January 22, 2025 /EINPresswire.com/ -- [Room 8 Group](#), an end-to-end strategic partner in external game development, has published [a report analyzing the best generative AI \(genAI\) tools for 2D game art](#).

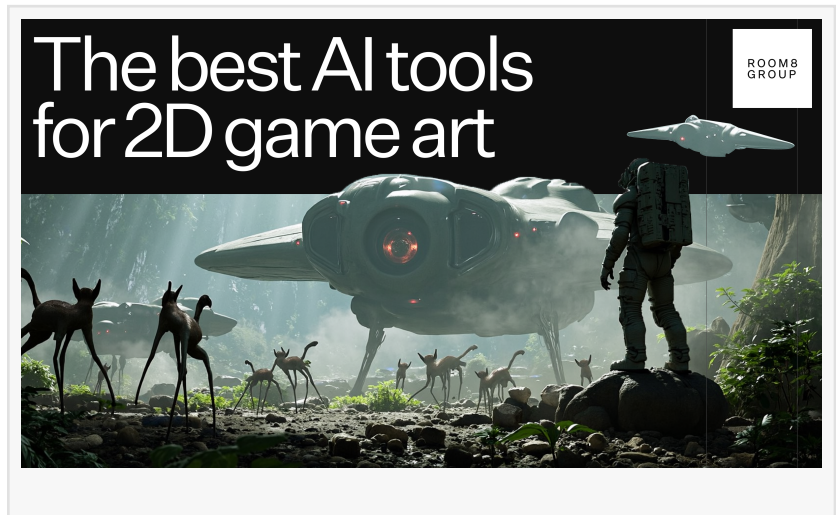
The report provides actionable insights into harnessing genAI effectively, helping studios remain competitive in a fast-evolving, cost-intensive industry.

The report evaluates 34 genAI art tools, including FLUX.1 Dev, Stable Diffusion XL, Vizcom, Leonardo, Krea.AI, OpenAI's Dall-E 3, BRIA, and Amazon Titan, focusing on their appropriateness for corporate use in the creation of 2D and concept game art. Drawing on its extensive expertise, Room 8 Group highlights how these tools can optimize 2D and concept game art production pipelines, ensuring efficiency, legal compliance, and quality.

Key highlights of the report include:

- As of early 2025, which genAI tools are most appropriate in the context of 2D and concept game art and why?
- What stages of the 2D art production pipeline are most and least suitable for genAI?
- How are we using the findings of this review to make partners' workflows more efficient and effective?
- How are we teaching our specialists to be more responsible and effective using genAI?

"We've already started using the insights from this report in real-world projects, achieving a 30%–50% decrease in production times. Our internal AI training programs are built to be flexible, ensuring we're ready to adapt as the AI landscape evolves." – Oleksii Tyshchenko, 2D Technical



Director at Room 8 Group

The analysis is based on six months of research conducted by Room 8 Group's legal, technology, engineering, and art production teams. The review process involved initial testing of 34 genAI tools for their legal context and basic art capabilities, followed by a deeper evaluation of the four most promising tools according to four criteria: quality, control, legality, and cost.

"If the goal is to create a unique and standout game, genAI will remain a supportive tool rather than a replacement for human talent. This report reflects our commitment to staying at the forefront of technological advancements and ensuring our partners can benefit from practical, well-informed insights." – Yann LeTensorer, VP of Technology at Room 8 Group.

For more information or to access The best generative AI tools for 2D game art, please visit the [Room 8 Group website](#).

Disclaimer: Room 8 Group's stance on AI

GenAI can complement human skill and creativity in making outstanding games, and it is a fast-moving space. Room 8 Group's commitment to delivering copyright-compliant game assets of the highest quality for the partners drives us to continually explore new tools and methods. We approach the tools reviewed in this report as supplementary elements within a broader, comprehensive production pipeline. Their role is carefully defined to support specific stages of the workflow, while the human touch remains central to creativity, final polish, and overall quality. This initiative also reflects our dedication to knowledge-sharing and professional growth, empowering our specialists to enhance their skills and adapt to new technologies. As with any new technology, it is vital to understand both the potential and limitations of genAI. We prioritize transparency and compliance, enabling us to offer our partners informed and legally sound solutions for integrating these tools into their workflows, whether online or offline.

About Room 8 Group: Room 8 Group is an end-to-end strategic partner in external game development. Working across all platforms, we provide creative and technical expertise across game development, technology, art, trailers, and QA for AAA and AA games. Since 2011, we've built creative partnerships with world-leading publishers such as Microsoft, Nintendo, Ubisoft, Sony, Gameloft, Take2, EA, and more. While leveraging our own cutting-edge tools and R&D capabilities, we've co-created award-winning projects for video game IPs and franchises including Call of Duty, Diablo, Assassin's Creed, Star Trek, The Walking Dead, Doctor Who, and many more.

Discover more at: [www.room8group.com](http://www.room8group.com)

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