



МЕЖДУНАРОДЕН
ОБРАЗОВАТЕЛЕН
ФОРУМ

ОБРАЗОВАНИЕТО ПРЕЗ ПАРАДИГМАТА НА
ХУМАНИЗМА И ИЗКУСТВЕНИЯ ИНТЕЛЕКТ

AI IN THE PERFORMING ARTS, FILM STUDIES AND MARKETING EDUCATION

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AI IN THE ARTS - MUSIC

- Heart on my sleeve – Weekend ft Drake -<https://www.youtube.com/watch?v=pIJSKxVJppA>



AI IN THE ARTS – FACE SWAP

- Metaphysic.ai

The screenshot displays the Metaphysic.ai website in a browser window. The browser's address bar shows 'metaphysic.ai'. The website's header features the 'METAPHYSIC' logo on the left and social media icons (Instagram, TikTok, Twitter, YouTube) and a 'Get in touch' button on the right. The main content area is a dark background with a large image of a man in a gold jacket. A vertical green line is drawn down the center of the image, with a green circle and arrow pointing to the right side, indicating a face swap effect. The text 'CREATE GENERATIVE AI VIDEO THAT LOOKS REAL.' is overlaid on the right side of the image. Below this, it says 'AUTOMATE PHOTOREALISTIC CONTENT CREATION WITH GENERATIVE AI.' The browser's taskbar at the bottom shows various application icons and system information like '32°C Partly sunny' and '5:01 PM 01-Sep-23'.

(1) Facebook x Home - Metaphysic.ai x +

metaphysic.ai

Gmail YouTube Maps Yahoo Mail Dec Facebook Орифлейм AVON My Drive VUM Моят диск VUM I Postbank Classes A1 A1 VIVACOM ДСК Other bookmarks

METAPHYSIC

Instagram TikTok Twitter YouTube

Get in touch

CREATE
GENERATIVE AI
VIDEO THAT LOOKS
REAL.

AUTOMATE PHOTOREALISTIC CONTENT CREATION WITH
GENERATIVE AI.

Waiting for iytimg.com...

32°C Partly sunny 5:01 PM 01-Sep-23

AI IN THE ARTS - MOVIES

- A computer-generated versions of actors Carrie Fisher and Peter Cushing have been featured in a movie named 'Star Wars: The Rise of Skywalker' from the 'Star wars'



AI IN THE ARTS - MOVIES

- Weta Digital to continue the movie "Fast and furious" 7 after Paul Walker's death.



AI IN THE ARTS

- <https://app.colossyan.com/>
- Botnik uses AI algorithm to mix texts of existing books to create a new chapter.
- ScriptBook is used for writing scripts for movies and books.
- Benjamin, which is an AI software, created the script of a fictional short film, Sunspring (2016).
- Its sequel No Game from 2017 was a combination between its efforts and humans.
- Other famous movie examples are the 6-minute movie trailer of the horror movie "Morgan" and Benjamin's "Zone out" which was created for only 48 hours. The last was developed with face-swapping, based on a GAN and voice-generating technologies. It is also one of the first directed only by AI. (Anantrasirichai & Bull, 2022).



AI IN THE VISUAL ARTS

- One of the most famous painting is Edmond de Belamy. This is a painting created in 2018 by french collective Obvious, using a type of Artificial Intelligence algorithms or the so called Generative Adversarial Networks. The painting is sold at Christie's auction house in New York for \$ 432,500 (Goenaga, 2020).
- There are also known attempts to create Sketch drawings using AI possibilities (Cao, Yan, Shi, Chen, & Aai, 2019).
- Moreover, there are many websites that gives the possibility to the the general public to create generative AI paintings, photographs and pictures such as openart.ai, fotor, dall e 2, hotpot.ai, night café, Dep aI,dep dream generator, craiyon,starry ai. (Fotor, 2023).
- On April 2023 the photographer Boris Eldagsen wins a competition organized by Sony with AI generated photography. His idea was to show that AI generated photographs can not be distinguished from real ones made by humans. This caused major concerns in the photography world about the ethical issues of such usage. (Guardian, 2023).
- Also, AI has been extensively used in the gaming creation industry

IN MARKETING COMMUNICATIONS CLASSES

YOUR TOPIC	CHAT GPT TOPIC
TEAM 1 PORSCHE	Oprlux
TEAM 2 BON APPETIT	ECO TREND
TEAM 3 HERMES	Apple, TESLA, etc
TEAM 4 FLY ANYWHERE	ECO FRIENDLY
TEAM 5 SUGAR CRAFT	GENERAL ONLINE CLASSES
TEAM 6 MIXA	COMMUNICATION OBJECTIVES



FOR A CAMPAIGN IN THE PERFORMING ARTS

- Facebook posts
- Video script
- Press release
- Marketing strategy
- Poster creation

AI FOR POSTER - FOTOR



AI POSTER - WEPIK



REAL POSTERS



Istituto
Bulgaro di
Cultura

ИКИ
КЪЛТУРА

Prima
21.01.2023, 20h.,
Teatro Argot Studio,
Via Natale del Grande 27,
Roma

Ingresso
gratuito

IL DIARIO DELLA GUERRA
Monologo in Bulgaro di Silviya Stanoeva

Testo, idea, realizzazione: Silviya Stanoeva
Ambiente scenico e assistente direttore: Momchil Aleksiev

Con il supporto del Fondo Nazionale di Cultura, Bulgaria, programma "Borse di studio creative",
Con il supporto dell'Istituto Bulgaro di Cultura a Roma



ИКИ
КЪЛТУРА

Премиера
21.01.2023 г., 20ч.,
Студио Арго,
виа Натале дел Гранде 27,
Рим

Вход
свободен

ДНЕВНИК ОТ ВОЙНАТА
Авторски моноспектакъл на Силвия Станоева

Текст, идея и реализация: Силвия Станоева
Сценична среда и помощник-постановчик: Момчил Алексиев

С подкрепата на Национален Фонд „Култура“ по програма "Творчески стипендии",
С подкрепата на Български Културен Институт в Рим



FUTURE OF AI IN THE CINEMA, THEATRE AND EDUCATION

- Emotion
- Creativity
- Energy
- Intuition

REFERENCES

- Link to ChatGPT: <https://chat.openai.com/share/bd51e86f-6d29-4e64-a249-aa5e1bc58a52>
- <https://platform.openai.com/docs/guides/images/language-specific-tips>
- <https://app.kittl.com/>
- <https://designcloud.appypie.com/editor>
- <https://designs.ai/designmaker/start/search?category=5d503d6cf8ead94a97909b23&query=Poster>
- <https://wepik.com/ai>
- <https://chat.openai.com/share/bd51e86f-6d29-4e64-a249-aa5e1bc58a52>

THANK YOU!

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