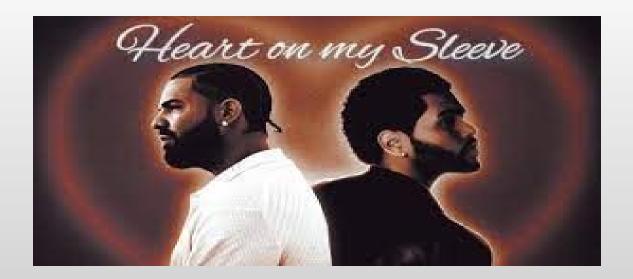# AI IN THE PERFORMING ARTS, FILM STUDIES AND MARKETING EDUCATION

Ina Nikolaeva Stanoeva

Varna University of Management

Theatre Foundation "L. Groys"
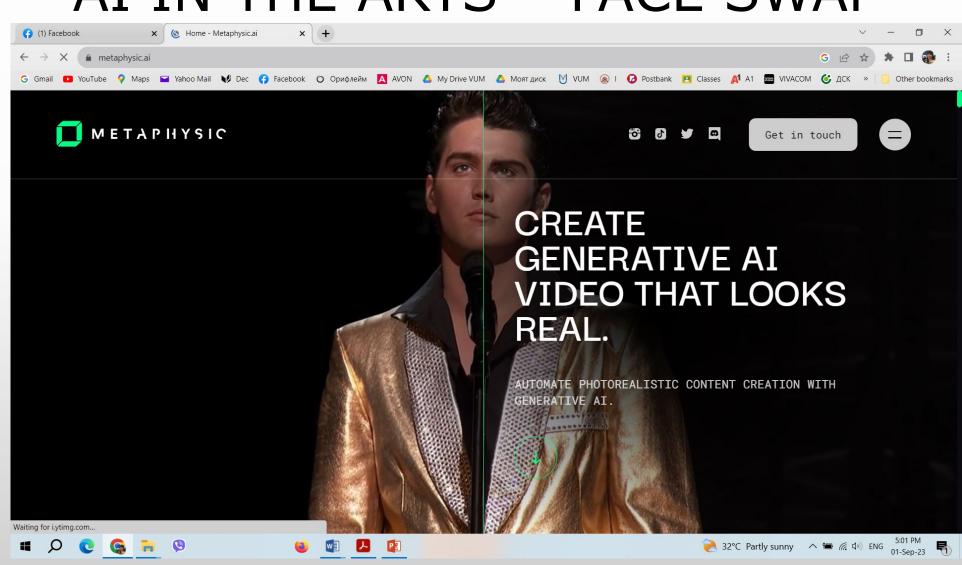
Bulgaria

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

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'
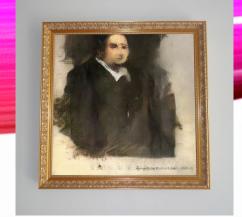
AI IN THE ARTS - MOVIES

- 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 horour movie "Morgan" and Benjmin'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).
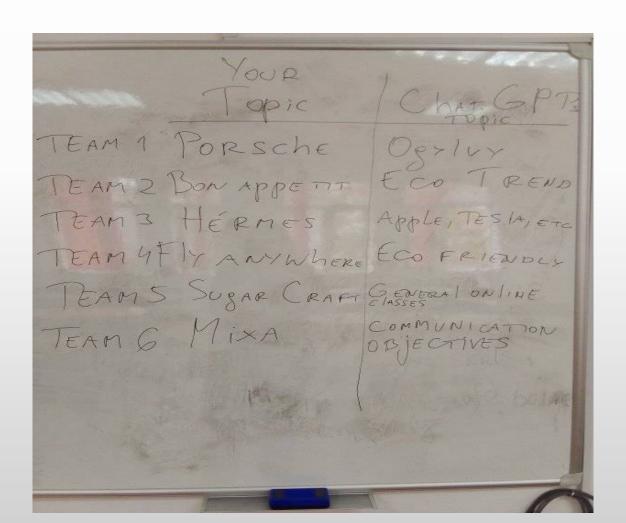
AI IN THE VISUAL ARTS

- 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, & Aaai, 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

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

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!

- Ina Stanoeva
- Assoc. Prof. PhD, Dean of Faculty
of Economics and Business Administration at
Varna University of Management
- Ina.Stanoeva@vum.bg
- Ina12_bg@yahoo.com
- Linkedin: Ina Stanoeva