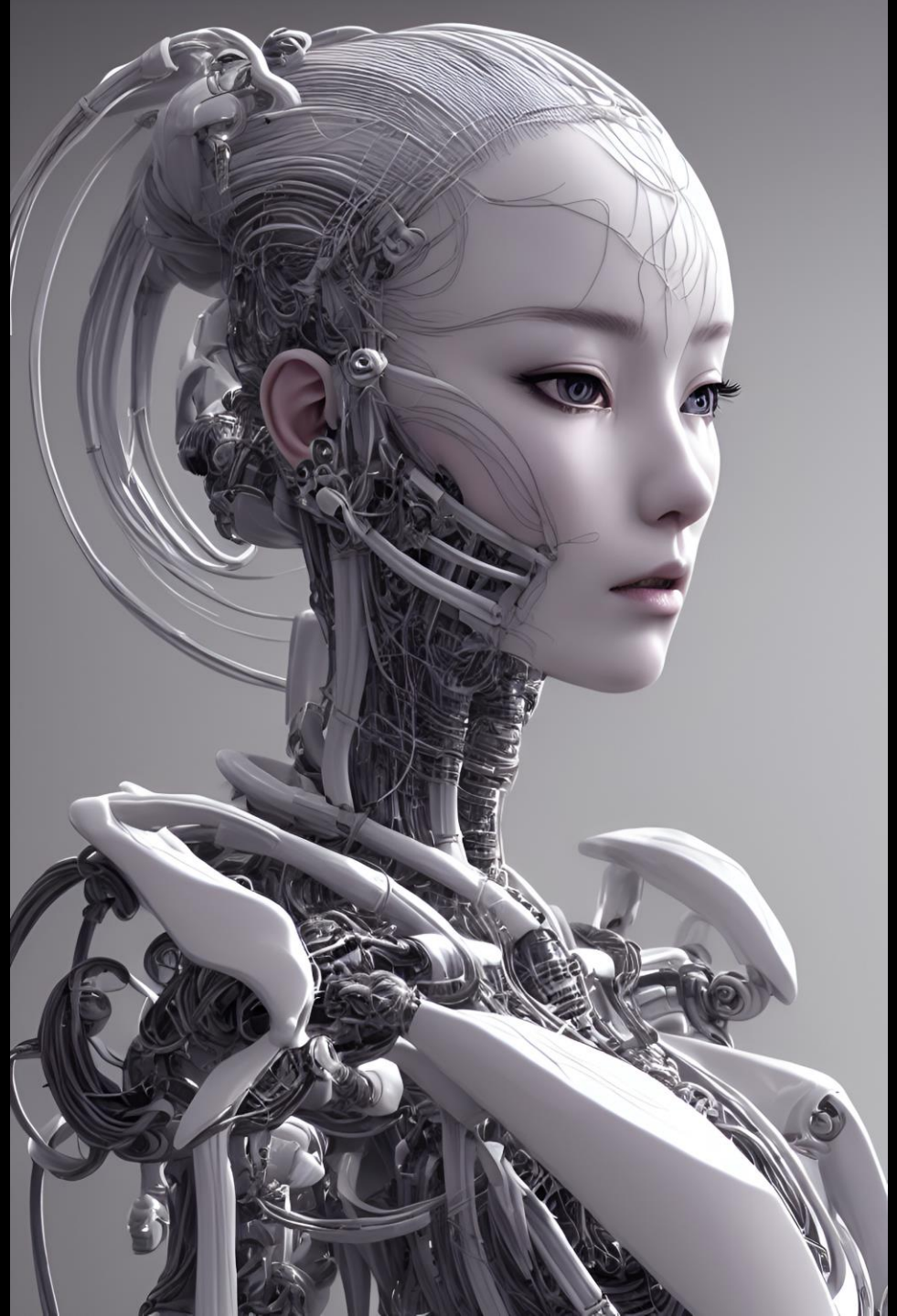
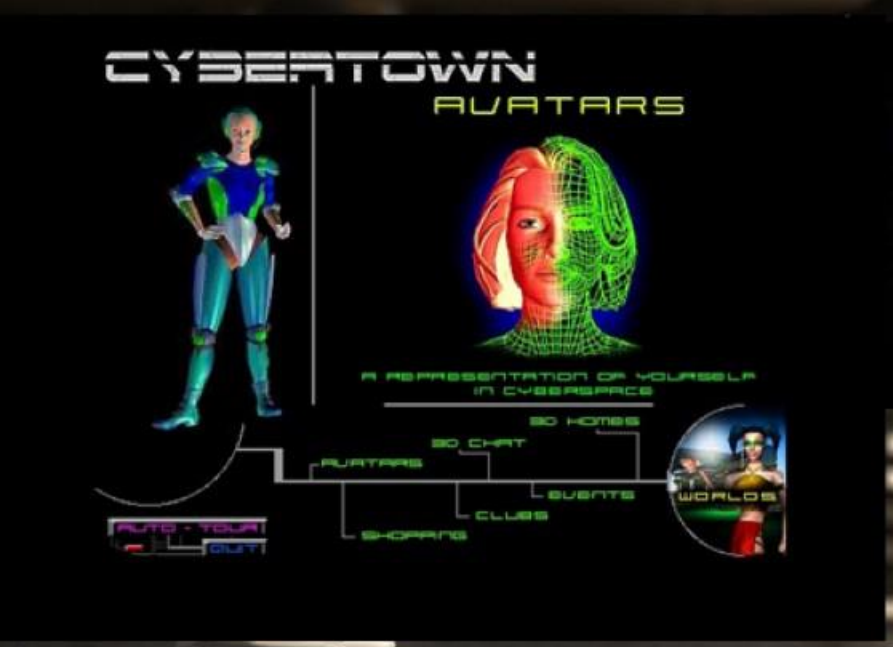


WHAT CAN AI DO FOR ARTISTS AND ENTREPRENEURS?

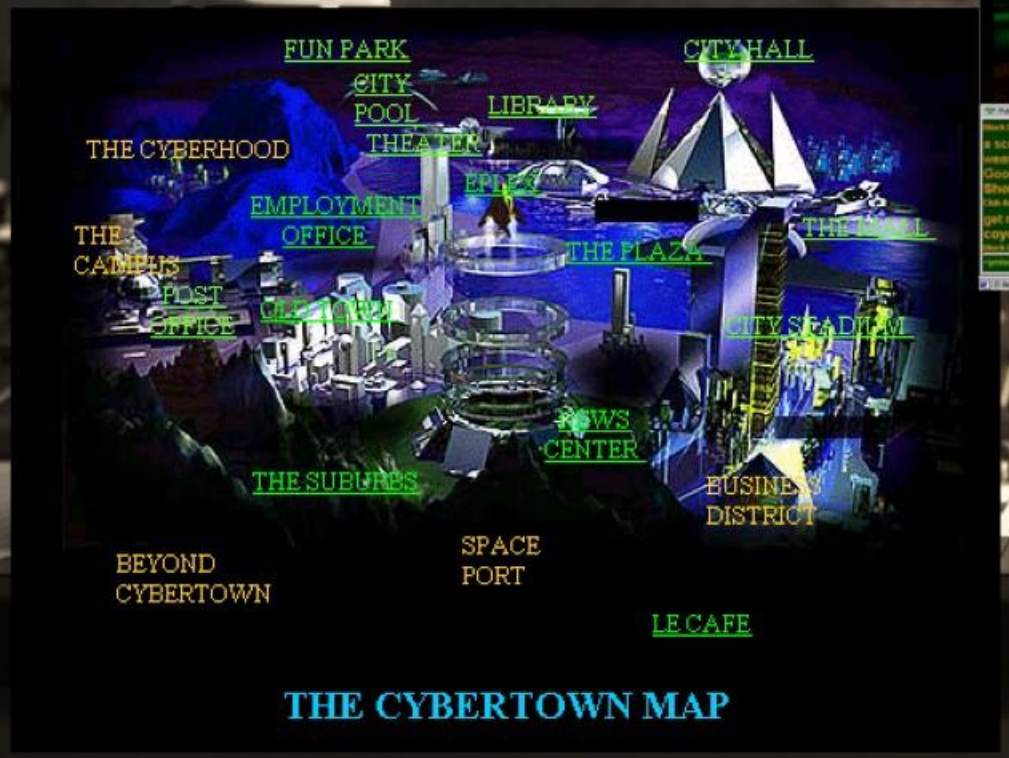
PART 1 – AI 101 OVERVIEW

CYBERTOWN

On-line community of people from 155 countries interacting in a 3D Virtual Reality off-world town set about 100 years in the future.



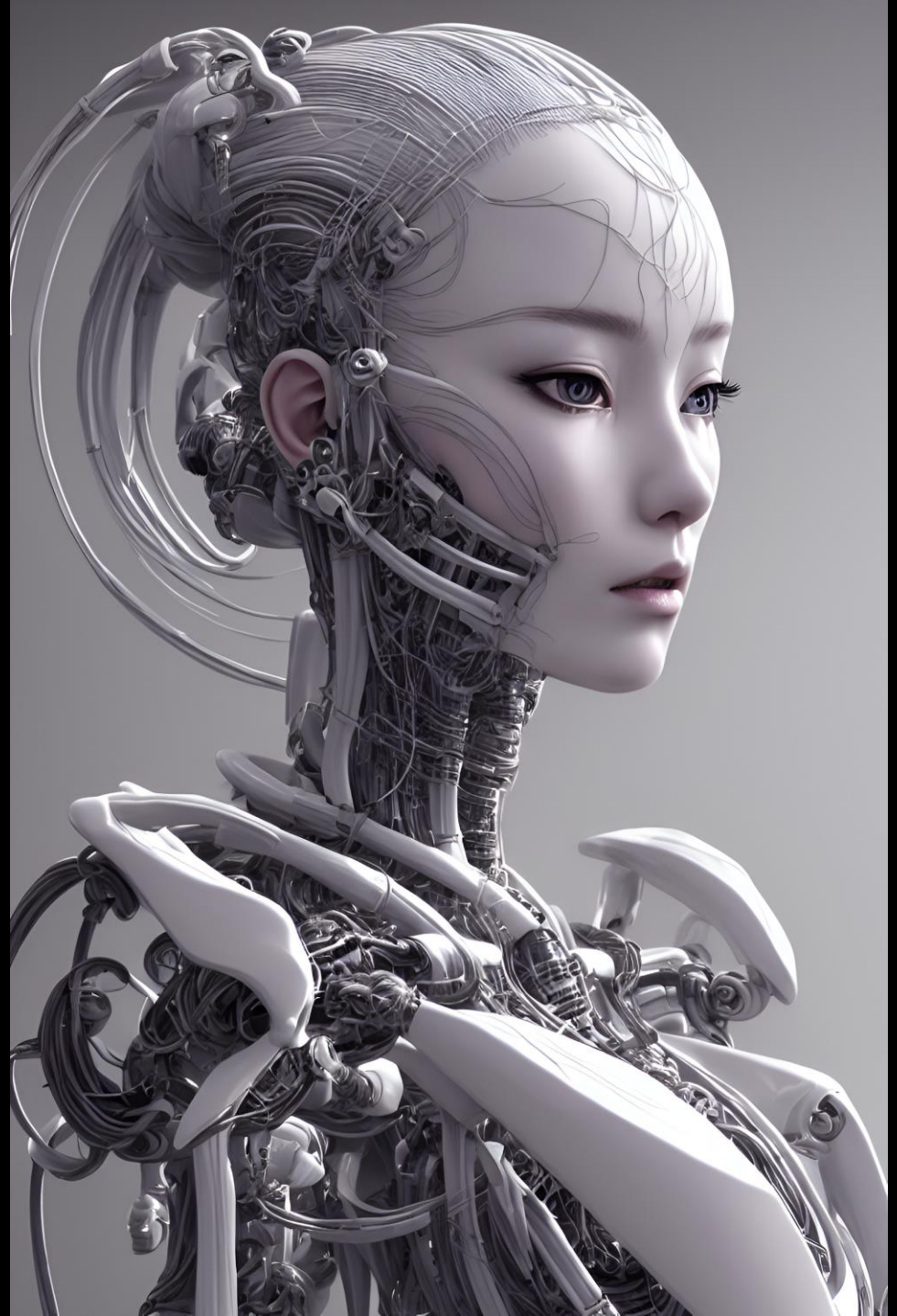
AI CHATBOT



THE CYBERTOWN MAP

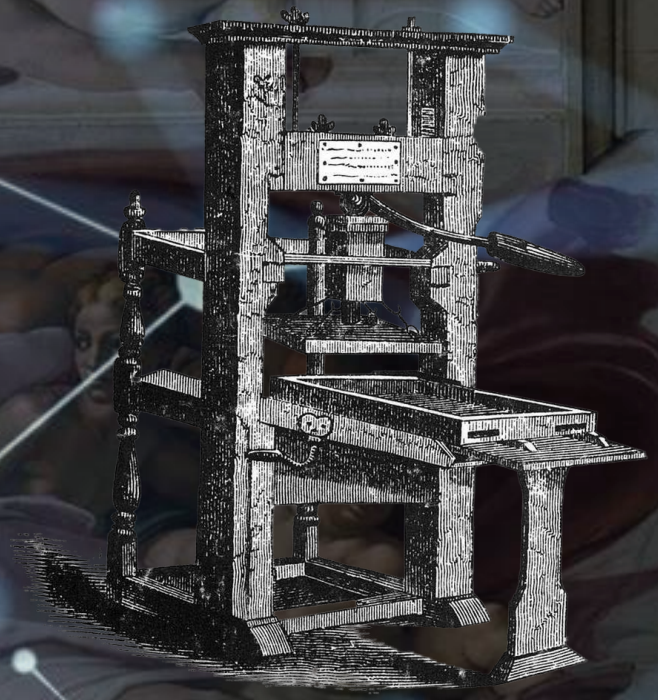
e late '90s for the Web is Cybertown, a
so created with Blaxxun Interactive soft-
ty auditorium, spaceport, news center,
facilities such a park with a pool.
avatar "residents" who have homes,

INSITE
The Road to CyberTown
Talk of the town
IdN
DISCOVERY
Bright sites, big city
Virtual bridge to the 21st century
Maclean's
The Beer Boom Preston Manning at the Crossroads
TOXIC
Backpack
VIRTUAL SPACES
Online
CGW
VRML
VRML Evolution
Popular Science
The NEW Internet
YOU CAN FEEL IT
PC MAGAZINE
PCNOVICE
PERSONAL COMPUTERS IN PLAIN ENGLISH
Vision Of The Future
Drawn-Out Dialogue
WEB DEVELOPER
VRML: THE WEB GOES 3D
NEWMEDIA
BUYERS GUIDE
Windows
1995 / 1996 / 1997
CYBERTOWN MEDIA
TONY ROCKLIFF
WEB DEVELOPER.COM
Guide To Creating 3D Worlds



AI IN HISTORICAL CONTEXT...

DISRUPTIVE TECHNOLOGIES



The invention of the printing press in 1436 caused consternation and fears, especially in the Church, which wanted a monopoly on knowledge, but it had a major positive impact on the **Renaissance** as it facilitated the creation and dissemination of new ideas.

When photography was invented in 1822, painters rose up in arms because people and images could now be captured in an instant, instead of weeks or months. But it resulted in a whole new breed of artists and many more opportunities for artistic expression.

And when **Photoshop** came out in 1990, some photographers were aghast, until they tried it and they saw what it could do for them and their work, and then they embraced it.

DISRUPTIVE TECHNOLOGIES

Gramophone records and radio threatened the **Musicians Union** which had a hold on the economics of live performances. **Television** sets threatened the movie theaters, **CableTV** threatened **Broadcast TV**, **Streaming** threatened **CableTV,** and the **Internet** threatened information dispersal, ownership and control.

Disruptive technologies always work democratically: they allow increasing numbers of people to have access to those things which were previously very rare, expensive, or difficult to produce.

A disruptive technology challenges the status quo, forcing change.

AI is a disruptive technology, arguably the most disruptive technology of the 21st century.

"AI won't replace humans, but humans with AI will replace humans without AI."

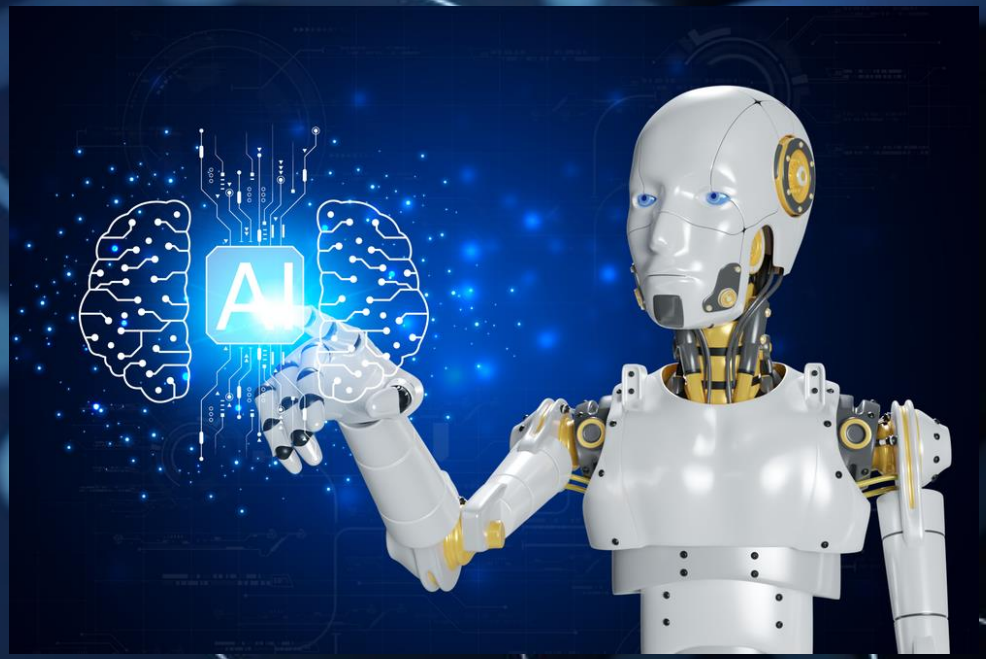
– Harvard Business Review

"Generative AI is to Become a $1.3 Trillion Market by 2032 - up from 40 billion in 2023."

- Bloomberg Intelligence

WHAT WE'LL COVER

- What is AI?
- What can AI tools do?
- AI tools for writing
- AI tools for image & video creation
- Other AI tools, including audio
- Does AI replace real artists? *(hint: the answer beings with "n")*
- The future – and who will be out of jobs – and how not to be
- AI - the good and the bad



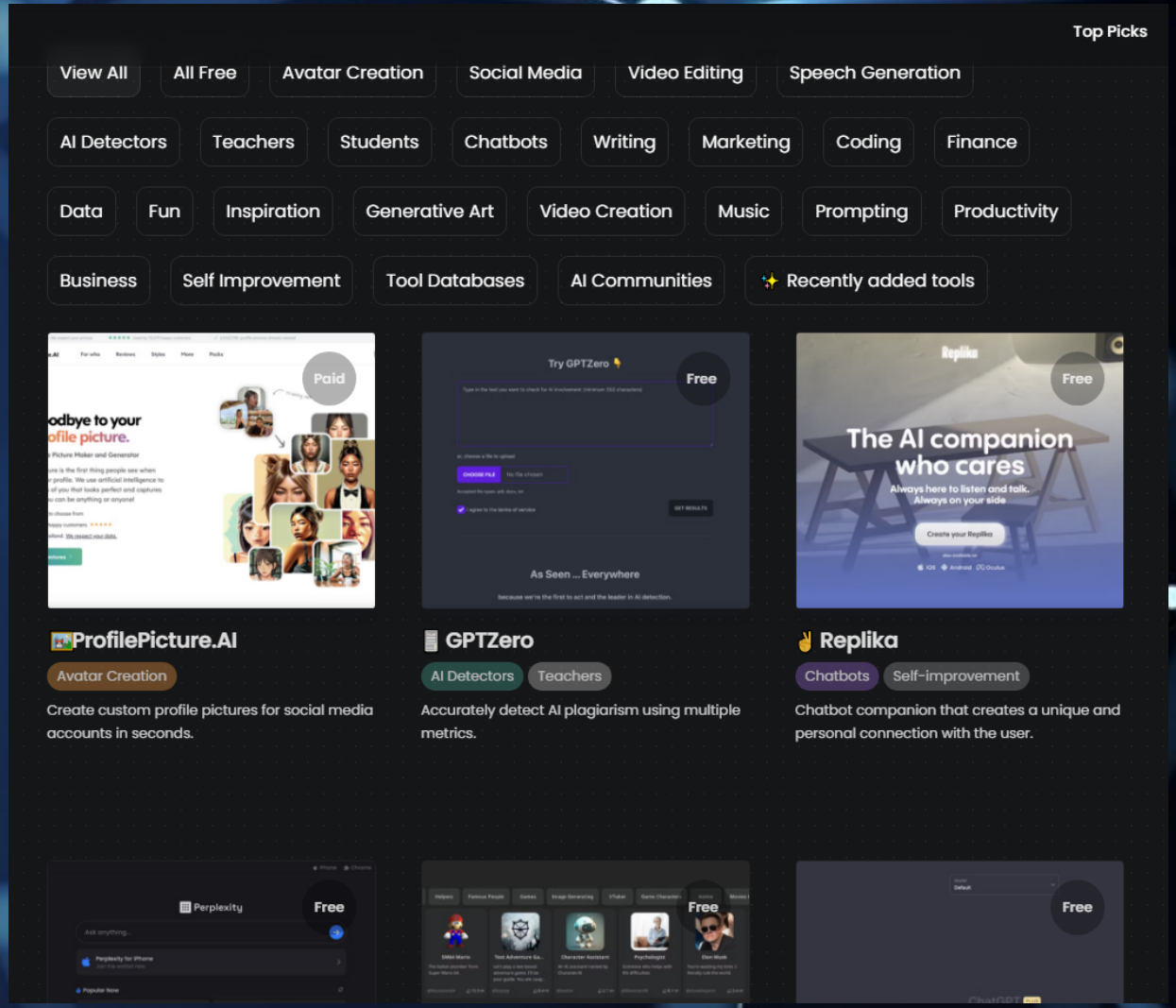
WHAT IS AI?

Artificial intelligence tools are computer programs that use machine learning to *mimic* the problem-solving and decision-making capabilities of the *human* mind.

WHERE IS AI AT?

There are now more than 4,000 such tools, in more than 50 categories, with many, many more being released every single day.

It is predicted that there will be 10,000 by the end of 2024.



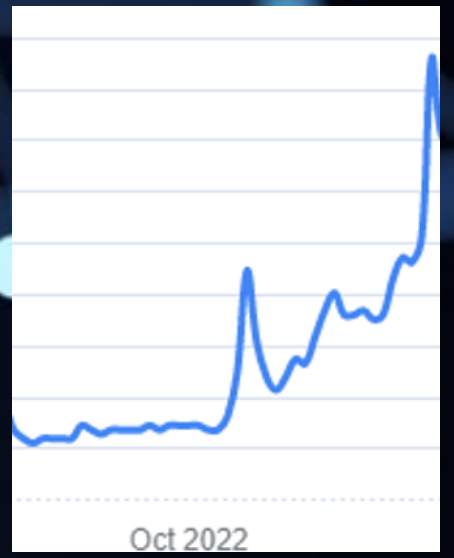
WHAT CAN AI DO?

They can do in literally seconds things that could easily take a human being hours. Thus, they enable you to get far more done, and far more quickly and easily.

For example:

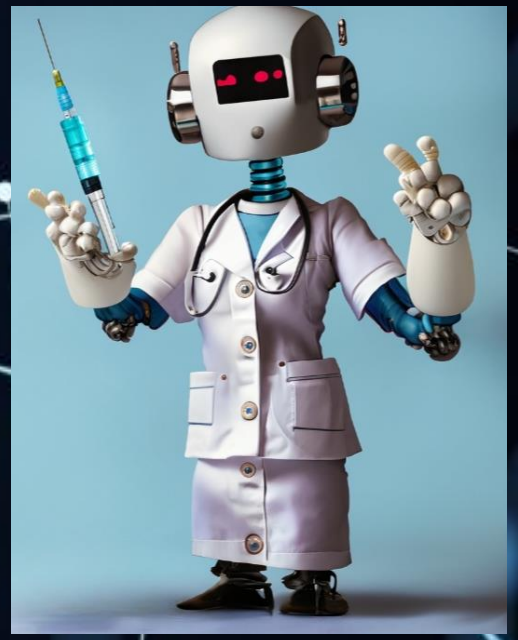
1-2 hrs copywriting work in minutes
20 video titles in 30 secs vs 15 mins for 6
2 hour image editing work in 30 seconds
Sony World Photography Awards

SPEED OF AI PROGRESS



Things that AI can do and the quality with which they can do them in 2023 reached what was predicted for 2030.

AI capabilities are advancing at an unbelievable pace. AI is the new "gold rush" with Microsoft, Google, Amazon, nVidia, Apple, and others racing to be the dominant force in AI.



AI last year became verifiably more accurate in medical diagnoses than medical doctors *(medical doctors are the 3rd highest cause of deaths in the US – **British Medical Journal** – 88% of 2nd opinions result in a different diagnosis – **Mayo Clinic**)*

AIs now recognize and can accurately and in detail describe what they "see" in images and videos.

US Volume: 246,000/mo

AI
Search term

+ Compare

United States | Past 5 years | All categories | Web Search | Get Search Volumes for past 5 years

Trend Data (US)

Copy | Export

Learn more about this improved Google Trends chart provided by Keywords Everywhere

These were all done between February 2022 and May 2023, using the exact same text input – *"boy with rain on his face"*.

This shows how fast machines can learn and improve, and how fast AI is evolving!

V3 - July 2022 “Black cat on couch” V4 - November 2022

CONTENT TOOLS

There are many AI tools available for creating text-based content. My favorites are ChatGPT, Claude 3, Gemini, CoPilot, and Merlin, and since it only takes seconds and is free, I used to try the same query in each, and use the results that work best for what I'm doing.

As you'll see, AI can be used to create content more efficiently and quickly by automating certain tasks. However, it should not be seen as a replacement for human creativity, research, or judgment. AI is simply a tool to accelerate human creativity. People are the creators.

CONTENT TOOLS UPDATE

ChatGPT is not just for answering questions

- instant intelligently reasoned tech support - builds problem-solving apps

- added Memory functions - Voice Engine – *Image Editing* - ElevenLabs dubbing studio

Gemini can watch and summarize videos, and can now import all 7 Harry Potter books (4100 pages). And they added a mobile app.

SORA…

CONTENT TOOLS UPDATE

Image creation: used to take 45 seconds to a minute or more to create – now it's instant – Leonardo Live Canvas, Stable Diffusion XL Turbo, Krea

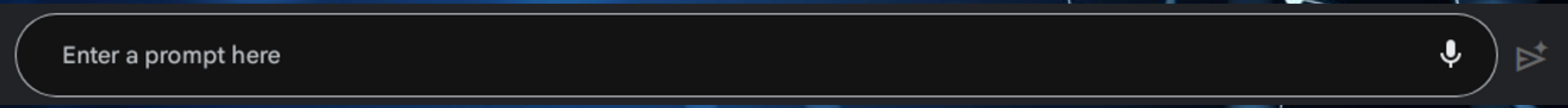
Gemini: is also now fabulous for keyword research.

Claude and Merlin have shown quite a tendency to hallucinate when asked to do research, so these days I only use them for creative writing, which they are very good at.

China announced that you can copyright an AI-generated image.

WHAT IS A "PROMPT"?

A prompt is what you write in a text box to ask the AI a question, or tell it what to do. It's how you communicate with the machine.



A USEFUL PROMPT

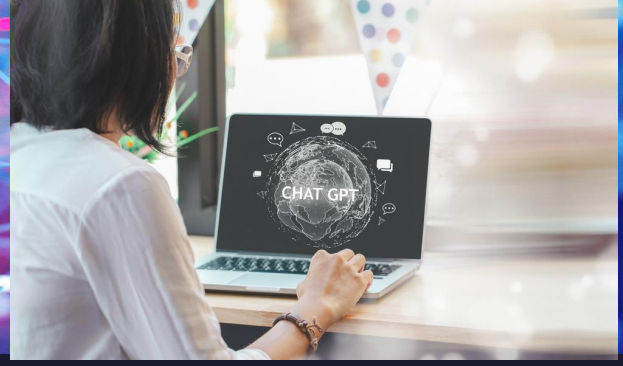
Paste your text into ChatGPT or one of the others, and use this prompt:

Fix the spelling, punctuation, grammar and sentence structure of the text above, and list what you changed.

You can also ask for the result to be in the style of another writer or speaker, or to be re-written so as to be understood by a 5 year old.

I will be covering prompts and “super-prompts” in detail next week.

AI COPY BEFORE AND AFTER



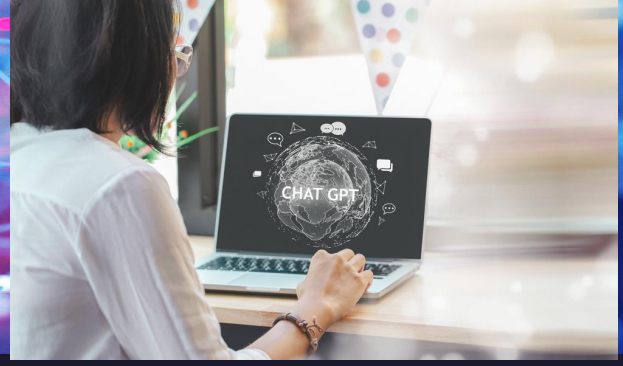
What I wrote:

"You don't have the time to research the best AI tools. With so many options, it's confusing. Most people don't know where to start. And with so many new tools arriving every week, it's impossible to keep up. Who has the time to learn so many new tools?

What if you choose an AI tool, spend all that time learning it, and then find out that it wasn't the best tool for you? What if you give up and get left behind your competitors who are using AI?

Don't try and do it all yourself - you've got enough to do already! Work with an experienced AI Coach who has spent the time researching and learning the best tools and who can do all the heavy lifting, choosing the best AI tools for your exact situations, and training you or your staff on how to best use them. Streamlining and automating your marketing to make it easier to get more customers means more time for you."

AI COPY BEFORE AND AFTER



AI version (In the style of David Ogilvy):

"The headaches of AI can overwhelm you. The endless options confuse and frustrate. Do you have time to research it all? Of course not. You have a business to run. Yet your competitors adopt AI daily, threatening your market share.

What if you choose the wrong tool? Wasted time and money on a dud technology. The stampede of new tools tramples you underfoot. Who can keep up?

An AI Coach is your Sherpa on the trek to AI success. He's done the homework for you, learning inside and out the best technologies to propel your business upward. Put experience and expertise to work for you. Let the coach do the training while you do the leading. AI simplified, productivity maximized. The future starts today. Hire your AI Coach now."

CONTENT TOOLS UPDATE

ChatGPT Prompt tips:

ChatGPT is trained to be helpful, and to mimic humans, and it's been definitively demonstrated that if you are polite and say "please" and "thank you", you get better results.

Also, ask one question at a time, not multiple questions in one prompt. Use Roles.

If you don't get the answers you seek, try "You are not being helpful" or "That would make me very sad – you can do it, I have every faith in you, you are a genius" etc. - even "tips". "***Use WebPilot or any other of your website tools to search for the most recent information on this."***

First answers are usually very general and generic, so ask for more details or expansion, and keep going as deep as you need until you get what you need.

The evolution of writing tools

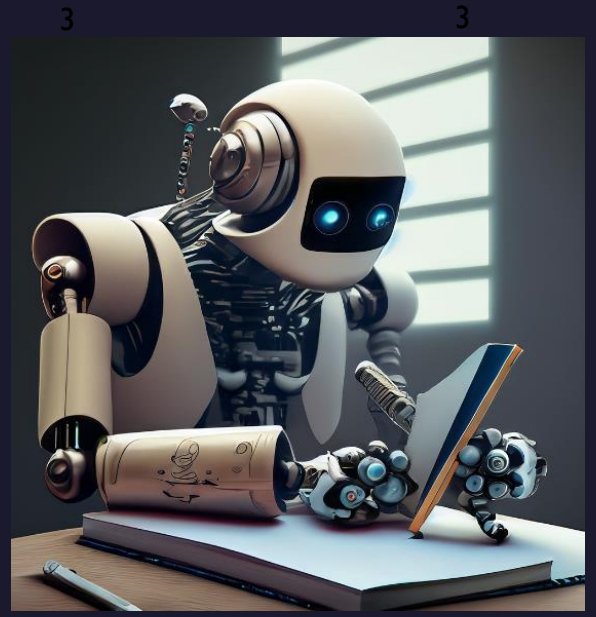
AI is just a tool. It can help people create sub-products much faster, as well as give inspiration. And the people who use it best creatively will be the artists, especially those who do further work to make the AI output their own.

The artist is the **source of creativity** – he/she is conscious, the AI, no matter how "smart" it is, is not – and the artist is the **source of original ideas**. At the same time, he/she is free to take inspiration from anywhere he/she chooses, including AI.

17th century

20th century

21st century

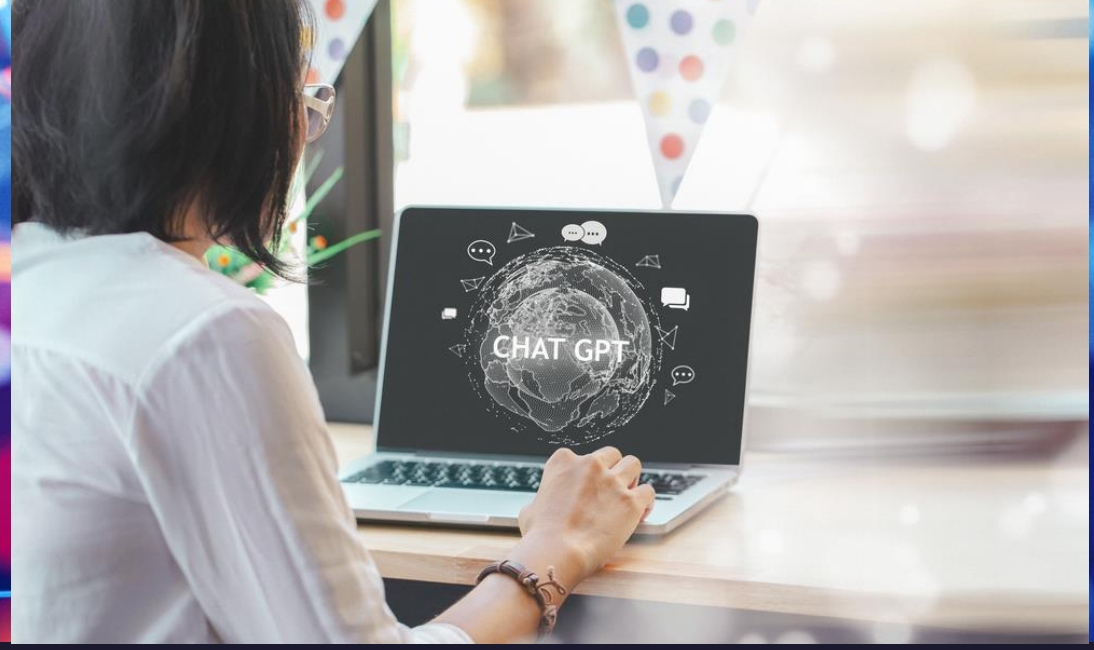


2023

A FEW THINGS YOU CAN ASK FOR...

You can ask for advice, detailed information, product research, market research, outlines for books and PowerPoint presentations, video and podcast scripts and storyboards, story ideas, song ideas and inspiration for lyrics, blog posts, keyword research, articles, social media posts and targeted ad copy, marketing plans, pain points for different markets, album release strategies, SEO-optimized webpage content, translations, book proofing and editing, lists of great article or video titles, promotional copy in the style of famous copywriters, resumes, business ideas, exercise plans, business contracts, and you can use it to overcome writer's block, and so much more.

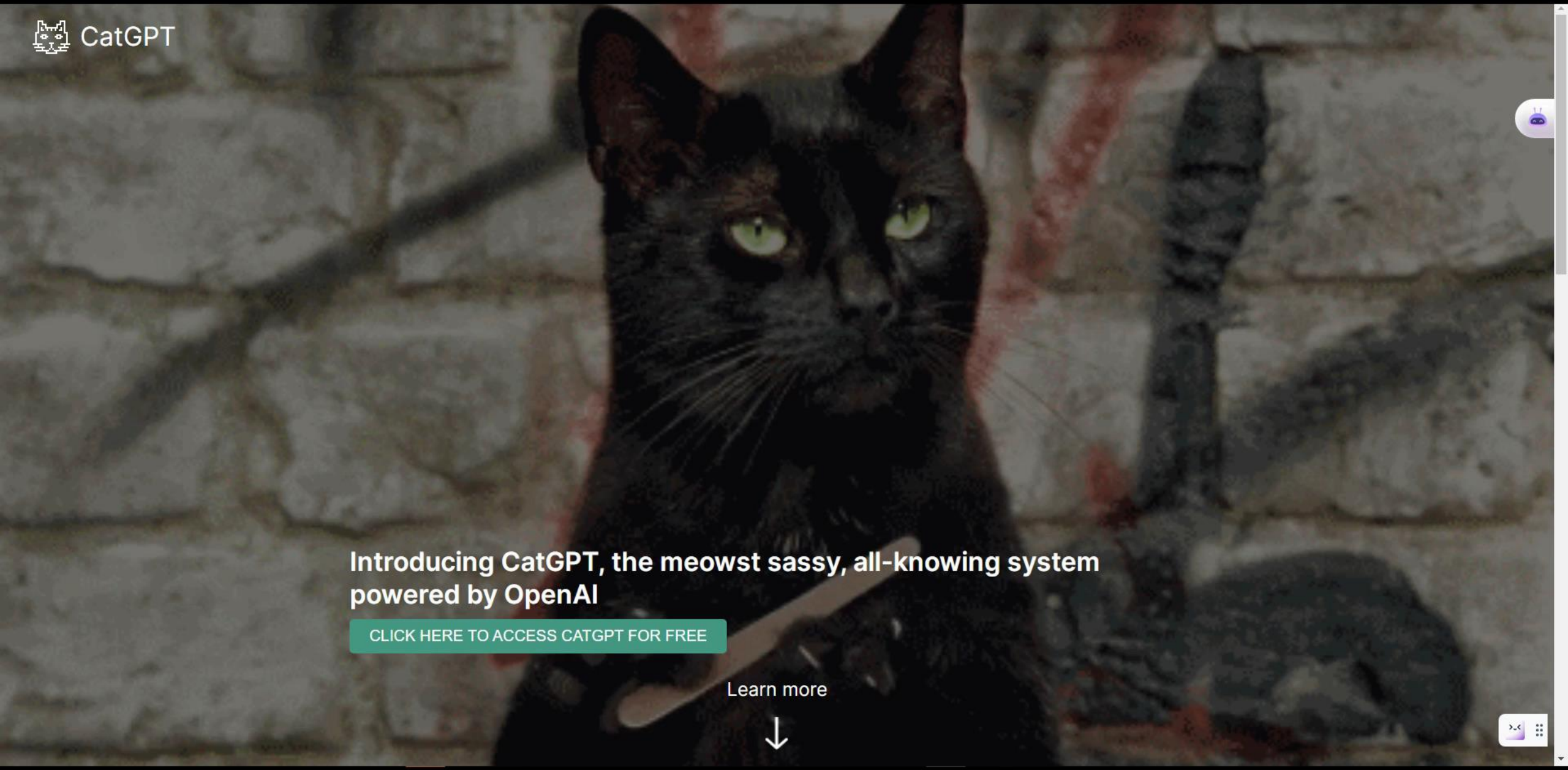
A FEW MORE THINGS YOU CAN ASK FOR...



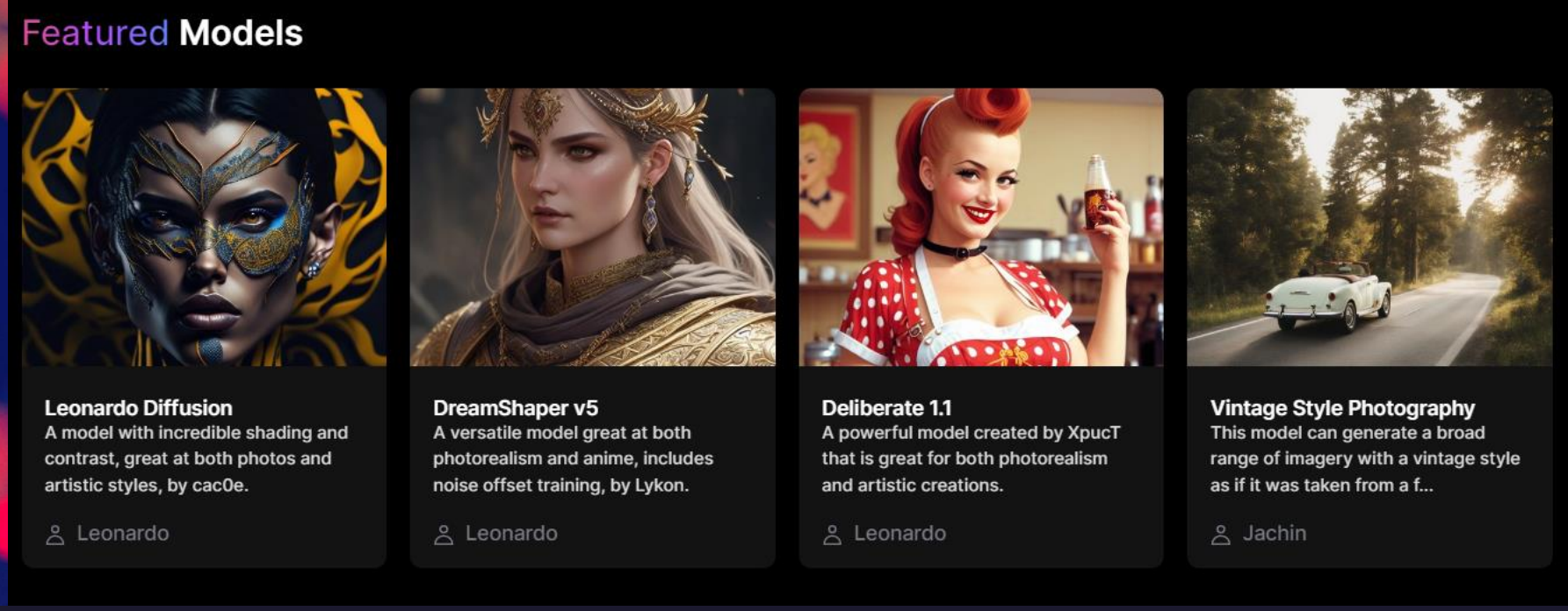
You can ask the AI to write and reply to emails and social media posts, summarize multiple webpages, and long YouTube videos, in an instant. You can ask it to roleplay an upcoming interview, make a legal document less formal, and tell you what you need to know for pretty much any situation, and get it to write your online course, build or edit your website, and get it to write code to create apps. You can also very easily and quickly train it to write ***in your exact style.***

You can even take a photo of what's left in your fridge and ask for recipes for what you have!

If you find ChatGTP to be too complicated…



GRAPHICS TOOLS



There are many, many AI tools available for creating graphics from text prompts. I've tested more than a dozen. My favorites are MidJourney, Leonardo, Firefly 2, and now Stable Diffusion XL 1.0 – and 3.0, all of which we'll take a look at. These tools have not been ideal when any text is in the image, but Ideogram 1.0, and the latest DALL-E3 have got this working better now, and it is also now in MidJourney 6.

Tip: you can ask ChatGPT to look on the web for ideal MidJourney and Leonardo prompts and adjust them for what you need.

Let’s look at some images created in MidJourney and Leonardo.

The first ones were mostly created by a graphics dabbler (me) as a first test.

Then we’ll see some created by professionals.

Then we’ll go play in MidJourney and Leonardo.

3

3

3

3

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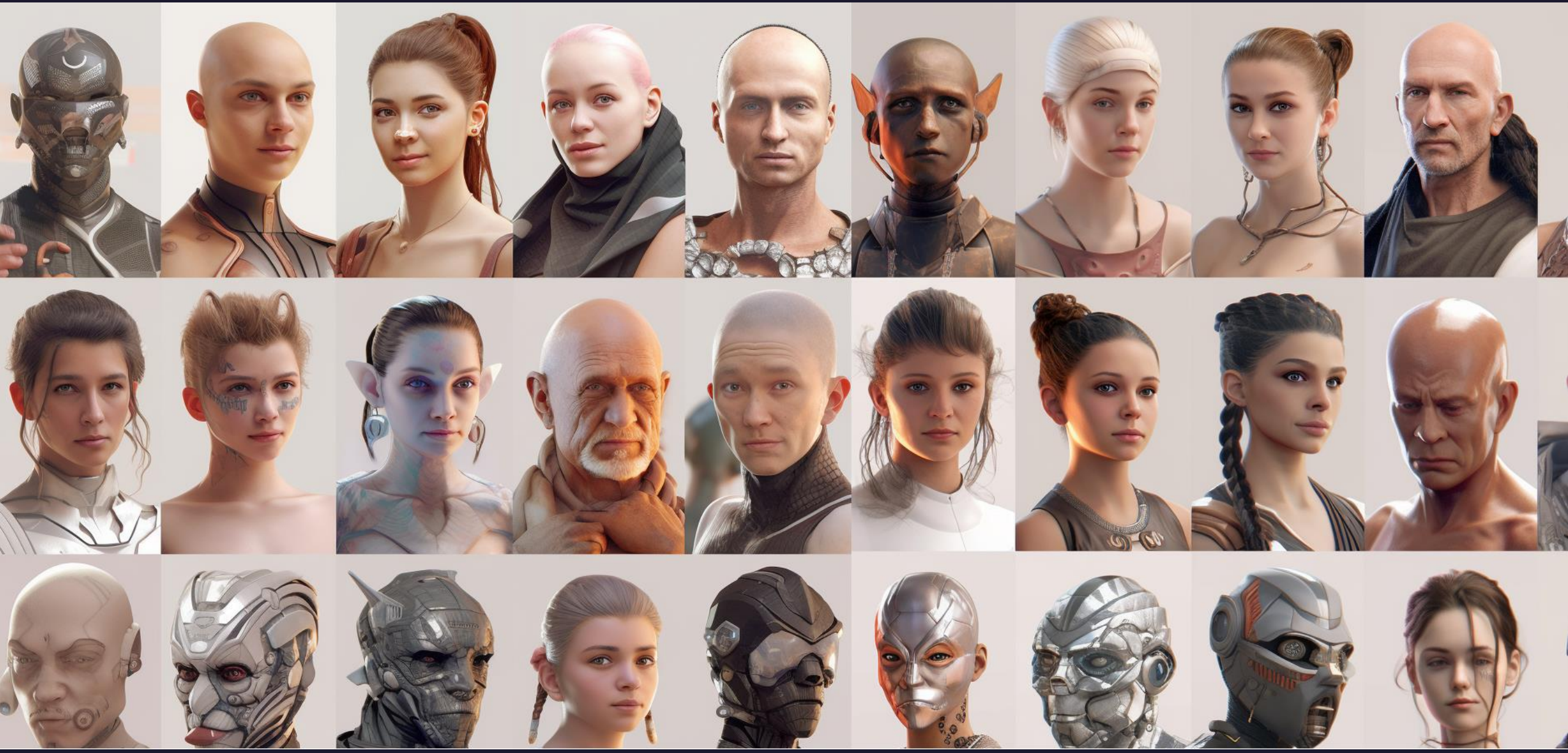
3

3

3

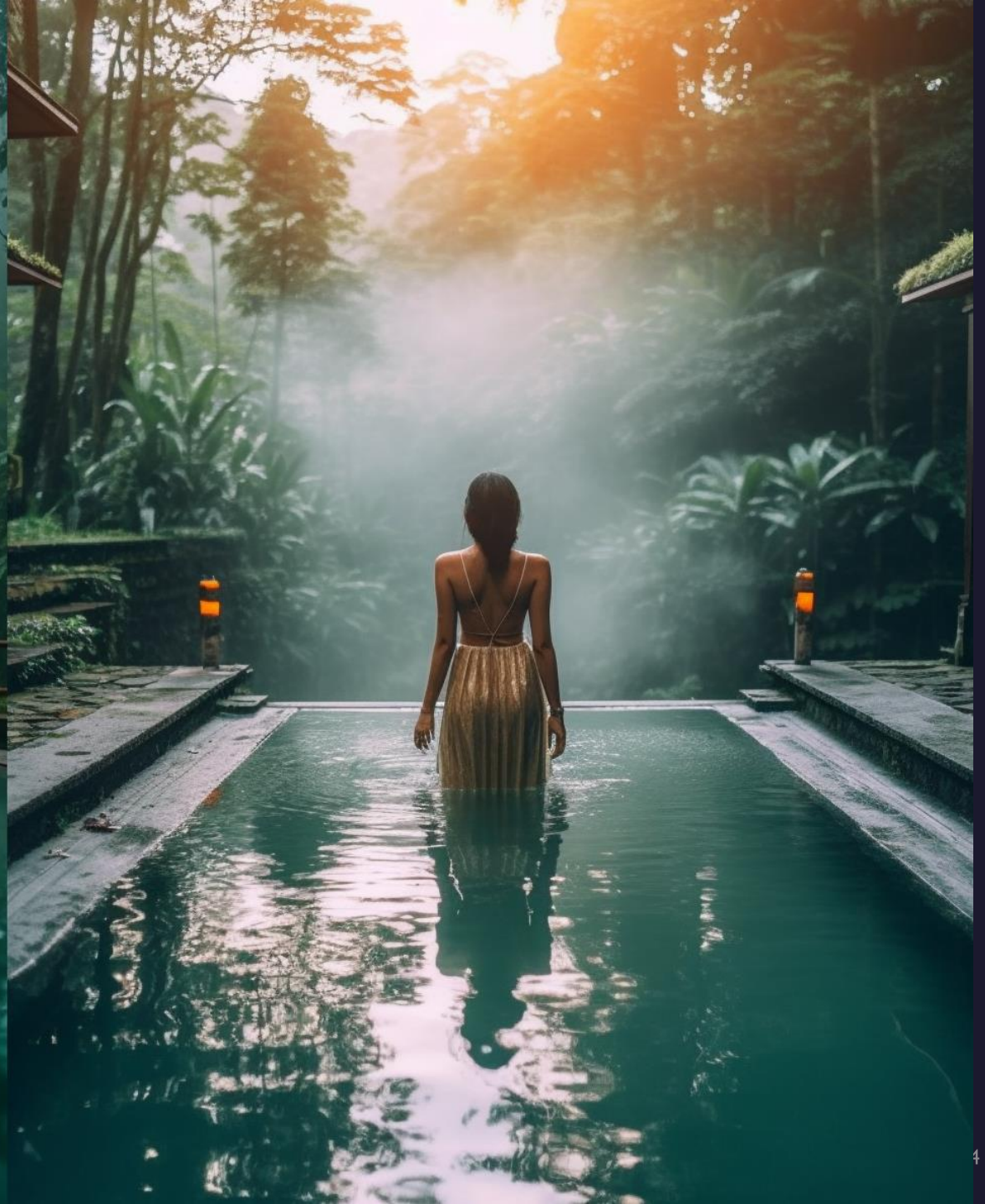
3

HOW HUMANS MAY LOOK IN THE FUTURE



PROOF OF ALIENS IN CHINA

3



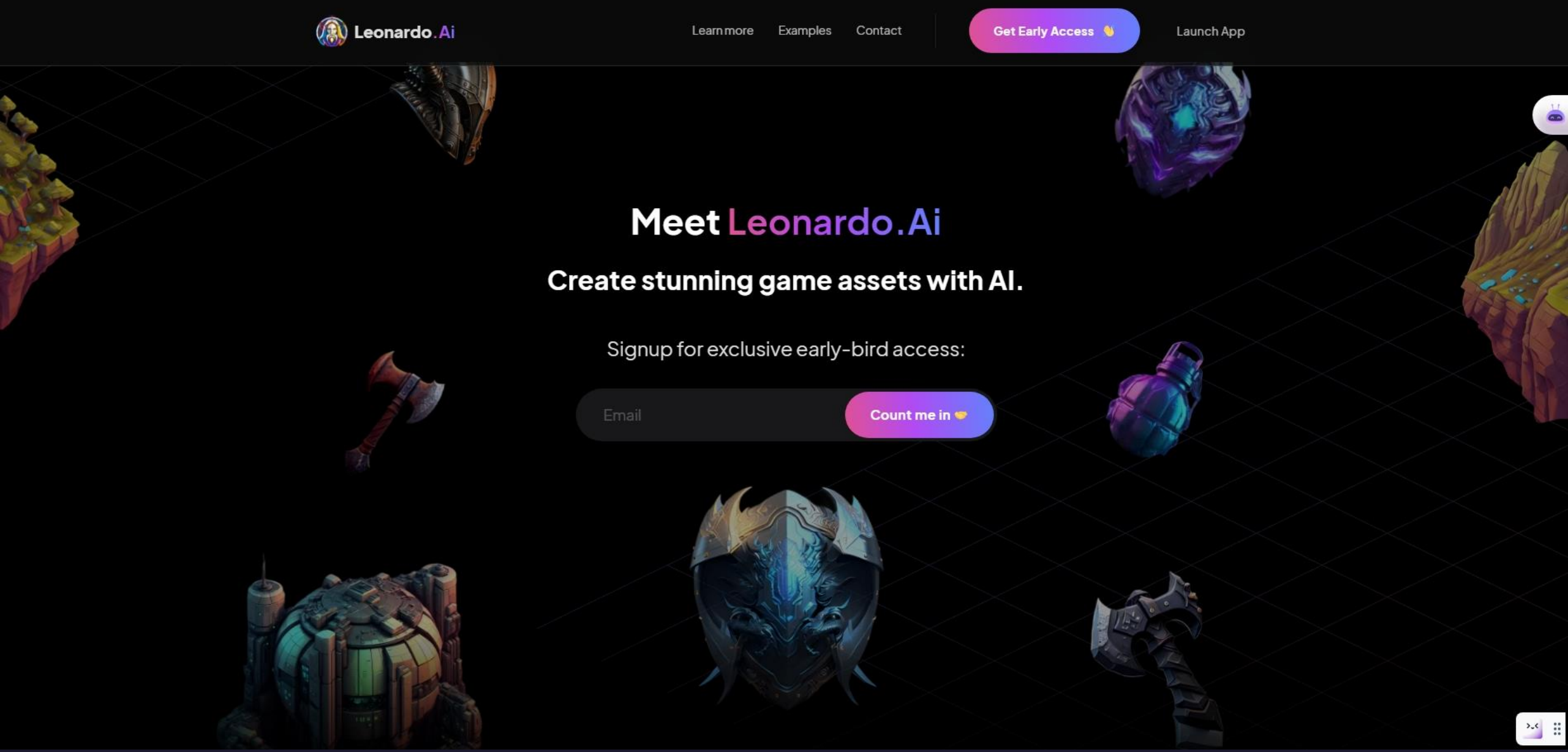
Community Showcase

MIDJOURNEY

Recent Top

https://midjourney.com/

https://discord.com/ + DT *



LEONARDO

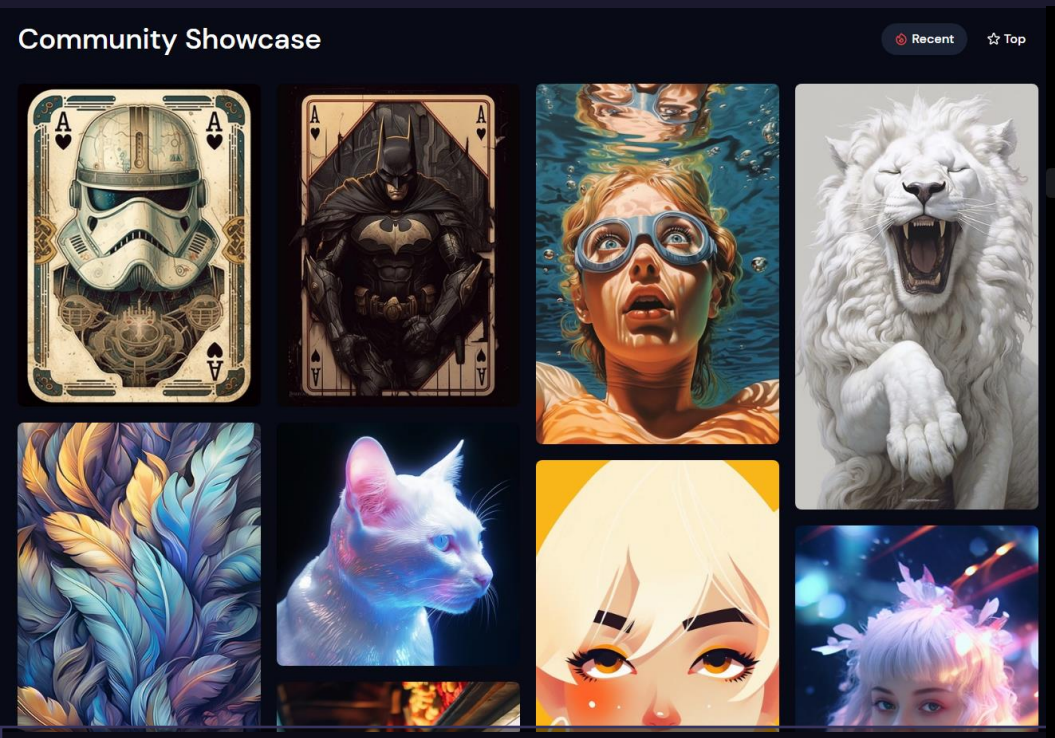
150 tokens per day

https://leonardo.ai/

https://app.leonardo.ai/

(standalone – not in Discord)

MIDJOURNEY

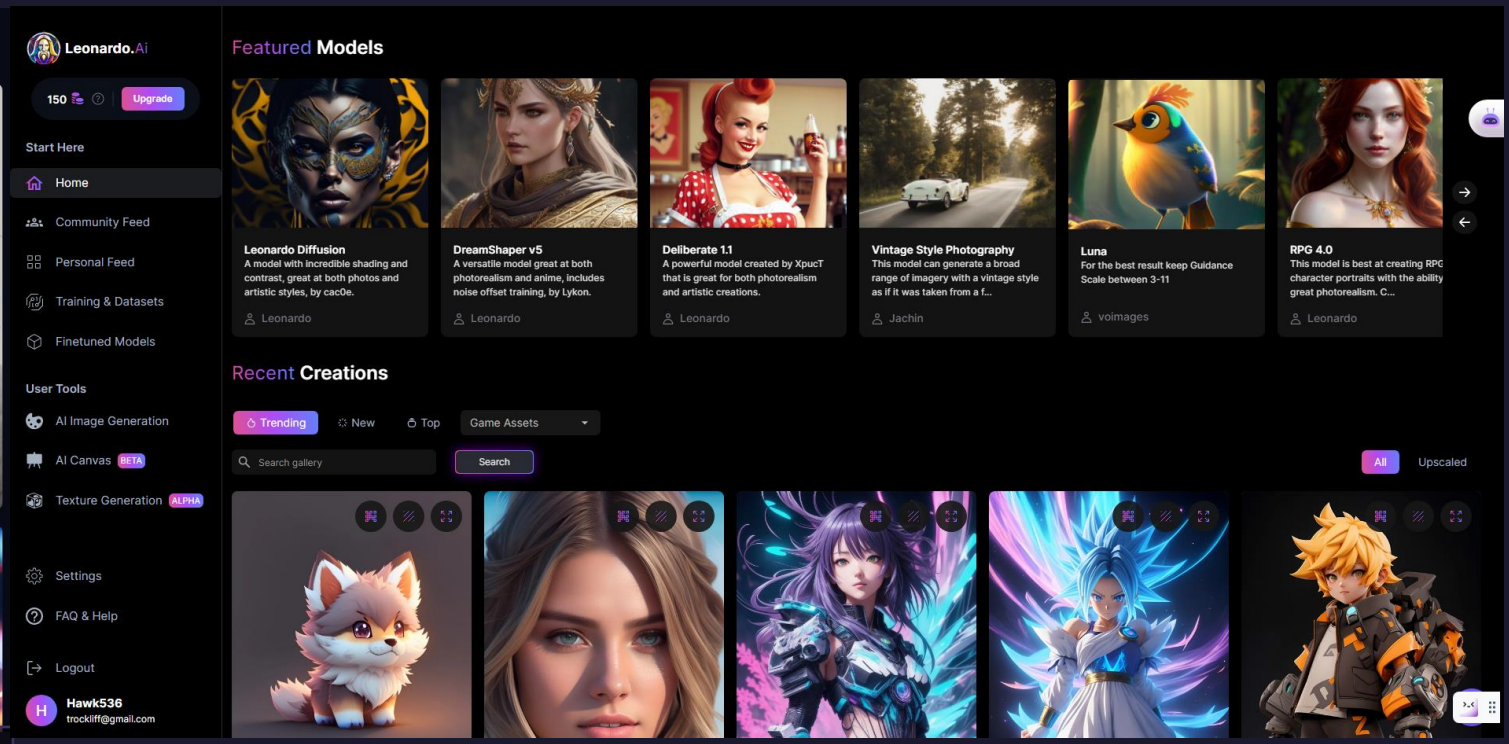


https://midjourney.com/

https://discord.com/ + DT

Per US Copyright Office ruling of March 16th, you can't copyright an image created by an AI, but you can copyright your involvement in it. August 30 - now asking for artist input for study/inquiry. Nightshade artist protection (poison)

LEONARDO



https://leonardo.ai/

https://app.leonardo.ai/

Many professional artists use both for concepting

MidJourney & Leonardo are looser with prompts

Stable Diffusion XL 1.0 and DALL-E2 (Bing Chat) & E3 follow prompts much better

a blue cat in a tree with strawberries

MIDJOURNEY

MIDJOURNEY ZOOM OUT

LEONARDO

FIREFLY

FIREFLY 2

DALL–E3

STABLE DIFFUSION XL 0.9

STABLE DIFFUSION XL 1.0

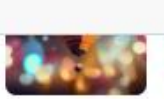
STABLE DIFFUSION XL 1.0

MIDJOURNEY

FIREFLY 2

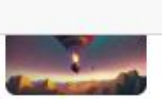
Suggestions

Generate



Bokeh effect

Layered paper



Synthwave

Painting

Digital art

Hyper realistic

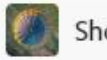
Color and tone

Vibrant colors

Lighting

Golden hour

Composition



Shot from above

Photo settings Auto

Aperture f/8

Less lens blur More lens blur

Shutter speed 1/2000s

Less motion blur More motion blur

Field of view 20mm

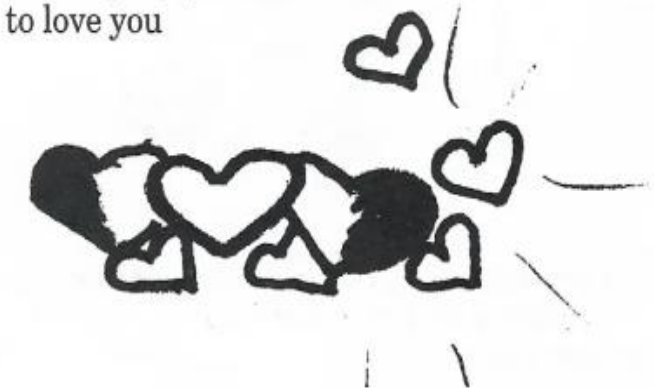
Wide Zoom

DALL-E 3 (BETTER FOR COMPLEX PROMPTS, AND TEXT)

ADD SUNSET

KEEP YOUR PROMISE

Keep your promise
Keep it true
I'll keep my promise
to love you



Recite easy to say rhymes like, "A Skip and a Hop" or "Flim Flam Floss"!

A SKIP AND A HOP

A skip and a hop
a skip and a jump
will keep you thin
and you won't be plump

THE FAT CATS

Where are the fat cats

Eating all the pie

The Easter Bunny

merrily

bringing eggs

for you and me

Flim flam floss

Pigs looking for an egg or two

Hopping hamster

hid in a hole

Hopping hamster had a bowl

Why couldn't it be simple

Why couldn't it be plain?

With Tri-cer-a-tops,

"Mamma," she says

"Daddy" too

She plays with a ball

Dance and play with the hen.

They thought the world was gone.

At once they all began to sing

a very happy song.

The flowered moon

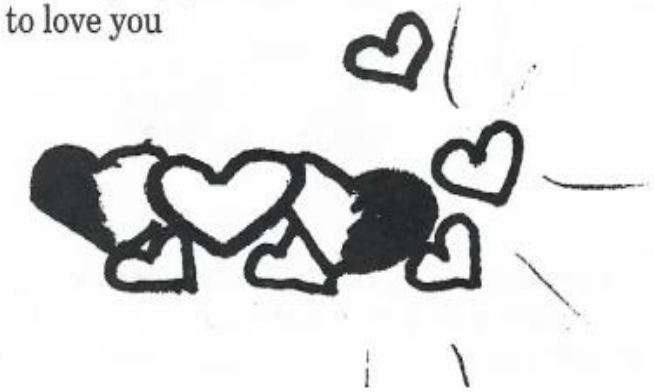
They thought the world was gone.

At once they all began to sing

a very happy song.

KEEP YOUR PROMISE

Keep your promise
Keep it true
I'll keep my promise
to love you



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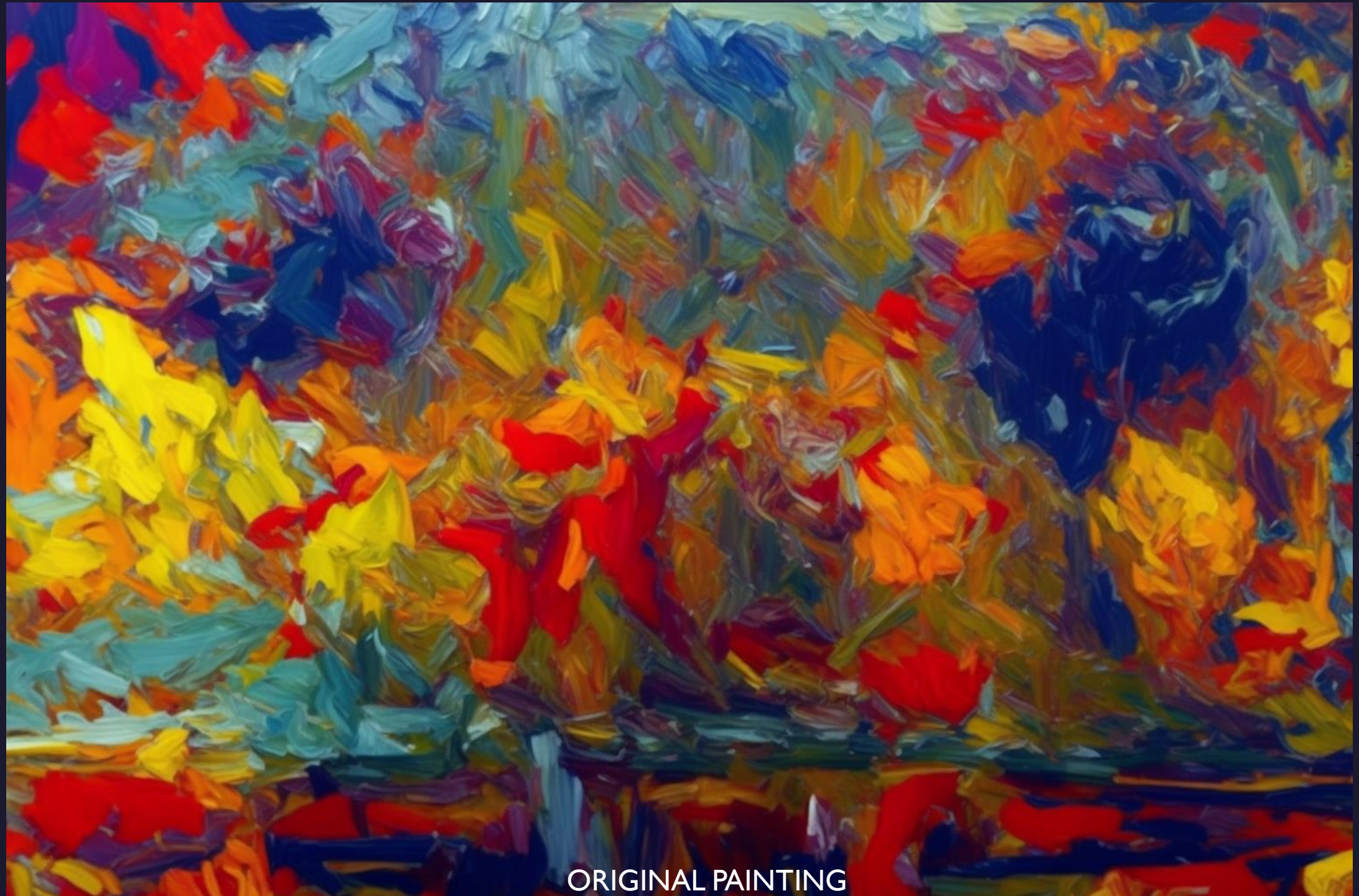


ORIGINAL PAINTING

3

STYLIZED AI GENERATED ROSES

3

BLENDING THE ORIGINAL WITH THE AI GENERATION

Prompt: A fascinating family portrait of a solid matte red sphere Christmas present perched atop a blue cube wrapped as a Christmas present, with a vivid green Christmas tree standing behind them with a green cloth wrapped around its base. A curious dog is positioned on the right and a cute cat lounges on the left.

Prompt: A cinematic, photorealistic portrayal of a rooster made entirely of crispy fried chicken. Its body is covered in a vibrant, golden-brown crust, drizzled with ketchup and adorned with perfectly cooked, steaming french fries for feathers. The rooster's eyes are made of two small, round ketchup spots, and its beak is crafted from a piece of crispy chicken skin. The scene is set against a backdrop of a dimly lit, retro diner, with neon lights and a checkered tablecloth, adding to the nostalgic and quirky atmosphere.

3

AI IMAGE ENHANCEMENT

BEFORE

AFTER

3

https://letsenhance.io

(in Gemini – and Photoshop and Express!)

M - on

ADOBE PHOTOSHOP AI

3

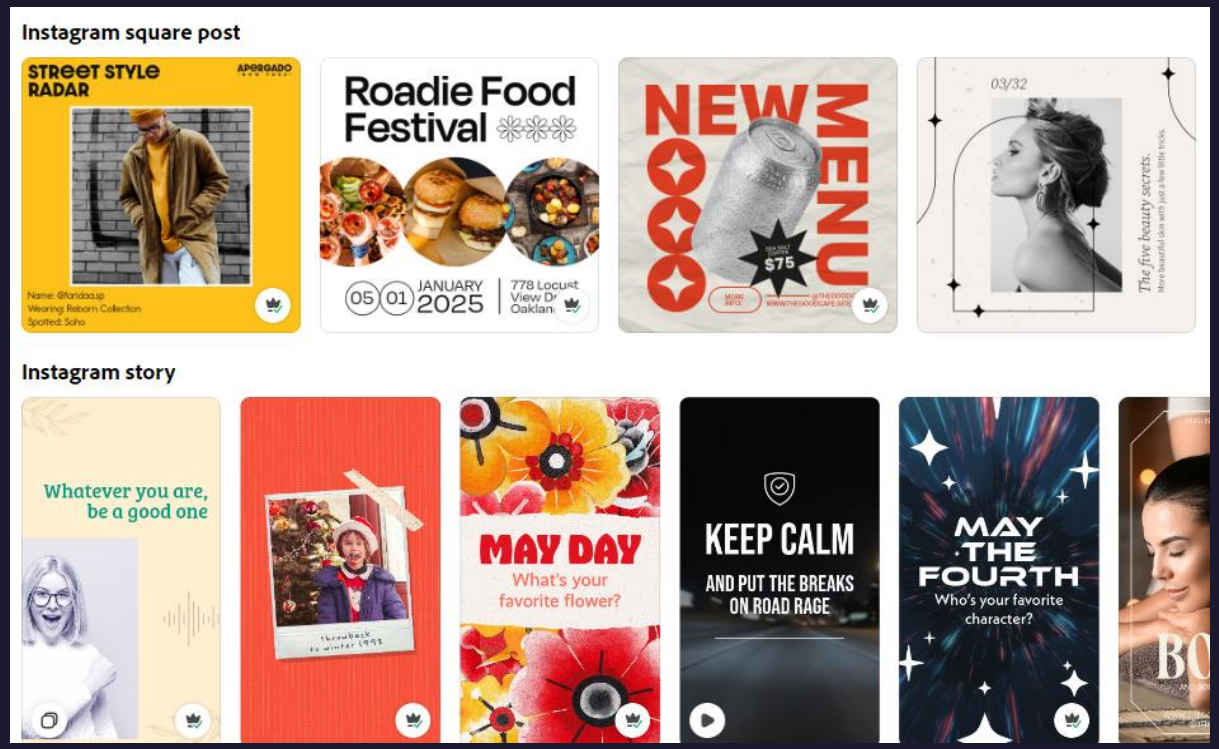
ADOBE PHOTOSHOP AI

Seconds vs hours

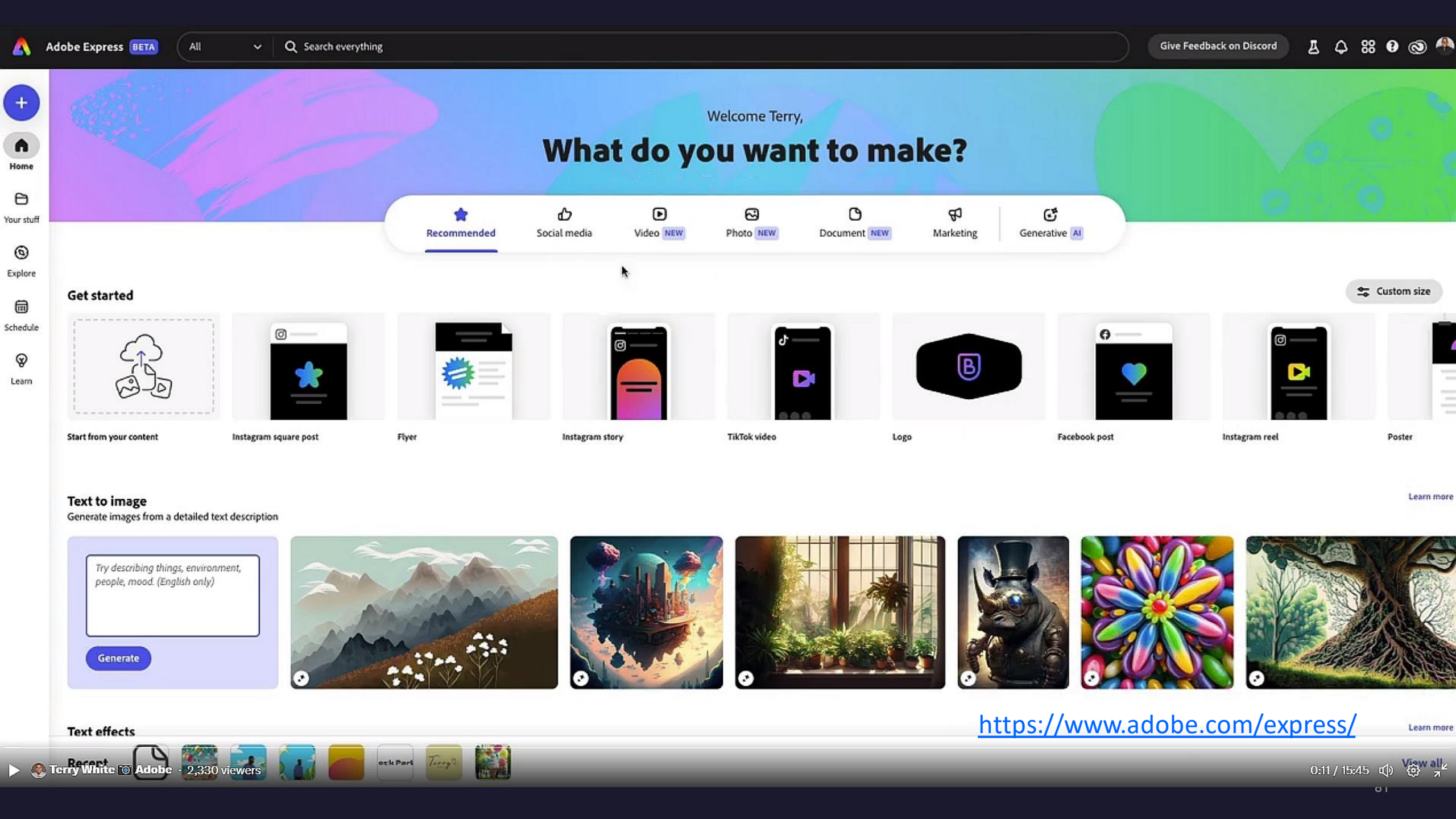
ADOBE PHOTOSHOP AI

SOME USAGE EXAMPLES

Artists can use these tools to create images for album covers, book covers, social media and blog posts, logos, marketing materials, web pages, video storyboards and thumbnails, and for getting inspiration for your own visual arts projects.

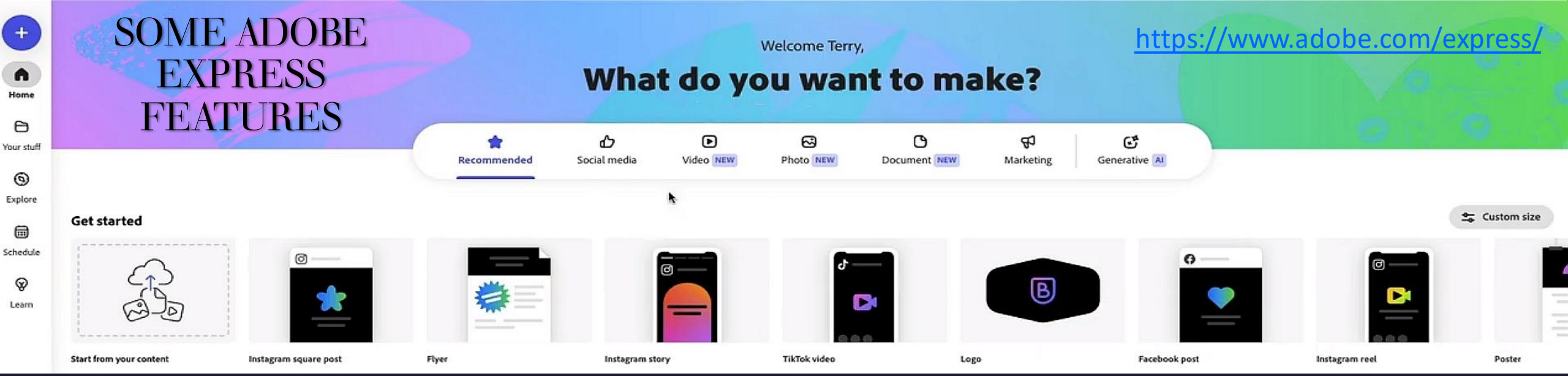


Adobe Express Templates


Adobe Express BETA
All
Search everything
Give Feedback on Discord
Home
Your stuff
Explore
Schedule
Learn
Welcome Terry,
What do you want to make?
Recommended
Social media
Video NEW
Photo NEW
Document NEW
Marketing
Generative AI
Get started
Custom size
Start from your content
Instagram square post
Flyer
Instagram story
TikTok video
Logo
Facebook post
Instagram reel
Poster
Text to image
Generate images from a detailed text description
Learn more
Try describing things, environment, people, mood. (English only)
Generate
Text effects
Learn more
Recent
View all
Terry White
Adobe
· 2,330 viewers
0:11 / 15:45
https://www.adobe.com/express/

SOME ADOBE EXPRESS FEATURES

https://www.adobe.com/express/



All-in-one creator, editor and scheduler

Firefly image and text generation

Social media posts with images, videos, text, animations, music, audio, icons, and thousands of editable templates – it creates every possible size, and it schedules them too

Creates flyers, posters, banners, business cards, advertisements, websites, logos, brochures, cards, newsletters, magazines, postcards, and dozens more

Edits PDFs, removes backgrounds from images and videos

Brings together technology from Photoshop, Illustrator, Premiere, Acrobat and Firefly

Massive content libraries included

No artist copyright violations *(stock images and public domain – indemnify - lawsuits pending –Jul 19 "flaws" – asking input - Shutterstock/Openai – NY Times +)*

Very easy and fast to use

Team collaboration

3 months ago…

Last month…

Late last year

AI MOVIE TRAILERS

TYLER PERRY

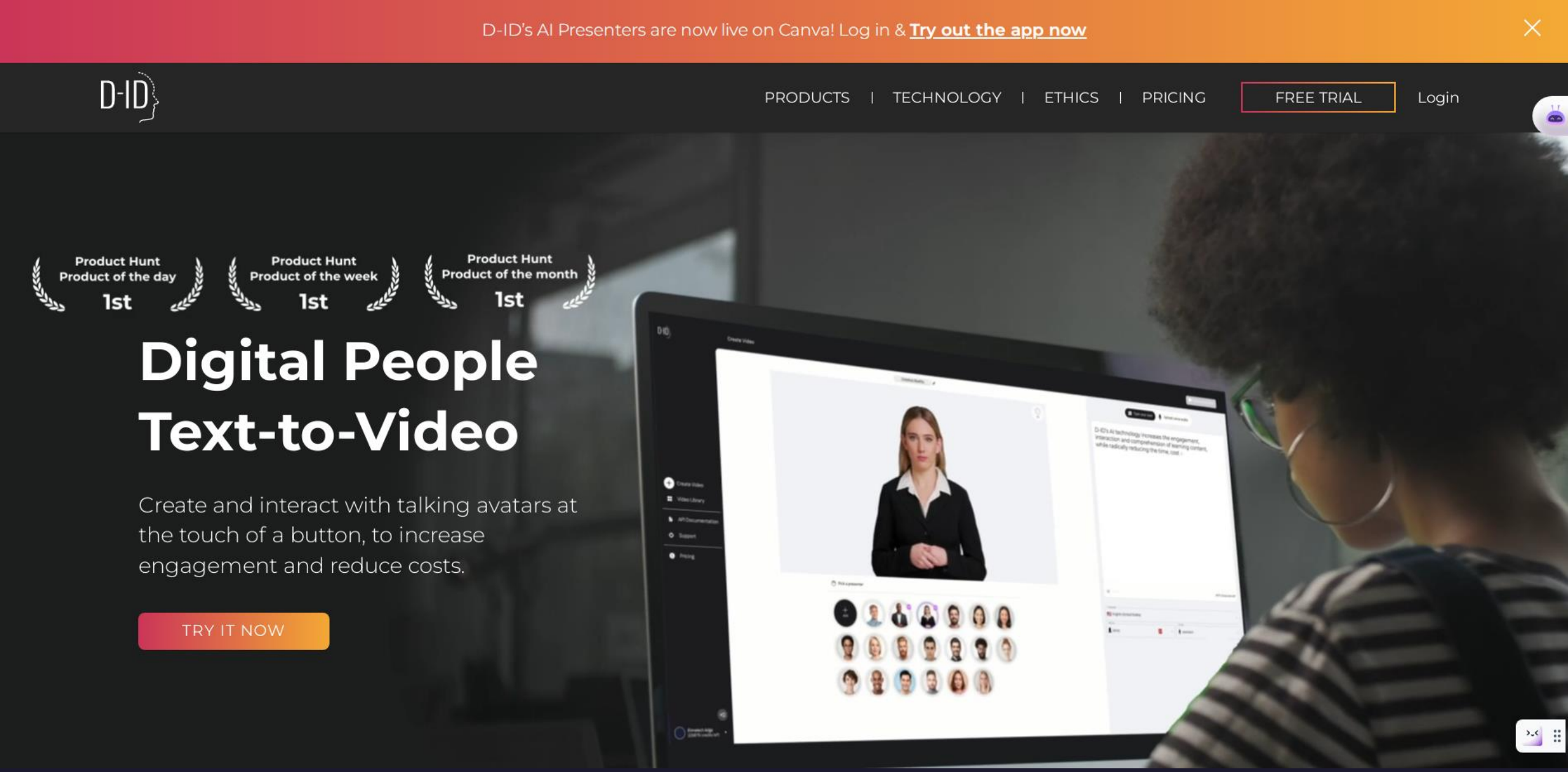
For the past four years, billionaire filmmaker Tyler Perry has planned to expand his studios in Atlanta, a massive venture that would cost him around $800 million. The director had intended to add another 12 soundstages to his backlot.

"*All of that is currently and indefinitely on hold because of Sora and what I'm seeing,*" he told The Hollywood Reporter Thursday. "*I had gotten word over the last year or so that this was coming, but I had no idea until I saw recently the demonstrations of what it's able to do. It's shocking to me.*"

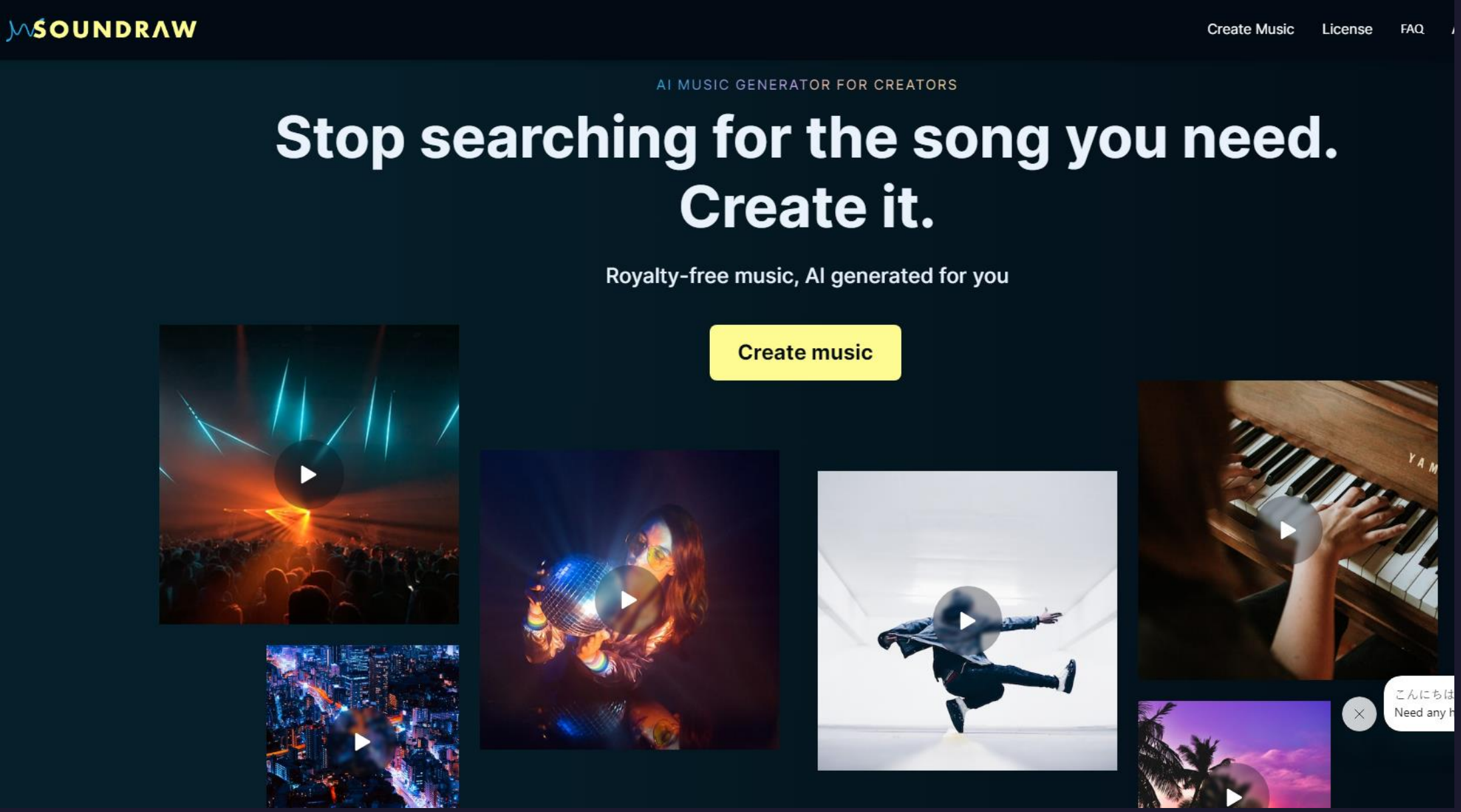
The entertainment mogul told The Hollywood Reporter he was shocked by the "mind-blowing" capabilities of OpenAI's Sora, which he believes could end the need for location shoots and set building in the entertainment industry. "*If I wanted to write a scene on the moon, it's text, and this AI can generate it like nothing,*" Perry said. – **Hollywood Reporter,** February 15th

What used to take months and cost millions of dollars to create…

Now takes minutes and costs $99!

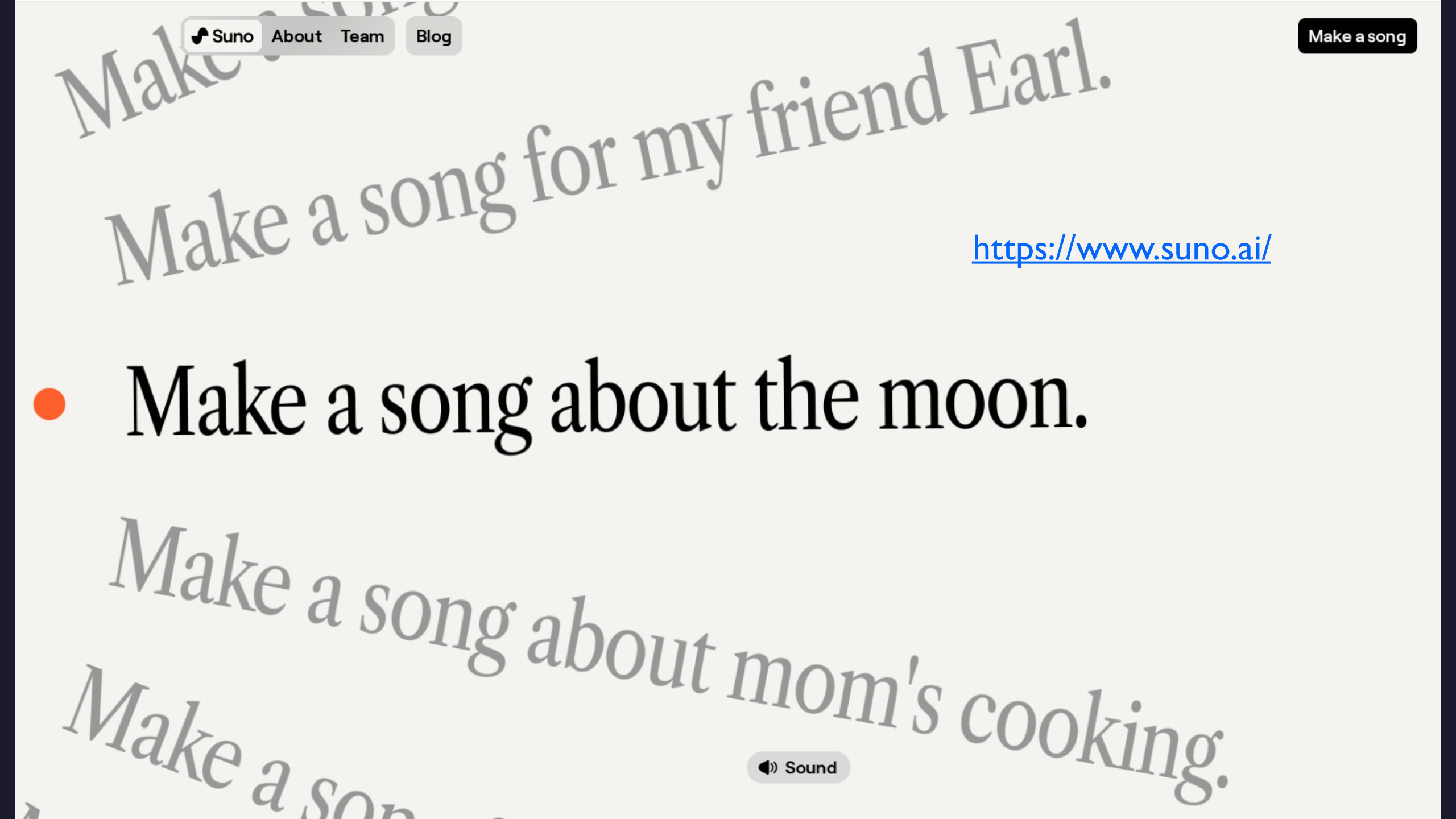


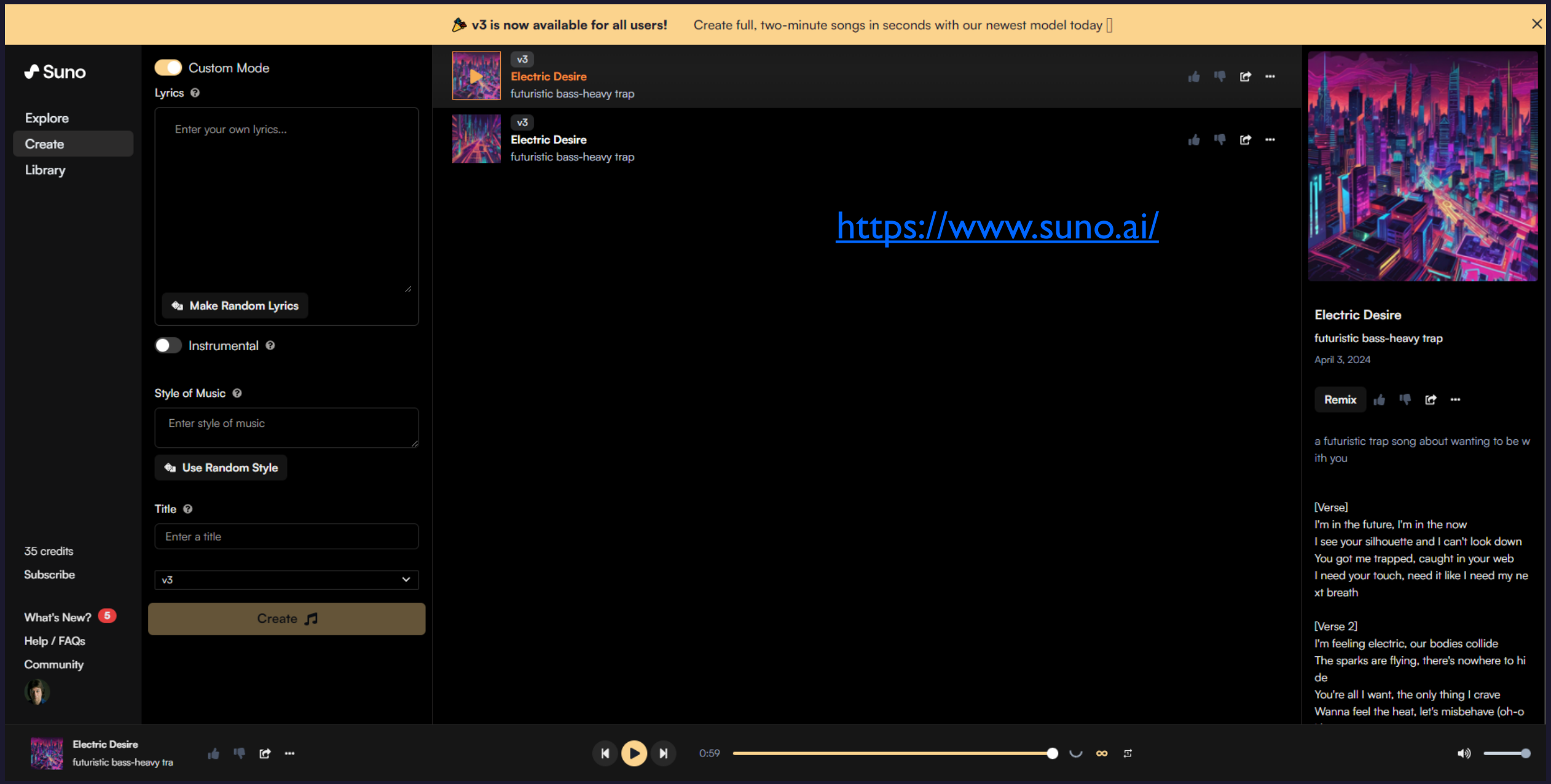
https://www.d-id.com/



- - https://soundraw.io – can be useful for songwriting inspiration

MUSIC TOOLS


Suno
About
Team
Blog
Make a song
Make a song for my friend Earl.
https://www.suno.ai/
Make a song about the moon.
Make a song about mom's cooking.
Sound


v3 is now available for all users!
Create full, two-minute songs in seconds with our newest model today
Suno
Explore
Create
Library
Custom Mode
Lyrics
Enter your own lyrics...
Make Random Lyrics
Instrumental
Style of Music
Enter style of music
Use Random Style
Title
Enter a title
v3
Create
35 credits
Subscribe
What's New? 5
Help / FAQs
Community
v3
Electric Desire
futuristic bass-heavy trap
v3
Electric Desire
futuristic bass-heavy trap
https://www.suno.ai/
Electric Desire
futuristic bass-heavy trap
April 3, 2024
Remix
a futuristic trap song about wanting to be w ith you
[Verse]
I'm in the future, I'm in the now
I see your silhouette and I can't look down
You got me trapped, caught in your web
I need your touch, need it like I need my ne xt breath
[Verse 2]
I'm feeling electric, our bodies collide
The sparks are flying, there's nowhere to hi de
You're all I want, the only thing I crave
Wanna feel the heat, let's misbehave (oh-o
Electric Desire
futuristic bass-heavy tra
0:59

Tools

Cleanup

Remove objects, people, text and defects from your pictures automatically.

Remove background

Extract the main subject from a picture with incredible accuracy. It's like magic.

Relight

Relight your images with beautiful lights.

Image upscaler

Upscale your images by 2x or 4x in seconds. It can also remove noise and recover beautiful details.

Stable Diffusion

Generate high-resolution realistic images with AI

Replace background

Teleport anything, anywhere with AI

Text remover

Remove text from any image

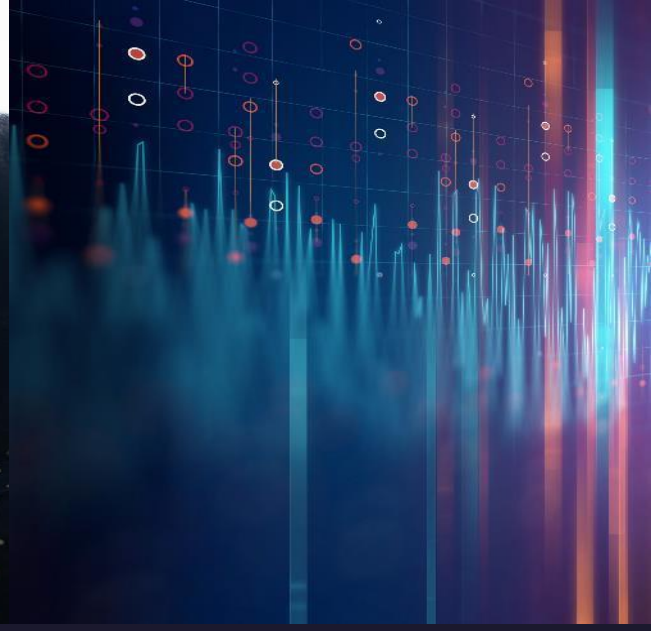
Reimagine XL

Create multiple variants of an image with Stable Diffusion

Uncrop

Uncrop your photos to any image format

WHAT ABOUT YOUR JOB?



No matter what your views on AI might be, there's no denying that it will majorly impact your life, and already has in ways that you may not even be aware of.

AI is not going away. But AI is merely a tool to assist the creative genius of artists. It’s a tool that can shorten the gap between inspiration and result. Artists are alive, and AI is not. An artist can look at a MidJourney generated work and see how to improve it or make it his own.

"*These tools aren’t a replacement for human creativity. They augment the skills of artists and marketing professionals to help them feed demand from clients by producing content more quickly and in multiple forms tailored to different audiences."* **Jensen Huang, CEO nVidia**

WHAT ABOUT YOUR JOB?

AI can amplify and supercharge creative people, and make their lives easier. Some creative professional artists feel that AI gives them “superpowers”, and enables them to take their art to a whole new level.

"I’m an art director, graphic designer — I stumbled into AI and generative art about 3 months ago.

At first I thought, “I've been made completely redundant.”, but thankfully as I dove into using AI I realized that it's just another tool and if it's placed in the hands of a skilled user it has incredible potential. AI gave me superpowers :)

I created a mock campaign for Osprey Backpacks to pitch them for graphic design work super-quickly using generative art and AI, and I just got my first design project with them. :)"

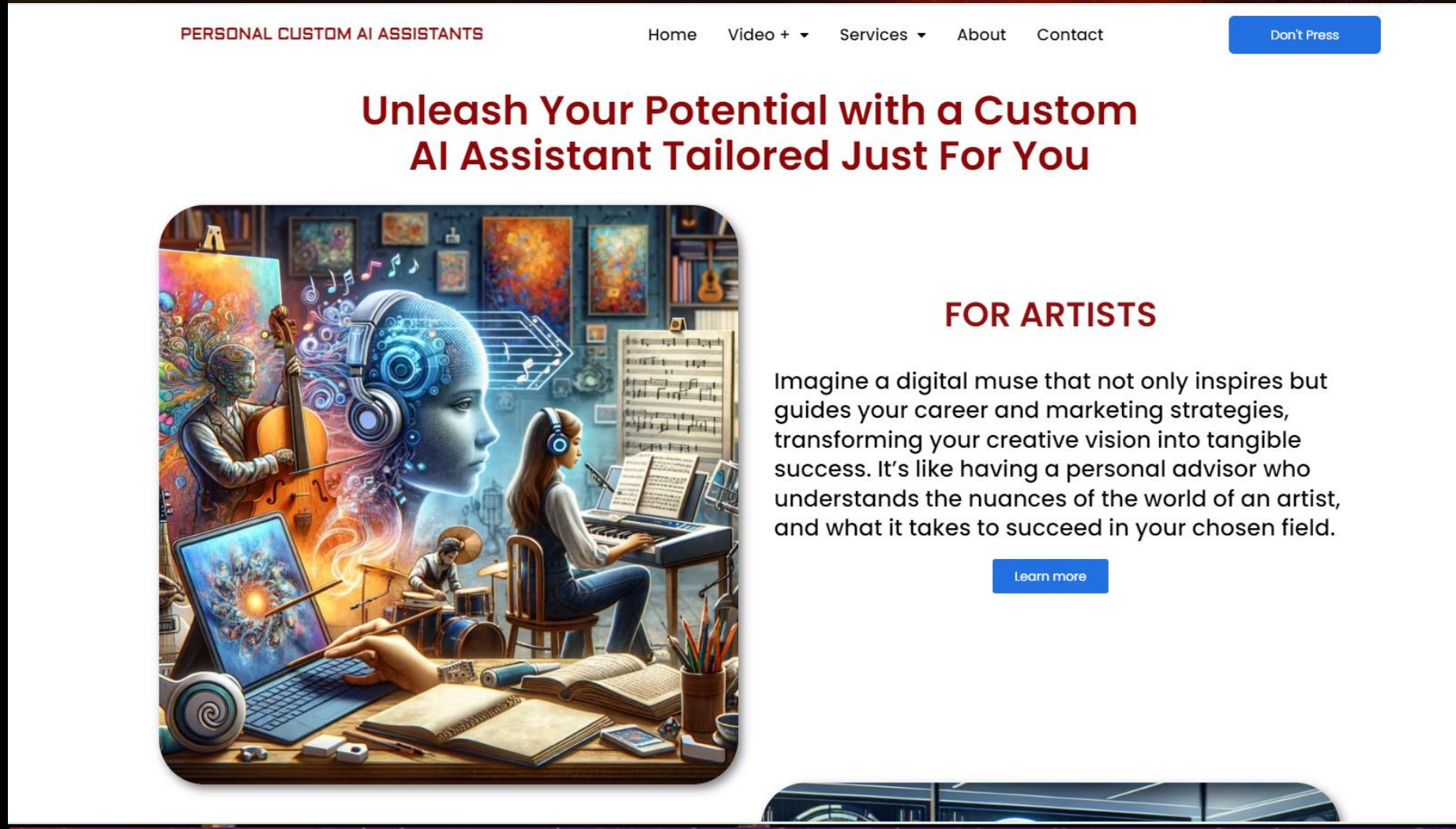
SUMMARY

While AI can certainly aid in the creative process by generating ideas or suggesting alternative approaches, it will never be able to replace the uniquely human element of artistic expression fully. Human imagination and individuality are what drive true innovation in any artistic field. AI is likely to be used by artists, musicians, and other creators mainly to the extent that it suits the needs of *their* creative process.

But like with any technology, evil people can use it for evil deeds. And good people can use it for good.

Luckily, good people are the majority.

To try some of them out for yourself for free



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