



# Creativity and Artificial Intelligence

Summer School 2023

# CREATIVITY AND ARTIFICIAL INTELLIGENCE

## Date

10th to 14th July

## Timetable

9 a.m. to 2.15 p.m.

## Duration

25h

## Language

English

## Professor

Bruno Caldas Vianna

## Required materials (students)

Notebook

## Level

Introductory / Intermediate

Desirable: Basic internet navigation, text editing, image and video manipulation programs (Photoshop, Final Cut).

## Price

€ 650

## Presentation

Artificial Intelligence is changing our relation to creativity and taking it to a different level. The ability of AI-based tools to generate texts, images, music is challenging the role of artists themselves. But more than a threat to creators, AI must be seen as an immensely powerful resource that can expand the limits of human imagination. Systems using the GPT-3 models are generating 4.5 billion words of text every day today; already in 2019, a painting created using the StyleGAN model was sold for 432.000 dollars; several recent albums contain melodies and sounds created using machine learning methods and with the introduction of the Stable Diffusion model, photo-realistic images can be created from any textual prompt.

In this course, we will understand what artificial intelligence can and cannot do in terms of creativity. We will take a quick look into the basic theory and history behind machine learning methods. Then we will look at online platforms that provide access to generative artificial intelligence tools and experiment with them. We will look into the work of artists using all sorts of machine-assisted techniques. Finally, we will create a final project that might be a finished piece or a prototype for a new tool.

## Objectives

- + Bring AI concepts and resources closer to technology-shy creative practitioners.
- + Introduce the basic theory of AI to non-technical people,
- + Understand the potential and limitations of AI for creative uses
- + Get familiar with trending artists using AI, their work and methods
- + Demonstrate easy to use online AI tools for generate and manipulate text, images and video
- + Provide the fundamentals of AI-based projects
- + Develop a simple AI creative project or piece.

## Aimed at

Creative and knowledge workers, visual artists, writers.

## Structure and contents

### DAY 1

Sharing initial ideas and concepts. Introduction to machine learning and generative AI. Experiments with text generation.

### DAY 2

AI creators and their techniques: experimenting with online tools to generate and manipulate images and videos.

### DAY 3

Brainstorming and development of projects.

### DAY 4

Development of projects.

### DAY 5

Project presentation and collective critique.

## Professor

### BRUNO CALDAS VIANNA

Bruno Caldas Vianna is a doctoral candidate at Uniarts Helsinki, researching artificial intelligence and fine arts. He has a master's degree in Interactive Telecommunications from New York University. He has long experience in developing technical projects as well as creative audiovisual works. For 6 years he taught creative programming at Oi Kabum! Art and Technology school in Rio de Janeiro.

## MORE INFORMATION

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The teaching staff is likely to change according to reasons beyond the course programme. Elisava reserves the right to make changes in programming as well as the right to suspend the course two weeks before it starts if not reached the minimum number of participants, without further obligation of the amounts paid by each participant.