S24 MCAD CLASS SYLLABUS

Course Name: AI For Artists and Entrepreneurs
Course Number: ES 2701 01
Classroom: 452
Class Meets: M, 6:30 PM - 9:00 PM,
01/16/24 - 05/07/24

Faculty Name: Brunelle, Tim
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Online Office Hours: Monday 5-6pm
Office Google Meet Link: Email to schedule online meeting

FACULTY BIOGRAPHY:

Tim Brunelle helps organizations leverage creativity to achieve audacious goals. He has 20+ years of consulting and management experience deciphering the puzzles of art, humans, ideas, technologies, and operations. Tim has worked for ad agencies and brands including Anheuser-Busch, Arnold Worldwide, BBDO, Carmichael Lynch, Crispin Porter + Bogusky, Ford Motor Company, Harley-Davidson, Land O'Lakes, and Volkswagen. His advertising work has won Best of Show at Cannes, the One Show, and the Clios. As an entrepreneur, Tim co-founded the agency Hello Viking, the software firm Curation Station and the digital production firm Bannerpalooza. He also created the Future of Advertising course which he has taught at MCAD since 2008. Currently, Tim counsels agencies and marketers to leverage AI-generative tools via his latest start-up, Generatively Better. And he's proud to serve as coach and mentor to participants in The BrandLab. You can subscribe to Tim's newsletter, which examines how to leverage creativity and frequently documents his MCAD coursework, at https://timbrunelle.com.

COURSE DESCRIPTION:

No other technology has affected creativity, the arts, and business as rapidly as artificial intelligence (AI). Comprehension and fluency in Generative AI (GenAI) tools are fast becoming necessary for a diversity of entrepreneurs and content creators. This course introduces students to the verbal and visual GenAI landscape, including ChatGPT, Midjourney, Stable Diffusion, Runway, and other platforms, to build fluency while interrogating the promises and pitfalls of these technologies. We'll focus on critically understanding and leveraging these tools within the context of building a creative business and/or guiding an artistic journey. This course also addresses how new AI technology may produce bias and impact transparency, privacy, security, intellectual property rights, and other regulatory and compliance issues.

OUTCOMES:

- Understand the design, functionality benefits, pitfalls, and application of a variety of GenAI platforms
- Gain productive fluency in verbal and visual GenAI technologies including ChatGPT, Dall-e3, Midjourney, Runway, and Adobe Firefly
- Characterize the purpose and role of various GenAI technologies within their artistic practice or entrepreneurial venture

- Produce a variety of verbal, visual, and motion outputs that can support and enhance their portfolio

METHODOLOGIES:

Lectures, Demonstrations, Discussions, Readings, Research/Analysis, Class Exercises, Breakout Groups, 1:1 Virtual Meetings, Individual Projects, Group Projects, Writing Assignments, Quizzes/Tests/Exams, Individual/Class Critiques, Guest Lectures/Guest Critiques

TEXTBOOKS, READINGS AND WEBSITES:

https://chat.openai.com/
https://www.bing.com/
https://bard.google.com/
https://claude.ai
https://firefly.adobe.com/
https://openai.com/dall-e-3
https://www.midjourney.com
https://www.d-id.com
https://pika.art
https://emu-edit.metademolab.com/
https://runwayml.com/
https://www.heygen.com/
https://elevenlabs.io/
https://www.suno.ai/
https://boomy.com/

MATERIALS AND TOOLS LIST:

Work in class as well as homework assignments will require a personal laptop, Internet connection, Adobe Creative Suite account, Google account, Microsoft account, Discord account. We're going to focus on free versions of GenAI tools and platforms, but some students may opt to pay for enhanced access to some of the available tools. Enhanced/paid access is not required for this course.

COURSE CALENDAR:

Monday, January 22
Session 1: Introduction and Expectations
Outcome: Gain ability to summarize the current state of GenAI tools and their common use cases for artists and entrepreneurs; Develop initial perspective on ethics and social impact of GenAI

- Introduction to the course, terminology, platforms/tools, instructor, fellow students

  Text tools: ChatGPT, Gemini, Bing, Claude, Seenapse, Text.ai
  Visual tools: Midjourney, DALL-E3, Firefly, Stable Diffusion, Emu
  Sound/Motion tools: Runway, HeyGen, DiD, Pika Labs, ElevenLabs, Boomy

- Overview for exploring GenAI in the arts and entrepreneurship; How disruptive technologies (i.e. historically computers and the Internet, now AI) affect strategy, creativity, the role of the creator, artistic practice, process/operations and outcomes

- Discuss AI's ethical, security, policy, copyright and societal impacts; Review MCAD's rules on plagiarism (see below); Tool vs Author—which carries responsibility?

Homework: Sign up for required platforms + Write your GenAI usage statement

Monday, January 29

Session 2: Conceptual Models and the Underlying Mechanics of GenAI

Outcome: Characterize how GenAI tools technically function, and why that matters. Develop initial POV on GenAI business models, and their impact on artists and entrepreneurs.

- How does an LLM function? What is a model? A neural network? A GAN? How does diffusion work? Discuss the basic technical characteristics enabling GenAI tools and platforms
- The major players: OpenAI, Google, Microsoft, Anthropic, Adobe, et al — Discuss the evolution of GenAI and its various business models
- Review implications of GenAI in strategic and artistic ecosystems over the past 12 months, specifically noting disruptive and enhancing capabilities, e.g. what changes now?
- Discuss how GenAI acts as a design material and collaborator

Homework: Use tools to respond to an assignment

Monday, February 5

Session 3: Intro to Generative Text Tools

Outcome: Develop confidence and ability to use a variety of GenAI text tools, understand and explain their differences, and talk about how they might fit into your creative process.

- Compare/contrast the UX, taxonomy and general outputs from ChatGPT, Bard, Bing, Claude, Seenapse et al
- Prompt writing basics
- Practice using GenAI text for business analysis and strategic problem solving
- Practice using GenAI text for initial creative development
- Practice writing versus editing text with GenAI
- In-class workshop and potential guest speaker

Homework: Use GenAI text tools to respond to an assignment

Monday, February 12

Session 4: Intro to Generative Visual Tools - Part 1

Outcome: Develop confidence and ability to use a variety of GenAI visual tools, understand and explain their differences, and talk about how they might fit into your creative process

- Compare/contrast the UX, taxonomy and general outputs from DALL-E3, Adobe Firefly and Meta Emu for generative visual content
- Prompt writing basics for visual outcomes
- Practice using GenAI visuals for audience profiles and behavioral moments
- Practice using GenAI visuals for initial creative development

- In-class workshop and potential guest speaker

Homework: Use DALL-E3, Firefly and/or Emu to respond to an assignment

Monday, February 19
Session 5: Intro to Generative Visual Tools - Part 2
Outcome: Gain confidence and ability to use a variety of GenAI visual tools, understand and explain their differences, and talk about how they might fit into your creative process

- Compare/contrast the UX, taxonomy and general outputs from Midjourney/Discord, Pika Labs and Stable Diffusion for generative visual content
- Evolved prompt writing (i.e. seeds, styles, etc.)
- Practice using GenAI visuals for product designs, logos, graphic design
- In-class workshop and potential guest speaker

Homework: Use Midjourney, Pika, Stable Diffusion or another tool to respond to an assignment

Monday, February 26
Session 6: Intro to Generative Motion Tools
Outcome: Develop confidence and ability to use a variety of GenAI motion tools, understand and explain their differences, and talk about how they might fit into your creative process

- Compare/contrast the UX, taxonomy and general outputs from Runway, HeyGen, Pika Labs, DiD for generative visual content
- Prompt writing basics for GenAI motion
- Practice using GenAI motion for talking head, product demo, background animation, etc.
- In-class workshop and potential guest speaker

Homework: Use one of the motion tools to respond to an assignment

Monday, March 4 (Midterm)
Session 7: Intro to Generative Audio Tools
Outcome: Gain confidence and ability to use a variety of GenAI audio tools, understand and explain their differences, and talk about how they might fit into your creative process

- Compare/contrast the UX, taxonomy and general outputs from ElevenLabs, Adobe, Boomy, etc. for generative audio content
- Prompt writing basics for GenAI audio
- Practice using GenAI audio for speeches, teaching, commercial support, etc.
- Incorporating GenAI tools into voice over and music creation
- In-class workshop and potential guest speaker

Homework: Use one of the audio tools to respond to an assignment

SPRING BREAK - March 11

Monday, March 18
Session 8: Blending it All Together
Outcome: Develop and demonstrate ability to explain and integrate and use GenAI tools to respond to complex, multi-media challenges

- Evolved prompt writing—chaining, feedback loops, leveraging emotion, etc.
- Exploring multi-modal systems; Using GenAI to help prompt GenAI
- Introduction to Adobe Photoshop Generative Fill
- Creating your own workflow across various tools
- Exploring OpenAI's GPTs

Midterm: Use a combination of GenAI tools to respond to an assignment in class

Monday, March 25
Session 9: Application—GenAI for Artistic Practice
Outcome: Acquire skills, perspectives and strategies to leverage various GenAI tools in application towards careers in fine arts, illustration, photography, and other artistic practices.

Use GenAI to

- Inspire, write and edit storylines and concepts
- Nurture visual exploration
- Help develop characters, worlds, and aesthetics
- Evolve episodic arcs
- Workshop artistic practices; potential guest speaker

Homework: Test and report on a use case for GenAI as an artist

Monday, April 1
Session 10: Application—GenAI for Entrepreneurship and Startups
Outcome: Gain capabilities, frameworks and strategies to leverage various GenAI tools in application towards entrepreneurial careers and startup businesses.

Use GenAI to

- Clarify milestones and outcomes for an entrepreneurial venture
- Discern and evaluate the validity of startup opportunities and unmet needs
- Research and write SWOT analysis
- Evaluate contracts and investment information
- Write and refine startup business plans
- Workshop building an initial startup business

Homework: Research examples of businesses or startups developed using GenAI

Monday, April 8
Session 11: Application—GenAI for Brand and Product/Service Design
Outcome: Attain skills, perspectives and strategies to leverage various GenAI tools in addressing and solving assignments in brand-building, and product and service design.

Use GenAI to

- Understand Brand and Product Design fundamentals
- Research and refine audience and merchandising insights
- Develop initial brand and/or product design directions
- Workshop a brand and/or product design presentation

Homework: Research examples of brands or products/services developed using GenAI

Monday, April 15
Session 12: Application—GenAI for Advertising Campaigns
Outcome: Acquire capabilities, viewpoints and strategies to leverage various GenAI tools in creating multimedia advertising campaigns.

Use GenAI to

- Comprehend how ad campaigns are made
- Research and refine elements of a creative brief
- Develop initial ad campaign concepts
- Create visual and motion assets
- Workshop ad campaign creation from a brief

Homework: Research examples of ad campaigns developed using GenAI

Monday, April 22
Session 13: Project Work
Outcome: Practice and enhance GenAI abilities to demonstrate knowledge and skill towards building a portfolio case study

- Use GenAI tools in class to initiate, evolve, and produce an artistic or entrepreneurial outcome
- Potential guest speaker

Homework: Begin building your GenAI portfolio—with a goal of showcasing your unique point of view on how and why GenAI creates impact in our world

Monday, April 29
Session 14: Project Work
Outcome: Gain further experience evolving GenAI abilities, and characterize the role these technologies playing in academic and professional careers

- Continue refining your artistic or entrepreneurial project in class
- Potential guest speaker

Homework: Continue building your GenAI portfolio

Monday, May 06 (Last Day of Class)
Session 15: Project Presentation and Course Wrap Up
Outcome: Present an online portfolio created using only GenAI tools that reflects your capabilities and perspectives using the technologies

- Present your project and GenAI methodology in class
- Discuss course learnings and perspectives on GenAI within artistic and entrepreneurial settings
- Review insights from guest speakers

ACADEMIC INTEGRITY / SCHOLASTIC DISHONESTY:

Students are prohibited from engaging in academic dishonesty. Academic dishonesty includes submission of false records of academic achievement; cheating on assignments or examinations; altering, forging or misusing a College academic record, document or funds; taking, acquiring or using test materials without faculty permission; acting alone or in cooperation with another to falsify records to obtain grades, honors, awards or professional endorsement in a dishonest manner; plagiarizing.

Plagiarizing
Plagiarism includes quoting uncited materials, visual, written, or coded; presenting the work of others as your own; using work of other MCAD students without their express permission. This includes submission of work for MCAD courses, exhibitions, or sales.

Use of Artificial Intelligence (AI) in the Production of Works
MCAD supports students in the development of an individual voice through their work, and faculty expect student work to be a reflection of their own ideas and skill. The use of AI technology as a substitute for individual effort is strictly prohibited and will result in failing the assignment or the course, and/or academic probation. With regard to AI, unless permitted in advance by faculty to experiment with such technology, or with faculty agreement that it is applicable within the context of a larger project and properly cited as such, there will be no exception to this policy.