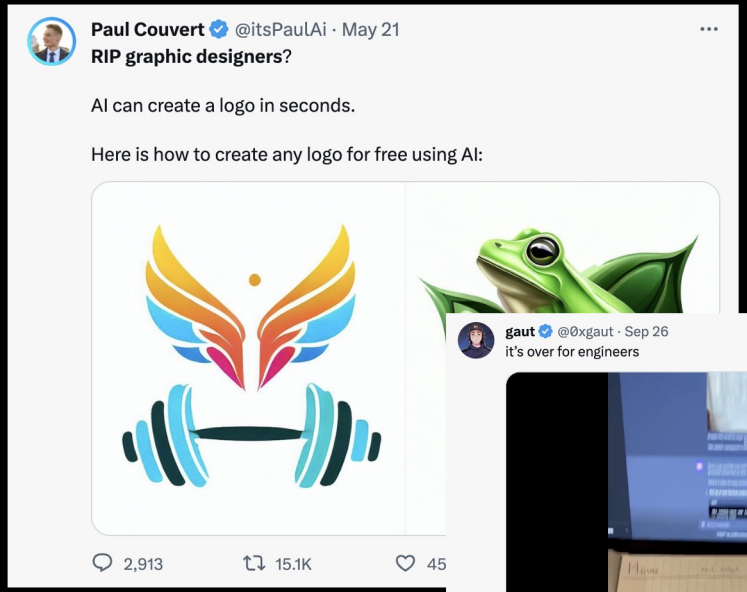

HICCUPS
AND
HALLUCINATIONS
Critically Engaging AI in
the Design Classroom
Drew Sisk


Paul Couvert @itsPaulAi · May 21
RIP graphic designers?
AI can create a logo in seconds.
Here is how to create any logo for free using AI:
2,913
15.1K
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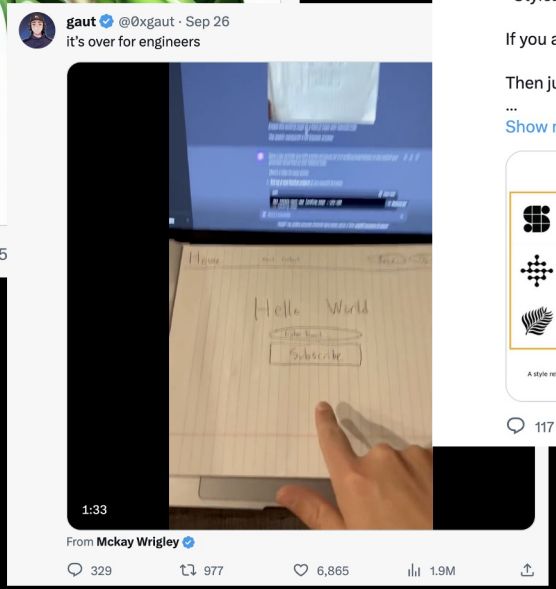
gaut @0xgaut · Sep 26
it's over for engineers
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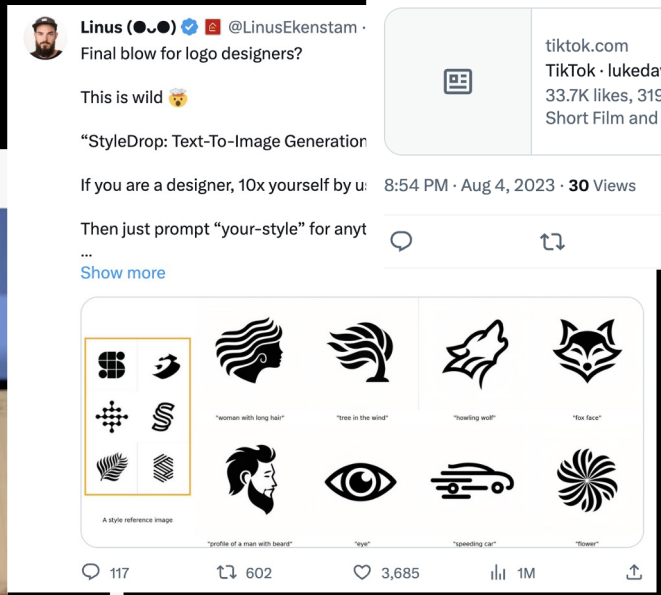
Linus (●‿●) @LinusEkenstam ·
Final blow for logo designers?
This is wild
"StyleDrop: Text-To-Image Generation
If you are a designer, 10x yourself by u
Then just prompt "your-style" for anyt
...
Show more
A style reference image
"woman with long hair"
"tree in the wind"
"howling wolf"
"fox face"
"profile of a man with beard"
"eye"
"speeding car"
"flower"
117
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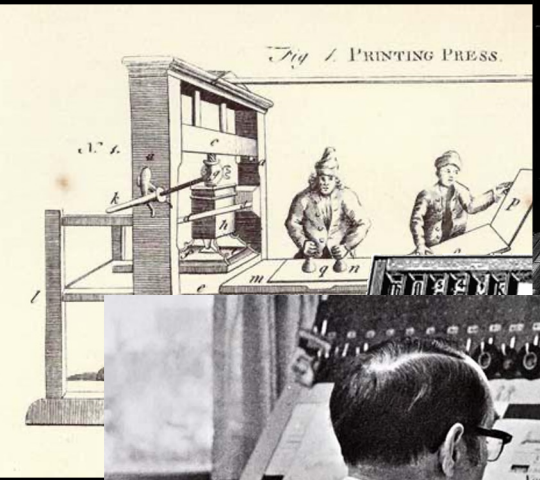
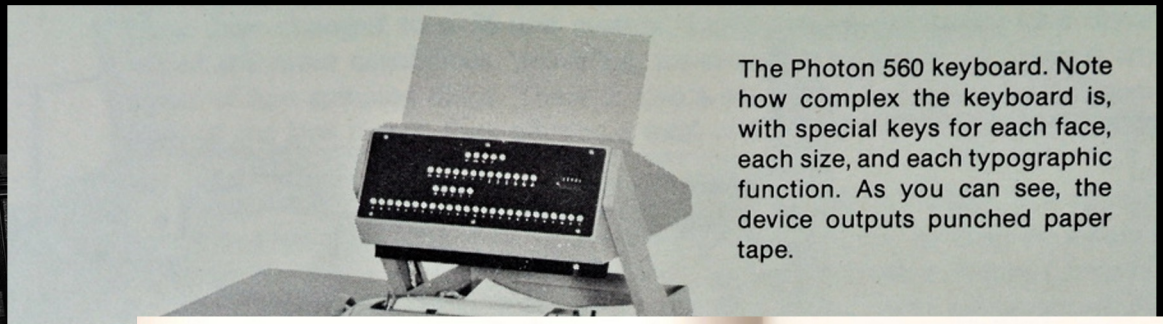
Bruce
@bruceT73
An AI generated short film... RIP Hollywood writers and actors.
tiktok.com
TikTok · lukedavidjohnson
33.7K likes, 3193 comments. "Watch this AI Generated Short Film and tell me if I'm still wrong. "
8:54 PM · Aug 4, 2023 · 30 Views

David Loeb Weiss and Carl Schlesinger,
Farewell e-t-a-o-i-n s-h-r-d-l-u (1978)

ence 2024

Drew Sis





The Photon 560 keyboard. Note how complex the keyboard is, with special keys for each face, each size, and each typographic function. As you can see, the device outputs punched paper tape.

Introducing Macintosh.
For the rest of us.

In the olden days, before 1984, not very many people used computers, for a very good reason.

Not very many people knew how.

And not very many people wanted to learn.

After all, in those days, it meant listening to your stomach growl through computer seminars. Falling asleep over computer manuals. And staying awake nights to memorize commands so complicated you'd have to be a computer to understand them.

Then, on a particularly bright day in Cupertino, California, some particularly bright engineers had a particularly bright idea: since computer make mor about pe people al

So it was that those very engineers worked long days and nights, and a few legal holidays, teaching tiny silicon chips all about people. How they make mistakes and change their minds. How they refer to file folders and save old phone numbers. How they labor for their livelihoods, and doodle in their spare time.

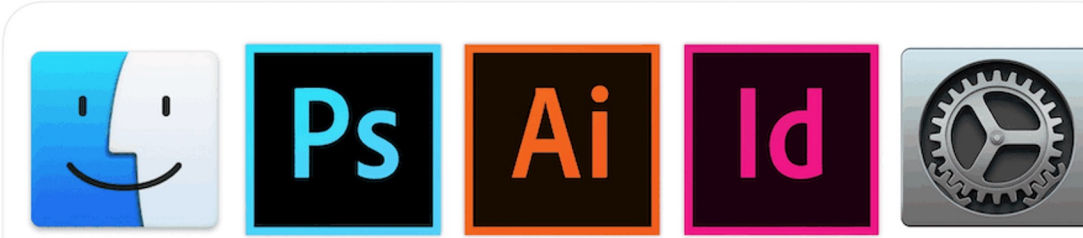
And when the engineers were finally finished, they introduced us to a personal computer so personable it can practically shake hands.

And so easy to use most people already know how.

They didn't call it the QZ190, or the Zipchip 5000.

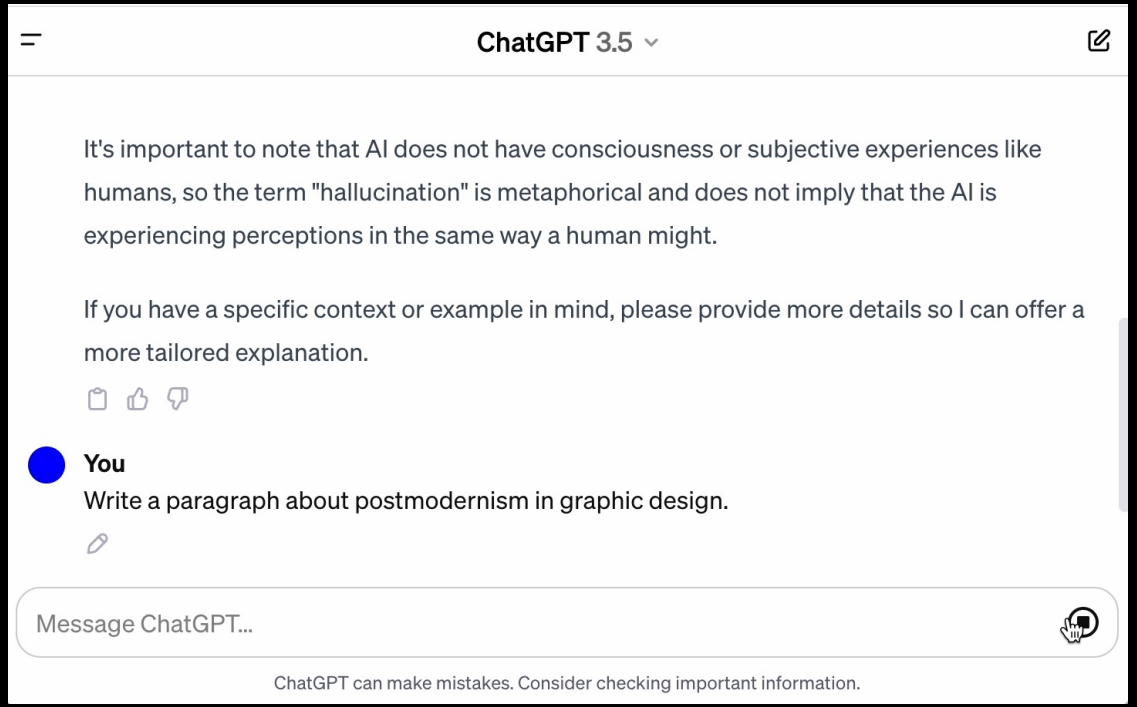
They called it Macintosh.™

And now we'd like to introduce it to you.



MidJourney
(launched in 2022)

ChatGPT
(launched in 2022)



scanned), while at the same time you can beef up some of the more textural things that you might import from other tools. **Emigre:** Are there still things that you find are impossible to do on a computer, but that you would like to do? **April:** I have one problem with the graphic paintbox, and it's not the fault of the equipment. The problem is that **I can't afford,** either for a client or even for myself, **to experiment enough** in order to get loose on it. A lot of the work on the paintbox is done with an operator. Now, I have one operater who just sets up the machine for me and lets me play on it, but mostly I have to give instructions like, "Oh, please a little more red," "Eh...could you just move that slightly..." So the graphic paintbox lets me do things that are wonderful and that I need, and the Macintosh does some things

Jeffery Keedy
Announcement for Los Angeles Contemporary Exhibitions (LACE)

Emigre, 1989

Drew Sisk Hiccups and Hallucinations Clemson Teaching Excellence Conference 2024

NEW
OF S

Image generated with MidJourney (2023)

John Berger, *Ways of Seeing* (1972)

UNC

Video
generated with
RunwayML
(2023)

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cellence Conference 2024

RESI

Steve Jobs unveiling the first iPhone. (2007) Photo: Paul Sakuma/AP

KINO EYE

Dziga Vertov, *Kino Eye* (1924)

“MEAN IMAGE

“[AI renderings] conver
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Hito Steyerl, “Mean Images,” New

WHAT ARE THE IMPLICATIONS OF AI ON GRAPHIC DESIGN?

1 ACCESS AI

Adobe Firefly – Generative AI

adobe.com/sensei/generative-ai/firefly.html?gclid=Cj0KCQjw7JOpBhCfARIsAL3bobf6LQscl57V1AO2xbGDbulARFUgTqty4m1m36z-zTOJFxOgDJwaw_0aAjc1E...

Canvas | Beginning Graphic... | Intermediate and... | Self Service | Fonts | Int_syllabus | Beg_syllabus | Faculty Success

Adobe | AI at Adobe | Sensei | Generative AI | Firefly | In Products | Innovations & Research

Home / Adobe Sensei / Generative AI / Adobe Firefly

You have to try it to believe it.

With simple text prompts in over 100 languages, you can generate images, add or remove objects, transform text, and so much more.

Text to Image

Generate images from a detailed text description.

Create with Firefly

Generative Fill

Use a brush to remove objects or paint in new ones.

Create with Firefly

Text Effects

Apply styles or textures to words and phrases.

Create with Firefly

Adobe Firefly

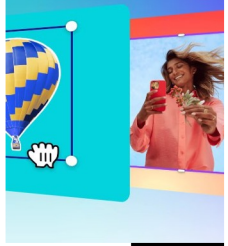
Use everyday language to create extraordinary results with generative AI.

Get Firefly free

Canva | Design spotlight | Business | Education | Plans and pricing | Learn | Log in | Sign up

Magic Studio

All the power of AI, all in one place. Magic Studio™ brings together the best AI-powered



Chase Lean @chaseleantj · Sep 30

You can start using DALL-E 3 with Bing right now!

Free and available to everyone.

It's very good at making photos of words:

29 41 361 70.8K

Drew Sisk

Hiccups and Hallucinations

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2 EFFICI

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Photo: David McNew/Getty Images

complex environment, especially against issues that are not known to be issues[44] or the equally varied possibilities for adversarial interference.[45]

2.4 DATA DRIFT

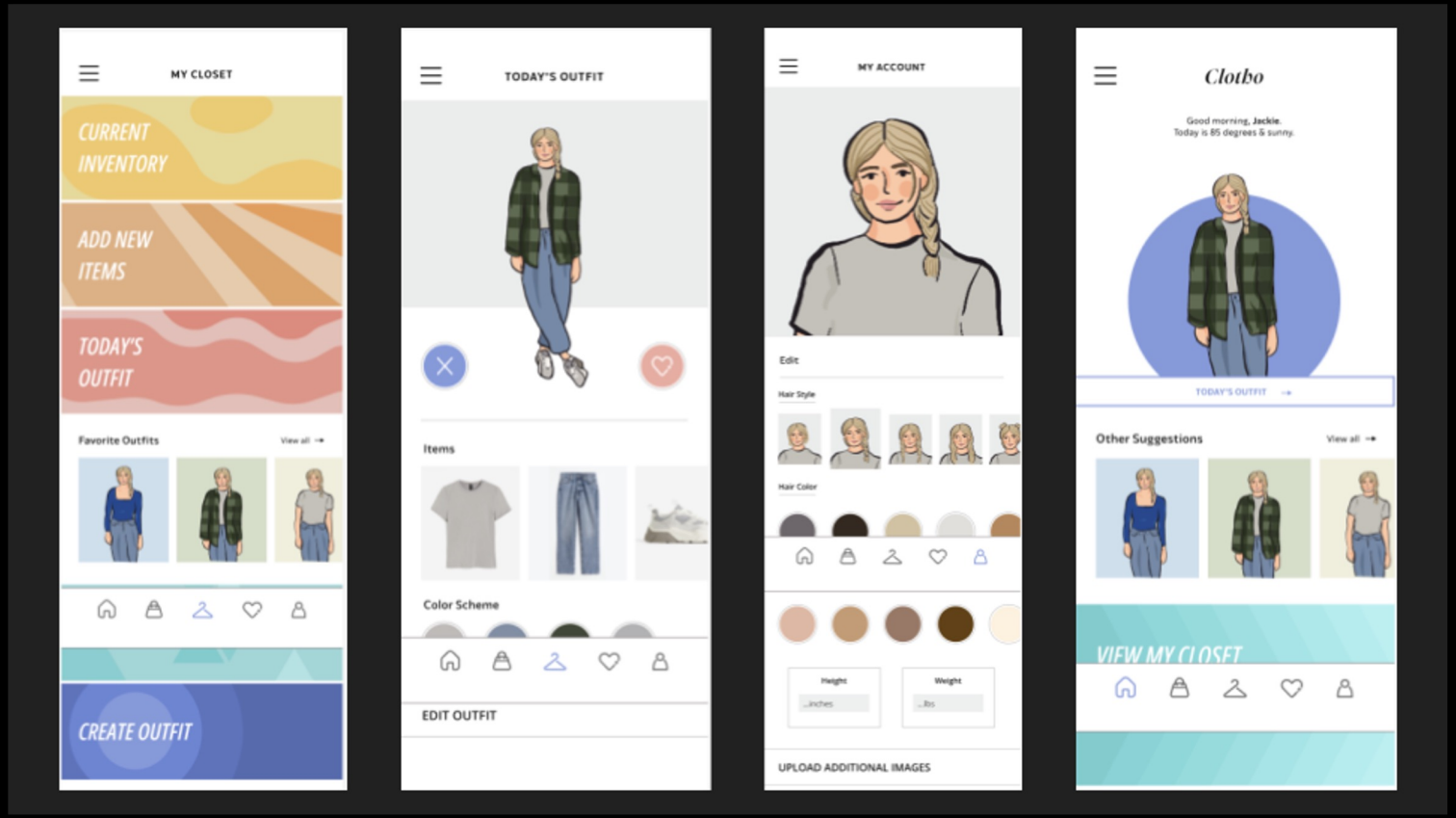
Even if an autonomous system were designed and tested to fully account for the complexity of the real world, environments change[46] in ways that will eventually subject systems to one-off cases or systematic discrepancies that did not previously exist.[47] This phenomenon is known as "data drift".[48] Conflict environments are likely to drift constantly.

- Wartime activities physically change the environment.[49]
- Groups engage in unpredictable behaviour to deceive or surprise the adversary[50] and continually adjust (and sometimes radically overhaul) their tactics and strategies to gain an edge.
- Because drift can happen gradually (or, if adversarial, covertly), it may be difficult to detect.[51]
- Conversely, sudden unanticipated tectonic shifts – for example, the emergence of a wholly novel military tactic for which an autonomous system was not developed or designed – can render whole classes of system ineffective.[52]

FIGURE 4. *In a set of simulated dogfights between an expert human pilot and an AI "pilot," the machine won 5-0. However, this system was operating in a controlled simulated environment. Real-world uncontrolled environments will prove much more challenging for autonomous systems.*
CREDIT: DEFENSE ADVANCED RESEARCH PROJECTS AGENCY.

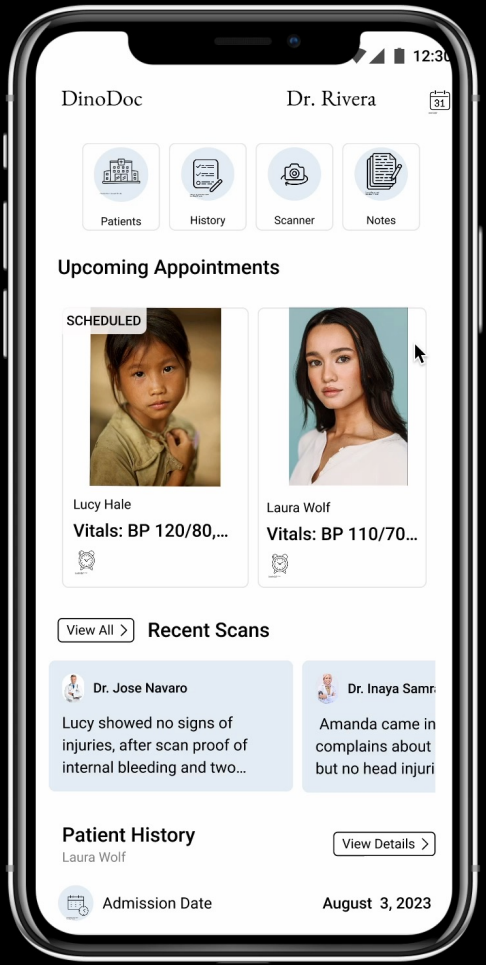
Known Unknowns: Data Issues and Military Autonomous Systems, Arthur Holland Michel, 2021

HOW MY STUDENTS ARE USING AND THINKING ABOUT AI


MY CLOSET
CURRENT INVENTORY
ADD NEW ITEMS
TODAY'S OUTFIT
Favorite Outfits
View all
CREATE OUTFIT
TODAY'S OUTFIT
Items
Color Scheme
EDIT OUTFIT
MY ACCOUNT
Edit
Hair Style
Hair Color
Height
Weight
UPLOAD ADDITIONAL IMAGES
Clotbo
Good morning, Jackie.
Today is 85 degrees & sunny.
TODAY'S OUTFIT
Other Suggestions
View all
VIEW MY CLOSET

Jackie R.

Alison G.



Drew Sisk

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Teaching Excellence Conference 2024

clutterMind
MAY - JUNE 2023
HIGHBROW
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AN INTERVIEW WITH TIKTOK'S FAVOURITE MINIMALIST COUPLE
PERFECTING THE DIGITAL LOOKBOOK
DIVERSITY OR DISTORTION IN MODELING
THE AI EDITION
DIVERSITY OR DISTORTION IN MODELING
THE AI EDITION

Aimee L.

AI IN FASHION

in a technological effort towards sustainability and diversity, how does one draw the boundaries between effective inclusion or unsavory omission?

"ANY GOOD TECHNOLOGIST, INSTEAD OF COMPLAINING ABOUT A PROBLEM, WILL BUILD A FUTURE WHERE YOU COULD ACTUALLY HAVE THIS REPRESENTATION"

A closer look at the ever-growing AI industry and what it means for the fashion industry, your shopping habits, and you.

The star of Levi's new campaign looks like any other model. Her tousled hair hangs over her shoulders as she gazes into the camera with that far-off high-fashion stare. But look closer, and something starts to seem a little off. The shadow between her chin and neck looks muddled, like a bad attempt at using FaceTune's eraser effect to hide a double chin. Her French-manicured fingernails appear scrubbed clean and uniform in a creepy real doll kind of way. The model is AI-generated, a digital rendering of a human being that will start appearing on Levi's e-commerce website later this year. The brand teamed with LaLaLand.ai, a digital studio that makes customized AI models for fashion companies, to dream up this avatar. Amy Gershkoff Bolles, Levi's global head of digital and emerging technology strategy, announced the model's debut at a Business of Fashion event in March. AI models will not completely replace the humans, she said, but will serve as a "supplement" intended to aid in

AI-GENERATED MODELS CAN BE USED IN CONJUNCTION WITH HUMAN MODELS TO EXPAND THE NUMBER OF MODELS PER PRODUCT

the brand's representation of various sizes, skin tones and ages.

"When we say supplement, we mean the AI-generated models can be used in conjunction with human models to potentially expand the number of models per product," a Levi's spokesperson said. "We are excited about a world where consumers can see more models on our site, potentially reflecting any combination of body type, age, size, race and ethnicity, enabling us to create a more personal and inclusive shopping experience."

"ANY GOOD TECHNOLOGIST, INSTEAD OF COMPLAINING ABOUT A PROBLEM, WILL BUILD A FUTURE WHERE YOU COULD ACTUALLY HAVE THIS REPRESENTATION"

Michael Musandu, the founder of LaLaLand.ai, created the software in part because he struggled to find models who look like him. He was born in Zimbabwe, raised in South Africa, and moved to the Netherlands to study computer science.

"Any good technologist, instead of complaining about a problem, will build a future where you could actually have this representation," Musandu said.

What about simply hiring a diverse cast of models? Musandu said that LaLaLand.ai is not meant to "replace" models, but allow brands to afford showing off different clothes on as many bodies as possible.

"It is not feasible for brands to shoot nine models for every single product they sell, because they're not just hiring models, they're hiring photographers, hair stylists and makeup artists for those models." AI-generated images don't need glam squads, so brands can cut costs they would spend on set by using fake avatars.

A spokesperson for Levi's added: "The models Levi's hires are already diverse and this will continue to be a priority for us. Over the past year, we've been focused on ensuring that those working on the content both in front and behind the camera are reflective of our broad consumer base."

Yet the diversity that AI can provide is always going to be virtual – a computer-generated sense of inclusivity. Are brands who generate, for example, black models for pieces where they only photographed a white human model engaging in a kind of digital blackface?

This is not a new question. There are already "digital influencers" like Lil Miquela and Shudu, fake avatars with millions of followers on social media. They model Prada, Dior and Gucci clothing with the idea that their (human) audience will purchase the pieces. Neither model is white, but both have at least one white creator (Shudu was created by British fashion photographer Cameron-James Wilson and Miquela by Trevor McFedries and Sara Decou).

THESE MODELS NEVER AGE ... MAKING [THEM] A HOT COMMODITY IN A YOUTH-OBSESSED INDUSTRY

Criticism of Levi's for casting AI models instead of real ones echoes the wave of response Lil Miquela got when she was first launched in 2016, or when Shudu made her debut two years later. The New Yorker's Lauren Michele Jackson called Shudu "a white man's digital projection of real Black womanhood".

Lil Miquela's creators also filled her fake life with "events" to try to give her personality. Calvin Klein apologized for a Pride ad that showed Lil Miquela kissing the real model Bella Hadid. A few months later, Lil Miquela came out with a story of experiencing sexual assault in the back of a ride-share, and followers accused her creators of making up a traumatic event for clout. Unlike their mortal counterparts, these models also never age. Miquela, a "19-year-old Robot living in LA", is forever 19 – making her a hot commodity in a youth-obsessed industry.

How long before these models are taking away jobs from real people? Sara Ziff, founder of the advocacy group The Model Alliance,is concerned, "capitalizing on someone else's identity to the exclusion of hiring people who are actually Black could be compared to Blackface", Ziff said.

Ziff's New York office hosts a support line where models call in to discuss things that have made them uncomfortable on set. Lately, the topic of conversation has been AI, and specifically body scans, which brands can use to create digital, 3D replicas of models' bodies.

"We've received an increasing number of calls from models who after receiving body scans found that the rights to their body were being assigned to a company, which meant that they were losing the rights to their own image," Ziff said. "We've particularly heard this from fit models, who are concerned over how their personal information would be used or capitalized on without their permission."

Sinead Bovell has modeled for six years and wrote about the topic of AI models for Vogue in 2020. She frequently posts on social media about the ethical dilemma that comes with companies using models' bodies to create their images.

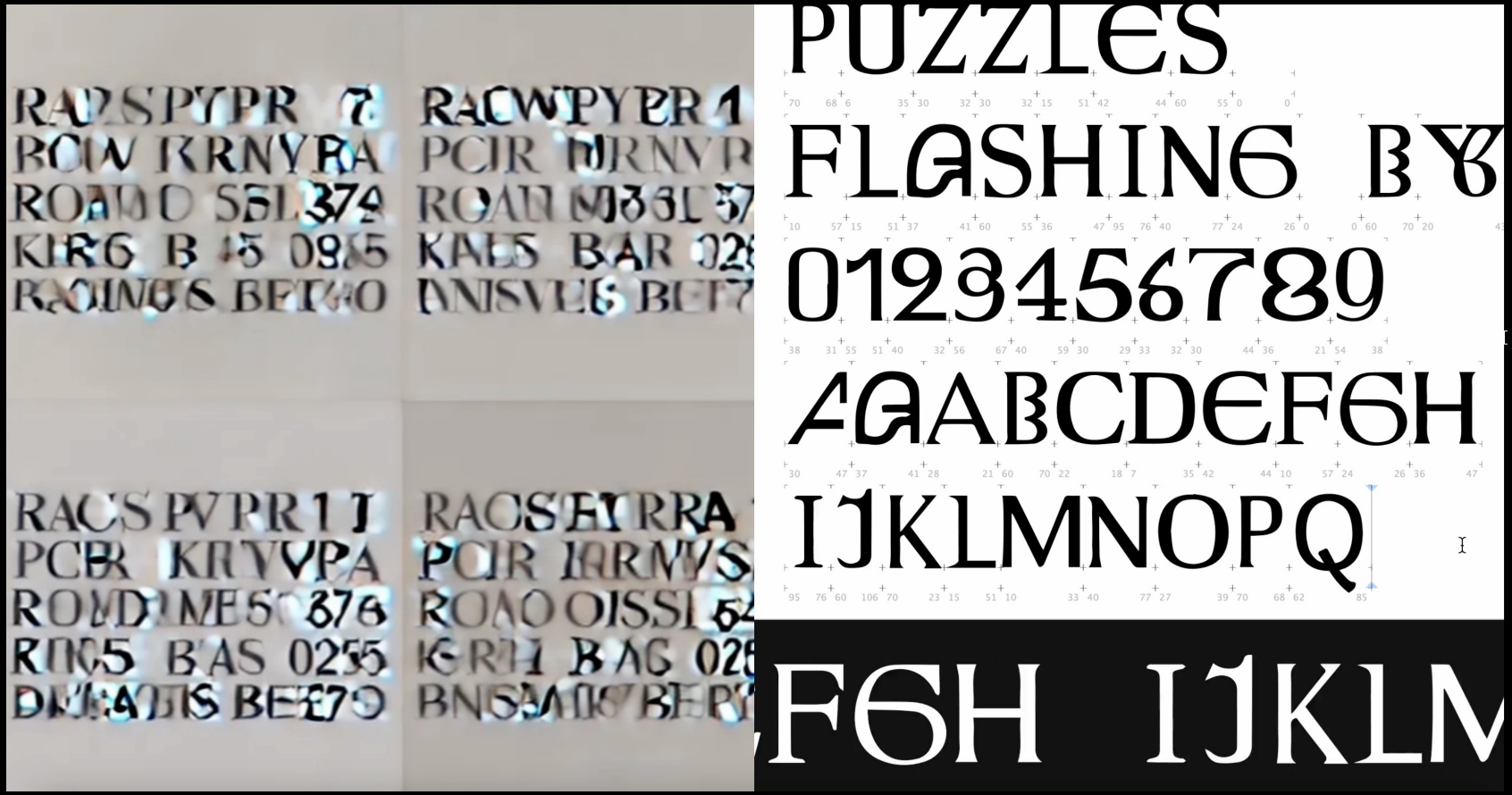
Last year, the portrait app Lensa went viral for generating highly stylized portraits of users. It used Stable Diffusion, a text-to-image app that is trained to learn patterns through an online database of images. Those photos are sourced from across the internet, which led to artists saying Lensa was stealing their work to create the pictures.

Similarly, brands could train their AI on real-life photos or body scans of human models. But who gets paid when the photo generated from their likeness lands the next big ad campaign? "Who would own that data? Where would it live? I'm sure there are ways that you have full rights over it, but as that area of tech is being ironed out, I'd rather not be the guinea pig," Bovell said.

Musandu, the LaLaLand.ai founder, said that his algorithm only works off data that the company owns. But he agrees that companies should compensate models if they base imageson their likeness. "I think if any algorithm has used you in the training set, you should have the rights for licensing those images," he said.

It's easy to remain pessimistic about the long-term affects this will have of fashion and body image. "I can see a future with AI where beauty standards become even more unrealistic because clothing is literally worn by people who aren't real," Bovell said. "If you look at the history of how tech has evolved – things like selfie sand filters – it's not super positive."

- ALIANA DEMOPOULOS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Hiccups and Hallucinations: Critically Engaging AI in the Design Classroom

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