

FAR IN THE FUTURE





IN AN AGE MUCH LIKE OUR OWN

A TALE TOLD IN MANY WAYS





ABOUT THE THINGS THAT TEAR US APART

AND THE THINGS THAT BIND US TOGETHER



THE
MOONS
OF
JUPITER



The background is a composite image. On the left, a space scene with a large pinkish planet, a smaller orange planet, and a small grey planet against a dark sky. On the right, a close-up profile of a woman with dark curly hair wearing a gold space helmet and a red suit, looking towards the left. The text is overlaid on these images.

THE CASINO OF BEAUTY

POSSIBILITIES OF ARTIFICIALLY INTELLIGENT IMAGE
GENERATION IN HYPER-MEDIA

Generative Art, also called AI art, is in the middle of a hype-cycle lately. It's important to note this type of image generation has been happening since the work of Stan Vanderbeek in the 1960's at least. Before that we had the work of Max Ernst, Marcel Duchamp and Jackson Pollock.

Still, there has been recent innovations in generative image technology, and those who leverage it will be able to tell bigger stories, more quickly, with more immersion than ever before.

AI isn't a replacement for human creativity --
it is a multiplier of creativity.

What I am proposing is not a brand new technology but a workflow designed around already existing technologies to leverage synergies for creators to generate richer content more quickly

AI Image generation comes along with several other technologies, such as video game engines that can produce cinematic content for social media platforms geared toward short-form

content, massively multiplayer online role-playing game (MMORPG's) that can provide immersive gaming and chat experiences, installation and destination media (ala theme parks). Modern generative media can facilitate and moderate these experiences, bringing a cohesive experience across a multitude of media formats and audiences.



THE ENDLESS SEQUEL

With modern workflow and AI generated imagery we can generate a tight coupling of market research and content creation with a “always be shipping” philosophy -- this already exists in modern social media marketing, but can be repurposed to creative ends.

AI Models can be trained to act as both moderators and facilitators for fan-generated content. Massive video game environments can exist for fans to hang out in, micro content can keep fans engaged while on work breaks and between classes, while hyping up upcoming in-universe events.

“‘fandom’ is a vehicle of marginalized subcultural groups (women, the young, gays, etc.) to pry open space for their cultural concerns within dominant representations; It is a way of appropriating media texts and rereading them in a way that serves different interests, a way of transforming mass culture into a popular culture“

Henry Jenkins, “Star Trek Rerun, Reread, Rewritten: Fan Writing as Textual Poaching.” *Critical Studies in Mass Communication* 5, no. 2 (1988) 85-107

GAME MECHANICS AND SCRIPTED COMPETITION AS ART

We have seen the success of E-Sports and WWE. What is possible now is a synergy between media production and live performance. Scripted Competitions, ala the WWE, live streamed on Twitch can determine plot points for next weeks episode, and story arcs for downloadable content for the video game universe.

What happens when a space battle’s outcome isn’t even known by the actors themselves? When an actor is tasked with rallying volunteers for a MMORPG Raid? Imagine the anticipation and hype that can be generated when not even the producers know the result of a competition and how it will affect the media universe.

In game universe’s economies and environments can be modeled in video game worlds, generating plot points and drama that feels more real than ever.

MUSE-1 -- THE PORTABLE AI STUDIO



An On-site studio in 2 10ft shipping containers. Portable and modular, expandable for project and company needs.

FEATURES

- On-site GPU and File Storage for secure, copyright safe AI Model Generation
- AI assisted sound mixing and video editing
- Photography and video capture equipment
- Recording Studio Like controls for quick iteration of ideas
- Custom software suite for automation and voice control

THE SOFTWARE STACK

Some of the following software has already been prototyped and designed. These components could be iterated quickly to adapt to real world applications. Because we are talking about a studio system, and not a software product, we can use already existing software like Adobe Suite, Blender, and Maya3d (all of which are incorporating AI generation) in our workflow.

HANS

AI OPTIMIZED CAMERA

AI optimized Camera written specifically for generative art. Capture rough drawings, marquettes, lego sculptures, and turn them into branded media.

SCRIABIN

EXPRESSIVE AI INTERFACE

Wire all the parts together with a mixing-board like interface. Already prototyped, bring mixing-console like interaction to generative media production.

EISENSTEIN

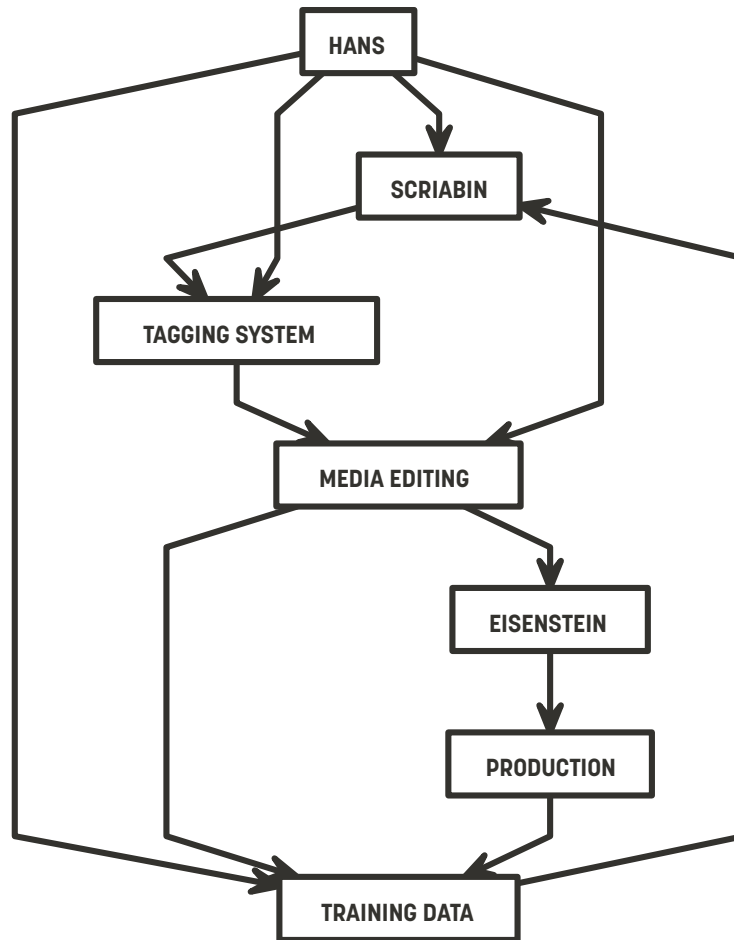
STORY BOARD GENERATOR

What is old is new again! Generate shoot-ready story boards, incorporating the elements from, Hans and Scriabin

CHAKA

MASS TAGGING SYSTEM

Database and search system optimized for AI images. Quickly find and index generated images.



WINNING THE AI ARMS RACE

(BY NOT RUNNING)

We don't know which companies or AI frameworks will survive and thrive in the coming years, but we can anticipate and build toward the new way of working with AI.

DIVINATION, NOT CREATION

The nature of generative media is that it is random, and, despite the promises that companies have made to venture capitalists, it is probably the safer bet to assume that it will remain more random than people familiar with the Hollywood studio system are used to.

The solution comes from one of the biggest properties in mass media: the Marvel Universe. These stories were written using the "Marvel Method".

"The Marvel Method ... leaves the layout of the pages to the discretion of the artists, who are working from a more general plot. The plot is typically derived via a story conference between the scripter and the artist. After the pages are drawn, the scripter then adds dialogue to the drawn pages.

The biggest drawback in this method is that if the artist didn't do a good enough of a job on the pages, the editor (in the case of Marvel, the editor was also the scripter of the issue) would have the artist redo pages until the story was "right." Joe Orlando once famously noted that he would often have to draw 25-30 pages to get the 20 pages for the story. Marvel, of course, would not pay for those unused pages."

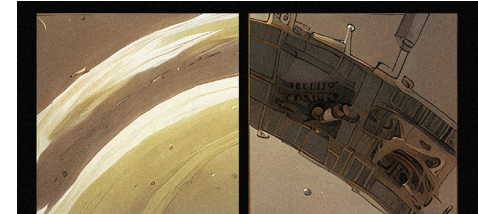
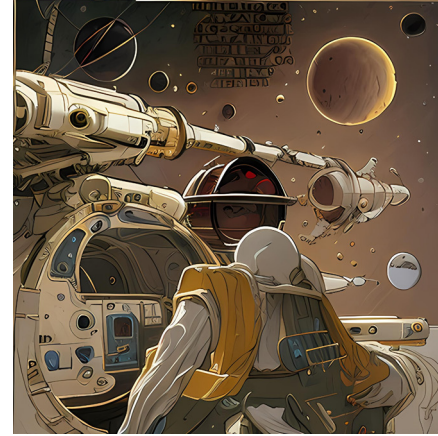
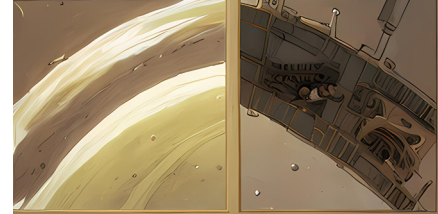
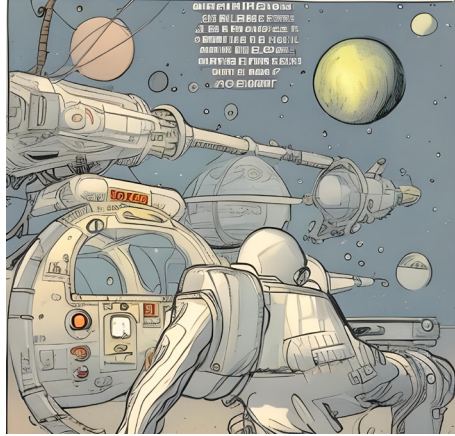
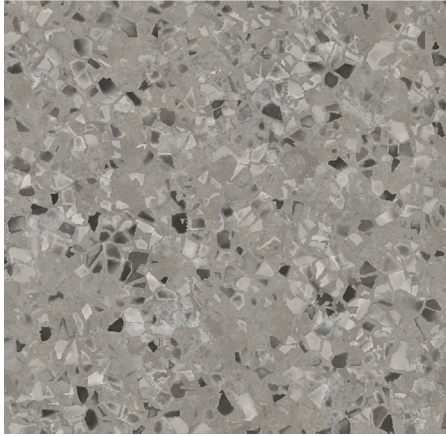
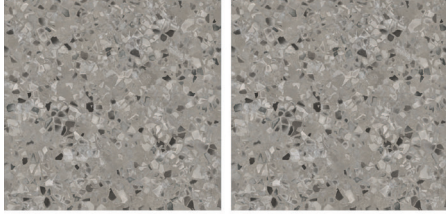
<https://www.cbr.com/marvel-comics-marvel-method-depictions/>

By Brian Cronin

Published AUG 30, 2018, Retrieved 2023-04-23

THE LNSY METHOD OF COMIC BOOK LAYOUT

(ABOUT A MILLION TIMES FASTER THAN THE MARVEL METHOD!)



Layout is given as source image to Stable Diffusion

Stable Diffusion generates a rough sketch with the prompt "Sci-Fi Comic 1970's"

Rough sketch is taken through a style transfer

A minute of Photoshop gets the page ready for scripting and lettering

CHARACTER DESIGN



Reference Material can be generated quickly and cheaply. This photograph of Xarene was taken with a Pixel 4A phone, transferred to the computer with Signal and converted using Stable Diffusion into a finished character in less than 15 minutes of labor.



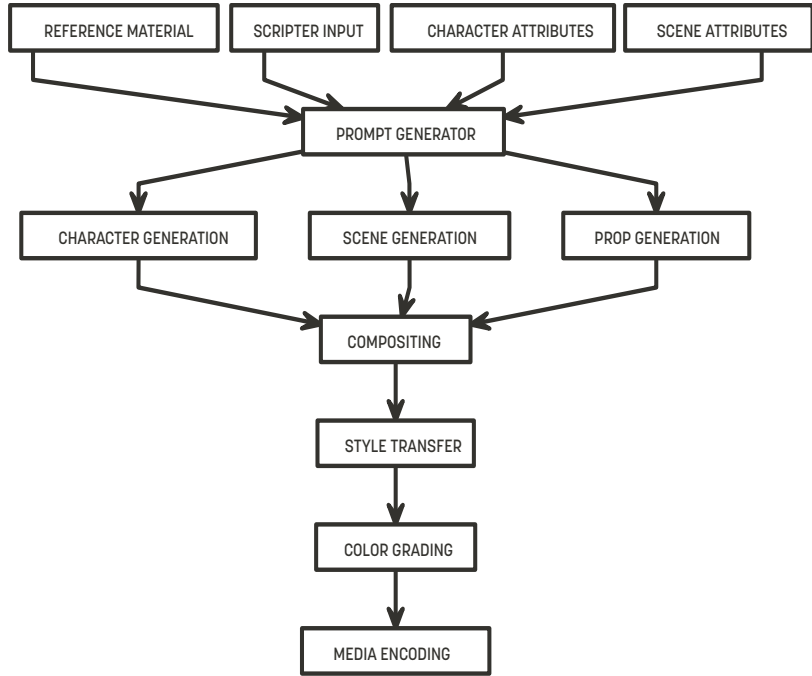
SCENE GENERATION



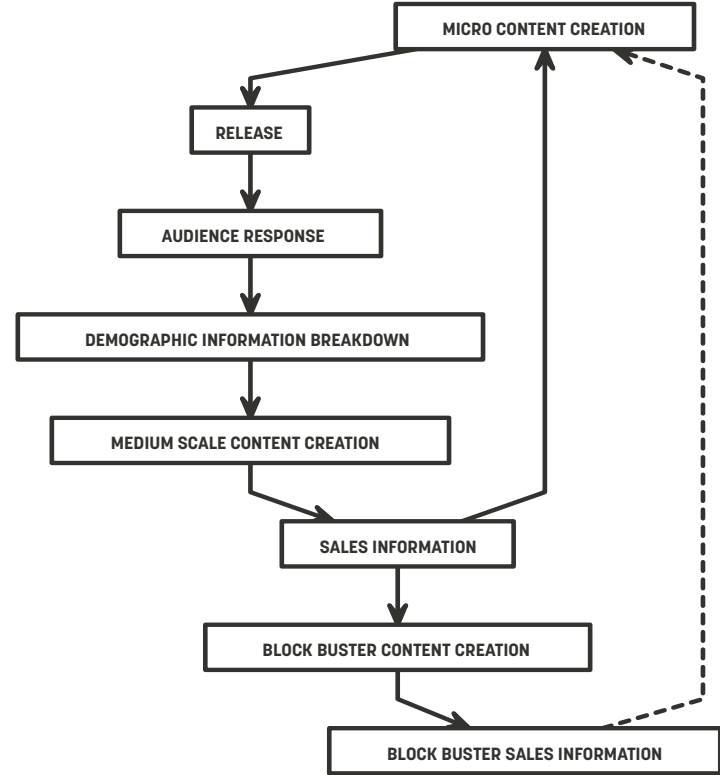
A similar process was used to generate this image -- a photograph of a theater in Thai Town LA was modified using Stable Diffusion and a style transfer to generate the image.



TECHNOLOGY WORKFLOW



CONTENT WORKFLOW



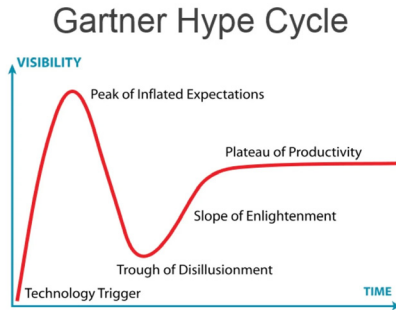
GLOSSARY

E-Sports - short for electronic sports, is a form of competition using video games. (Wikipedia)

Generative Image - an Image generated by an Artificial Intelligence. Half random noise, half collage.

GPU - A graphics processing unit is a specialized electronic circuit designed to manipulate and alter memory to accelerate the creation of images in a frame buffer intended for output to a display device. GPUs are used in embedded systems, mobile phones, personal computers, workstations, and game consoles. (Wikipedia)

Hype Cycle - Best illustrated below. For instance, for AI image generation we are at “Peak of Inflated Expectations” and for Virtual Reality we are in the “Trough of Disillusionment”



<https://www.techtarget.com/whatis/definition/Gartner-hype-cycle>

MMORPG - an online role-playing video game in which a very large number of people participate simultaneously. (Oxford Dictionary)

Stable Diffusion - Stable Diffusion is a deep learning, text-to-image model released in 2022. It is primarily used to generate detailed images conditioned on text descriptions, though it can also be applied to other tasks such as inpainting, outpainting, and generating image-to-image translations guided by a text prompt. (Wikipedia)

Style Transfer - Neural style transfer (NST) refers to a class of software algorithms that manipulate digital images, or videos, in order to adopt the appearance or visual style of another image. (Wikipedia)

WWE - World Wrestling Entertainment, Inc., doing business as WWE, is an American professional wrestling promotion. A global integrated media and entertainment company, WWE has also branched out into other fields, including film, American football, and various other business ventures. (Wikipedia)

