The rise of the synthetic designers.

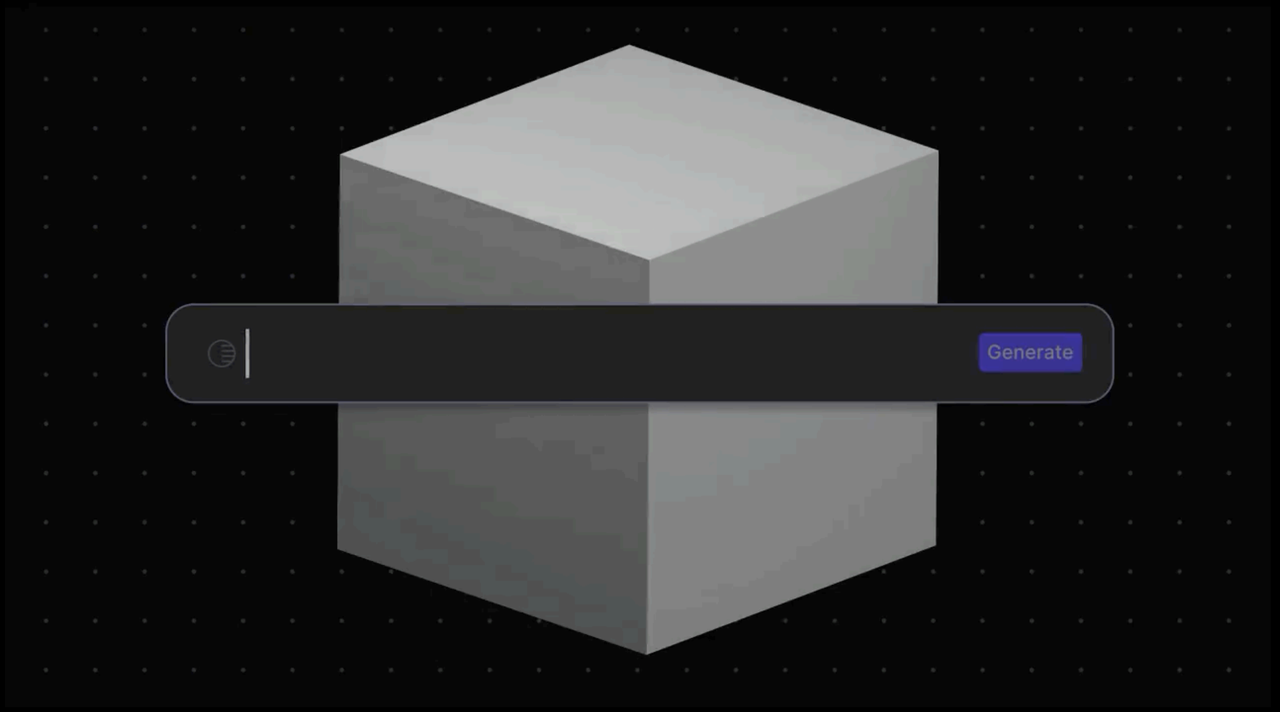
Alejandro Matamala Ortiz

synthetic designers.

The evolution of AI over the past years.

The tools and new forms of creating.

The Synthetic Designer.



The evolution of AI over the past years.

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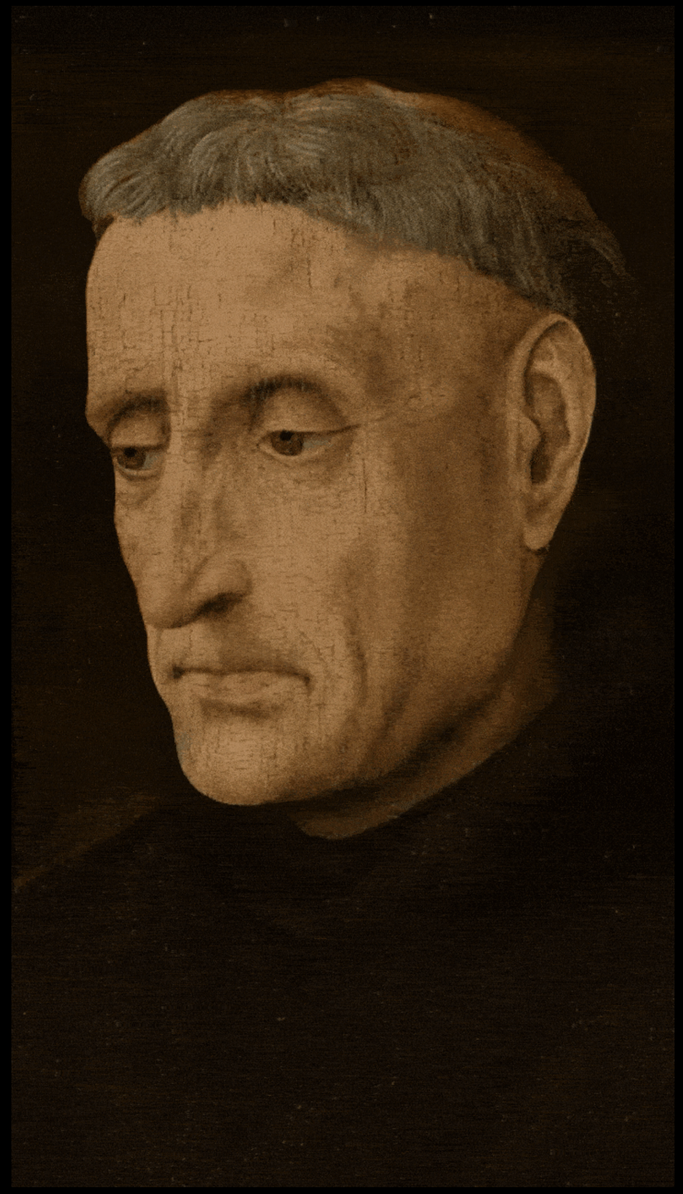
The Synthetic Designer.



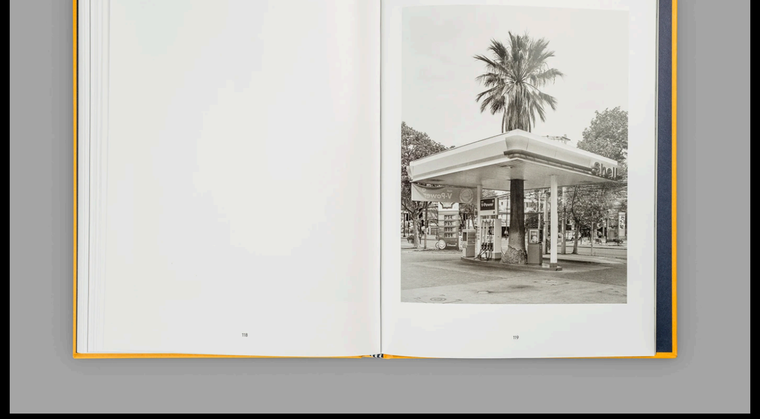
The evolution of AI over the past years.

The tools and new forms of creating.

The Synthetic Designer.

This is a synthetic version of me attempting a backflip in 2018.

SKATEPARK
Javier
Mis páginas amarillas
Cancino



Panorama

LABORATORIO EIGENGRAU
EIGENGRAU LABORATORY
45°
EIGENGRAU LABORATORY • JAVIER TORO BLUM • LABORATORIO EIGENGRAU

Doméstico

ARTISTA GRÁFICO
012
Nos conocimos hace mucho tiempo en Adrogue (de donde somos originarios). Pero ese encuentro no tuvo nada especial, sí en Octubre del año pasado cuando nos volvimos a cruzar en una fiesta de un conocido en Bs As.
Decidimos irnos de viaje.
Pasco tenía la idea fija desde hace mucho tiempo de salir a vagabundear y recorrer un poco en una van.
Entonces vendió su auto y luego de dos meses de búsqueda nos encontramos con "La Troca".
PASCO PASCALE
013
SECUENCIAS Y CONSEJOS
El asesino
Era un clásico de la primer noche en cada lugar escuchar ruidos afuera de la van o ver pasar personajes siniestros. Esas noches casi no dormíamos y nos atrincherábamos imaginando todo tipo de historias terroríficas.
Afortunadamente todo era obra de nuestra imaginación.
Mosquitos y Moscas
Están en todo el litoral de Uruguay. El turno diurno es de las moscas y el de la tarde noche, Ellos: los mosquitos.
No tenemos un consejo bueno real para recomendarles.
Intentamos todo: nada funcionó.
Espirales, insecticidas, inventamos tules, a modo de mosquiteros, clavo de olor en naranjas, fogatas humeantes.
Todo fallaba. Ya ni nos importaba intoxicarnos.
Lo único cercano a una solución fue intentar ignorarlos. Una vez que pasamos la frontera a Brasil el panorama cambió mágicamente, las moscas parecían no existir y los mosquitos con un simple espiral ni se acercaban.
Vecinos
En Praia do Rosa paramos sobre el canto sur. Donde estacionamos teníamos dos vecinos, un pescador y un vendedor de helados que había decidido pasar el verano armándose una casita en la mera playa desafiando la ley.
No entendíamos si éramos bien recibidos o no... hasta que un día el pescador nos sorprendió con dos pescados a la parrilla y una ensalada pronta. Un manjar inesperado. Teníamos la sonrisa dibujada
Otro día, como todos los días saludamos a "manito" el otro vecino... Pasco se dio cuenta que algo andaba mal, unas horas después cuando volvimos del agua, el gobierno local había levantado su choza. Terminamos ayudándolo a subir todas sus cosas desde la playa. Para inesperadamente regresar a su casa real con su familia.
Nos dimos cuenta que nuestros vecinos tenían la mejor onda.
TALES FROM THE TRIP
Plan sin plan: viajar en van y conocer la mayor cantidad de lugares, personas y olas.
Premisa: Improvisar
Duración: No definida
Rumbo: Litoral Uruguayo y Brasilero
Objetivo: Gozar

LIBRO TEMPRANO
EARLY BOOK
Benjamín Orso

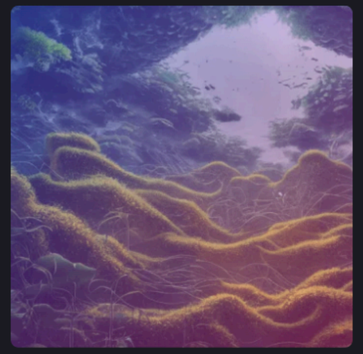
DAGA
N • 12

runway

www.runwayml.com

ove Background

omatically remove the
kground of a video



Text to Image Generation

Generate an original image with only text

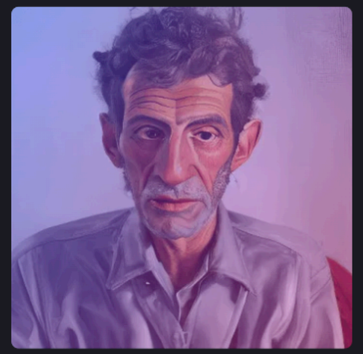


Image to Image Generation

Modify an existing image with text

Erase and Replace

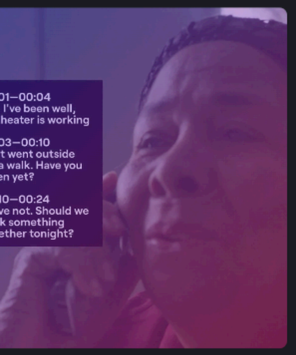
Erase and replace parts of an image

Text to 3D Texture

Generate a 3D texture from text

Clean Audio

Remove background n



erate Transcript

scribe spoken content
.SRT

Export Alpha Matte

Create an alpha matte for precise refinement

Replace Background

Automatically replace the background of a video

Text to Color Grade (LUT)

Color grade your video with only text

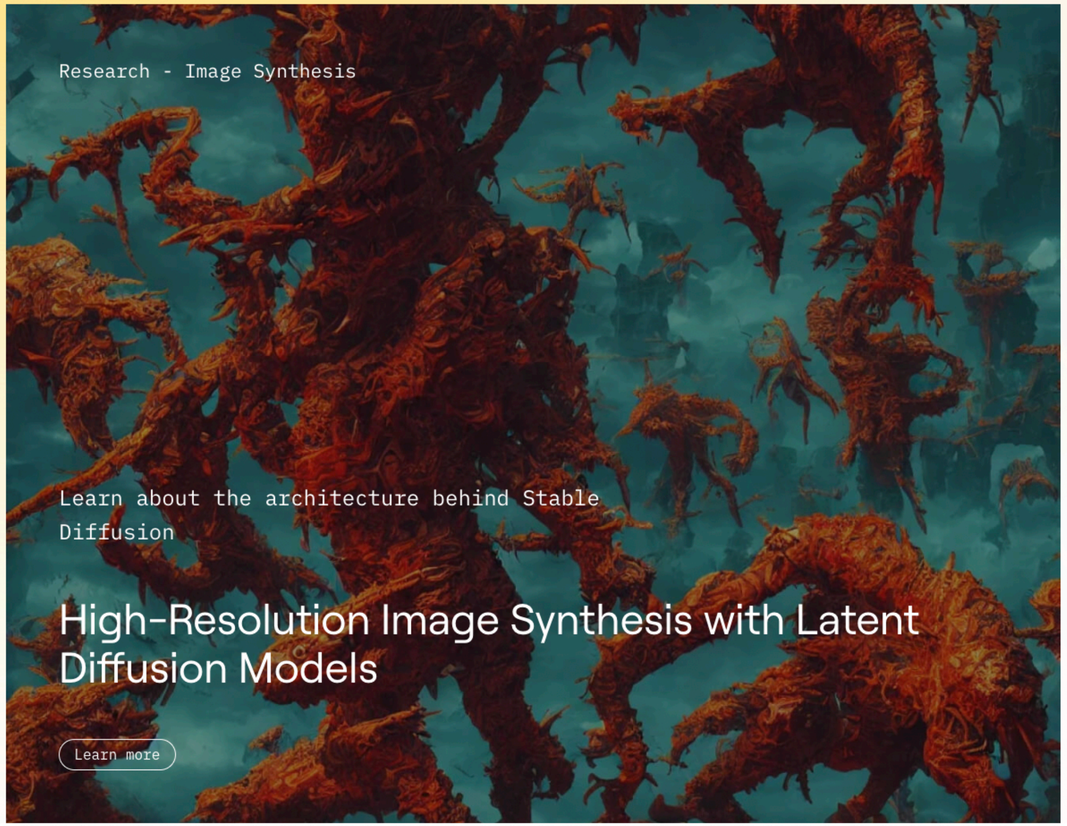
Add Green Background

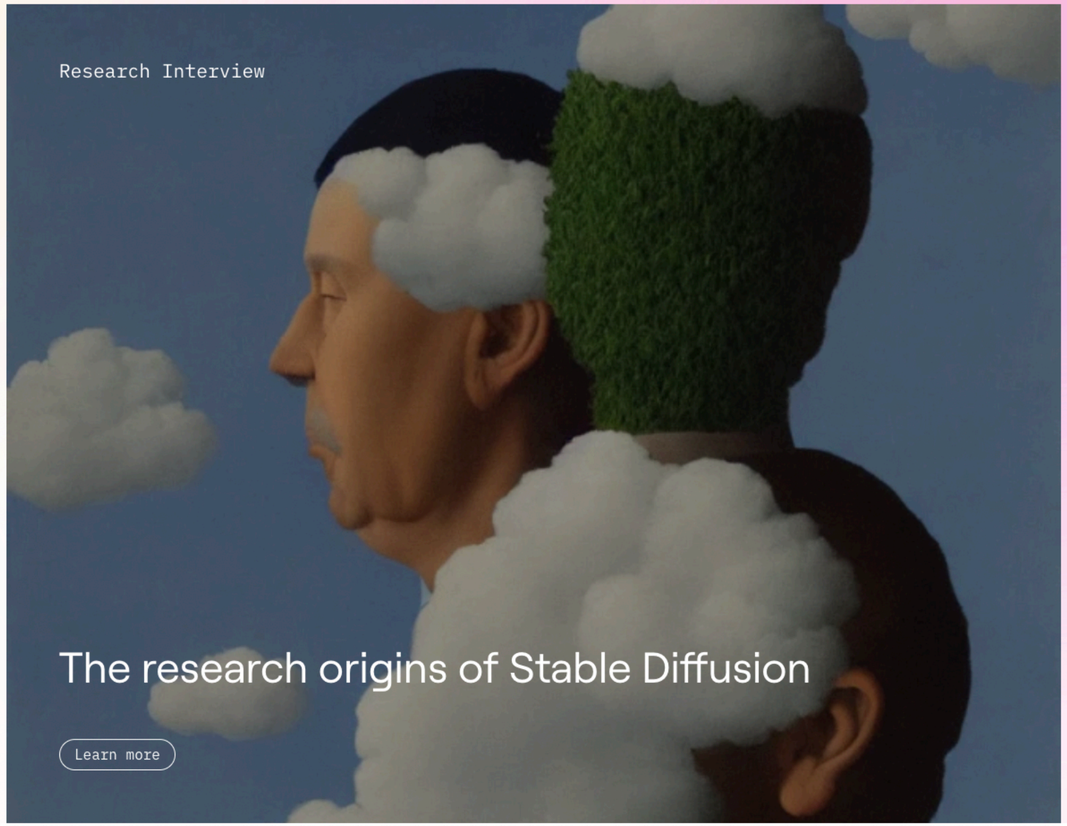
Replace the background of a video with a solid green

Motion Tracking

Automatically track the movement of any objec

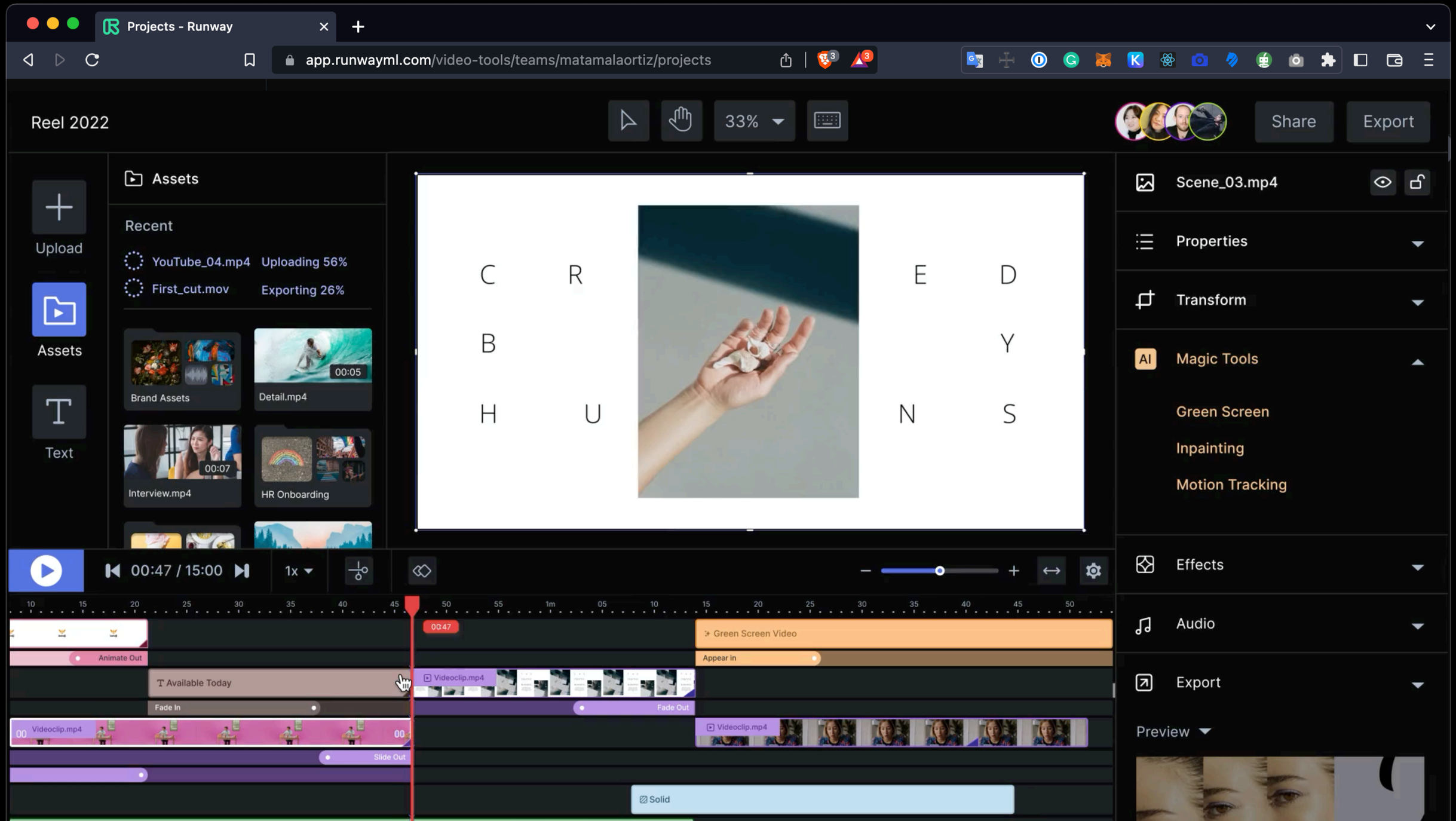
Reimagining creativity with artificial intelligence





Building a web-based real-time video editing tool with machine learning

Anastasis Germanidis / November 17, 2020


Projects - Runway
app.runwayml.com/video-tools/teams/matamalaortiz/projects
Reel 2022
33%
Share
Export
Upload
Assets
Text
Assets
Recent
YouTube_04.mp4 Uploading 56%
First_cut.mov Exporting 26%
Brand Assets
00:05
Detail.mp4
00:07
Interview.mp4
HR Onboarding
C R E D
B Y
H U N S
Scene_03.mp4
Properties
Transform
Magic Tools
Green Screen
Inpainting
Motion Tracking
Effects
Audio
Export
Preview
00:47 / 15:00
1x
Animate Out
Available Today
Fade In
Videoclip.mp4
Slide Out
00:47
Green Screen Video
Appear in
Fade Out
Videoclip.mp4
Solid

2017

2023

NEW YORK

ml4a Retweeted

Ian Goodfellow
@goodfellow_ian

CycleGAN turning a horse video into a zebra video (github.com/junyanz/CycleG...)

1:29 PM · Apr 9, 2017

Jasper van Loenen
@JaspervanLoenen

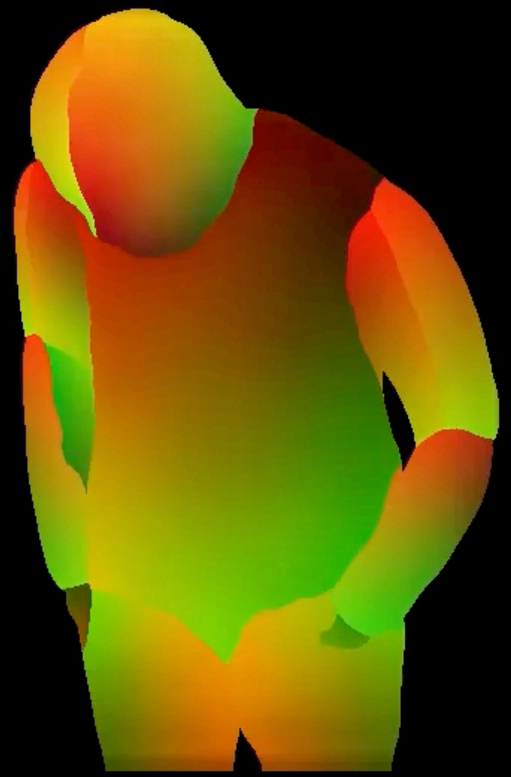
First try at generating streetview-like cityscapes #deeplearning #pix2pix

8:52 AM · Mar 14, 2017

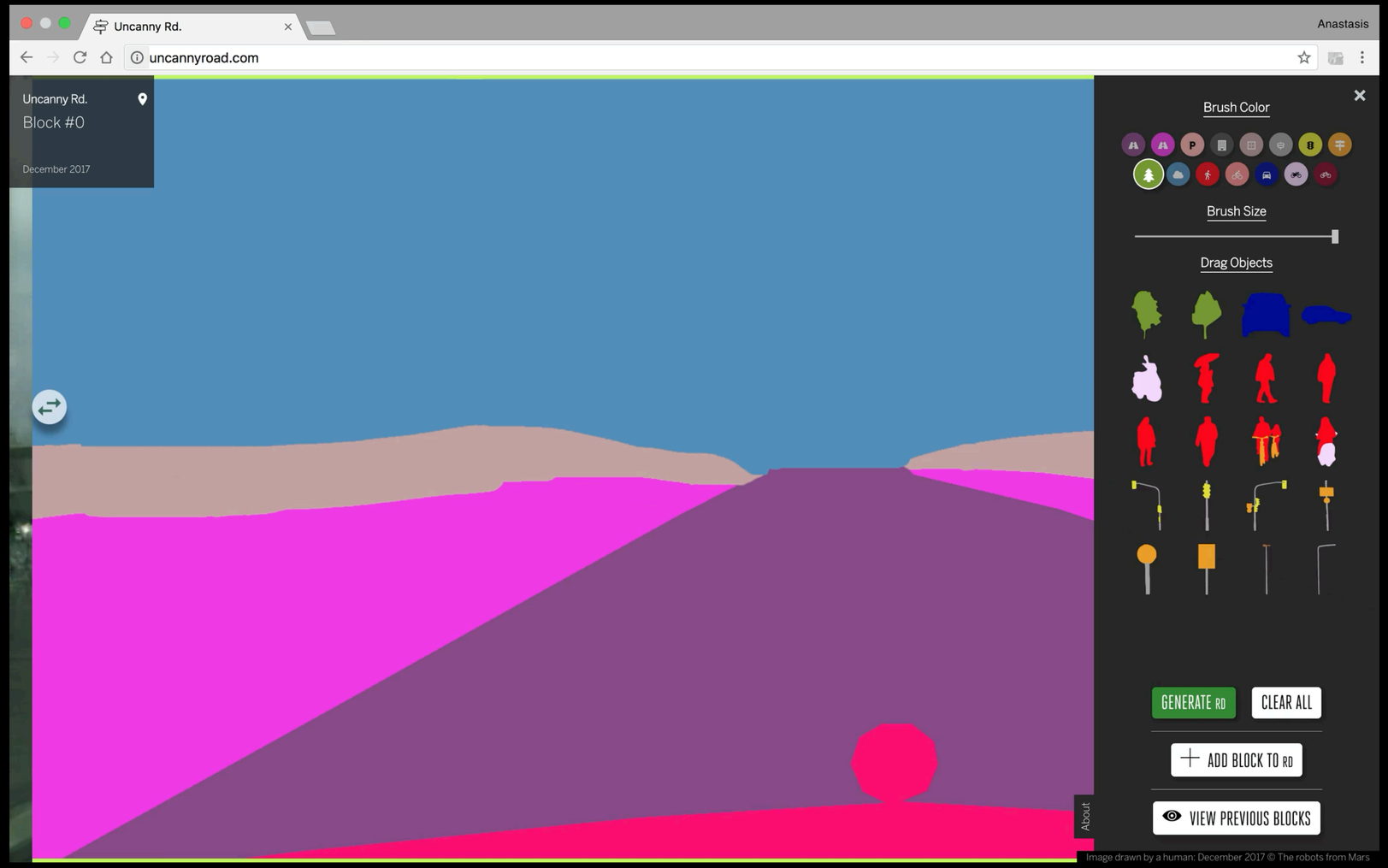
64 Retweets **3** Quote Tweets **149** Likes

Mario Klingemann
@quasimondo
Generating faces from a sketch. I trained a pix2pix net on 1500 #bldigital faces. Left input, right output.
0:13
20.2K views
8:50 AM · Jan 30, 2017
302 Retweets
21 Quote Tweets
758 Likes

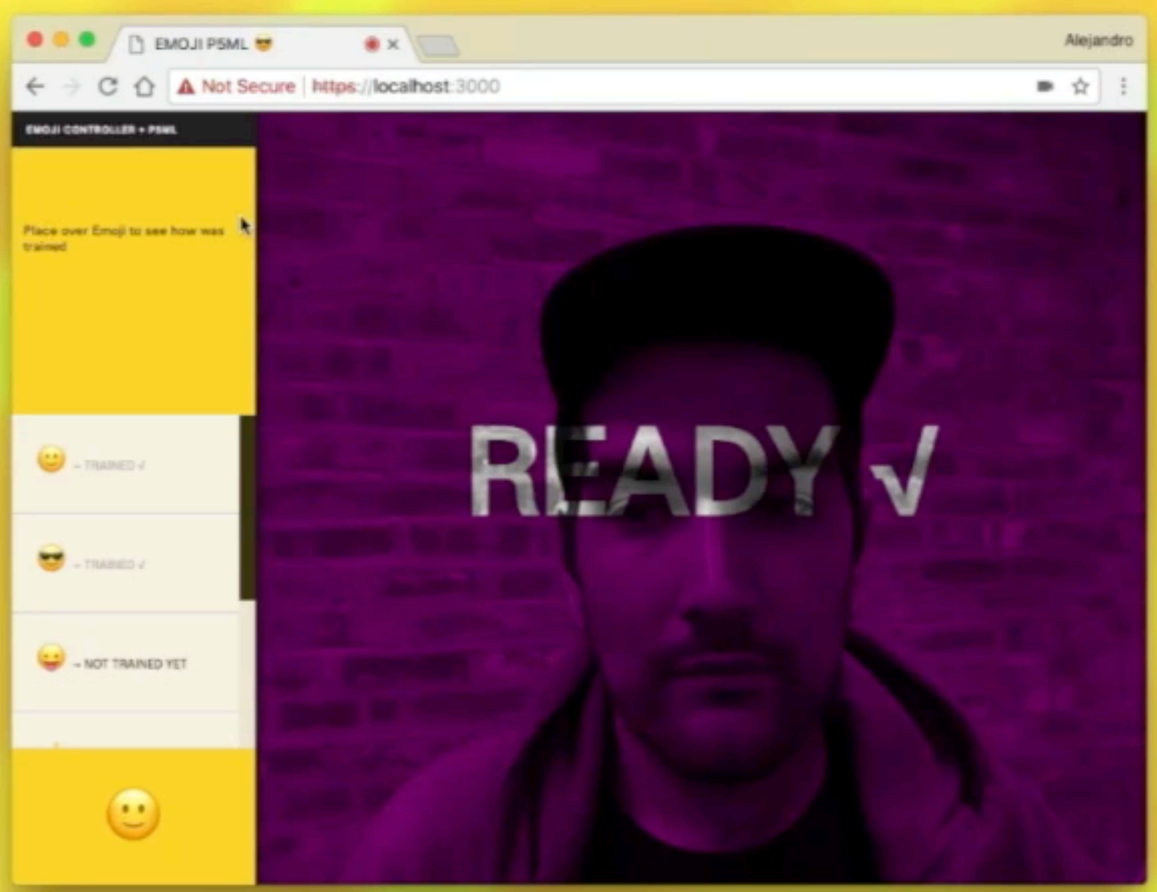
Brannon Dorsey
@brannondorsey
Full person-to-person image translation with machine learning! Applying #pix2pix to video @branger_briz @phillip_isola @genekogan @kaihuchen
6:45 PM · Dec 6, 2016
63 Retweets
8 Quote Tweets
169 Likes

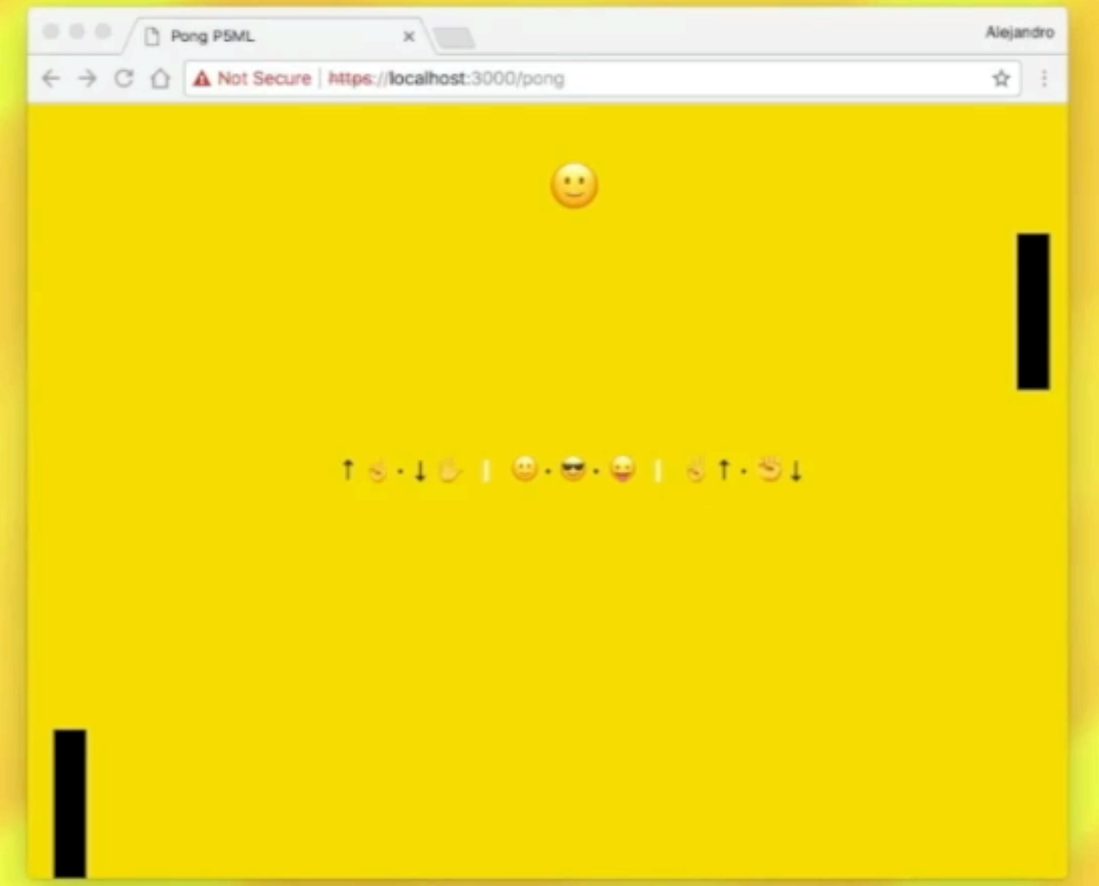


Cristóbal Valenzuela
The Alternative Late Show, 2018



Cristóbal Valenzuela and Anastasis Germanidis
Uncanny Road, 2018


EMOJI P5ML
Alejandro
Not Secure | https://localhost:3000
EMOJI CONTROLLER + P5ML
Place over Emoji to see how was trained
- TRAINED √
- TRAINED √
- NOT TRAINED YET
READY √


Pong P5ML
Alejandro
Not Secure | https://localhost:3000/pong

4 years ago:

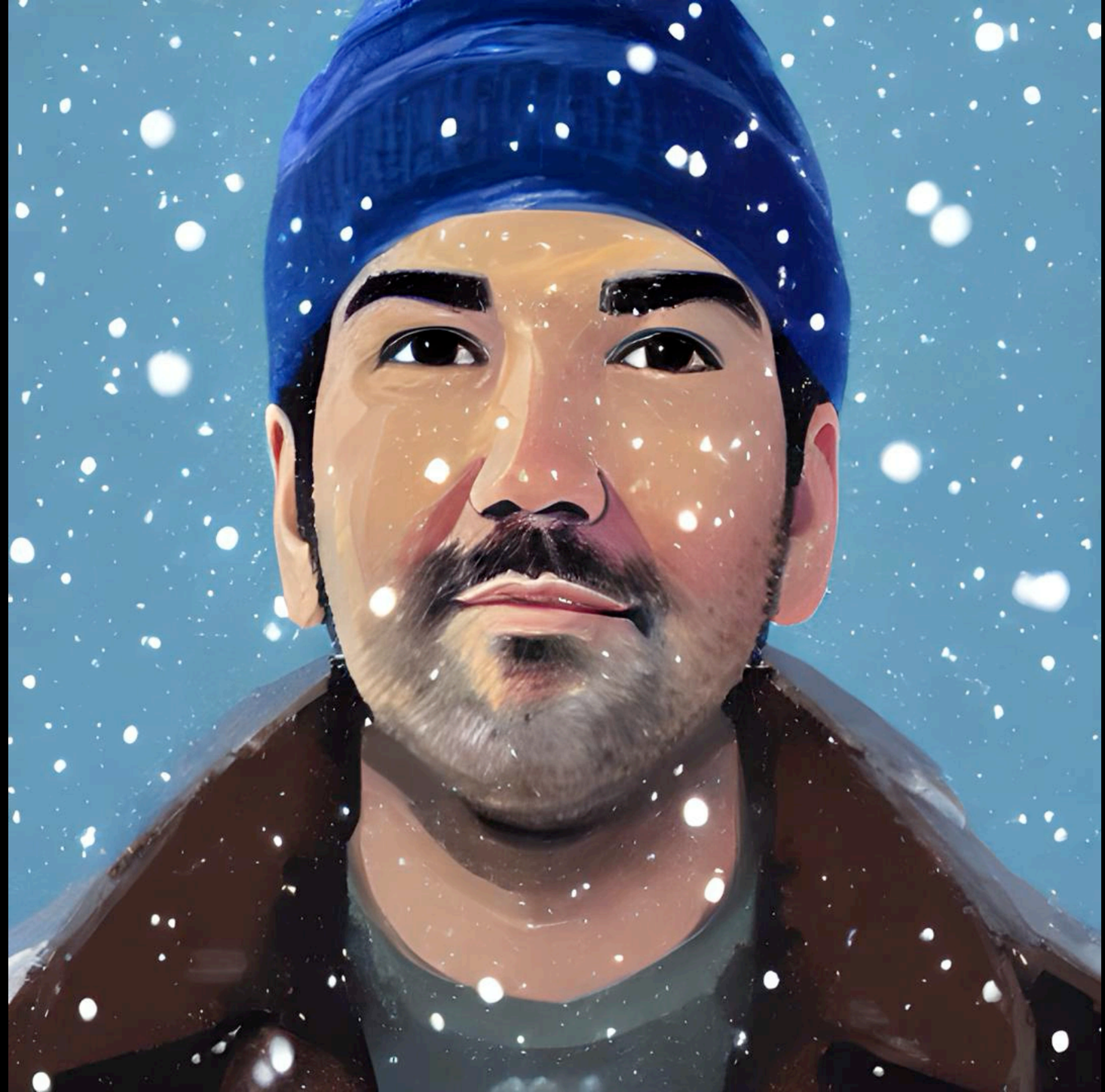
The results of the models weren't th e best.

It was really hard to access.

2017

2023

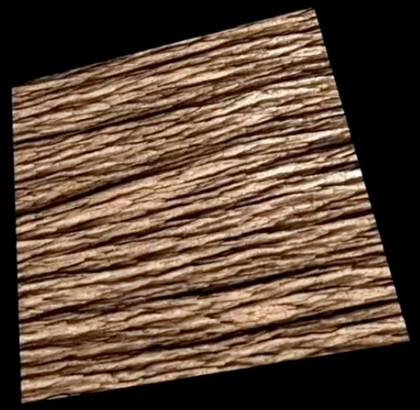
Generative AI



What's Generative AI, and what does it mean for designers?

A photorealistic image of a cat...

Generate



brown tree bark texture

Generate

@Takubeats

What's Generative AI, and what's its potential for designers?

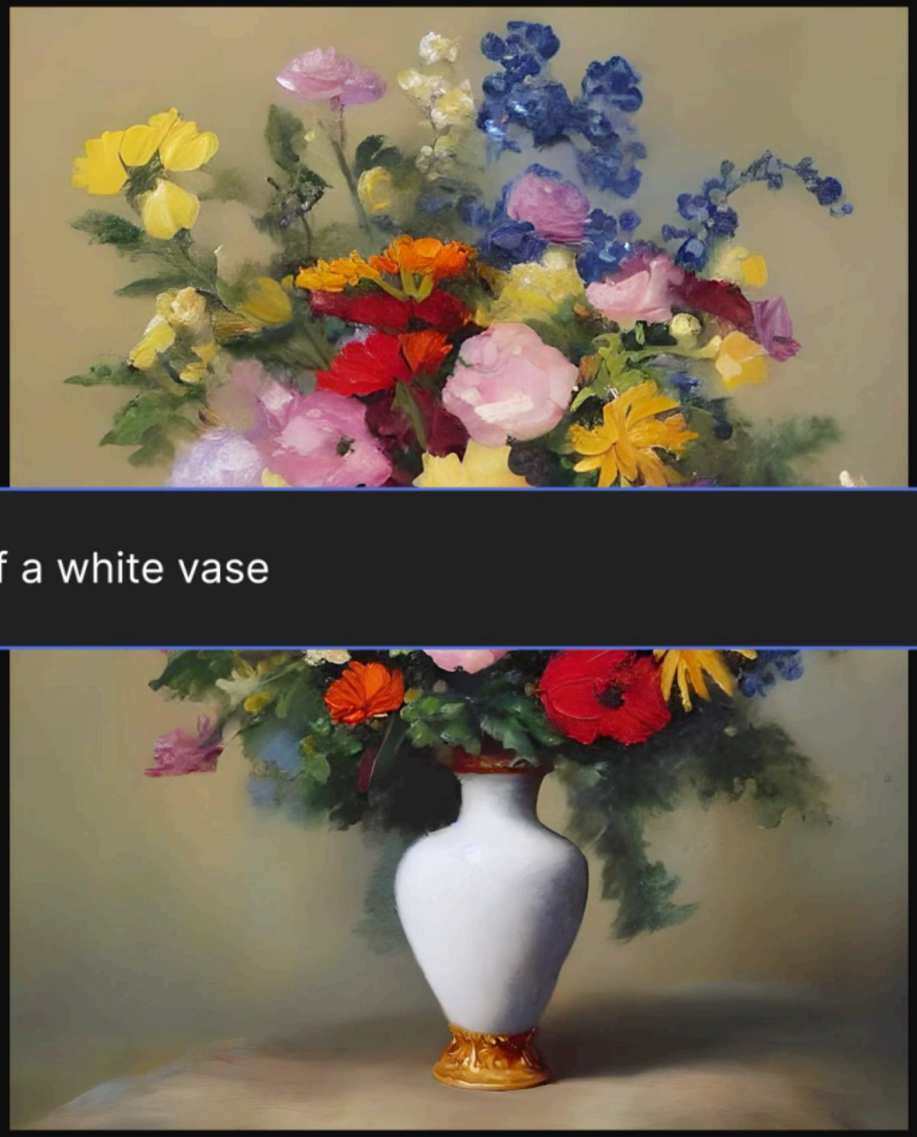
Generative AI is a type of artificial intelligence that uses algorithms to generate new outputs from existing data. It has the potential to be a powerful tool for designers, enabling them to create high-quality designs with minimal effort. Generative AI can be used to create new designs, generate 3D models, generate textures and materials, and even generate entire environments. It can also be used to identify trends in design and suggest new ideas or ways of working. The potential for Generative AI is huge, and is likely to revolutionize the way that designers work in the future.

Looking for ChatGPT? Try it now

“a still life scene of a table with {{ food }} on a skateboard doing an ollie over a porcelain plate”

Generate

AI Magic Tools / Image to Image



An oil painting of a white vase

Generate

Make the Impossible

33%

+5

Untitled

Properties

Position 12

Size 19

Rotation 0°

Opacity 10

Speed 1.0

AI Magic Tools

Green Screen Inpa

Effects

Hue 18

Gaussian Blur 14

Exposure & Black Leve

Exposure

Black Levels

00:03 / 15:00

0s 05 10 15 20 25 30 35 40 45 50 55 1m 05 10 15 20 25 30 35

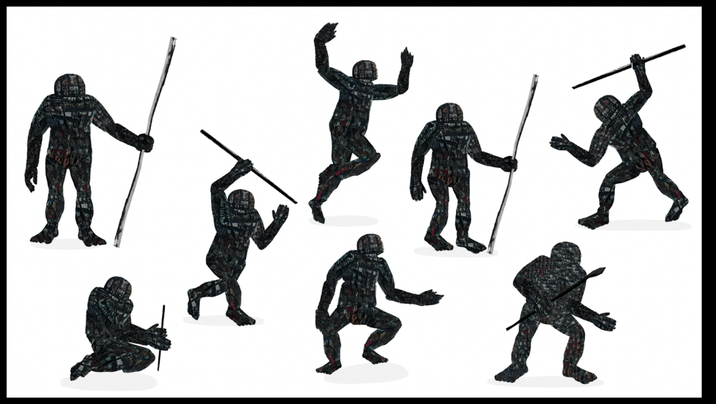
Backdrop Remix

Make an image

Generate

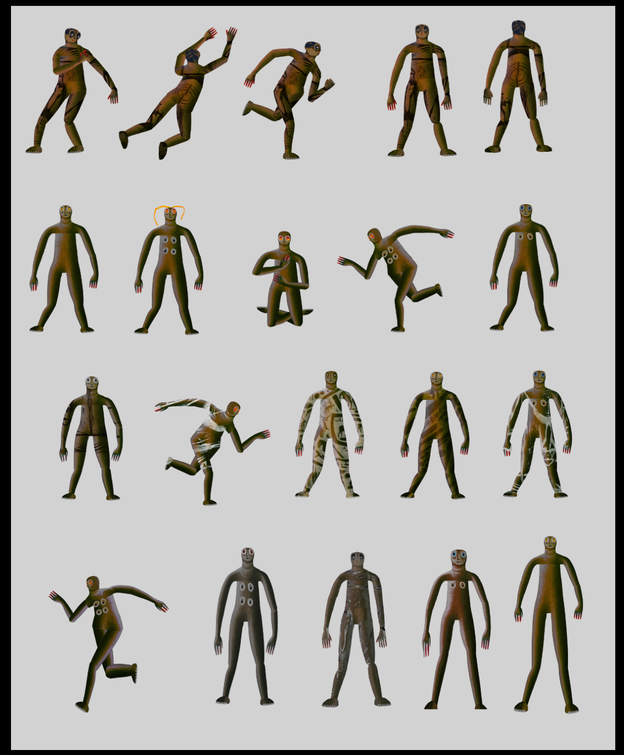
Text to Image Concept

Final Characters



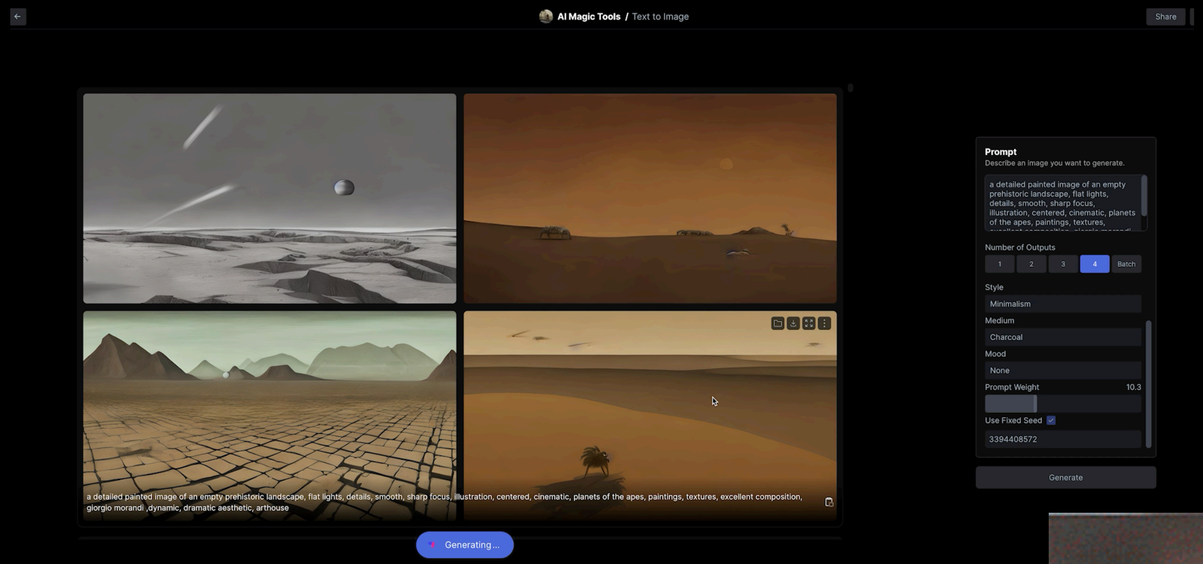
Do the Evolution
Ricardo Villavicencio

Character 2



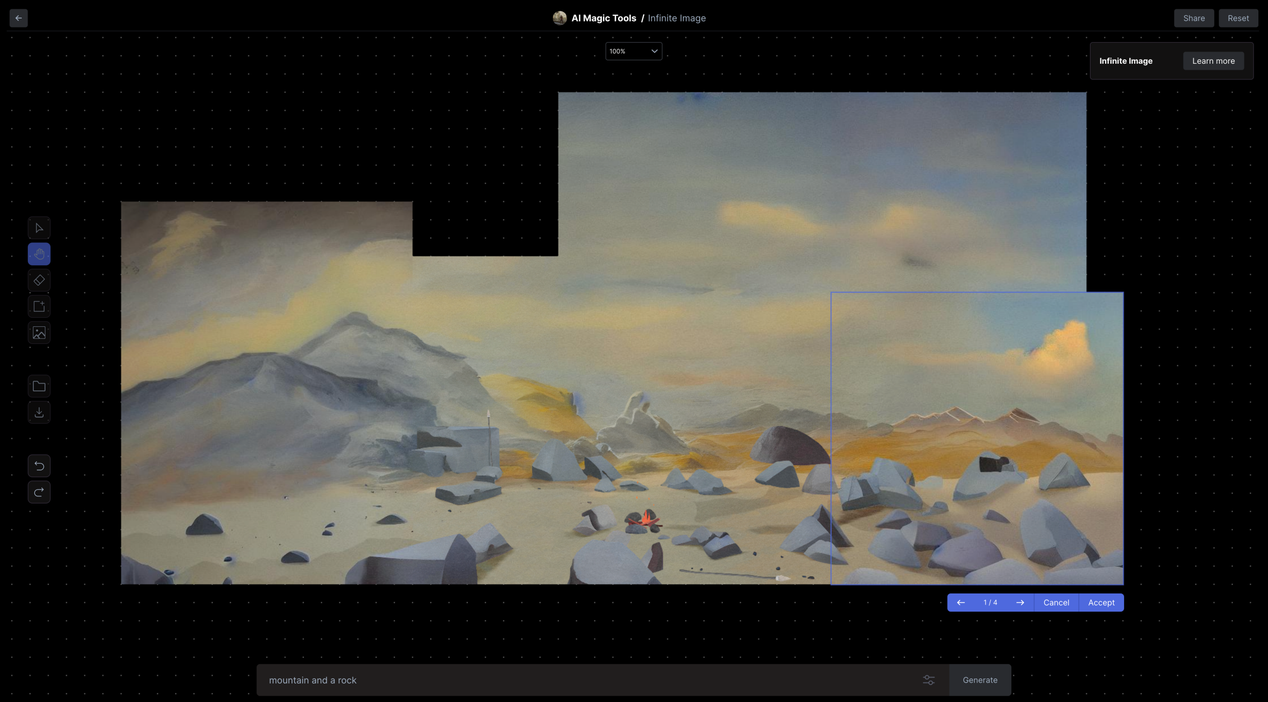
Fine Tuned Explorations

Do the Evolution
Ricardo Villavicencio



Do the Evolution

Ricardo Villavicencio

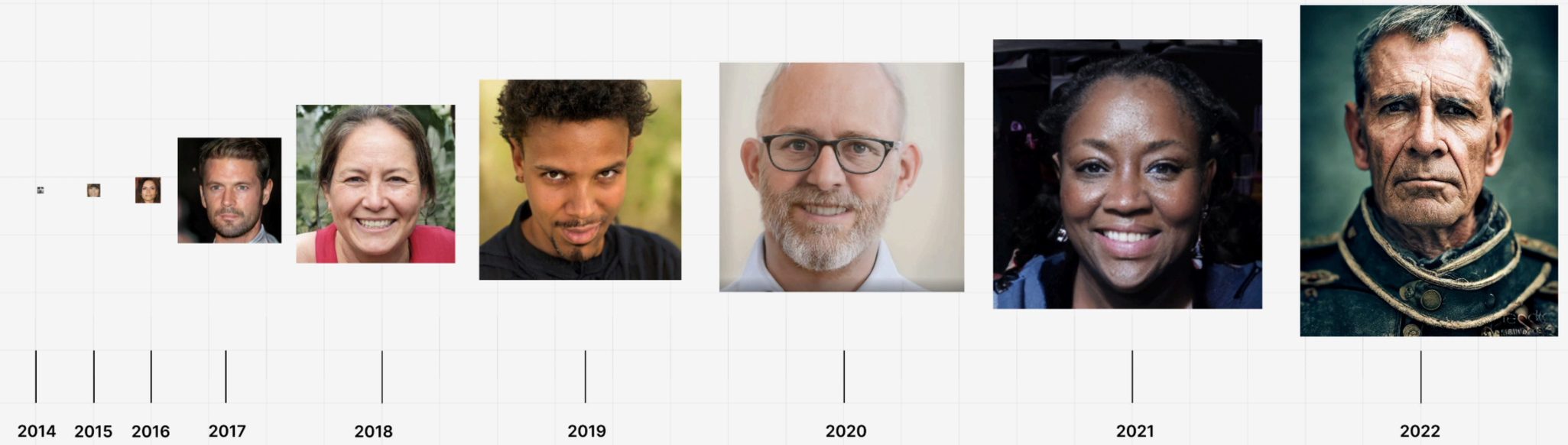


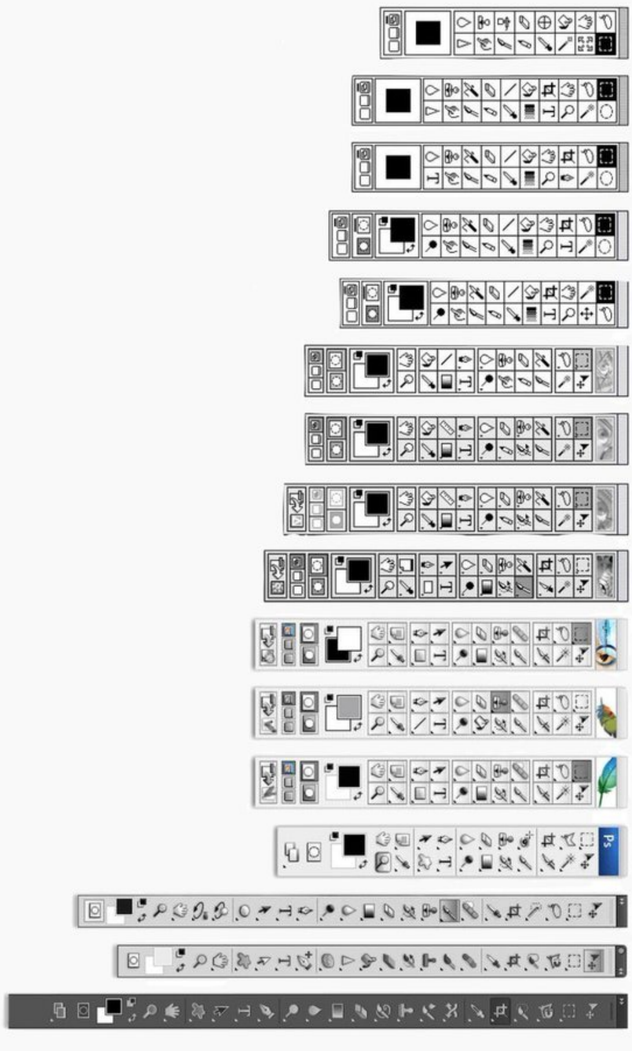
Ricardo Villavicencio
Do the Evolution, 2023

Ricardo Villavicencio
Do the Evolution, 2023

AI FILM

aiff.runwayml.com


2014
2015
2016
2017
2018
2019
2020
2021
2022

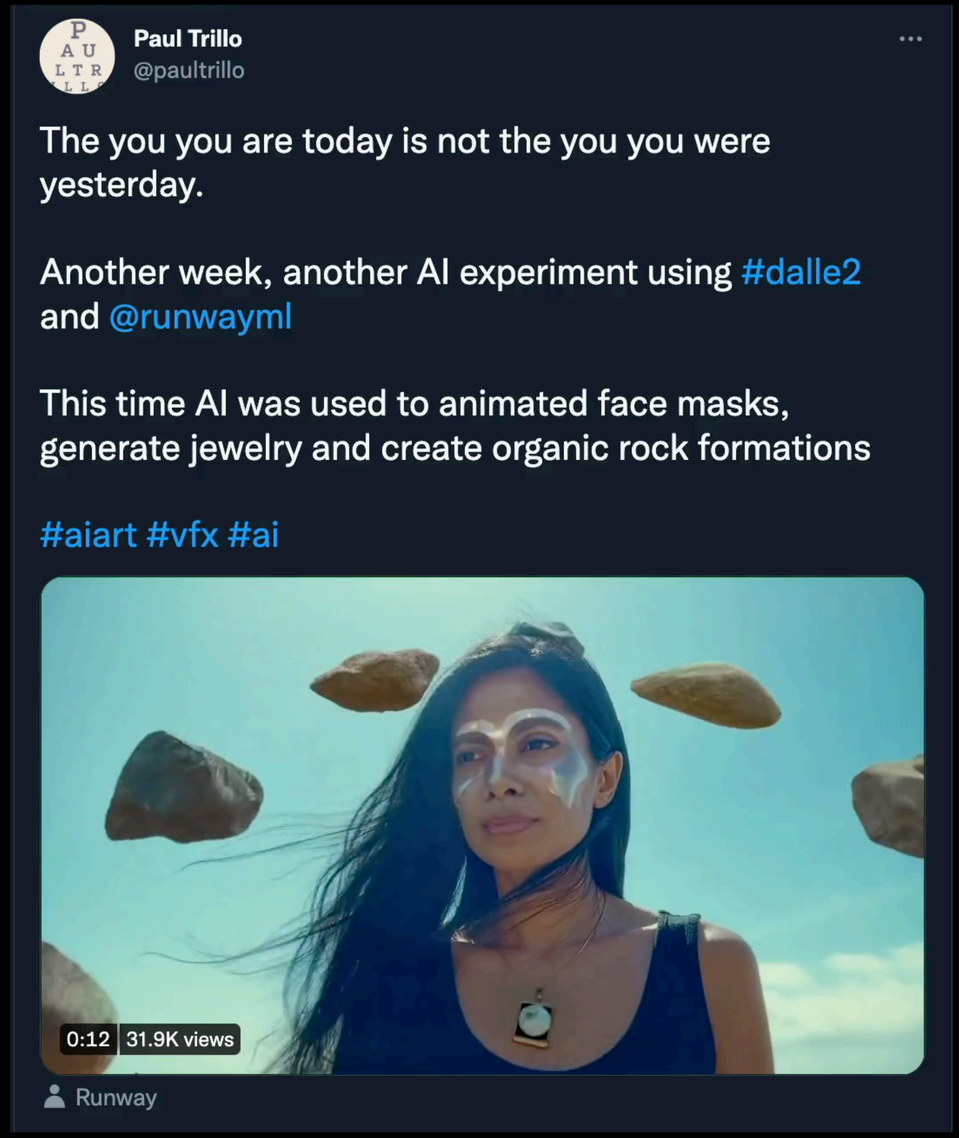


The Synthetic Designer

Synthetic

Synthetic Media

Karen X. Cheng
@karenxcheng
Using AI for design inspiration
We used Stable Diffusion Depth to Image to get the consistency - collab with @justLV
See below for our process
#ArtificialIntelligence #stablediffusion #interiordesign
Using AI for design inspiration
Original
0:03 58.2K views
Stable Diffusion
1:58 PM · Dec 20, 2022 · 308.3K Views


Paul Trillo
@paultrillo
The you you are today is not the you you were yesterday.
Another week, another AI experiment using #dalle2 and @runwayml
This time AI was used to animated face masks, generate jewelry and create organic rock formations
#aiart #vfx #ai
0:12 31.9K views
Runway

June 8 5:15 PM

MADRID 🔥

Pinned Tweet

Patrick Esser
@pess_r

#stablediffusion text-to-image checkpoints are now available for research purposes upon request at github.com/CompVis/stable...

Working on a more permissive release & inpainting checkpoints.

Soon™ coming to @runwayml for text-to-video-editing

8:03 PM · Aug 10, 2022

1,224 Retweets **415** Quote Tweets **4,835** Likes

IMAGE

3D ASSETS

SOUND

MUSIC

GAMES

VFX

VOICES

ANIMATIONS

CONCEPT

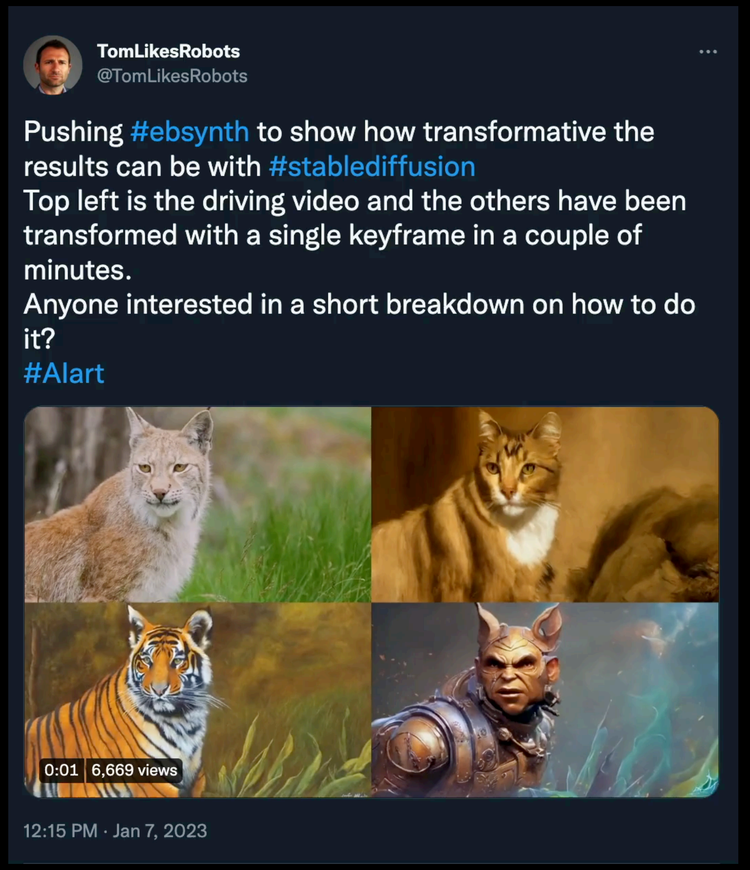
VIDEOS

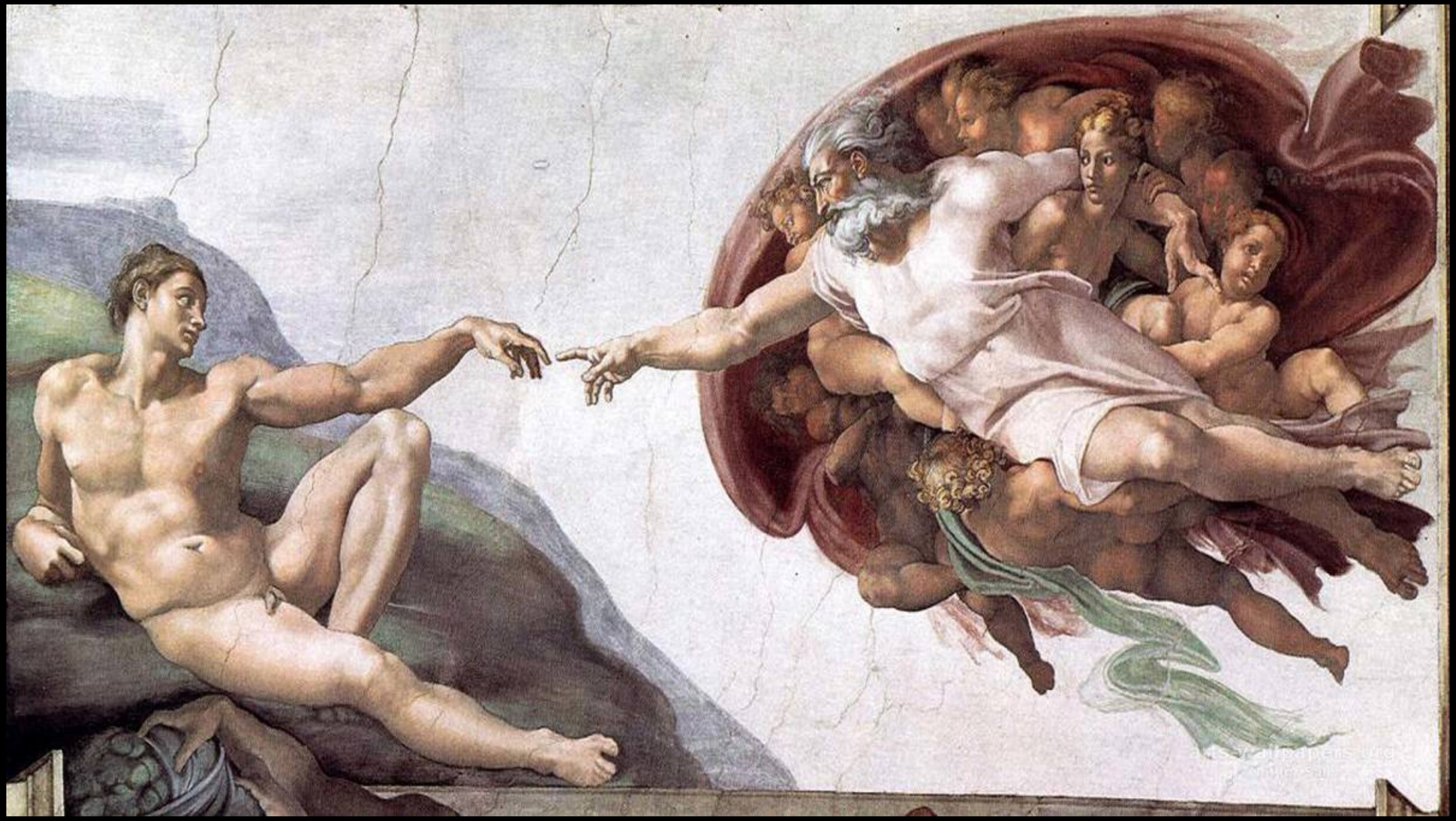
TEXT

GRAPHIC

Source: theaterpre.com

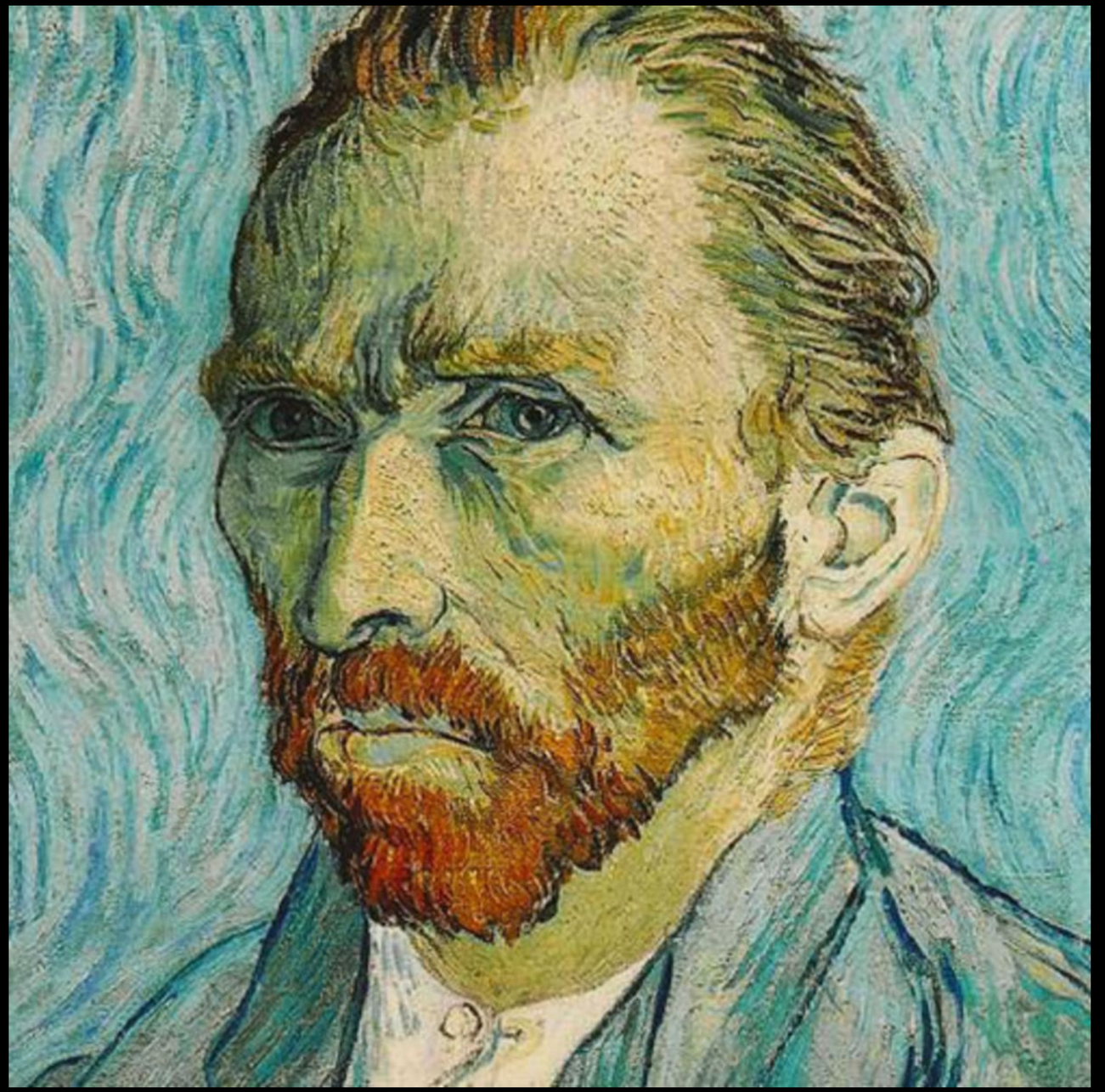
Kool Herc
Merry go round Technique


TomLikesRobots
@TomLikesRobots
Pushing #ebsynth to show how transformative the results can be with #stablediffusion
Top left is the driving video and the others have been transformed with a single keyframe in a couple of minutes.
Anyone interested in a short breakdown on how to do it?
#Alart
0:01
6,669 views
12:15 PM · Jan 7, 2023



Two Mariani artists working in the laboratory on a large-scale fresco landscape painting. https://www.italian-frescos.com/

МАСЛЯНЫЕ
краски
ХУДОЖЕСТВЕННЫЕ
ГОСТ 11826-77
НАБОР №1
11
ЦВЕТОВ
12 ТУБ
МОСБЫТХИМ
ул. Буракова, 2
ЦЕНА 2 РУБ. 30 КОП.
КРАСКИ ХУДОЖ
Туба №3
Мосбытхим
23 коп.



Self Portrait.

Vincent
Van Gogh, 1889

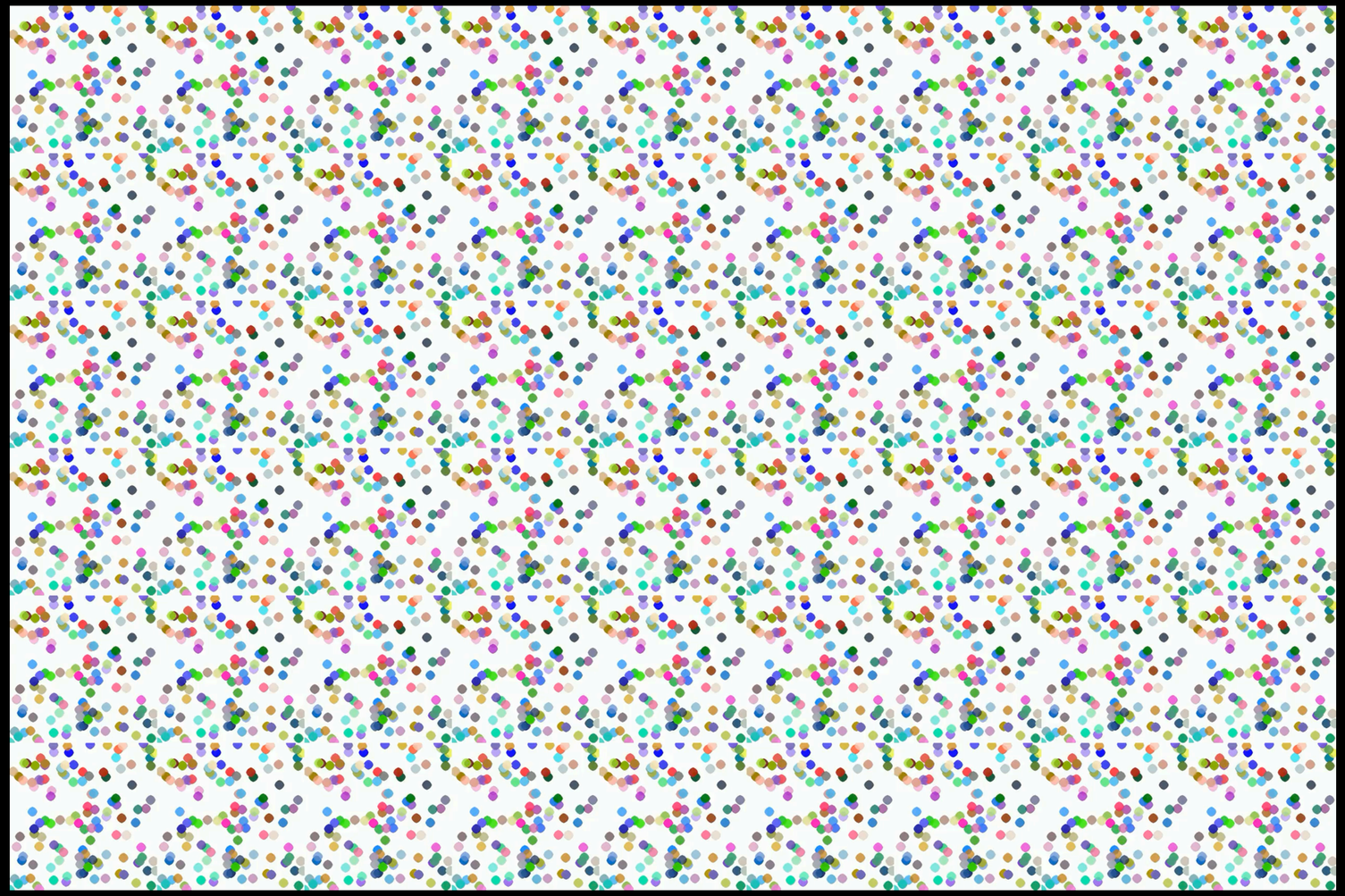
Cristóbal Valenzuela
@c_valenzuelab

The best movies are yet to be made.

- @agermanidis

12:31 PM · Nov 13, 2022

The effect on design



VectorFusion: Text-to-SVG by Abstracting Pixel-Based Diffusion Models

Pieter Abbeel, Amber Xie, & Pieter Abbeel. UC Berkley

Prompt: Poster of a digital design conference

Faster and simpler ways of making

&

New types of media

Augment creativity

Embrace change

We are still early

Augment creativity

Embrace change

We are still early

Augment creativity

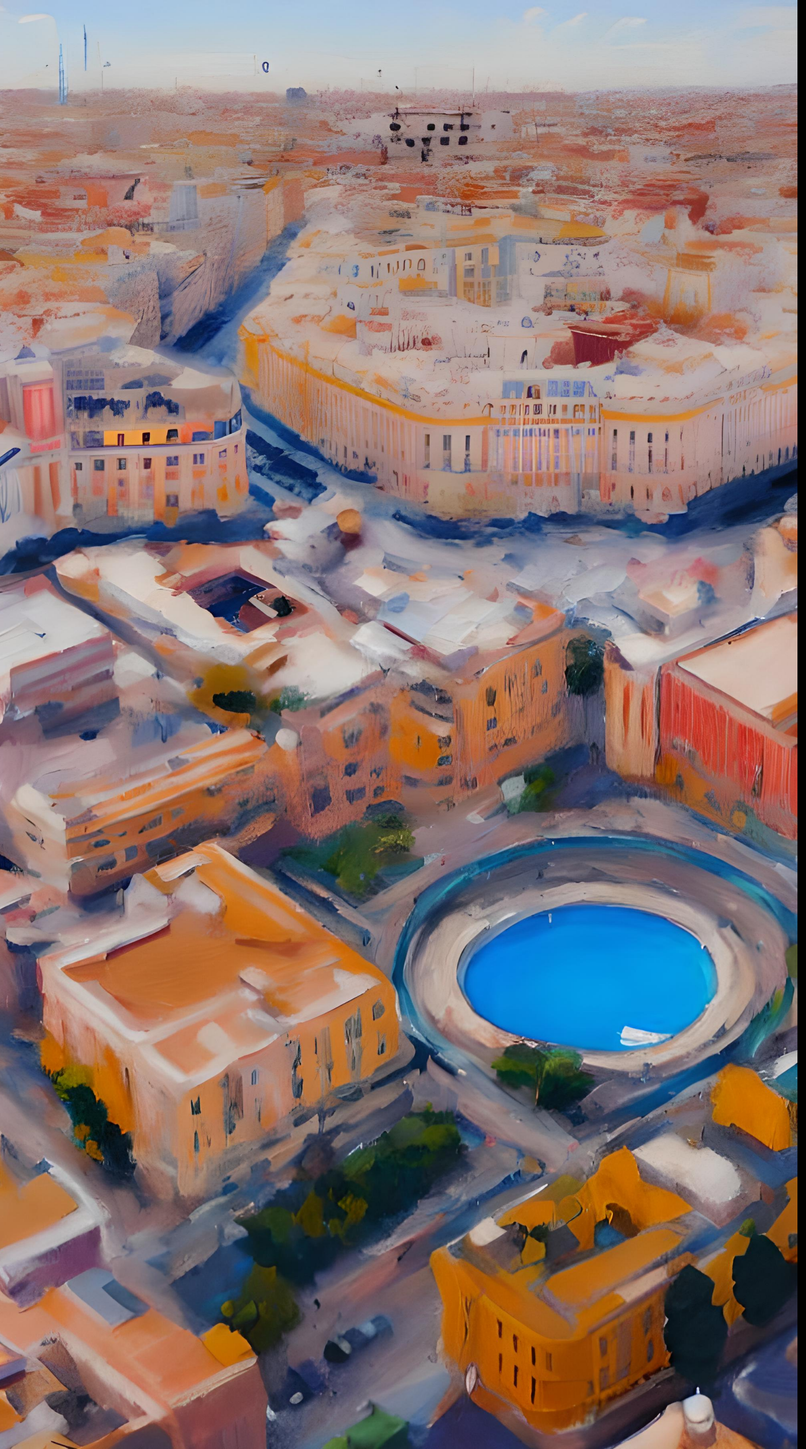
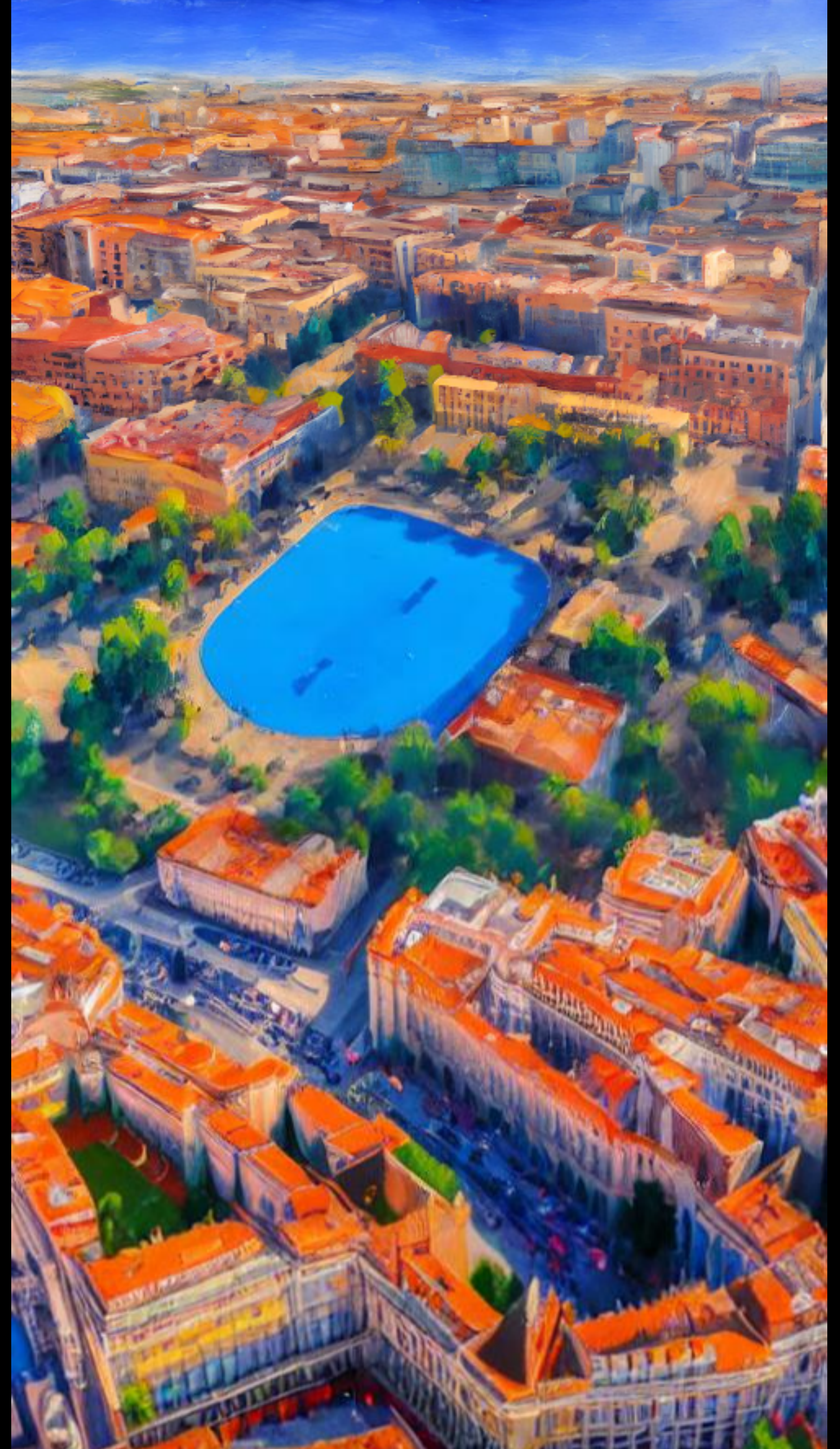
Embrace change

We are still early

Augment creativity

Embrace change

We are still early

Thanks