Lets tALK ABOUt AI

Mini Documentary

Motion Design

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Fall 2023

INITIAL IDEAS

IDEAS

• **Vintage Radio Stores**

Show the beauty of radio, cassettes, and records, while interviewing the owners and staff of vintage radio stores

• **Professor Stories**

Go around Myers and interview professors about how they got into teaching, and what their passions are.

• **Green Washing**

Teach viewers about what green washing is, and how companies use it to appear Eco friendly, but are still just as harmful to the environment and their workers.
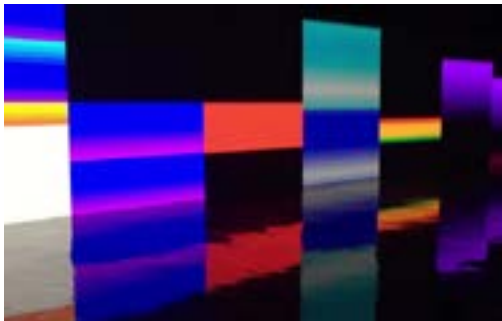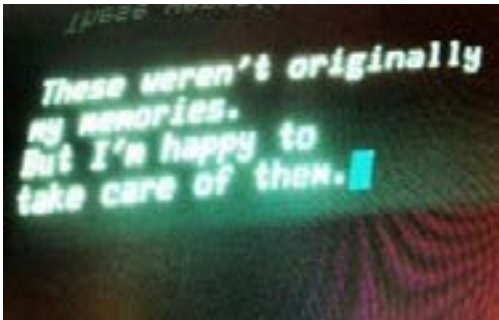
CHOSEN IDEA

• **AI Art**

Show the Myers students and faculty's opinion on the use, style, and the idea of AI art.
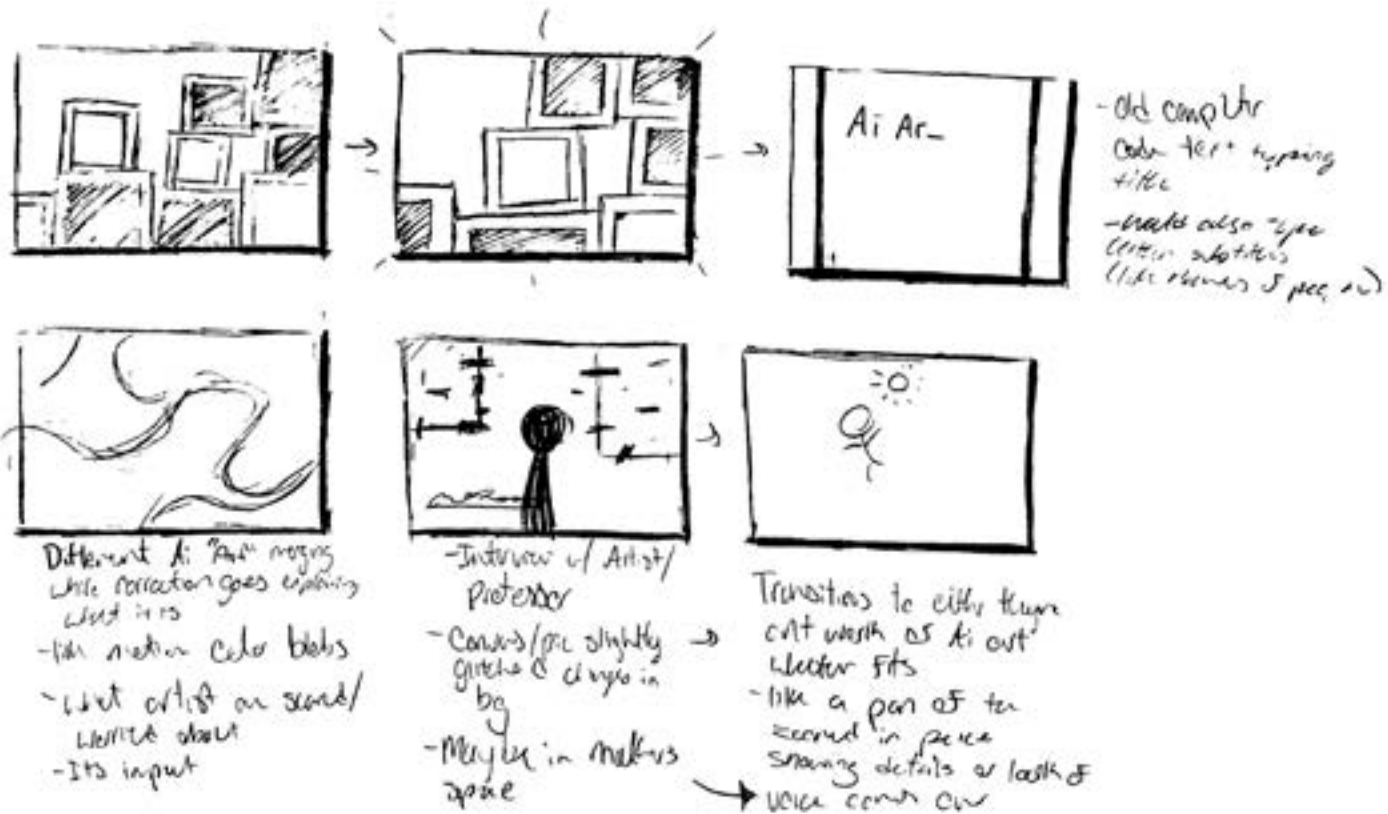
Send out survey asking questions about AI

Questions (Interview and Survey):

• How do you feel about AI art?

• Do you see AI as a threat?

• How do you think AI affects the field your in?

• What do you think about people who use AI?

• What can you do that AI can't?

DOCUMENTARY INSPIRATION

Ai Ar_

- Old computer
Code text typing
title

- make also "type
center subtitles
(like names of peo, in)

Different Ai "Art" images
while narration goes explaining
what it is
- like motion color blobs
- what artist or sound/
worried about
- Its input

- Interview w/ Artist/
Professor

- Canvas/pic slightly
glitches & changes in
bg

- Maybe in makers
space

Transitions to either them
out with as Ai out
whichever fits
- like a pan of the
second in piece
showing details or lack of
voice comes over

DOCUMENTARY STYLE IDEAS

STYLE

• Overall

Show it as old technology, on old computers with glitch effects (that could be used as a transition).

Retro computer aesthetic

Colorful: Colors that go with the retro tech feel. Blue, purple, pink, orange .

Type: Clear to read, Tech feel, sans serif

• Interviews

Let the people speak their minds and go wherever the question takes them.

Colorful like introduction sequence, and the computer renders.

Try and make the interviews feel as natural as possible.

PREPRODUCTION WORK

Potential Questions:

- **How do you feel about AI?**
- **Do you see AI as a threat**?
- **Do you like AI artwork? Do you even consider it art?**
- **Have you ever used AI before? Will you ever use it**?
- **What can you do that AI can't?**

Ideas/Outline:

Opening:

- old computer screens, some flashing either video from interviews, student artwork, or AI art, others turned off, or maybe the color bar screens
  - Zooms in on one and the documentary begins
  - Could be neat to do an intro sequence similar to *Voyage of Time*, but it's AI art or just neat animations that fit our theme
  - Maybe the narrator begins talking about what AI is and how it creates art (filler stuff)

Interviews/Middle Section:

- Goes into interviews (professors, artists, students, photographers)
  - Idea: Start with showing them talking then the video shows a zoomed-in pan of their artwork while their voice carries overs
- Have some art pieces in the background of the interview that have small "glitches" in them.
- Probably won't have any of our voices in this when it comes to questions, maybe in the narrator (if we even have one)
- Ask if they'd be okay if we tried to do an AI recreation of their work
- Have the narrator explain this
- It might be neat if we don't feed the AI an actual image of their work and just give it prompts that describe the work
  - Kinda like showing that without human input, the computer can't create the actual idea.
- If not we can always ask Tony if we could explain his piece and show the actual artist's websites
- Repeat this same process with other interviews, messing with the timing and changing small things so that it is still new and doesn't get repetitive and boring
  - Possible changes could be instead of showing their art it's showing what they have against AI art (like it not knowing how to do hands and such).
  - Transitions can be panning to different T.V. screens, big glitches on the screen, changing channels, switching tabs, or something along those lines

End:

- The computer "typing" responses from the students on Google Forms
  - Maybe have some voice-over that is overlapping, or just music so that the type is the complete focus
- Type becomes credits rather than responses

Possible People:

- Dave Szalay
  - Mon, Wed, Fri, directly after motion
  - Good for showing art
- Brittan
- Dave Flynn
  - Willing to do it whenever (maybe try and do his and Daves at the same time)
- Illustration Students
  - Email the ones who left an email
- Tony (ask if we can use his piece in the gallery)
  - Ask all if we can show their own work as a comparison in doc.
- Aaron (Maybe if needed)

Survey Statistics:

- 62.5% of Myers students hate or do not like AI art
- 25% are neutral
- 12.5% Like AI art
- 66% of students don't see AI art as art
- 93% of students feel like they have more skills than AI art (can do things AI can't do)
- 60% of students view AI art users negatively
- 80% of students see AI art as a threat

SURVEY

SCRIPT ROUGH

Brandon, Jacob, and Mia   Title: AI in Myers (TBD)   10/23/2023

Video: _____   Audio: _____

Opening and Setup Segment:

The intro begins with different moving images (Large color spheres and abstract images, some AI, others made by actual artists) panning through.
 	
Some film credits are shown
 	
    Ai in Myers (working title)
	[Insert introduction song]
	[Music lowered as VO speaks]
	
	VO:
	
	    AI isn't a new technology, however, lately, it has become an important discussion topic amongst artists as it now becomes an ever-increasing threat.
	    While the opinions vary from artist to artist AI is something that will impact everyone
	
	[Music fades in as the narrator stops talking]

As the images stop flowing they fade into a scene of old computers, some turned off, some flickering images of art, and others of the artist that will be interviewed. The camera zooms in on one screen and an artist's face is shown.	QUICK WORDS AND OPINIONS FROM STUDENTS (RAPID FIRE) (OVERLAY THEM, BLEND WITH MUSIC)

Interview Segment:

Transitions to the interview with Dave Szalay The scene transitions to showing Dave's artwork, panning through different pieces that fit into what he is talking about.	**Dave Szalay** (Insert words after the interview is recorded, answering interview questions and voicing opinions). Words carry over and continue as images change.
The camera leaves the first computer screen and moves to another, then zooms in Transitions to the interview with Layeh, some static blends in Canvas, and artwork in the background "glitch" slightly, The Scene transitions to showing Layeh's	**Layeh Ai** (Insert words after the interview is recorded,

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Brandon, Jacob, and Mia   Title: AI in Myers (TBD)   10/23/2023

Video: _____   Audio: _____

work, panning through different pieces that fit into what she is talking about. Shows images of AI (highlighting what she's speaking about)	answering interview questions and voicing opinions). Words carry over and continue as images change.
The camera leaves the second computer screen and moves to another, zooms in Transitions to the interview with Dave Flynn, some static blends in The scene transitions to showing Dave's work, panning through different pieces that fit into what he is talking about.	**Dave Flynn** (Insert words after the interview is recorded, answering interview questions and voicing opinions). Words carry over and continue as images change.

Outro Segment:

The screen turns off Dip to black Computer "reboots" showing computer code (green or blue) Begins rapid typing/scrolling through and stops on a blank line with the cursor blinking. Blinking cursor begins typing different opinions on AI (gathered through Google form) The opinions become the credit sequence End documentary by the computer shuts down.	[Insert restart sound] Opinions and words from students begin by being heard clearly, but as they become more overlapped. [Keyboard clicking] [Fade out] [Shut down sound]

FILMING

Rough Cut

ROUGH CUT EDITS

• AUDIO

Clean up audio

Make certain interview clips louder (Like Layeh's)

Lower music volume

• Visuals

Clean up the rough looking shots (Filters, color grading, shortening the shots, only using audio rather than video)

Add textures or color grading to give the retro film grain, and unify/clean up the footage

Add in the art works of some of the speakers to illustrate what they are talking about. (Cut to them with the audio continuing)

Show the statistics, or information gathered from the survey at end of documentary instead of just ending after an interview

Add in questions on a separate screen

TYPE EXPLORATIONS

Ladislav

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890&

Montserrat

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890&

Tenso

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890&

SF Pro Text

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890&

Grenadine MVB

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890&

Courier New

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890&

CREDIT BREAKDOWN

SPEAKERS

Dave Flynn

Dave Sazaly

Tony Samangy

Layeh Ai

Nicolle Reich

Teagan Wells

Kathrynn Spinner

PRODUCTION CREW

Camera Crew

- Brandon Scruggs
- Jacob Hamilton
- Mia Lee

Set Designers

- Brandon Scruggs
- Jacob Hamilton
- Mia Lee

Interviewer

- Jacob Hamilton

OUTSIDE SOURCES

Tutorials

- <u>Mapal</u>: How to Animate Info-graphics

Audio Clean Up

- Adobe Podcast

Music

- Adobe Stock: Chill Hiphop Dreams Feeling Good

Location

- Myers School of Art Room 126

3D Models

- <u>TheALex</u>

IMAGES

Artist Images

- Dave Szalay
- Dave Flynn

AI Images

PROGRAMS

Blender

Cinema 4D

AfterEffects

ROLES AND RESPONSIBILITIES

BRANDON SCRUGGS

JACOB HAMILTON

MIA LEE

PREPRODUCTION

Mood Board Presentation

Style Frames Sketches

Reaching out to speakers

Design Board References

Intro Sequence Ideas

Reaching out to speakers

Script Writer

Survey Writer

Project Outline

Reaching out to speakers

PRODUCTION

Set Design

Camera Set Up

Lighting Design

Set Design

Camera Set Up

Lighting Design

Interviewer

Set Design

Camera Set Up

Lighting Design

POST-PRODUCTION

3D artist

3D Editor

Video Editing
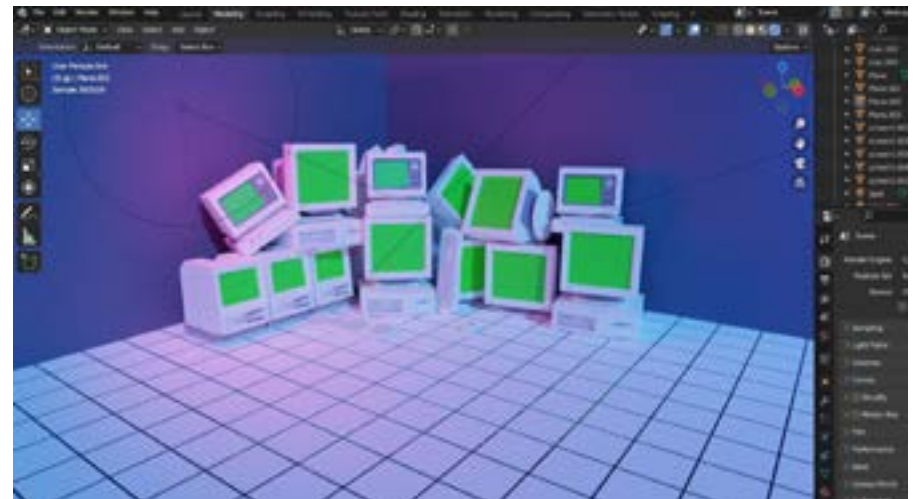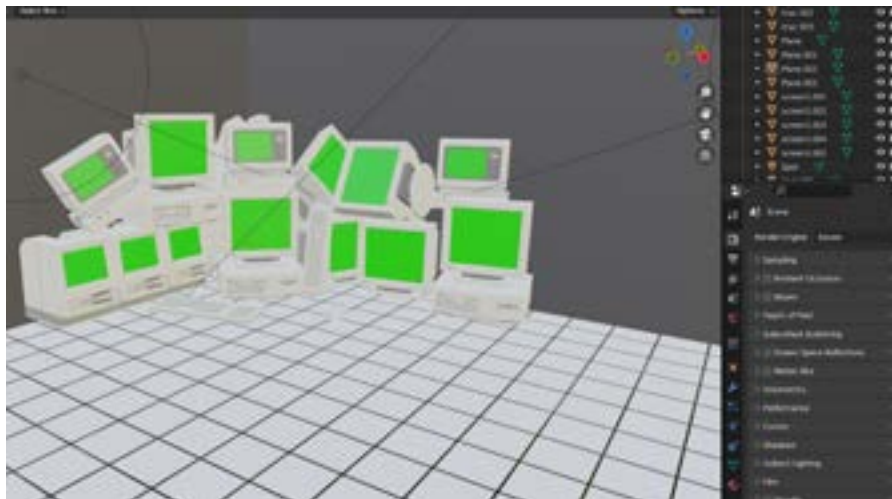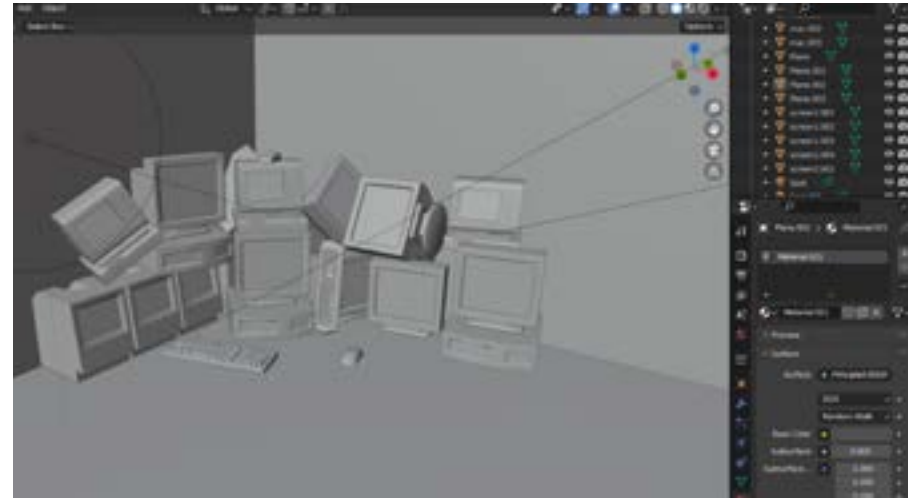
Sound Editing

Process Book Designer

POST-PRODUCTION: EDITING
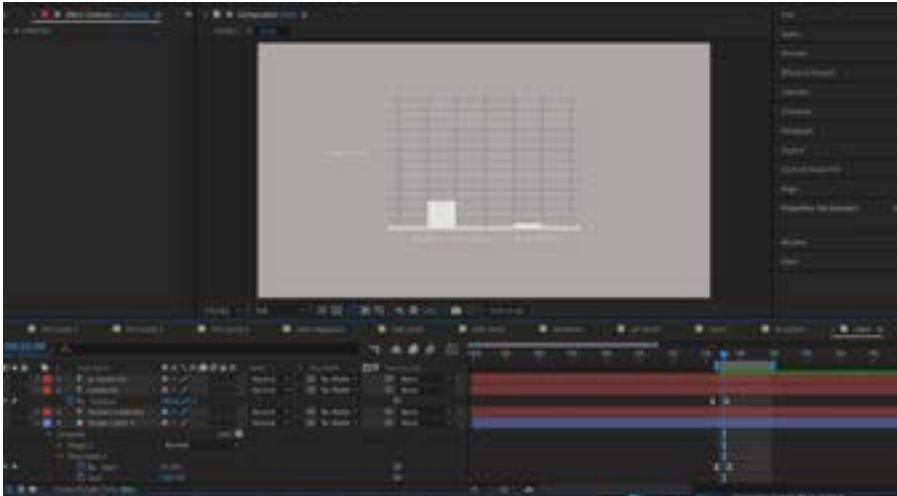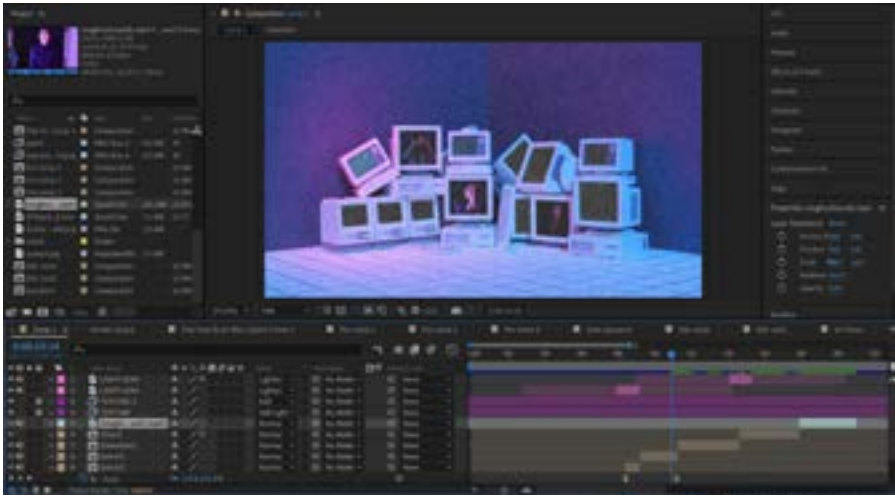
ROUGH CUT AND FINAL SHOTS COMPARISONS

POST-PRODUCTION: 3D RENDERING PROGRESS

FINAL: 3D RENDERS

LINK:

FINAL LINK