



Deeper Dive

GenAI and the Arts

Smart strategies for using generative artificial intelligence.

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- **Change:** Does information provide inspiration?
- **Opportunity:** Can you test & learn?
- **Chat:** Use the chat function throughout...we'll have time at end for Q&A!





**Not since
humans first took
flight...**

How did we get here?

Where are we going?

LAW OF ACCELERATING RETURNS

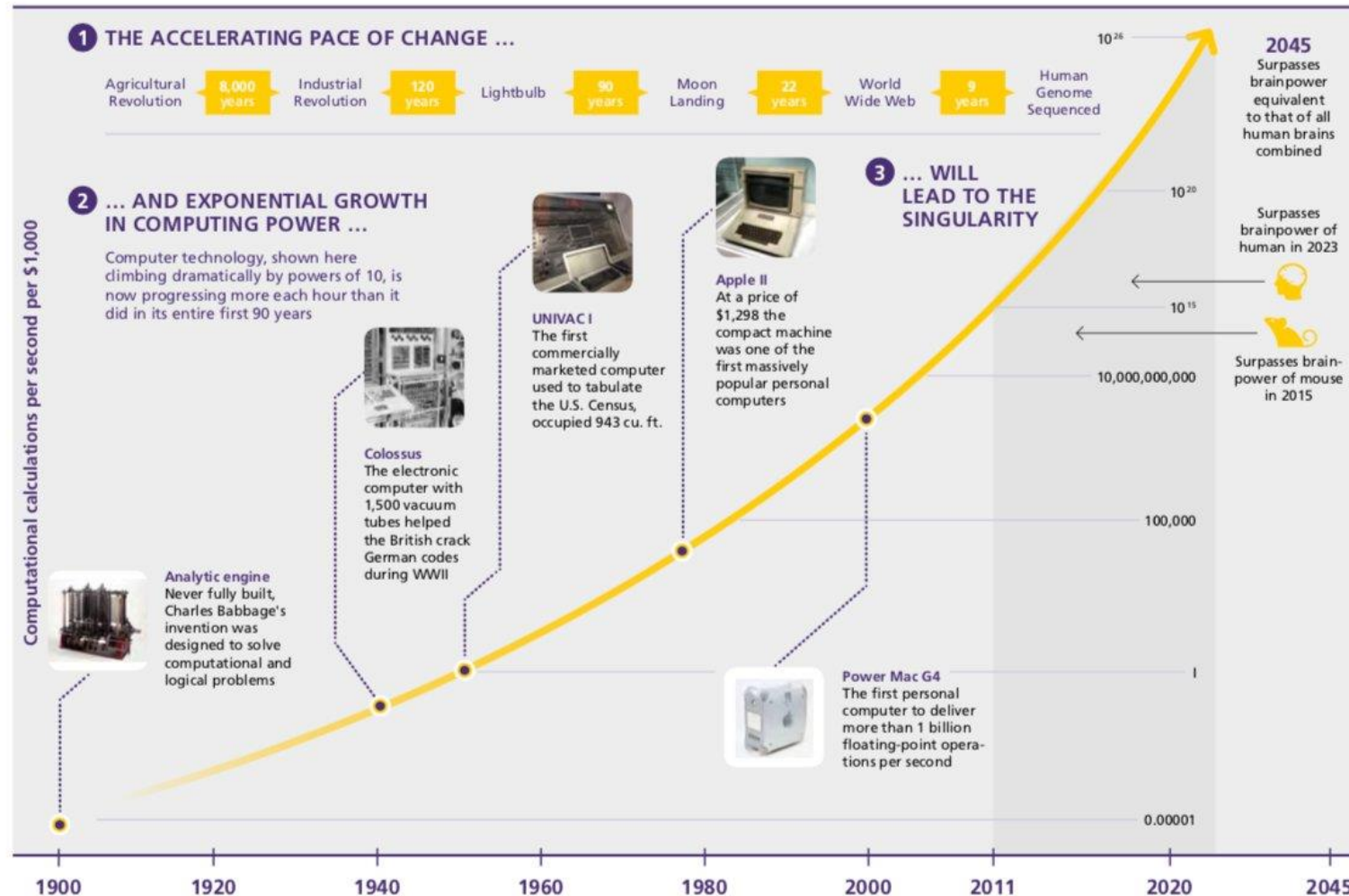


Figure 12: Ray Kurzweil's Law of Accelerating Returns depicts the exponential growth of computer processing power and technology innovations throughout history, and anticipates computers will exceed human intelligence in the future; Source: TIME / Wikipedia

source dhl via @mikequindazzi



What is AI?

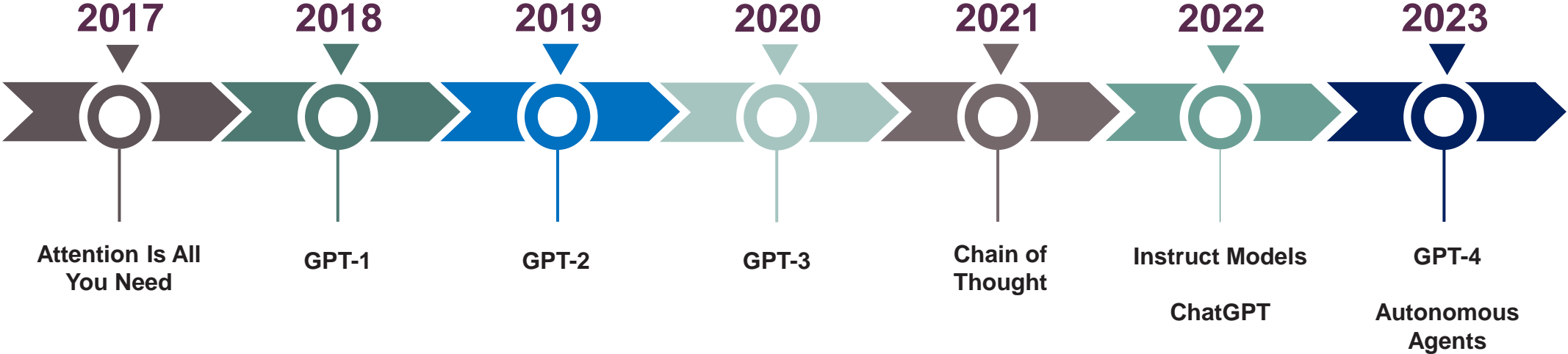
- Does work that would traditionally require humans
- Machine Learning
- Neural Networks
- Deep Learning



What is *Generative AI*?

- Type of Deep Neural Net
- Creates new content: Images, Videos, Text, Screenplays, Music, and...
- Conversations
- From Auto Pilot to Co-Pilot

A Brief History of Generative AI



ChatGPT



☰ Bard Experiment

↻ Reset chat

🕒 Bard Activity

❓ FAQ

📅 Updates

🗨️ Help & support



I'm Bard, your creative and helpful collaborator. I have limitations and won't always get it right, but your feedback will help me improve.

Not sure where to start? You can try:

[Tell me about the code within the google/jax GitHub repo](#)

[I want to write a novel. How can I get started?](#)

[Debug this error message: "FileNotFoundError: \[Errno 2\] No such file or directory: 'data.csv'"](#)

Enter a prompt here



Bard may display inaccurate or offensive information that doesn't represent Google's views.



Applications?

Customers

Staff

Board

Applications?

Create

Summarize

Market

Create!

Staff Applications

1)

Create

- **Brainstorm:** ask for ideas for blog, social media content
 - Start small and be descriptive.



Here are some ideas that you can use as a starting point for new content related to frequency models:

1. The different types of frequency models and how to choose the right one for your business: There are many different types of frequency models, each with their own

The following is TEXT from a blog post that was particularly popular on my LinkedIn page. I would like to write more like this on related topics but not duplicate the subject matter.

Provide some IDEAS that I could use as a starting point for new content:

the next step is to market it effectively to customers. You can provide tips and strategies for promoting frequency models and encouraging customers to engage more frequently.

3. The role of data analysis in creating successful frequency models: Data analysis is essential in creating successful frequency models. You can discuss the metrics and analytics that businesses need to track to ensure their frequency models are working effectively.

4. Frequency models and the future of customer engagement: As businesses continue to seek out new ways to engage with customers, frequency models will become increasingly important. You can explore how frequency models will evolve in the coming years and

JR

Create

- **Brainstorm: ask for event ideas.**

JR

I want to host a donor event for a theatre in June, and our theme is related to our 100th anniversary. We want the event to be fancy but fun. Ticket prices will be \$250 each. Outline ideas for food, decorations and activities. Be creative--we don't want to replicate the same, basic event seen everywhere.



Congratulations on your theatre's 100th anniversary! Hosting a donor event is a great way to celebrate this milestone and raise funds for your organization. Here are some creative ideas for food, decorations, and activities that could make your event fancy yet fun:



Food:

1. Vintage-inspired hors d'oeuvres: Serve classic finger foods that were popular during the early 1900s, such as deviled eggs, pigs in a blanket, and oysters Rockefeller.
2. Champagne bar: Create a champagne bar with a variety of sparkling wines, champagnes, and mixers, and let guests mix their own cocktails.
3. Interactive food stations: Set up interactive food stations where guests can create their own dishes, such as a DIY mac and cheese bar or a mashed potato bar with various toppings.

Decorations:

1. Vintage photo booth: Set up a vintage-inspired photo booth with props that date back to the early 1900s, such as old-fashioned hats, canes, and topcoats.
2. 100th-anniversary display: Create a display that showcases the theatre's history over the past century, with photos, posters, and memorabilia.

Regenerate response

Create

- **Graphics:** Images for advertising or collateral?
 - E.g. create an image of a demographically diverse audience, seated, enjoying a concert or theatre event?
 - Patrons enjoying drinks in casual lobby....in fussy lobby...

Create

- **Create:** artistic content descriptions, e.g. program note drafts.
 - But ask with great detail and be careful to proof!

JR

Draft program notes for an orchestra concert that includes Orff's *Carmina Burana*. Write it in a friendly style so that a non-musician will understand it easily.

"*Carmina Burana*" is a cantata based on a collection of medieval poems that were discovered in a Bavarian monastery in the early 19th century. The poems cover a wide range of topics, from love and nature to drinking and gambling, and they are written in a mixture of Latin, German, and French.

Orff was inspired by the rhythm and energy of the poems and set them to music in a way that is both thrilling and accessible. The piece is scored for a large orchestra, a chorus, and three soloists, and it features some of the most memorable choral and orchestral writing of the 20th century.

The concert will begin with Mozart's "Overture to *The Marriage of Figaro*," a lively and joyful piece that sets the tone for the evening. We will then move on to Tchaikovsky's "*Romeo and Juliet Fantasy-Overture*," a romantic and dramatic work that tells the story of Shakespeare's tragic lovers.

After the intermission, we will dive into Orff's "*Carmina Burana*." The piece is divided into three sections, each of which explores different themes and moods. The first section, "Springtime," is a celebration of nature and the joys of the season. The second section, "In

CHAT GPT



Summarize!

Staff, Board Applications



Summarize

1. Ask Zoom or Teams to summarize meeting audio, then ask AI to summarize the audio for written distribution.
 - Staff meetings
 - Board meetings
2. Can also summarize:
 - An article
 - Open-ended survey results
 - Chat logs or conversation recordings

Market!

Staff Applications



Market

- **Test development (A/B testing)**

- Headlines
- Intro paragraph
- Copy blocks
 - Hint: provide lots of event description copy (max input, ask it to reduce)

- **Segmented copy**

- Based on description of customer, patron type, engagement

JR

Here is a description of a theatre event:



'Family Tree' is a beautifully poetic drama about race, health, the environment and the incredible legacy of one of the most influential Black women of modern times. Fearlessly honest, hilarious, and ultimately transformative, this award-winning play is both a remembrance and a celebration.

Please write me a tagline for the event that will appeal to a comedy audience.



"Get ready for a hilarious and heartwarming ride through race, health, and environmental comedy, sprinkled with the incredible legacy of an influential Black woman. 'Family Tree': Laugh, Learn, and Leave Transformed!"



Regenerate response



The Future of AI

- Fast, constant change
- Experts proving terrible at predicting pace of change
- Regulation coming



What About...

- Risk
 - Can I trust the results?
- Ethics
 - Impact on society
 - How input is shared w others
- Bias
 - Who influences these tools?



Next?

- Find a way to **experiment!**
 - ChatGPT is a great place to start
- Make using these tools a **regular part of your daily activity**
 - Work and personal
- Keep **consuming content** like this to stay informed

Check-In:

NOW: your live questions!



What **ONE STEP** will you
take this week?

PUT IT IN CHAT!



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