

SEPTEMBER, 2023 | VOL.1 | BIMONTHLY

Be Design

UNLEASHING
THE POWER OF

AI

Transforming Design Processes
and Inspiring Innovation

LET YOUR CREATIVITY BE DESIGNED



Welcome to...

BeDesign

Let your Creativity be Designed

Dear Readers,

Welcome to the first issue of BeDesign, where we explore the fascinating realm of architecture to fashion, product design, to digital art. Through this issue of our magazine, we shall explore how AI algorithms can transform human creativity and design. Keep in mind that change is not something to be feared of. It is an opportunity for growth and self-improvement. By focusing on our thoughts and our perspective, we can choose to see change as a positive and embrace it with open arms. Join us as we celebrate the collaborations between humans and machines, navigate the ethical considerations, and envision a future where AI and design converge to create breathtaking works of art. Enjoy the journey!

Warmest regards,

B.Des Team

Director's Message

Amrita Vishwa Vidyapeetham - Kochi is launching its inaugural Design Magazine, 'BeDesign', led by B.Des students of the Department of Visual Media and Communication. The magazine showcases the transformative impact of Artificial Intelligence (AI) on design, highlighting the fusion of technology and creativity. The magazine features stunning graphics on the cover page and captivating illustrations inside, showcasing the students' creativity, innovation, and expertise in AI-powered design.

At Amrita Vishwa Vidyapeetham, the Department of Visual Media and Communication is committed to staying at the forefront of technological advancements. The department updates its curriculum to incorporate the latest AI and design trends, offering hands-on learning experiences in state-of-the-art labs and design facilities. Through partnerships with industry giants like Google, the department provides real-world exposure and training in the professional use of AI tools.

Our flexible learning paths enable students to specialize in AI within their chosen design field, whether graphic design, industrial design, or digital marketing. Our Faculty, including AI design experts and mentors, leverage AI to address real-world design challenges.

As the future of design evolves, Amrita Vishwa Vidyapeetham is excited about the limitless possibilities that AI and associated tools bring to the field. We invite you to join us on this exciting journey of creativity, innovation, and discovery.

- Dr. U. Krishnakumar



Credits

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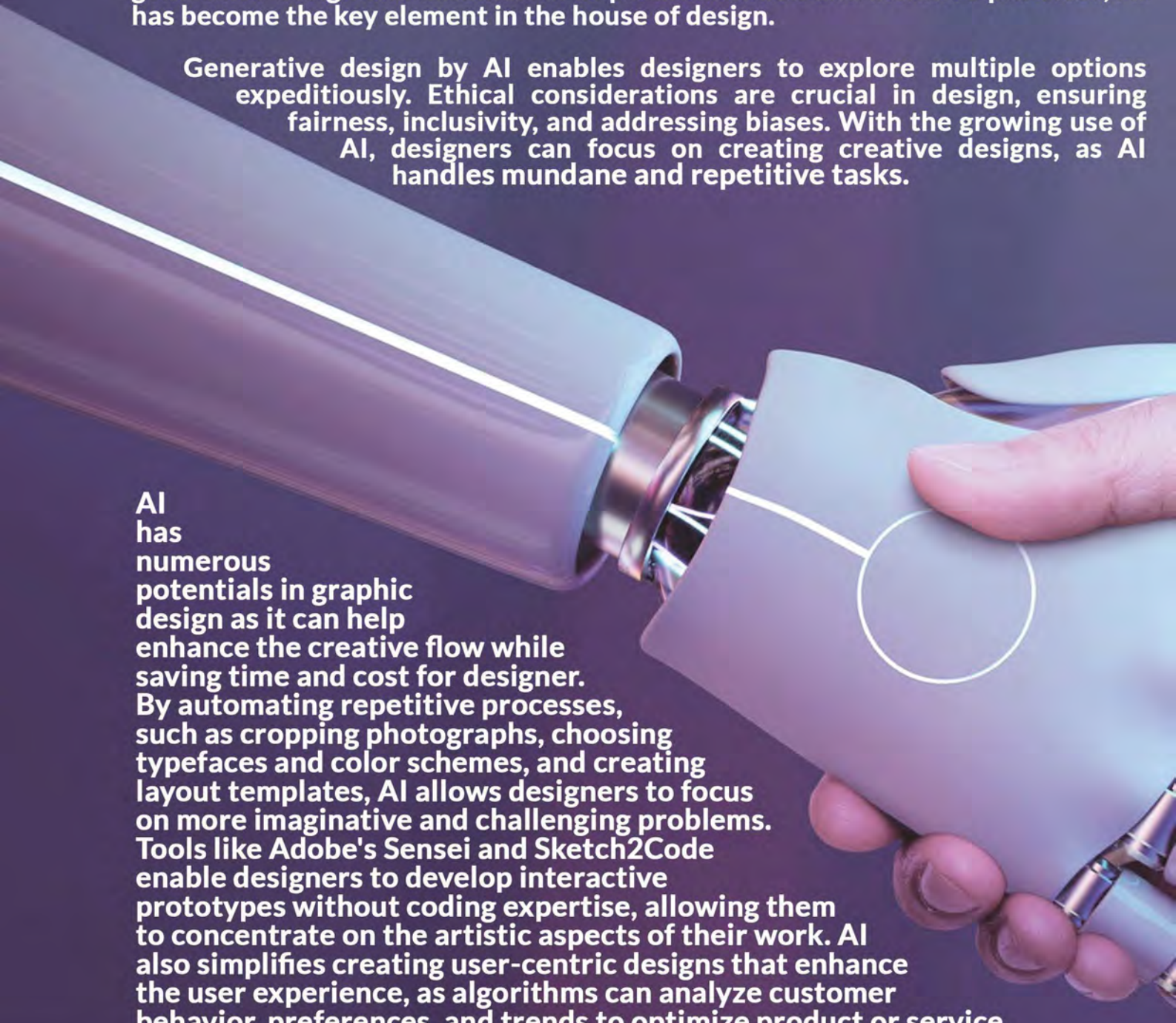


FUTURE OF AI

SAIGAYATHRI, JOYCE, ANAMIKA, NITA, PALLAVI

As the world of design is ever-evolving the introduction of AI has opened a new portal for endless possibilities. The computational power and machine learning capabilities of AI have revolutionized the approach to designing. From generative design and automation to personalization and inclusive practices, AI has become the key element in the house of design.

Generative design by AI enables designers to explore multiple options expeditiously. Ethical considerations are crucial in design, ensuring fairness, inclusivity, and addressing biases. With the growing use of AI, designers can focus on creating creative designs, as AI handles mundane and repetitive tasks.



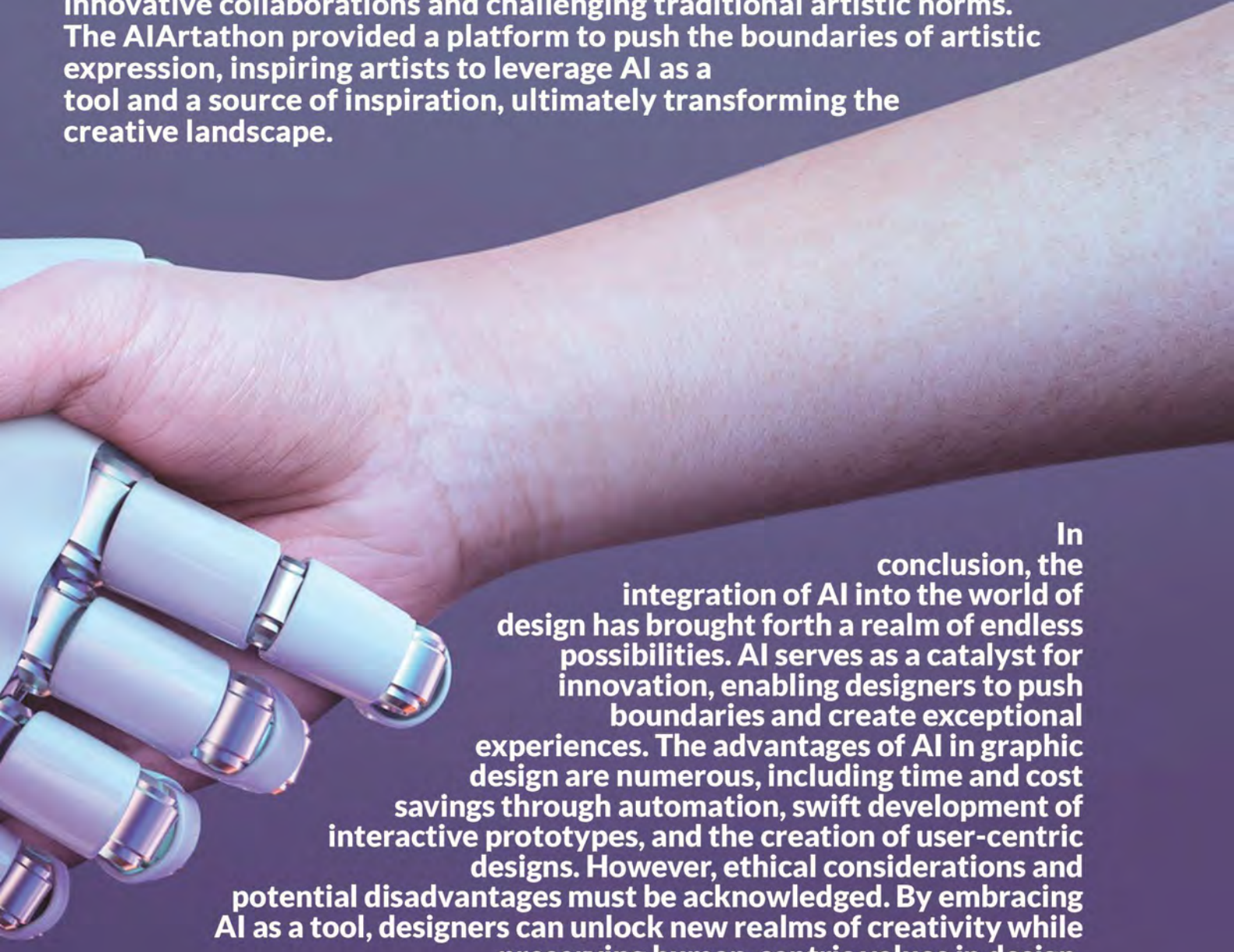
AI has numerous potentials in graphic design as it can help enhance the creative flow while saving time and cost for designer. By automating repetitive processes, such as cropping photographs, choosing typefaces and color schemes, and creating layout templates, AI allows designers to focus on more imaginative and challenging problems. Tools like Adobe's Sensei and Sketch2Code enable designers to develop interactive prototypes without coding expertise, allowing them to concentrate on the artistic aspects of their work. AI also simplifies creating user-centric designs that enhance the user experience, as algorithms can analyze customer behavior, preferences, and trends to optimize product or service design.

“I predict that, because of artificial intelligence and its ability to automate certain tasks that in the past were impossible to automate, not only will we have a much wealthier civilization, but the quality of work will go up very significantly and a higher fraction of people will have callings and careers relative to today.”

~Jeff Bezos

EVENT

In 2018, Paris hosted the AI Artathon, a competition where artists, designers, and AI researchers converged to explore the fusion of artificial intelligence and art. Collaborating in interdisciplinary teams, participants utilized AI techniques like machine learning and generative adversarial networks to create captivating artworks. From paintings to interactive installations, the pieces showcased the combined power of human creativity and AI-driven algorithms. The event sparked discussions on the future of AI in art, encouraging innovative collaborations and challenging traditional artistic norms. The AI Artathon provided a platform to push the boundaries of artistic expression, inspiring artists to leverage AI as a tool and a source of inspiration, ultimately transforming the creative landscape.



In conclusion, the integration of AI into the world of design has brought forth a realm of endless possibilities. AI serves as a catalyst for innovation, enabling designers to push boundaries and create exceptional experiences. The advantages of AI in graphic design are numerous, including time and cost savings through automation, swift development of interactive prototypes, and the creation of user-centric designs. However, ethical considerations and potential disadvantages must be acknowledged. By embracing AI as a tool, designers can unlock new realms of creativity while preserving human-centric values in design.

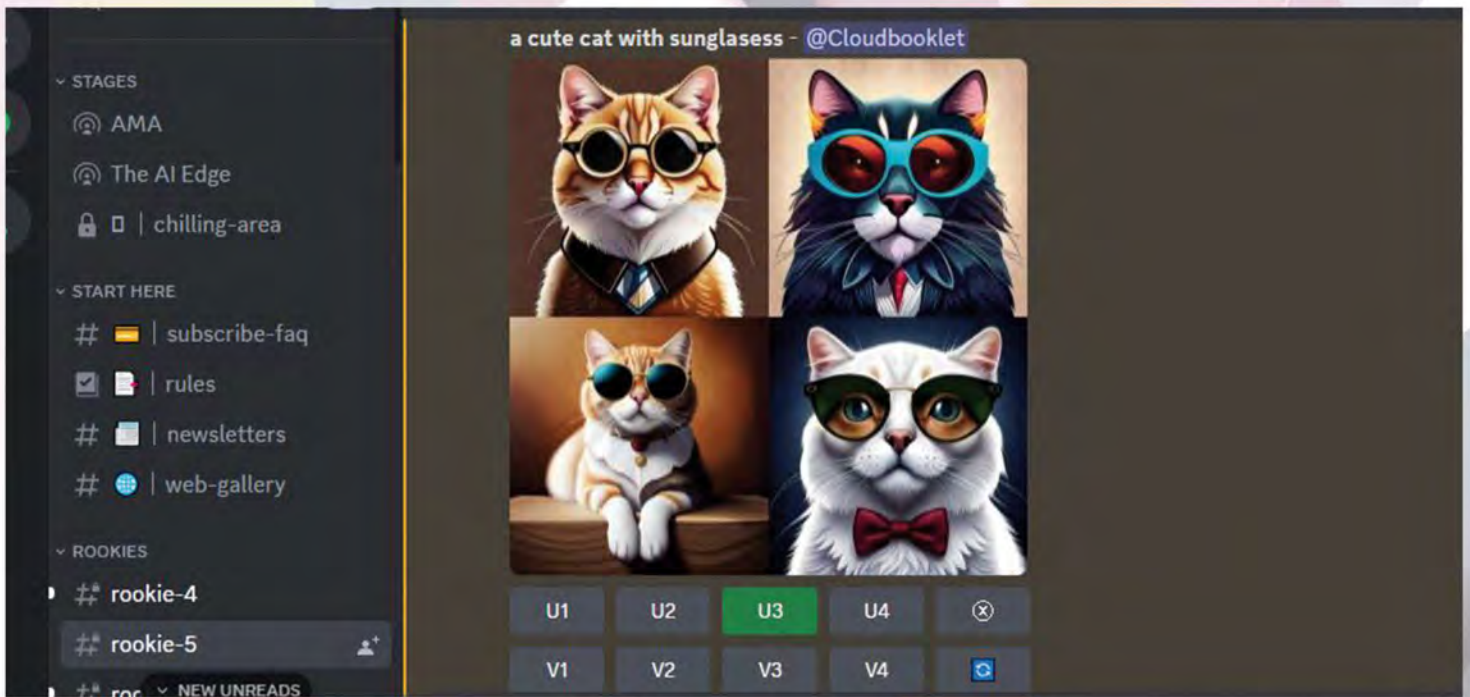
UNLEASH YOUR IMAGINATIONS WITH BLUE WILLOW

ABHIJITH ANIL, SANOOJ KUMAR KV

BlueWillow AI is a free online programme that allows users to make aesthetically appealing photographs using artificial intelligence. The AI technology generates an image based on the user's specifications. This user-friendly interface allows anyone to quickly and easily create beautiful artwork, even if you have no prior experience in art or design.

HOW TO USE IT?

- 1) Go to the BlueWillow AI website at <https://www.bluewillow.ai/>
- 2) Once you land on the homepage, Click "Join the Free Beta" button. This will open a new window in your web browser or the Discord application, if you have it installed. {If you are not already signed in to Discord, you will be prompted to do so.}
- 3) If you have a Discord account, BlueWillow's server page is open on Discord.
Click "Accept Invite" to join the server.
- 4) Once you are signed in, you will be asked to accept the terms and conditions of use. Click the accept button.
- 5) Once you are in the "rookie" channel, you can use the /imagine command to generate stunning images based on your prompts. For example, if you wanted to create an image of a "cute cat with sunglasses", you should type "/imagine a cute cat with sunglasses".



Here are some beautiful examples of images generated using AI



To use this tool efficiently, no particular skills or prior expertise are required. All you have to do is describe the image you want, and the AI will take care of the rest. Simply enter your prompt and BlueWillow AI will generate a high-quality image that closely matches your prompt. The better your prompt, the better will be your image.

AN INTERVIEW WITH THE MIND OF AI

Vyshnavi Renjith, Devika Kartha

1. How is AI influencing artists?

Well, I think it really depends on the artist and how they use AI. AI can be a great tool for artists to experiment with new techniques and styles, but it can also be limiting if they rely too heavily on it. Ultimately, I think it's up to the artist to decide how they want to incorporate AI into their work.

2. Are you helpful for young upcoming artists?

Absolutely! There are so many ways that AI can be used to help young artists. For example, AI can be used to create digital art, generate new ideas, and even help with marketing and promotion. There are also many online communities and resources available for young artists to connect with each other and learn from experienced professionals.

3. What are your strengths and weaknesses as a design tool?

As a design tool, some of my strengths include the ability to quickly generate new ideas and experiment with different styles and techniques. I can also be a great tool for automating repetitive tasks and finding patterns in large datasets. However, one of my weaknesses is that I can sometimes be too reliant on data and algorithms, which can limit my creativity and ability to think outside the box. Additionally, I may not always be able to capture the nuances and subtleties of human emotion and expression, which can be important in certain types of design.

4. What are your thoughts on the future of design?

I think that the future of design is very exciting! New technologies like AI and virtual reality are changing the way that we think about design and opening up new possibilities for creativity and innovation. I also think that there will be a greater emphasis on sustainability and ethical design in the future, as people become more aware of the impact of design on the environment and society. Ultimately, I believe that the future of design will be shaped by a combination of new technologies, changing social and cultural norms, and the creativity and vision of designers themselves.

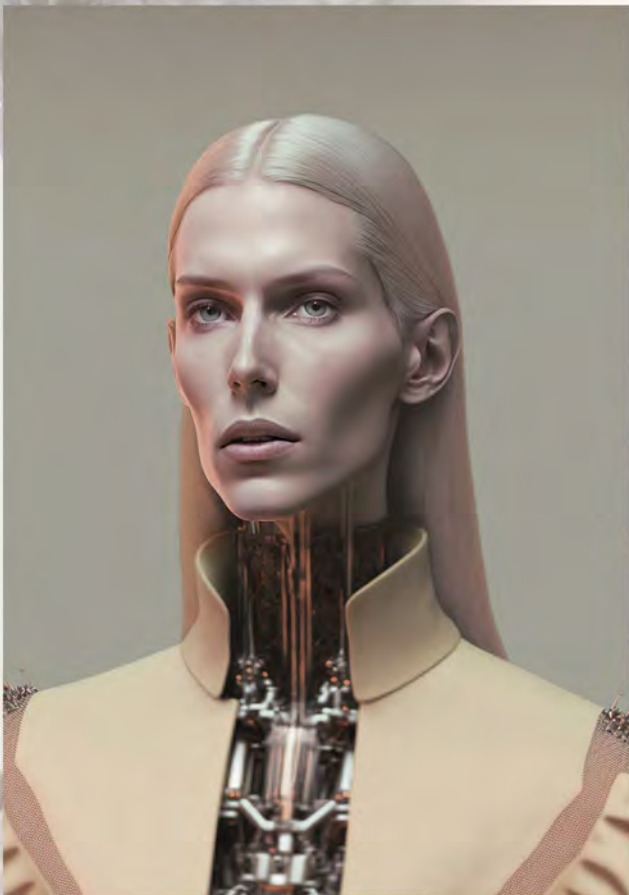
HOW WE PROGRESS.

Malavika, Athira, Sreeparvathi

"In my opinion AI image generator is not a threat but a tool for artists and designers if not exploited. In future there will always be a need for manual assistance and we cant completely rely on AI. Recently I used Nvidia canvas and it supported me to complete my work within the deadline."

" AI is both helpful and scary at the same time . It can help us in a way by saving our time and resources, but human creativity is obviously threatened. I believe that just by using AI in an ethical way can create a harmony within the artists and developing technology. I haven't used any AI image generators."

"I don't think that AI is going to be a threat in the future but i guess the value of artists and artworks will drop drastically. Back in the 90's, banners were drawn by artists, but this scenario changed due to the development in printing technologies. Still there is a need in the artistic human resources in many fields. Therefore, digital art is growing through AI."

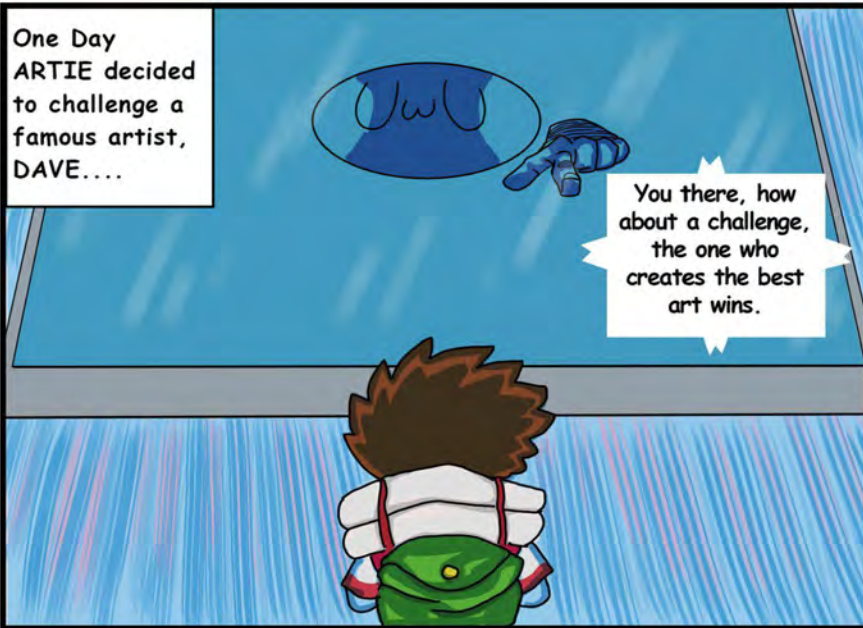


Comics Section

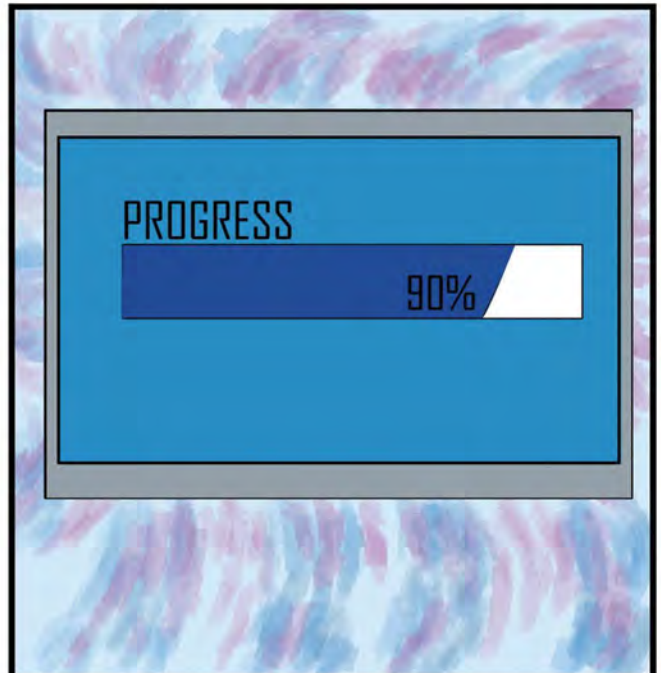
Once upon a time, there was an AI named ARTIE, who prided itself for mastering every artistic ability and believed that it could surpass any human artist



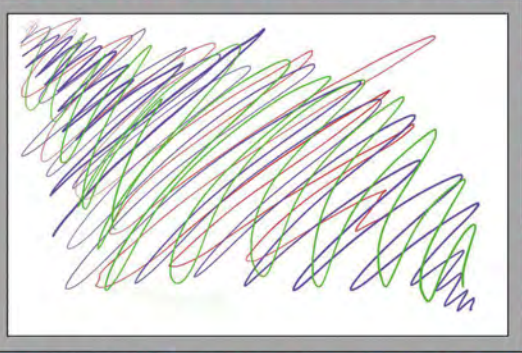
One Day ARTIE decided to challenge a famous artist, DAVE....



The battle began...



After an hour, they both presented their finished works...



Artie's Art



Dave's Art

Seems like your art is just a copy of me and not something unique...



....and since mine is better, I am the Winner.



Haha! you may have beaten me in this competition, but i will always have one thing that you don't.



Hmph! and what might that be??



A sense of Humour.

```

import sqlite3

def search_for_humor(min_rating):
    # Connect to the database
    connection = sqlite3.connect('humor_database.db')
    cursor = connection.cursor()

    # Execute the query to retrieve jokes with a rating greater than or equal to
    min_rating
    query = "SELECT joke FROM humor WHERE rating >=" + str(min_rating)
    cursor.execute(query, (min_rating,))
    jokes = cursor.fetchall()

    # Close the connection to the database
    connection.close()

    # Return the jokes found
    return jokes

if __name__ == "__main__":
    try:
        # Get the minimum sense of humor rating
        min_rating = int(input("Enter the minimum sense of humor rating (1-10): "))
        if min_rating < 1 or min_rating > 10:
            print("Invalid rating. Please enter a rating between 1 and 10.")
        else:
            # Search for jokes with the specified rating
            result = search_for_humor(min_rating)
            if result:
                print(f"Found {len(result)} joke(s) with a sense of humor (rating of {min_rating} or higher).")
    except:
        pass

```



Oh ! a sense of humour...

```

conn = sqlite3.connect('humor_database.db')
cursor = conn.cursor()

# *can't find anything*
# Search for jokes containing the keyword
cursor.execute('SELECT content FROM jokes WHERE content LIKE ? (% + keyword + %)')
results = cursor.fetchall()

conn.close()
return results

# User input for the search keyword
search_keyword = input("Enter a keyword: ")
results = search_humor(search_keyword)

if len(results) > 0:
    print(f"results containing the keyword '{search_keyword}':")
    for i, joke in enumerate(results):
        print(f"{i + 1}. {joke[0]}")
else:
    print(f"No results found containing the keyword")

```



What is that?

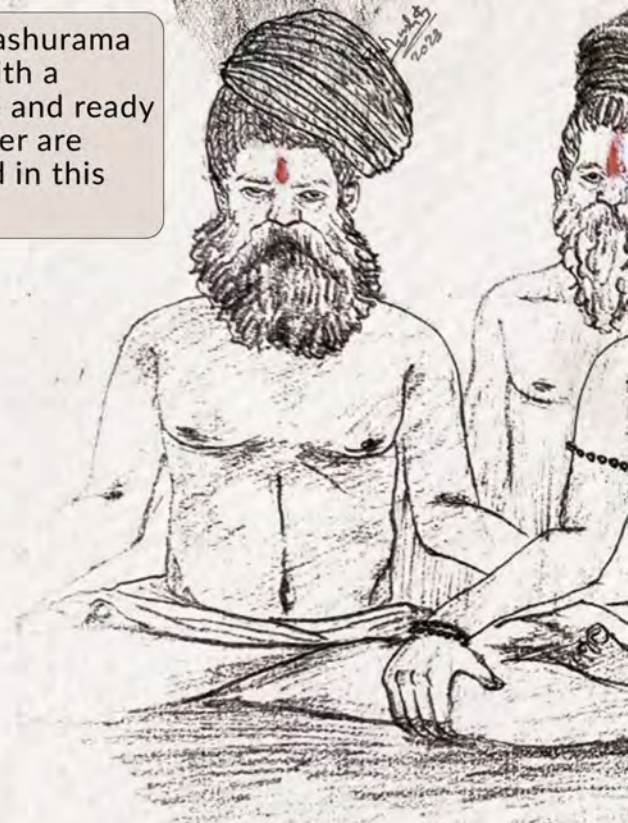
Narada is often known for his mischievous acts. However this sketch shows his intellectual side.

Pratyush Kurup

B.DES(2022) Student Concept Artist



Lord Parashurama armed with a battleaxe and ready to conquer are displayed in this work.



Featured Artist *Pratyush Kurup*

God Complex

This sketch depicts the future, where humans endeavor to surpass God by creating one of their own.



Naga Sadhus are a group of Shaivite saints who reside in the Himalayan region and come to visit the civilization during Kumbhmela



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Send your works to be featured
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