Creative Media Co-Pilot: Neural.Net Hackathon

(AS PART OF SYNERGY 25)

Duration:(4 November-15 November)

Theme: Building Collaborative Agentic AI Systems for Creative Media

1. Background

Modern content teams struggle to maintain consistency and speed while managing multiple AI tools for text, design, and publishing. Each tool works in isolation, creating inefficiencies, copyright risks, and uneven branding.

Specifically for solo and niche creators, it becomes hectic to figure out everything in order to grow. Agentic AI offers a solution: a system where multiple specialized AI agents collaborate like a creative team: writers, designers, reviewers, and compliance officers, all working together autonomously.

2. Problem Statement

Current creative workflows are fragmented and inefficient.
Teams and solo creators face:

- Delays in campaign launches due to manual coordination.
- Legal & ethical risks from unverified AI-generated content.
- High rework rates (up to 45%) to align content with brand standards.

Goal: To develop an intelligent, multi-agent AI workflow that automates creative content generation while maintaining brand consistency, legal compliance, and ethical standards.

3. Technical Expectations

- Frameworks:
    - Use open-source multi-agent frameworks such as LangGraph, CrewAI, Pydantic, etc.
    - Implement agent memory, communication, and role specialization. API calls to one single agent will not be counted as agentic ai.
- Models (open-source only):
    - You are expected to use pre-trained models only which are open source. You are allowed to fine tune any model based on any relevant data source you may find. (Dataset used should be publicly available and explicitly mentioned in github repo).
- Transparency:

- Show how agents validate and refine each other's outputs.

4. Deliverables

Deliverable	Description
Hosted Link of your product (optional)	If your product is hosted
Source Code	Public GitHub repository with setup instructions
Presentation	A small ppt explaining your idea. You are free to include any kind of diagrams
Demo Video	5-10 minute walkthrough of your solution and architecture. (Video format).

5. Evaluation Criteria

Category	Weight
Idea creativity and Design	30%
Workflow	25%
Technical Details and code quality	25%
Demo & Presentation	20%