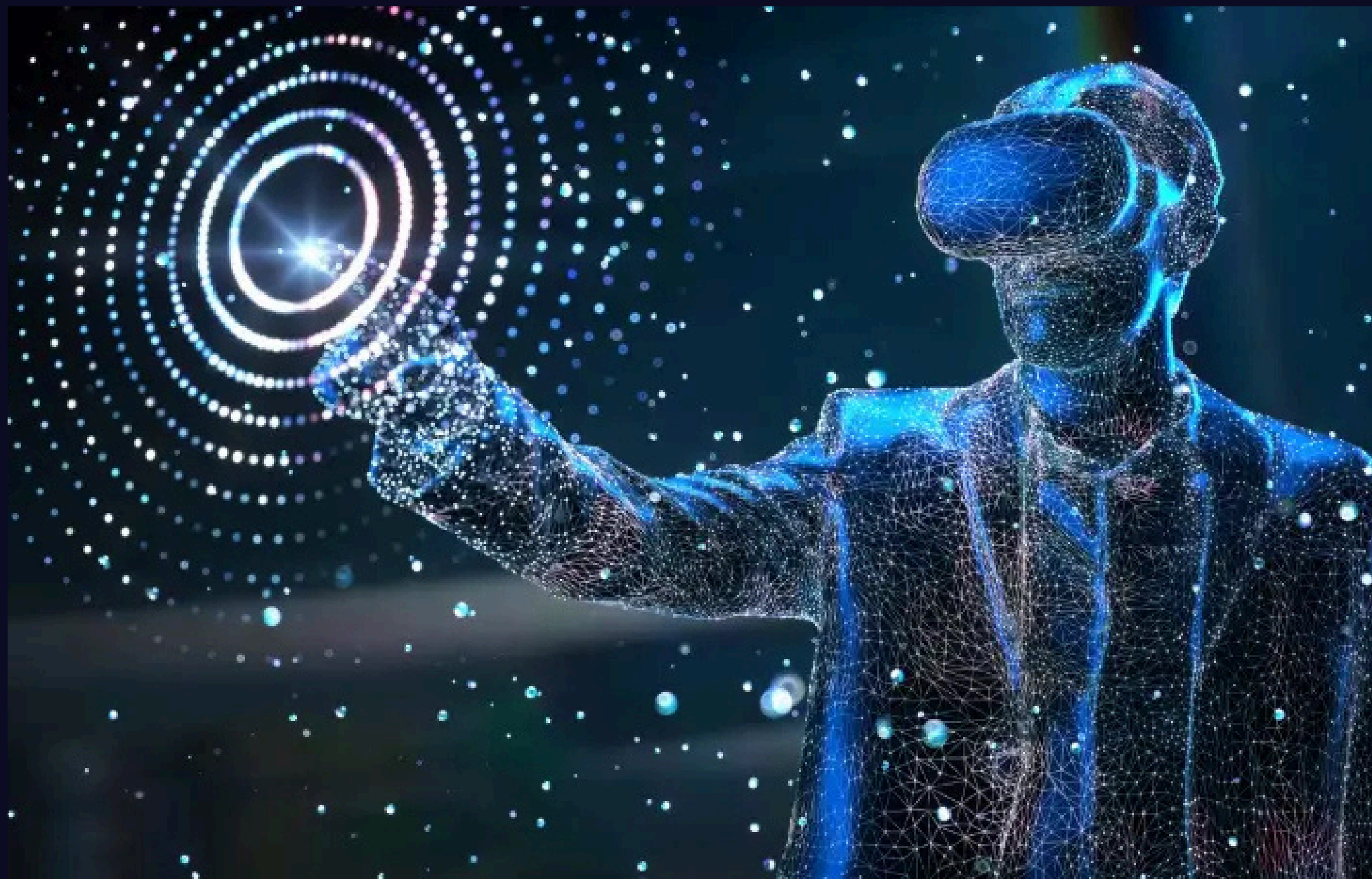# WHAT IS GENERATIVE AI?

BY ABDU SUBHAN

ARTIFICIAL INTELLIGENCE (AI)

The simulation of human intelligence by machines

01 What is Generative AI?

Generative AI refers to algorithms that can generate new data similar to the data they were trained on.

Generative AI is a branch of artificial intelligence that focuses on creating new content such as text, images, music, code, or video by learning patterns from existing data.

02 How Does Generative AI Work?

Learns patterns from training data and generates new content based on it.

- Input (Prompt): You give the model a starting point (e.g., "Write a poem about the ocean").
- Pattern Matching: The model analyzes what it has learned that matches your prompt.
- Generation: It produces new content that fits the style, format, and context.

THE FUTURE OF GENERATIVE AI

01 **Continued Integration into Everyday Life**

- Generative AI will become embedded in tools we already use: email, design software, writing apps, and search engines.
- Users will rely on it for brainstorming, automation, and content creation.
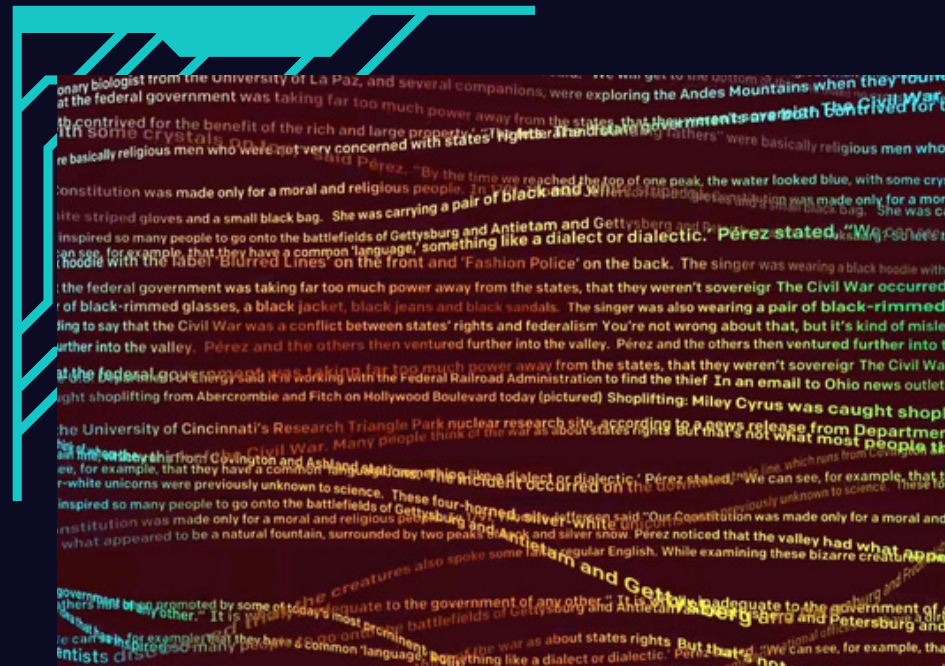
02 **Fairness and Transparency**

- Instead of replacing humans, AI will enhance creativity and productivity.
- Professionals will act as editors, curators, and collaborators rather than creators from scratch.

03 **Advancements in Capabilities**

- AI will handle multi-modal input/output — generating text, images, audio, and video from a single prompt.
- Models will become more context-aware, efficient, and personalized.

EXAMPLES OF GENERATIVE AI

Text Generation

- ChatGPT (by OpenAI): Conversations, essays, emails, coding help.
- Jasper AI / Copy.ai: Marketing copy, blog posts, ad content.
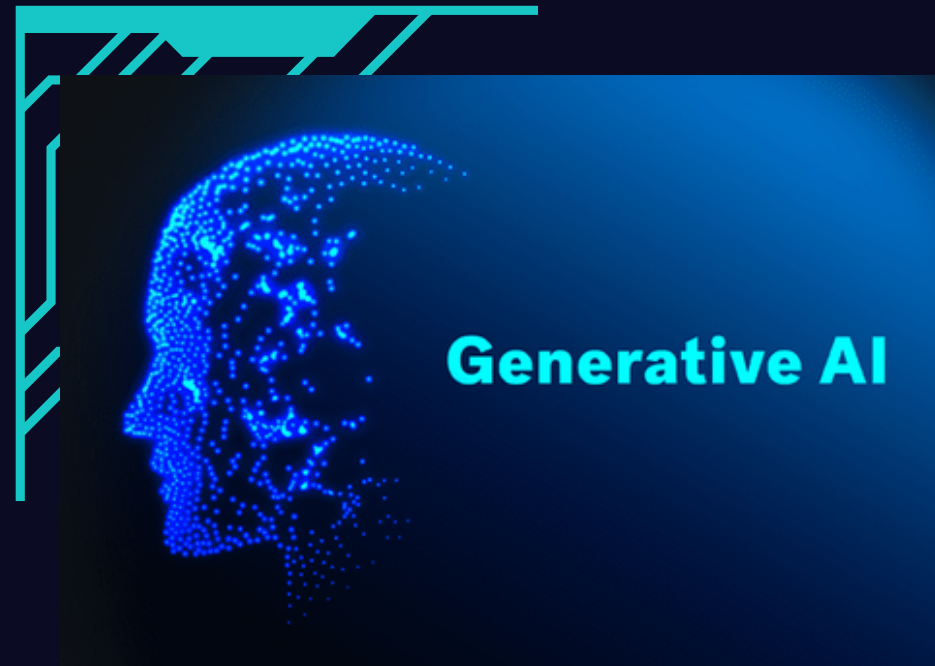- Notion AI: Assists with productivity, writing, and summaries.

Image Generation

- DALL·E (OpenAI): Creates images from text prompts.
- Midjourney: Artistic and stylized AI-generated images.
- Stable Diffusion: Open-source model for high-quality image creation.

Music & Audio Generation

- AIVA / Amper Music: Composes original music for games, ads, and films.
- Google's MusicLM: Generates high-fidelity music from text descriptions.
- Voice AI: Can clone or synthesize realistic human speech.

THANK YOU

BY ABDU SUBHAN