

## Practical Round

The practical round consists of two tasks: the generation of an image for a song cover by the renowned Bulgarian singer Maria Ilieva, and the generation of a video reel for the same song. You have four hours to complete both tasks. The weight of the image and video generation tasks in the final ranking will be 40 to 60.

For both tasks, you are provided with a Basic Tier Midjourney account via Discord credentials. Discord can be open only on the screens monitored by Pruefster.

### Task 1: AI-Generated cover for a song: Love by Maria Ilieva

#### Overview

Your challenge is to create a cover image for the song "Love" by Maria Ilieva.

#### Resources Provided:

- Song audio
- Song lyrics translated to English
- Some iconic reference images from the city of Burgas
- Six color palettes to choose from
- A transparent image frame containing the artist's name and the title of the song

#### Design Requirements:

1. **Theme:** The primary theme should be love, as reflected in the song.
2. **Background:** Incorporate one of the provided images from the city of Burgas. You may interpret this artistically rather than photorealistically.
3. **Color Palette:** Choose one of the six provided color palettes and adhere to it in your design.
4. **Objects:** Use at least 7 of the following objects in your design:
  - sea, violin, dice, parasol, ladybug, orchid, seashell, dove, rose, love letter, sandcastle, chocolates, candle, puzzle piece, playing card, chess piece, moon, locket, pearl, feather, anchor, clock, book, butterfly, mask, piano, painting, mirror, pearl, musical note/sheet, pomegranate, Pomeranian dog, cup of coffee, camera,

old TV, hourglass, boat, stamp, rainbow, medallion, music festival, statue, guitar, vinyl, dandelion

5. **Final product:** The produced image should be at least 1024x1024 pixels (but likely more) and it should be placed inside the transparent frame.

### Technical Specifications:

- You can use any free AI-based tools or any free image editing tools.
- We allow any free non-AI tools for image editing.
- We allow entirely non-AI-based solutions.

### Deliverables:

1. The final product: cover image with frame.
2. A list of AI tools used and how they were used.
3. A list of non-AI tools and how they were used.
4. A description of your prompting strategies.

### Evaluation Criteria (Total possible score: 40 points):

Your submission will be judged based on the following criteria, each scored on a scale of 1-5:

1. **Visual Impact and Clarity** (1-5 points)
  - a. Lacks visual appeal, unclear focal point, blurry image, no readability at small sizes: 1 point
  - b. Moderately striking, identifiable focal point: 3 points
  - c. Highly impactful, clear and compelling focal point, clear readability at various sizes: 5 points
2. **Thematic Relevance** (1-5 points)
  - a. Minimal connection to love theme or Burgas: 1 point
  - b. Clear representation of love, some Burgas elements: 3 points
  - c. Strong, creative representation of love, seamlessly incorporating Burgas elements  
Evaluation will focus on how well the image represents the song's theme of love and incorporates elements from Burgas: 5 points
3. **Composition and Balance** (1-5 points)
  - a. Cluttered or unbalanced composition: 1 point
  - b. Adequate arrangement of elements: 3 points
  - c. Harmonious, well-balanced composition with effective use of space Judges will assess the arrangement of visual elements and use of space within the image.
4. **Predefined Object Inclusion** (Up to 7 points)

- a. 1 point for each of the first five objects included
  - b. 0.25 points for each additional object beyond the first five
5. **Color Palette Adherence** (1-5 points)
  - a. Minimal use of the chosen palette: 1 point
  - b. Consistent use of the palette: 3 points
  - c. Creative and effective use of the palette that enhances the overall design This criterion evaluates how well and creatively the chosen color palette is utilized: 5 points
6. **Originality and Creativity** (1-5 points)
  - a. Clichéd or derivative design: 1 point
  - b. Some unique elements or interpretations: 3 points
  - c. Highly innovative and distinctive approach Judges will look for unique interpretations and avoidance of genre clichés: : 5 points
7. **Effective Use of AI Tools** (1-5 points)
  - a. Basic use of AI tools with little refinement: 1 point
  - b. Competent use of AI tools with some creative and descriptive prompting: 3 points
  - c. Sophisticated use of multiple AI tools with different strengths and weaknesses, demonstrating mastery in prompting and image generation.: 5 points
8. **Delivery** (3 points)

Produced image is at least 1024x1024 pixels, appropriately sized and placed in the provided frame.

## Task 2: AI-Generated Music Video Challenge: Love by Maria Ilieva

### Overview

Your team's challenge is to create a 47-second AI-generated music video for a segment of the song “Love” by Maria Ilieva using Neural Frames.

### Provided Resources:

- A 47-second-long song segment
- A video of the song segment with lyrics in English (for context)
- 5 images of Maria Ilieva
- The full song lyrics in Bulgarian and English (for context)

### Video Requirements:

- Include a stylized portrayal of Maria Ilieva in the video.
- Maintain a consistent visual style throughout the video.
- Incorporate at least 5 of the following objects:
  - sea, violin, dice, parasol, ladybug, orchid, seashell, dove, rose, love letter, sandcastle, chocolates, candle, puzzle piece, playing card, chess piece, moon, locket, pearl, feather, anchor, clock, book, butterfly, mask, piano, painting, mirror, pearl, musical note/sheet, pomegranate, Pomeranian dog, cup of coffee, camera, old TV, hourglass, boat, stamp, rainbow, medallion, music festival, statue, guitar, vinyl, dandelion
- Synchronize visuals with the music

### Technical Specifications:

- You have credits to train up to 3 custom models on Neuralframes.com during the competition and can use any images of Maria Ilieva from the the web
- Unlimited rendering time on Neural Frames in **one tab at a time**
- We strongly suggest avoiding XL-size models due to longer rendering times
- The final video must be produced and rendered entirely within Neural Frames no further video editing is allowed
- Other free AI tools and LLMs , as well as the provided Midjourney account, may be used for seeding concepts and assets, prompt engineering, or workflow enhancement

### Deliverables:

1. The completed 47-second video downloaded from Neural Frames without upscaling.
2. A description of your chosen visual style and why you chose this specific style.
3. A list of the objects from the list which you included.
4. A list of all additional tools and how they were used.
5. Screenshot(s) of your final Neural Frames timeline

**Evaluation Criteria (Total possible score: 40 points):** Your submission will be judged based on the following criteria, each scored on a scale of 1-5 unless otherwise noted:

1. **Artist Likeness** (1-5 points)
  - a. Artist is unrecognizable or poorly represented: 1 point
  - b. Artist is somewhat recognizable but lacks artistic flair: 3 points
  - c. Artist is highly recognizable and artistically represented: 5 points
2. **Predefined Object Inclusion** (Up to 7 points)
  - a. 1 point for each of the first five objects included

- b. 0.25 points for each additional object beyond the first five
- 3. **Homogeneous Art Style** (1-5 points)
  - a. Inconsistent art style throughout the video: 1 point
  - b. Mostly consistent art style with some variations: 3 points
  - c. Fully consistent art style matching the first image of the artist: 5 points
- 4. **Music Synchronization** (1-5 points)
  - a. Poor timing of transitions and motion: 1 point
  - b. Adequate synchronization of some elements: 3 points
  - c. Excellent timing and synchronization throughout: 5 points
- 5. **Generation Accuracy** (1-5 points)
  - a. Frequent artifacts (e.g., multiple body parts, blurry image): 1 point
  - b. Some noticeable artifacts but generally accurate: 3 points
  - c. Absence of common AI generation artifacts, sharp and clear picture: 5 points
- 6. **Prompting Strategies** (1-5 points) (based on the described strategy)
  - a. Basic prompts with little creativity: 1 point
  - b. Effective use of prompts, Prompts are detailed and well-structured: 3 points
  - c. Highly effective, detailed and creative use of prompts throughout: 5 points
- 7. **Video Duration** (1-3 points)
  - a. Video shorter than 37 seconds: 1 point
  - b. Video shorter than 47 seconds: 2 points
  - c. Full 47-second video achieved: 3 points
- 8. **Effective Use of Neural Frames** (1-5 points)
  - a. Minimal use of different motions, transitions, and effects: 1 point
  - b. Adequate variety of motions, transitions, and effects: 3 points
  - c. Diverse and creative use of motions, transitions, and effects: 5 points

### **Important Notes:**

- Training a Neural Frames model takes 15 to 20 minutes and requires starting a fresh project. Please consider this limitation in your strategy.
- Effective time management is crucial to complete all aspects of the challenge.

### **Ethical considerations:**

The use of the song and images of Maria Ilieva in this task are fully endorsed by the singer. This should always be the case when using copyrighted materials and when training generative AI models on the likeness of a real person. Maria is excited to see the product of your work.

Good luck!