

# Project ideation

Idea – Adding advertisements to video using unpaired image-to-image translation and cycle-consistent adversarial networks

Using a cycle-consistent adversarial network I plan to deepfake any product into any video for the purpose of advertising. This can also be used in reverse to remove a product from a video. I plan to swap Pepsi cans with coke cans (possibly in the Pepsi ad) to showcase what is possible with the model. The long-term goal of this project includes merging with a shape transform model, however the focus of the dissertation will be image translation due to the time constraint.

I am confident that I am going to pursue this idea for my dissertation. I have already conducted research and began to work on the foundations over the summer break.

Techniques:

- Machine learning
- Image to image translation
- Generative networks
- CycleGAN

I chose this because I wanted a unique project and this specific use of image translation has not yet been explored. Generative networks are also fairly uncharted in terms of their uses and potential.

For some more detailed notes visit - <https://deepads.ai/blog/>