

HOGESCHOOL ROTTERDAM

canva AI: kunst met woorden

08
/
12
2022

Welkom!



PROGRAMMA

- **WAT IS CANVA + TOOLS**
- **FUNCTIONELE VERGELIJKING**
- **TECHNISCHE VERGELIJKING**
- **TOEPASSINGEN CANVA**
- **POSTER WEDSTRIJD!**
- **ETHIEK**
- **TOEKOMST VISIE**
- **QUIZ!**

presentation presentation presentation presentation presentation

WAT IS CANVA

- Design platform
- Graphics voor social media/presentaties en huisstijlen
- Magic AI-ontwerptool



CANVA TOOLS

- **Text to Image**
- **Text to Video**
- **Magic Eraser**
- **Magic Edit**
- **Magic Write**
- **Magic Design**
- **D-ID**
- **Canva Translate**

Text to Video

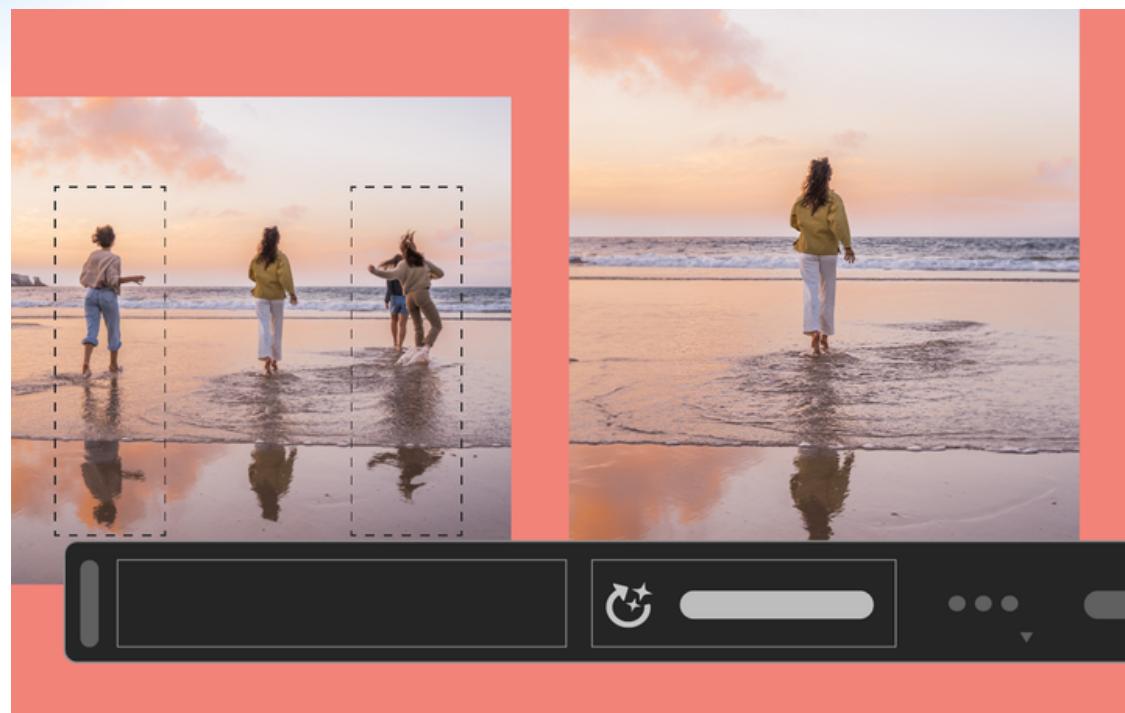


GRATIS VS BETAAALDE VERSIE

Kenmerken	Gratis Canva	Canva Pro (109,99 P/J)
Onbeperkte toegang tot premium sjablonen		X
Verwijderen van achtergronden van afbeeldingen en video's		X
AI ontwerptools (Magic Write, Magic Edit, Magic Design)	X	X
Tot 50 keer gebruik van Text to Image per account	X	
Tot 500 keer per maand gebruik van Text to Image per account		X
Cloudopslag 5 GB	X	
Cloudopslag 1 TB		X

FUNCTIONELE VERGELIJKING

DALL-E3 ADOBE PHOTOSHOP



Generatief vullen – online en desktop – Adobe Photoshop. (z.d.).
<https://www.adobe.com/nl/products/photoshop/generative-fill.html>

O'Connor, R. (2023, 27 oktober). How DALL-E 2 actually works. News, Tutorials, AI Research.
<https://www.assemblyai.com/blog/how-dall-e-2-actually-works/>

ChatGPT 4 ▾

You



Generate a photorealistic image that inspired is by the attached image.

ChatGPT



Here are the generated images inspired by the character you provided.



TECHNISCHE VERGELIJKING

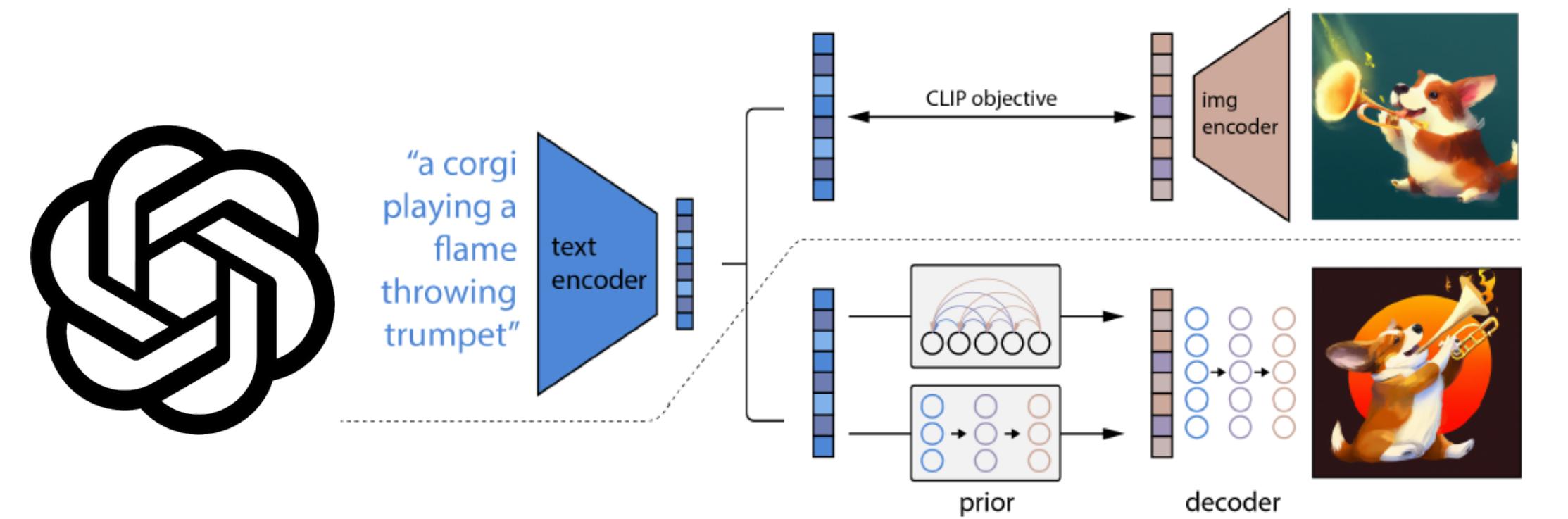


Generatief vullen – online en desktop – Adobe Photoshop. (z.d.).
<https://www.adobe.com/nl/products/photoshop/generative-fill.html>

O'Connor, R. (2023, 27 oktober). How DALL-E 2 actually works. News, Tutorials, AI Research.
<https://www.assemblyai.com/blog/how-dall-e-2-actually-works/>

TECHNISCHE VERGELIJKING

DALL-E3 ADOBE PHOTOSHOP



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<https://www.assemblyai.com/blog/how-dall-e-2-actually-works/>

TECHNISCHE VERGELIJKING

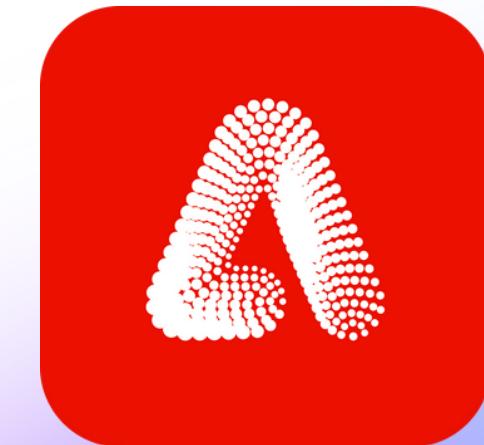
DALL-E3 (Canva)

VS

ADOBE PHOTOSHOP



WeblImageText dataset
400 miljoen foto-tekst combinaties



Adobe stock images, open licentie
conten en publiek domein

Generatief vullen – online en desktop – Adobe Photoshop. (z.d.).
<https://www.adobe.com/nl/products/photoshop/generative-fill.html>

O'Connor, R. (2023, 27 oktober). How DALL-E 2 actually works. News, Tutorials, AI Research.
<https://www.assemblyai.com/blog/how-dall-e-2-actually-works/>

Toepassingen in het werkveld

Keukenapparatuur in style van Gaudi
(Byrne, 2023)



Canva A.I. Magic Media: Text to Image

The screenshot shows the Canva AI interface. On the left, the sidebar includes options for Design, Elements, Text, Brand, Uploads, Draw, Projects, Apps, and D-ID AI Pres... At the top, there's a navigation bar with Home, File, Magic Switch (NEW), Undo, Redo, Cloud, Untitled design - Instagram Post, Try Canva Pro, a user profile icon, a plus sign, a bar chart icon, and a Share button.

The main area is titled "Magic Media" under "Position". It has tabs for "Images" (selected) and "Videos" (NEW). Below this, there's a section for "Text to Image" with the prompt "a blender in style of Gaudi". Four generated image thumbnails are displayed: a blender with a mosaic pattern on its base and a white body; a white blender with a blue and orange patterned base; a white blender with a blue and orange patterned base; and a white blender with a blue and orange patterned base. Below the thumbnails, a note says "Some rules apply when using these images. [Learn more](#)". At the bottom of the sidebar is a purple "Generate again" button.

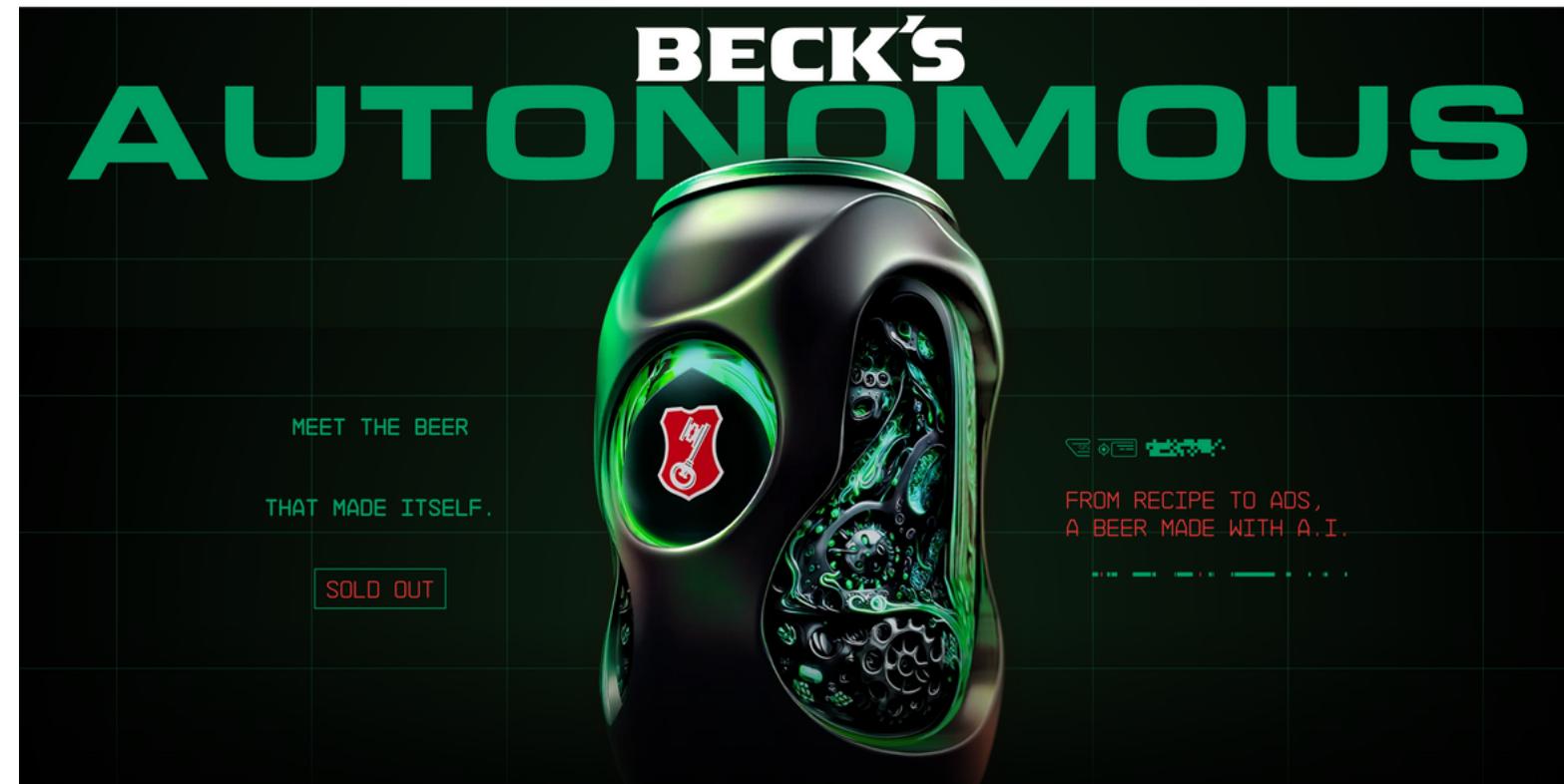
The central workspace shows a large image of a blender with a mosaic pattern on its base and a white body. To the right of the workspace is a circular icon with a plus sign and a question mark.

Toepassingen in het werkveld

Traditionele
bierverpakking van
Beck's



Verpakkingsmateriaal limited
edition Beck's (Becks's, 2023)



Canva A.I. Magic Media: Text to Image

Limited edition verpakkingsmateriaal in kerststijl met Canva

The screenshot shows the Canva AI interface. On the left, the sidebar has 'Magic Media' selected under 'Images'. Below it, there's a section for 'Text to Image' featuring four preview thumbnails of Amstel beer bottles in various festive holiday-themed packages. The main workspace displays a large, detailed image of a red Amstel beer bottle and a matching glass filled with beer, set against a background of falling snow and Christmas decorations like pinecones and ornaments. The top navigation bar includes 'Home', 'File', 'Magic Switch', and 'Untitled design - Instagram Post'. The bottom navigation bar shows 'Page 1 / 1', '41%', and other document controls.

Toepassingen in het werkveld



(Van Egmond Connect – brengt mensen samen, z.d.)

!POSTERWEDSTRIJD!



POSTER CRITERIA

Gegenereerde foto

Titel



KLAAR? MAIL JE POSTER NAAR:
0917548@hr.nl

Hoe naar AI tools?

- 1.Ga naar canva.com
- 2.Log in met je hotmail of gmail account
- 3.Maak een project aan met aangepast format: 500x500
- 4.Klik op Apps, en zoek **Magic Media** om plaatjes te genereren
- 5.Ga naar https://www.canva.com/nl_nl/ai-tekst-schrijven/ (**Magic Write**)
- 6.Gebruik Magic Write om slogans en prompts te genereren
- 7.Begin nu met maken van je poster!



!POSTERWEDSTRIJD!



POSTER CRITERIA

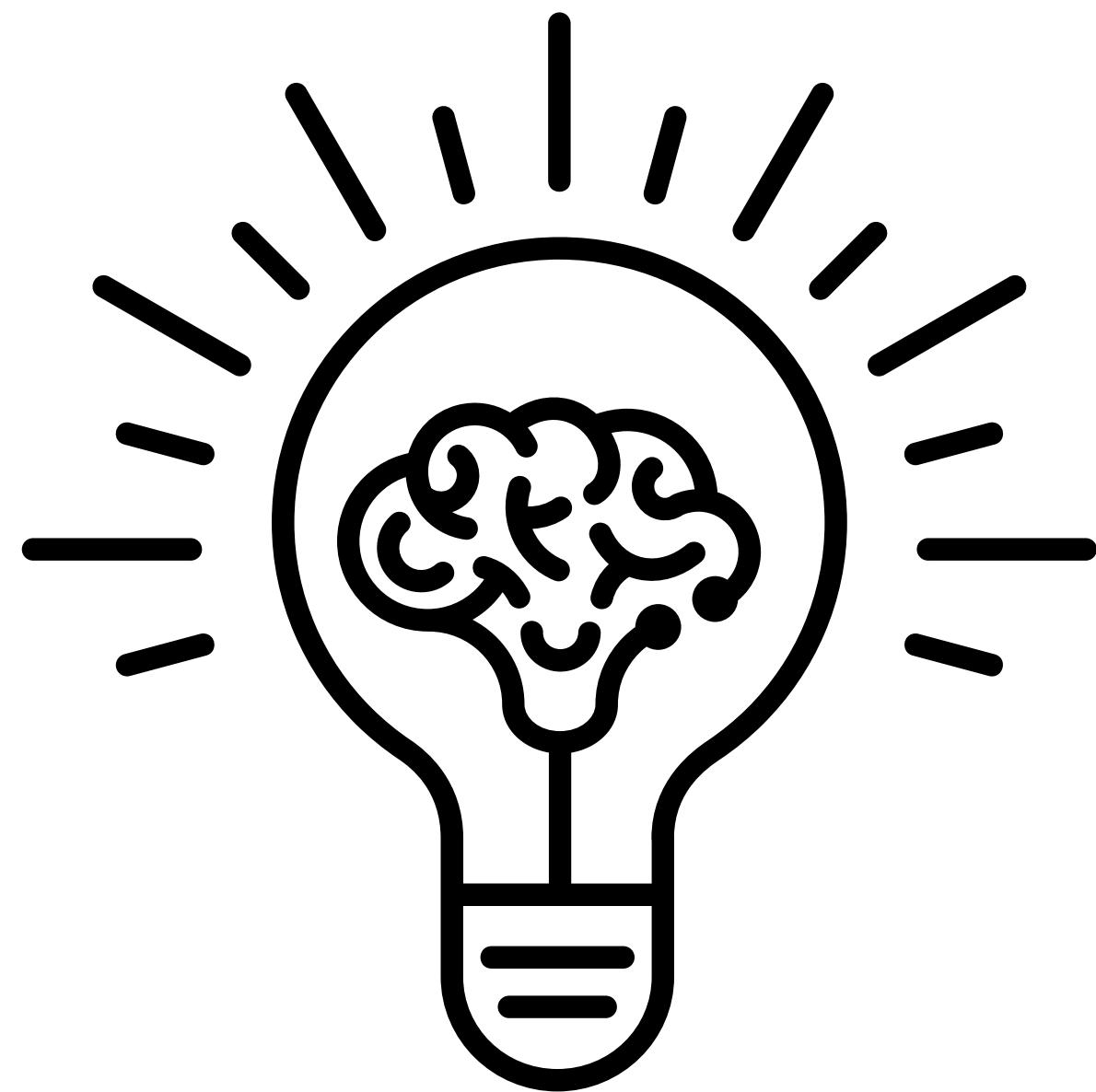
Gegenereerde foto

Titel



KLAAR? MAIL JE POSTER NAAR:
0917548@hr.nl

ETHIEK



ETHISCH DILEMMA

Je krijgt een sollicitatie opdracht binnen van een creative designer en je ziet dat hij/zij dit met Canva heeft ontworpen/bedacht, twijfel je daardoor de persoon aan te nemen?

ETHISCH DILEMMA

Waar ligt de grens tussen creativiteit van het individu en waar de creativiteit van de machine?

ETHISCHE STELLING

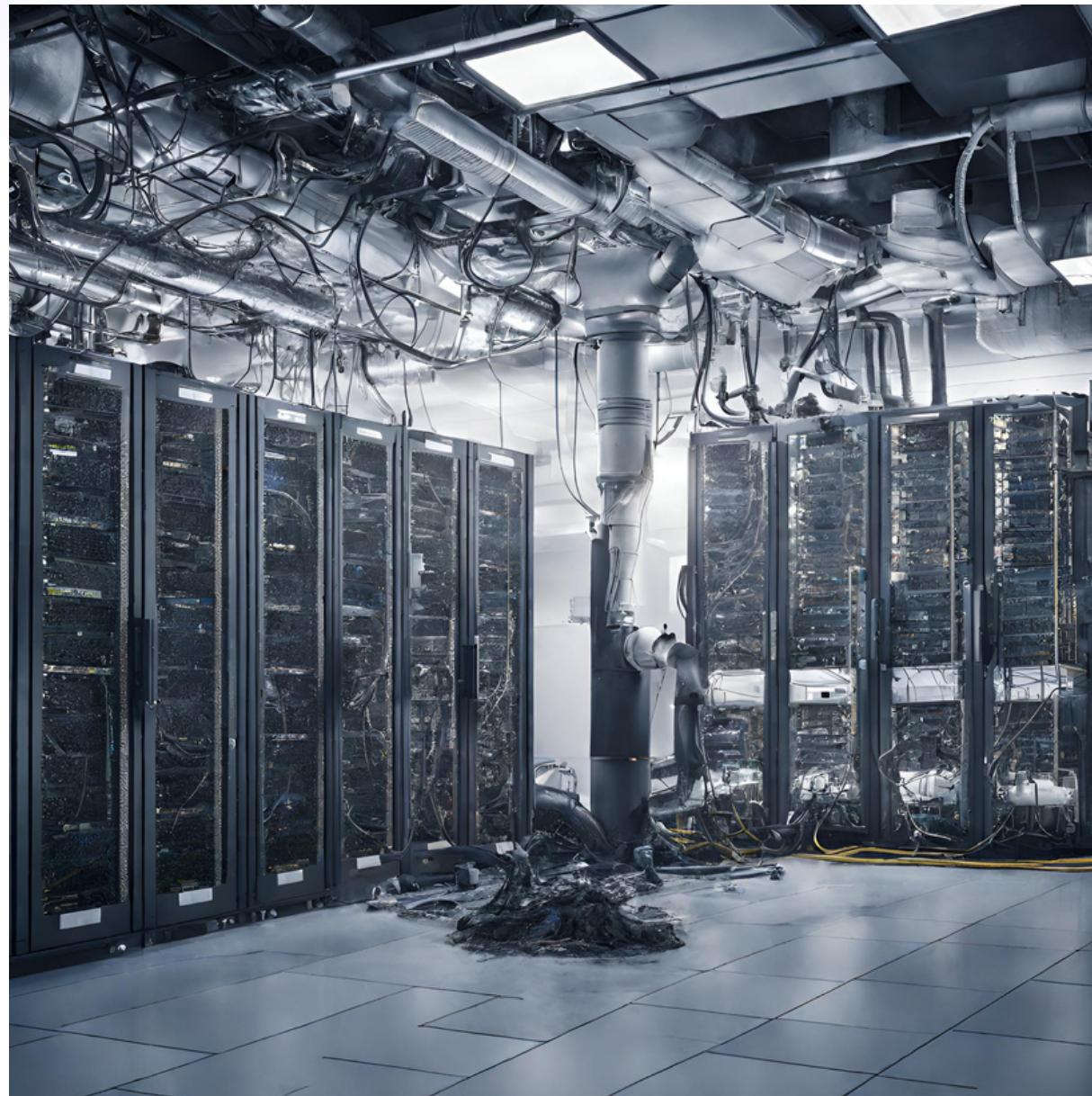
Technologiebedrijven, beleidsmakers, academici en de samenleving moeten samenwerken om ethische normen en richtlijnen voor privacy vast te stellen en te handhaven.

(g) Clear gifs/web beacons information

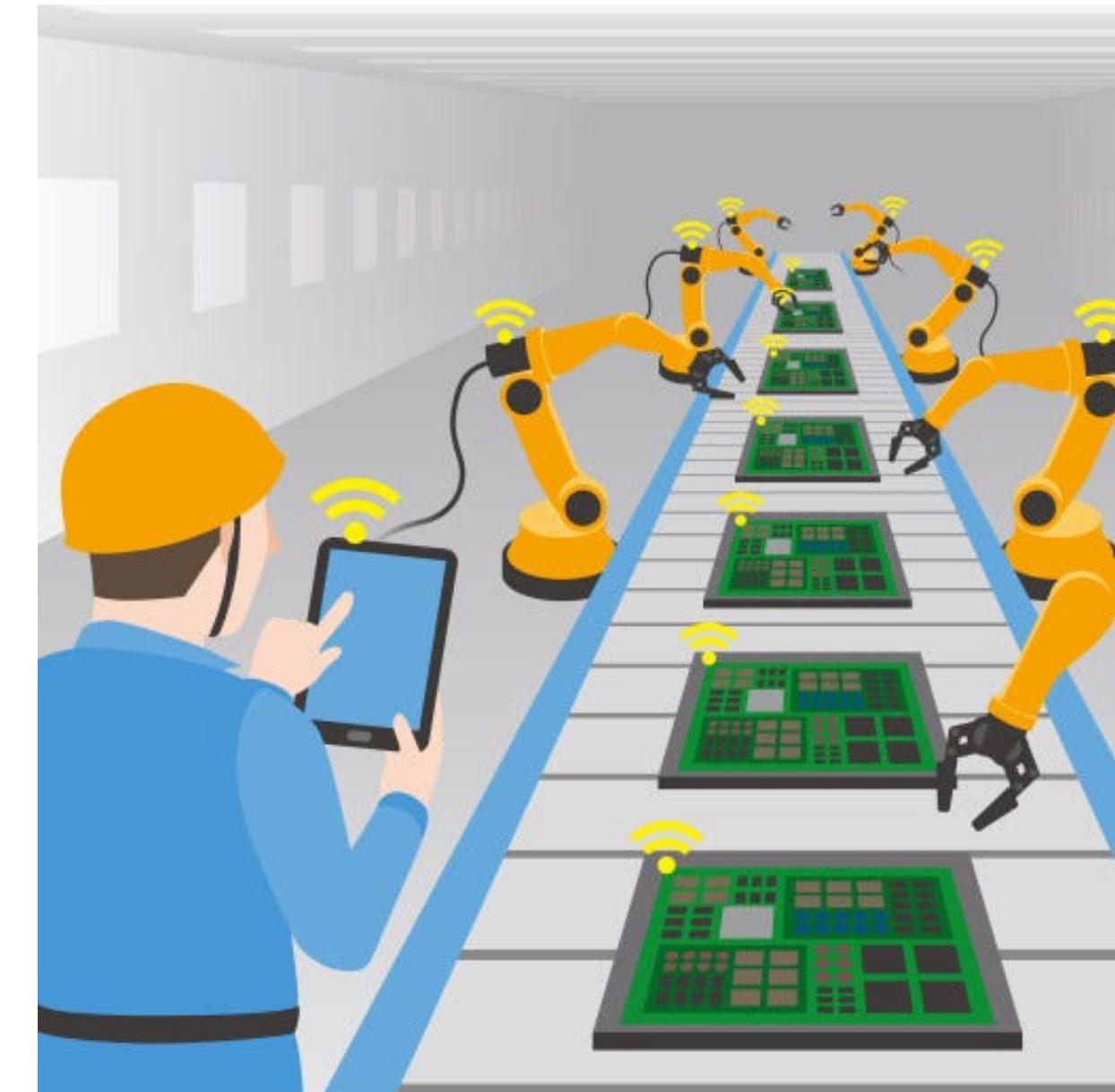
When you use the Service, we may employ clear GIFs (also known as web beacons) which are used to anonymously track the online usage patterns of our users. In addition, we may also use clear GIFs in HTML-based emails sent to our users to track which emails are opened and which links are clicked by recipients. This information allows for more accurate reporting and improvement of the Service.

Ethische overwegingen

60.000.000+ kWh voor trainen
Enorme uitstoot



Procesoptimalisatie
Kostenbesparing



Hype Cycle for Artificial Intelligence, 2023



gartner.com

Source: Gartner
© 2023 Gartner, Inc. and/or its affiliates. All rights reserved. 2079794

Gartner®



2050 visie:

Artificial General Intelligence

Perri, L. (2023, 17 augustus). What's new in artificial intelligence from the 2023 Gartner Hype Cycle™. Gartner. <https://www.gartner.com/en/articles/what-s-new-in-artificial-intelligence-from-the-2023-gartner-hype-cycle>



Canva GPT

Peter Deng

Make a poster for the DevDay reception on November 6 at 5pm. It's at the De Young Museum.

Canva GPT

Action completed

I've prepared two vertical poster options for the DevDay Reception at the De Young Museum in San Francisco. Please click on the thumbnails to edit and customize your poster in Canva.

Option 1

Join Us at DevDay Reception!



OpenAI event at
the De Young
Museum in San
Francisco on
November 6,
5pm

Meet from the brightest
minds in the industry as we
discuss cutting edge
technologies and innovative
ideas on AI and machine
learning. Network with
industry professionals and
enjoy the stunning views of
San Francisco's Golden Gate
Park.

Free admission. RSVP now:
www.deyoungmuseum.org/devday

Option 2

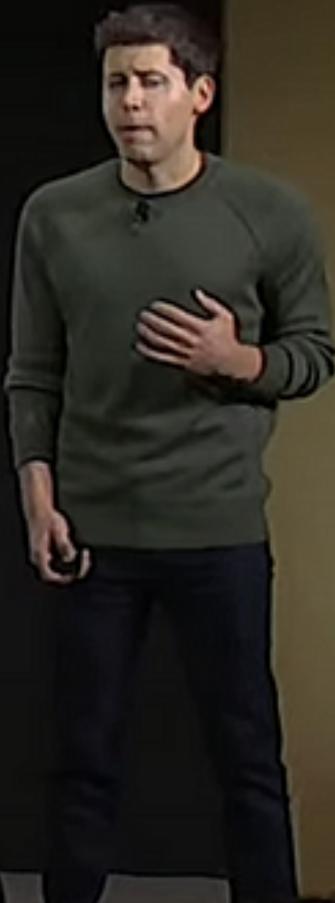
DevDay Reception

NOVEMBER 6, 2023
5:00 PM
DE YOUNG MUSEUM

Message Canva GPT...

OpenAI workspace chats aren't used to train our models. ChatGPT can make mistakes.

We've evolved our plugins
to be custom actions for GPTs.



QUIZ

<https://quizizz.com/join>

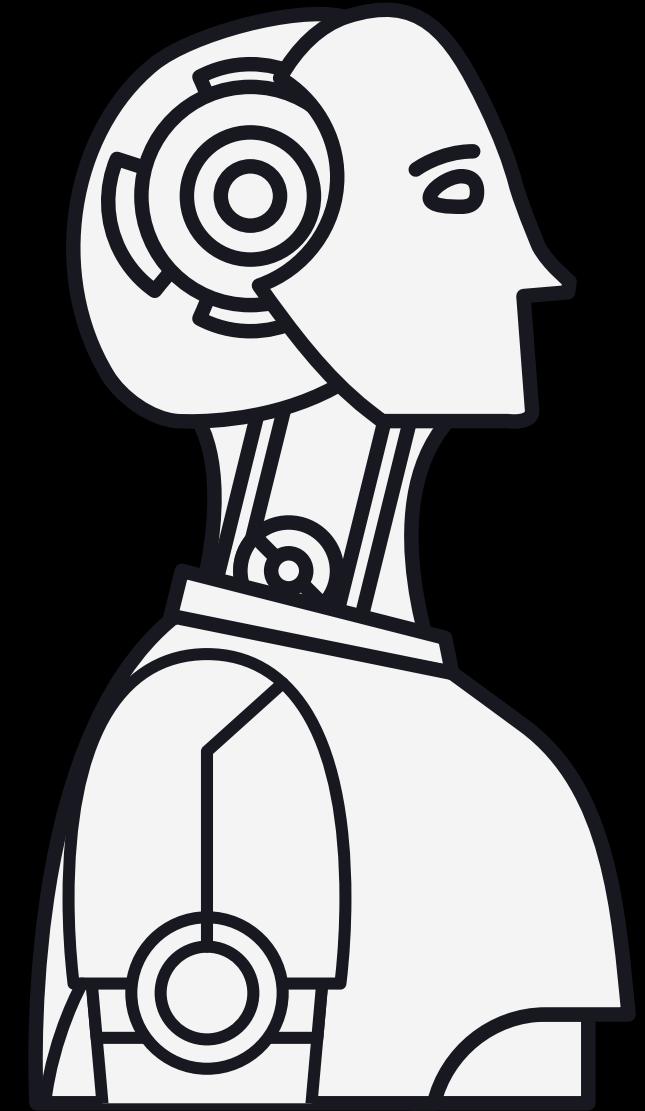
Code: 648673

POSTER UITSLAG

POSTER UITSLAG



THE FUTURE
IS YOURS
TO CREATE



Enquête

Groep N:
Canva AI: Kunst met woorden

