A woman's profile, facing right, is overlaid on a vibrant, abstract background of swirling colors including red, blue, green, and yellow. The background has a textured, painterly appearance with visible brushstrokes.

# **ArtConnect AI**

## **An AI-Powered Promotion Assistant for the Modern Artist**

Course: ITAI 4373

Client: Joe Fleishman

Team: Creative Intelligence Co. (CIC)

Members: Win Aung, Hoang Dinh, Kolapo Mogaji, Liqa Hasan Syed Mohammed Zaidi

# The ArtConnect AI Proof-of-Concept

## What It Is

A bespoke AI tool that monitors social media platforms to identify high-potential engagement opportunities for artists.

It scores leads, suggests personalized replies, and provides actionable analytics via a simple dashboard.

## Why It Was Built

To empower independent artists like our client, Joe Fleishman, by automating the time-consuming process of digital promotion and audience engagement.

## Who It's For

Our client is Joe Fleishman, a professional artist seeking to increase his online visibility, connect with buyers, and dedicate more time to his creative work.

# The Modern Artist's Dilemma: Drowning in Digital Noise

For artists like Joe, creative talent is no longer enough. Success requires constant online engagement, a full-time job in itself.



## Finding Buyers

Manually sifting through thousands of interactions to find genuine collectors, galleries, and patrons is inefficient and often fruitless.



## Low Engagement

Generic interactions fail to build a loyal community. Meaningful connection requires personalized, consistent communication.



## Time Scarcity

Every hour spent on social media is an hour not spent creating art. This administrative burden directly impacts creative output.



## Limited Visibility

Breaking through the noise to reach a wider, relevant audience is a constant struggle against platform algorithms.

# Our Strategic Goals: Intelligent Amplification, Not Automation

The goal is not to replace the artist, but to provide an intelligent assistant that enhances their reach and effectiveness.

## 1 Human-in-the-Loop by Design

Ensure the artist (Joe) retains full control over his voice and interactions. Every AI suggestion requires human approval. This is an ethical cornerstone.

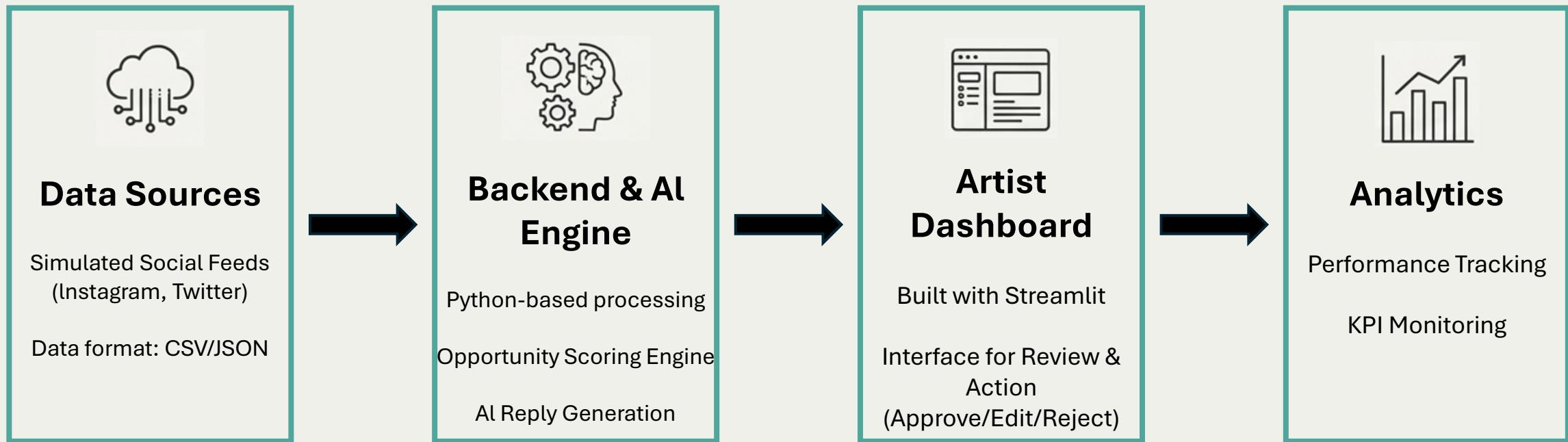
## 2 Surface High-Value Opportunities

Move beyond vanity metrics. Focus on identifying and prioritizing interactions that lead to sales, gallery representation, and meaningful connections.

## 3 Reclaim Creative Time

Drastically reduce the manual effort of social media monitoring, giving the artist more time for what matters most: creating.

# System Architecture: A High-Level Blueprint



# The Technology Stack



Python: The core programming language for all backend logic and data processing.



CSV/JSON Datasets: Simulating real-time data feeds from social platforms for this proof-of-concept.



GitHub: For version control, collaborative development, and project management.



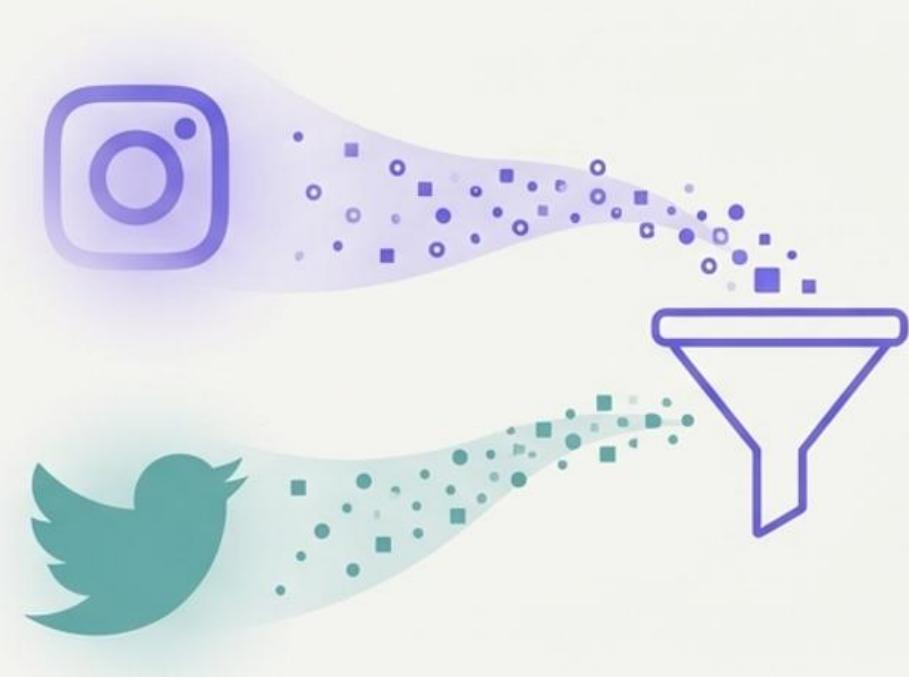
Streamlit: Used to rapidly develop and deploy the interactive, web-based user dashboard.



AI Language Model: The foundation for generating context-aware, brand-aligned reply suggestions.

# Platform Monitoring: Capturing the Signals

The system continuously processes simulated data feeds from Instagram and Twitter to identify relevant user interactions.



## Data Points Collected

User Handle & Bio

Keywords (e.g., "collector,"  
"gallery," 'commission")

Follower Count

Engagement Type (Follow,  
Like, Comment, Mention)

Post/Comment Content

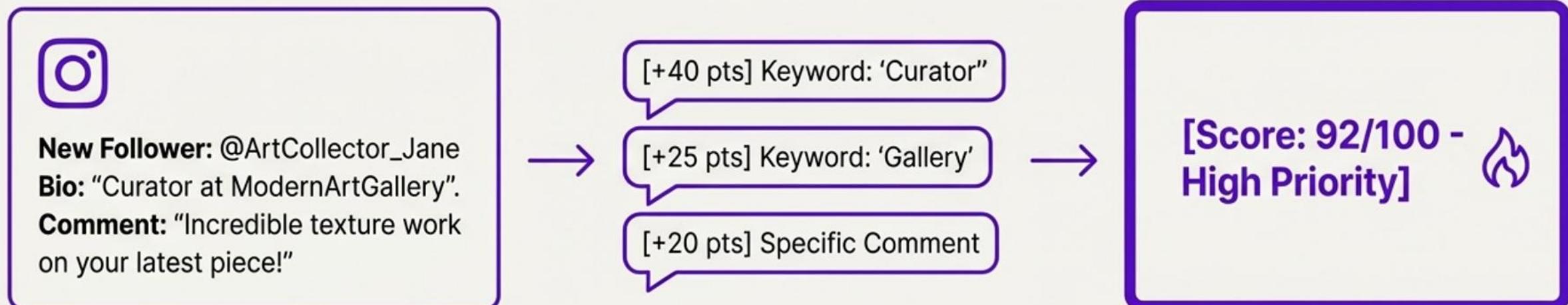
User History (past  
interactions)

# The Opportunity Scoring Engine: From Noise to Priority

Every interaction is assigned a score from 0-100 based on a weighted analysis of key features, allowing the artist to focus only on what matters.

## What Increases a Score?

- Keywords in user bio ('collector', 'curator', 'gallery')
- High follower count
- Specific, thoughtful comment content vs. generic emoji
- Direct mentions or inquiries



# AI Reply Suggestions: On-Brand, Every Time

## The “Brand Voice” Foundation

The AI is primed using a "brand voice" document describing Joe's communication style: "Passionate, humble, references artistic techniques, and often mentions his inspirations."

Thanks so much! 😊

(Generic Reply)

## Prompt Engineering

Each suggestion is generated from a dynamic prompt that includes the user's comment, their profile information, and Joe's brand voice.

Thank you, @ArtCollector\_Jane! I'm glad you noticed the texture. I used a cold wax medium to achieve that effect, inspired by the works of Richter.

(ArtConnect AI Suggestion)

**Caption:** All suggestions are presented in the dashboard for the artist to **Approve, Edit, or Reject**, ensuring 100% control.

# The ArtConnect Dashboard: Your Mission Control

## Prioritized Opportunities Table

A sortable list of all incoming interactions, ranked by Opportunity Score. See platform, user, and the triggering comment at a glance.

The screenshot shows a modal window titled "Prioritized Opportunities Table". It contains a table with three rows of data:

Score	Platform	User	Comment
[92]	Instagram	@ArtCollector_Jane	"Incredible texture work on your latest piece!"
[88]	LinkedIn	John Smith	"Your technique is fascinating. Are you showing...
[75]	Twitter	@GalleryGazer	"This needs to be seen in person! Wow!"

To the right of the table, there is a sidebar with the following content:

- Comment: "Incredible texture work on your latest piece!"  
- @ArtCollector\_Jane
- AI-Suggested Reply:  
Thank you, @ArtCollector\_Jane! I'm glad you noticed the texture. I used a cold wax medium to achieve that effect, inspired by the works of Richter.

At the bottom of the sidebar are three buttons: "Approve", "Edit", and "Reject".

## AI-Suggested Reply

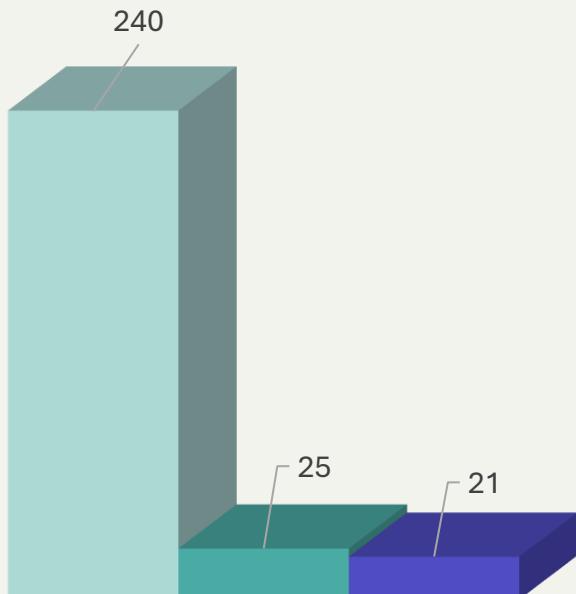
The brand-aligned reply suggestion appears here, ready for review.

## Action Buttons

Simple, one-click 'Approve', 'Edit', or 'Reject' controls to manage every interaction.

# Analytics & KPIs: Measuring What Matters

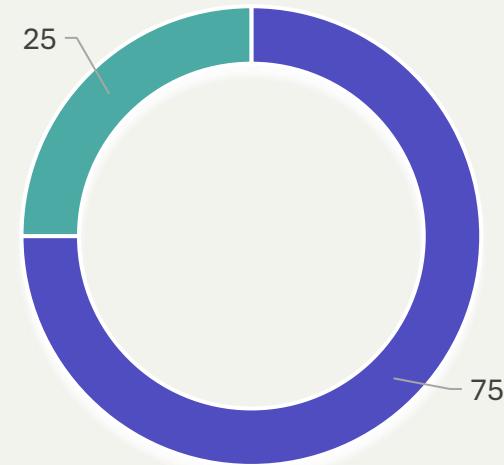
## Engagement Funnel



- Total Interactions Scanned
- Opportunities Identified (>50)
- Replies Approved

Insight: Visualize the system's efficiency in filtering signal from noise

## AI Suggestion Approval Rate



- Approved
- Edited

Insight: This KPI helps us measure the quality and relevance of the AI suggestions over time. A high approval rate indicates the AI is well-aligned with artist's voice

# Performance Results: Tangible Impact from the POC

25+

## High-Value Opportunities Identified

(Directly addresses: Finding Buyers) Connections with users identified as potential collectors, gallery contacts, and press.

5+

## Hours/Week Saved (Estimated)

(Directly addresses: Time Scarcity) Time saved from manual social media monitoring and reply composition.

85%

## AI Suggestion Approval Rate

(Demonstrates system quality)

High artist confidence in the AI-generated, on-brand replies.

15%

## Projected Engagement Increase

(Directly addresses: Low Engagement & Visibility)

Based on the quality and consistency of personalized replies deployed via the system.

# Responsible AlbyDesign: Our Ethical Framework



## Human-in-the-Loop

The system is an assistant, not an automaton. Final authority always rests with the artist, preserving authenticity and preventing misuse.



## Transparency & Safety

The dashboard clearly shows why an opportunity was scored highly. There are no 'black boxes.' The AI is designed to avoid generating harmful or off-brand content.



## Platform Compliance

The system operates within the Terms of Service of social platforms, using simulated data in the POC to respect API limitations and user privacy.

# Key Lessons Learned Across the Project

## Technical

- The importance of high-quality, labeled data for training the scoring model cannot be overstated.
- Streamlit proved to be an excellent choice for rapid, iterative development of a user-facing dashboard.

## Business

- Deeply understanding the client's daily workflow was more critical than any single technical feature. The 'brand voice' document was a pivotal discovery.

## Team Collaboration

- Constant communication between the 'business' and 'technical' sides of the team was essential to keep the project aligned with Joe's core needs.

# The Future of ArtConnect: From POC to Platform

## Summary of Value

ArtConnect AI has successfully proven its ability to save artists time, surface critical opportunities, and enhance their digital presence in an authentic, controlled manner.

## Future Roadmap



- 1. Live API Integrations:** Connect directly to Instagram and Twitter APIs for real-time data processing.
- 2. Self-Improving ML Scoring:** Replace the rule-based engine with a machine learning model that learns from the artist's approve/reject decisions.
- 3. Proactive Trend Detection:** Analyze broader market trends to suggest relevant hashtags, topics, and content ideas to the artist.
- 4. Multi-Artist Platform (SaaS):** Evolve the tool into a subscription service that can support multiple artists, each with their own unique brand voice.

