

Class Notes – Feb 27

1. Content Creation with AI

- **Script Writing:** Generative AI automates script drafting—input a basic idea, and it builds the rest efficiently.
- **Benefit:** Speeds up creative work, reducing manual effort.

2. AI in Music Creation

- **Three Parts:** Voice, background, and a third element
- **Evolution:** Music shifted from labor-intensive to tech-driven, with one person now able to craft complex pieces.
- **Influence:** Past trends (e.g., rock) still shape modern AI music tools.

3. Personalization & Recommendation Engines

- **Mechanism:** Platforms like Netflix or news apps use watch history, interests, and even spoken words to suggest content.
- **Examples:** Watch a movie, get similar picks; your news differs from others’.
- **Pros & Cons:** Tailored experience vs. limited exposure to new ideas.

4. Audience Engagement

- **AI’s Role:** Proposes content as a “trap”—your clicks train it to offer more of the same.
- **Emotion Matters:** Music and media engage best when they resonate personally.
- **Balance:** Authentic art vs. algorithmic targeting.

5. Augmented Reality (AR) vs. Virtual Reality (VR)

- **Comparison:** AR adds digital layers to reality; VR creates full immersion.
- **Possible Use:** Could enhance music or content (e.g., AR visuals, VR concerts)—details unclear.

6. Unsolved AI Use Cases

- **Open Areas:** Where else can AI innovate in creativity? (e.g., fully autonomous art?)
- **Hint:** Might tie to funding new projects or experiments.

7. Problems Created by AI

- **Deepfakes:** Fake videos/audio used for fraud or misinformation.
- **Other Issues:** Privacy risks (e.g., listening to you), less human creativity in processes.
- **Concern:** Benefits come with ethical trade-offs.