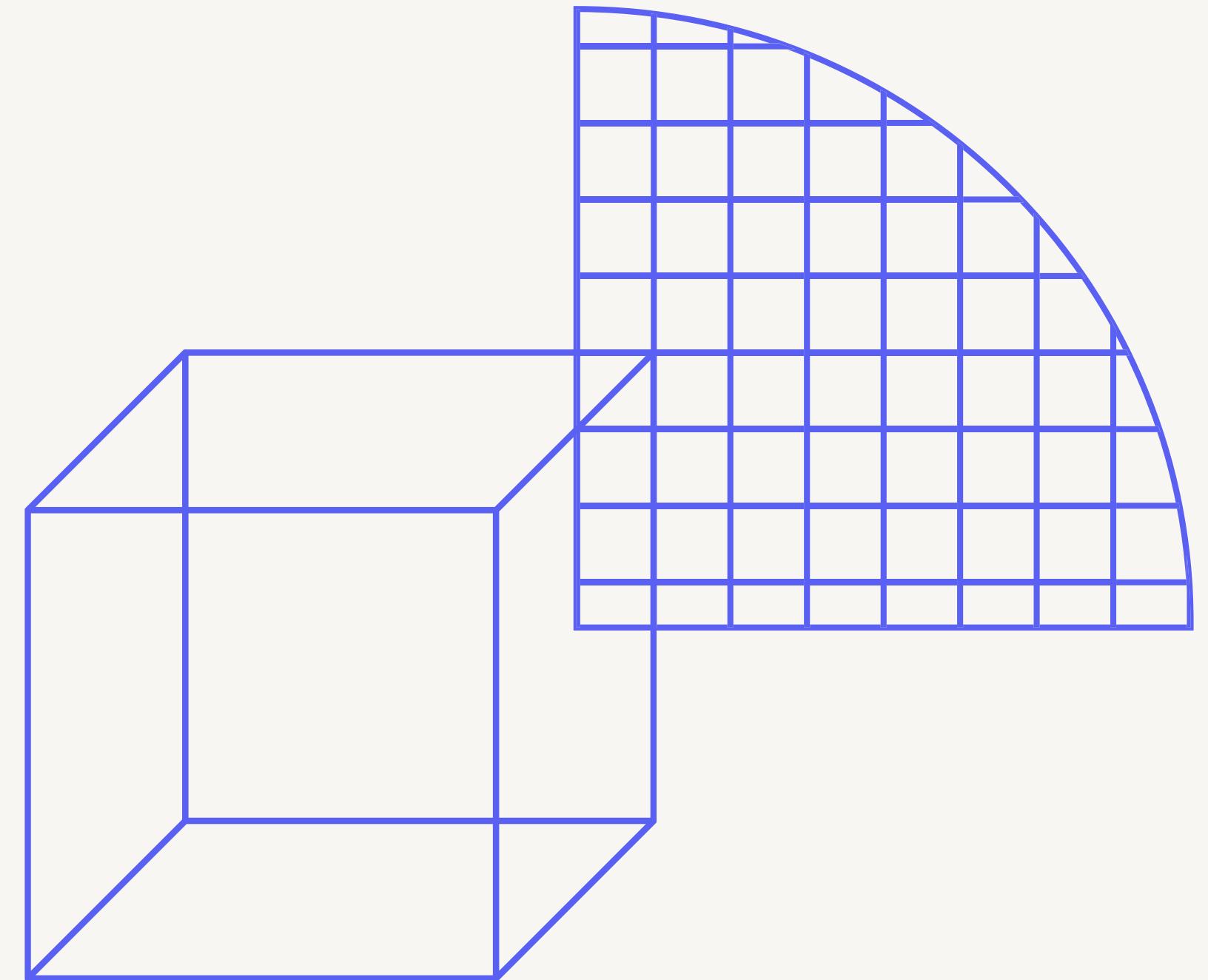


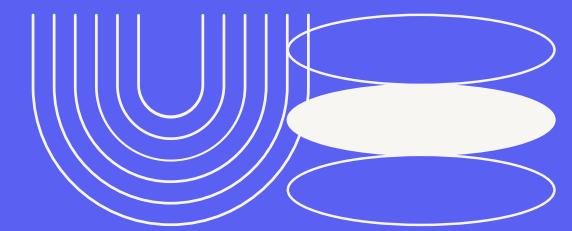
AFFORDABLE CREATIVES GENERATION



Automated campaign for small businesses

Jackie Xia | Physicality of ML | Midterm

Inspiration

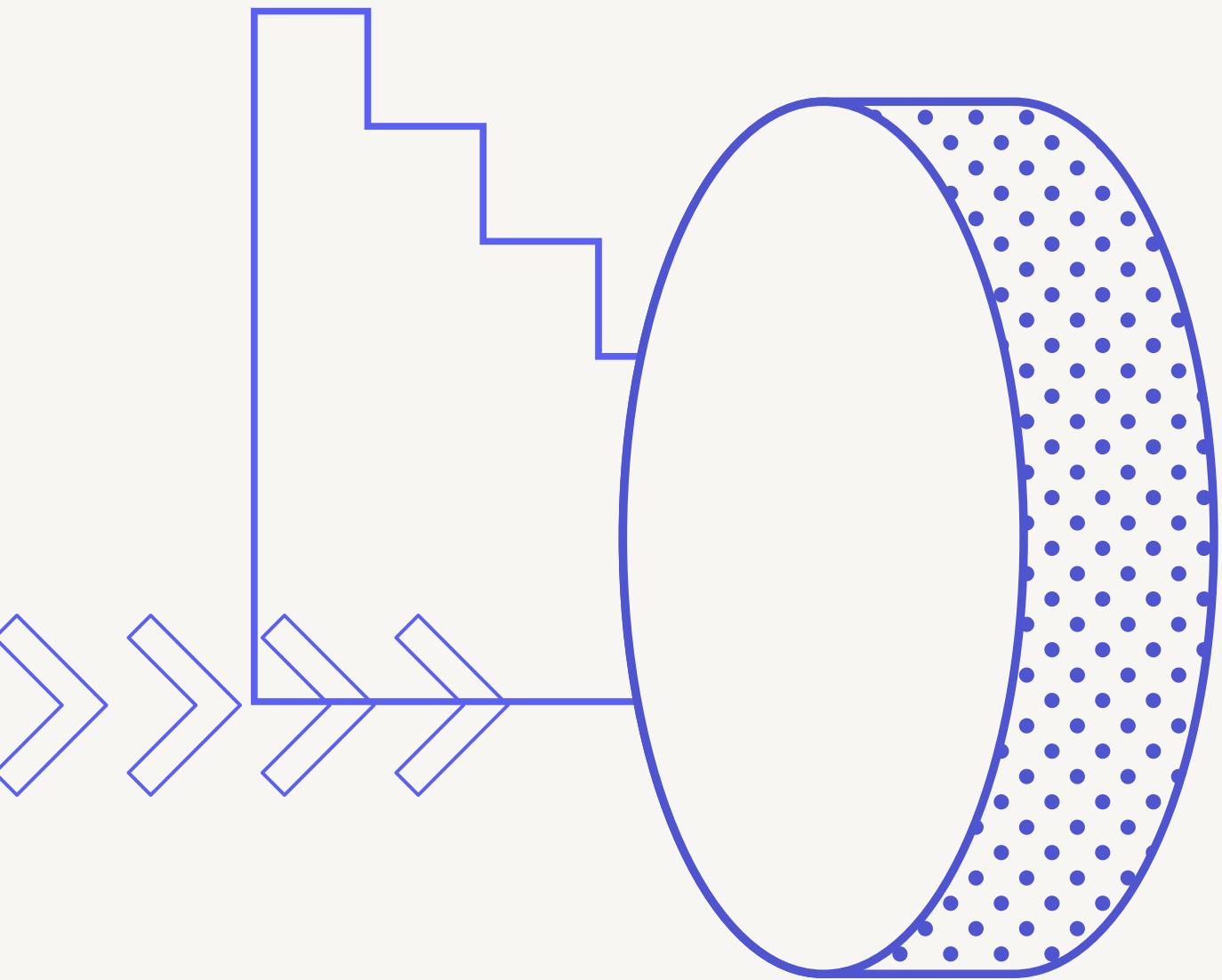


The image displays two side-by-side screenshots of website designs. On the left is the MegaFood website, featuring a dark green background with a close-up of hands holding leafy greens. The text "What truly matters?" is prominently displayed in yellow. Below it, there's a section for "Choose your health" with categories like "Women's Health" and "Prenatal Postnatal". A product for "Baby & Me 2™ Prenatal Multi" is shown with a price of \$16.17. On the right is the INNERASIA RUGS website, which has a light blue header and a large, ornate rug as its central visual. The rug features intricate patterns in red, green, and gold. Below the main image are sections for "VIEW TRADITIONAL HANDWOVEN", "HYBRID RUG COLLECTION", "HANDWOVEN RUG COLLECTION", and "CUSTOM RUGS".

- Small businesses need affordable design
- Design maintenance is costly
- Some design relies heavily on expensive assets
- The effectiveness of these assets are debatable

If we can automate the process of creating monthly new assets with ML instead of manual labor, we may cut down the cost of maintenance by...

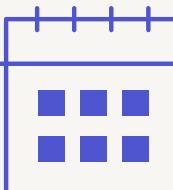
48%



The Process



Create and find controlled data points to run the algorithm with



Schedule these data and scrape these images as monthly input to styleGAN

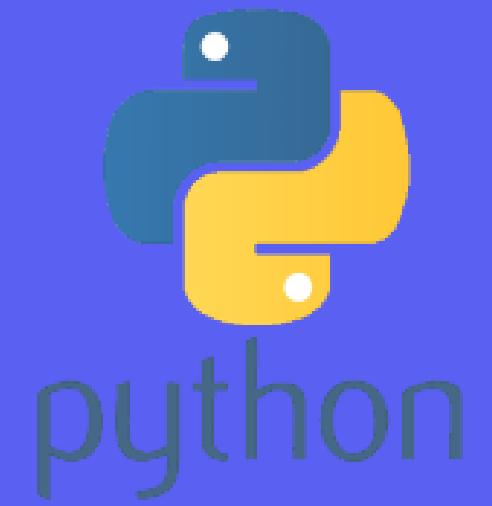


Run styleGAN for the generative artwork, inspect and adjust accordingly



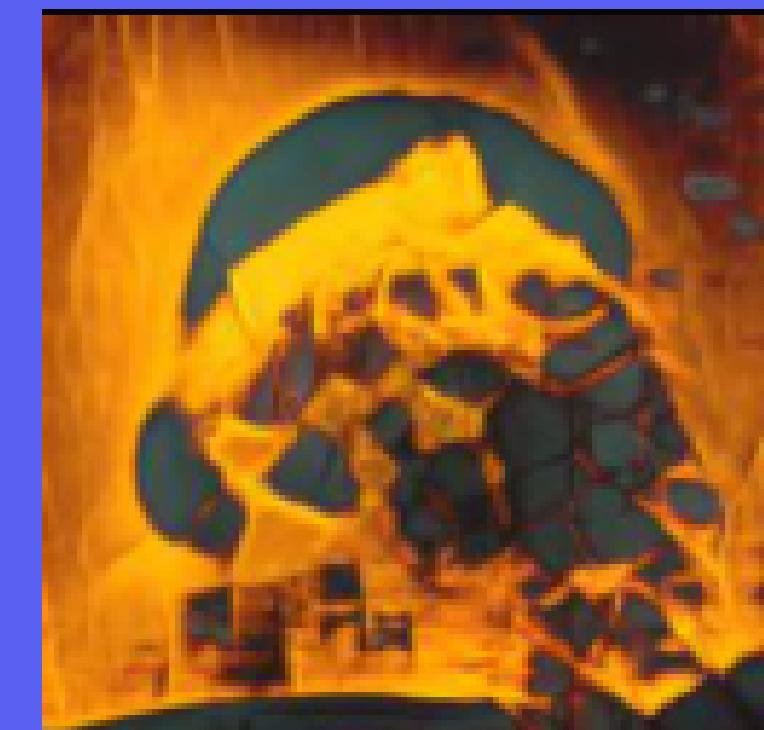
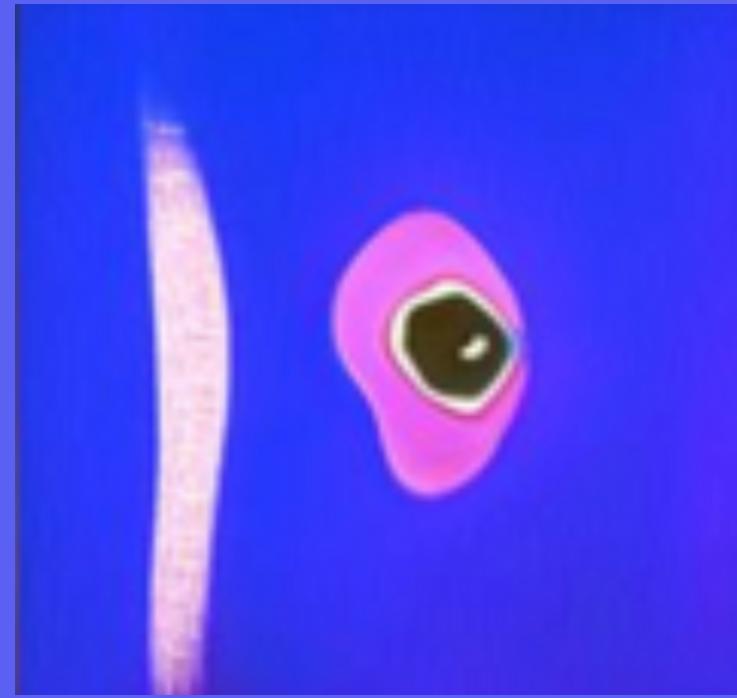
Reduce cost of time and money for clients

The Process





Some of the progress



Some of the progress

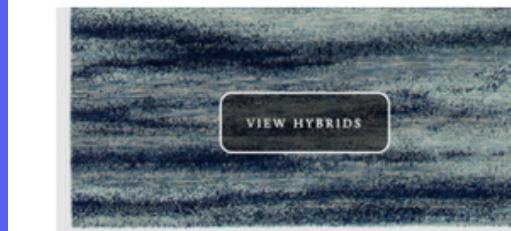
INNERASIA RUGS 

HOME CUSTOM HANDMADE TIBETAN RUGS TIBETAN RUGS - HYBRIDS SHOP ALL ▾ OVERSIZED TIBETAN RUGS TESTIMONIALS KG TASHI; MY BLOG ANNOUNCEMENTS



INNERASIA

[HYBRID RUG COLLECTION](#) [HANDWOVEN RUG COLLECTION](#) [CUSTOM RUGS](#)



[VIEW HYBRIDS](#)



[VIEW HANDWOVEN](#)



[CUSTOM RUGS](#)

-From Our Collections-



Next Step for Final



Train a different model and find a more practical one



Research the possibility of having more manual control to the outcome of the generative image



Experiment with materializing brand assets in 3D forms