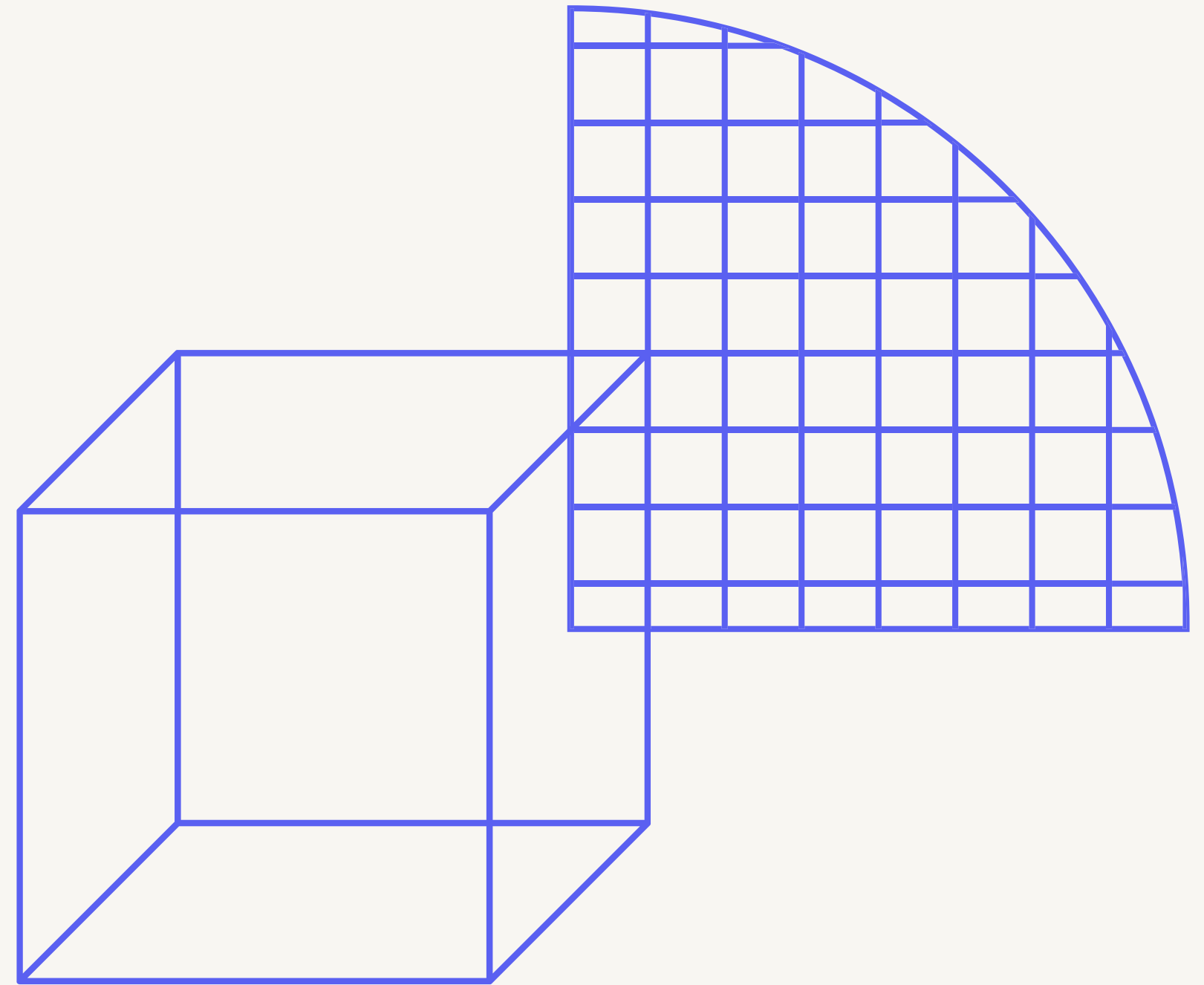


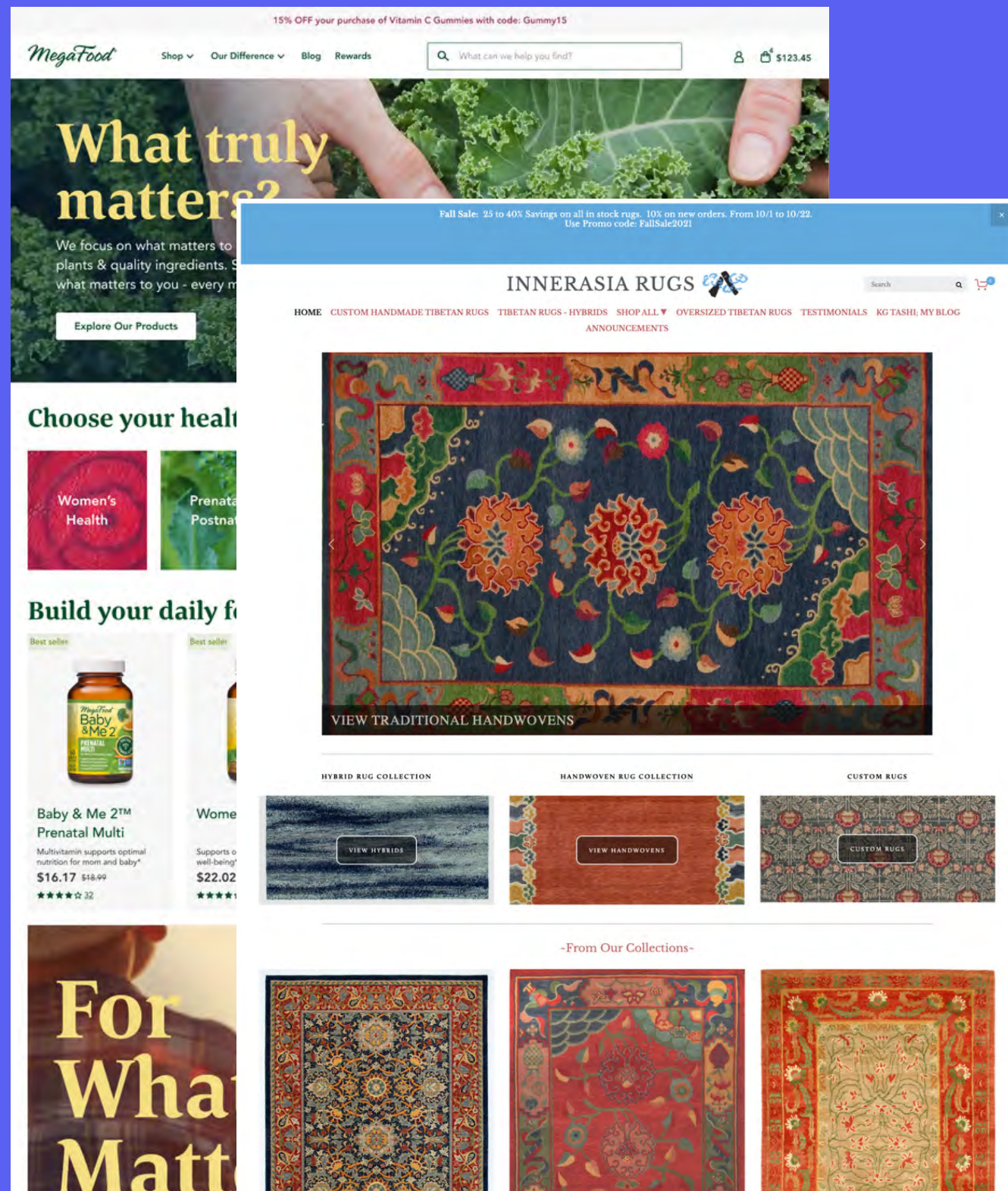
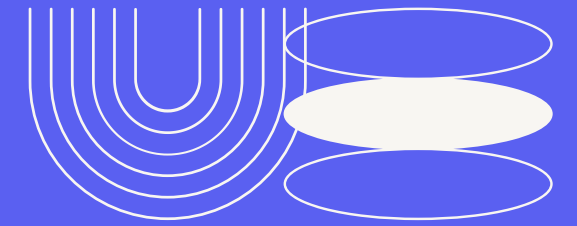
AFFORDABLE CREATIVES GENERATION



Automated campaign for small businesses

Jackie Xia | Physicality of ML | Midterm

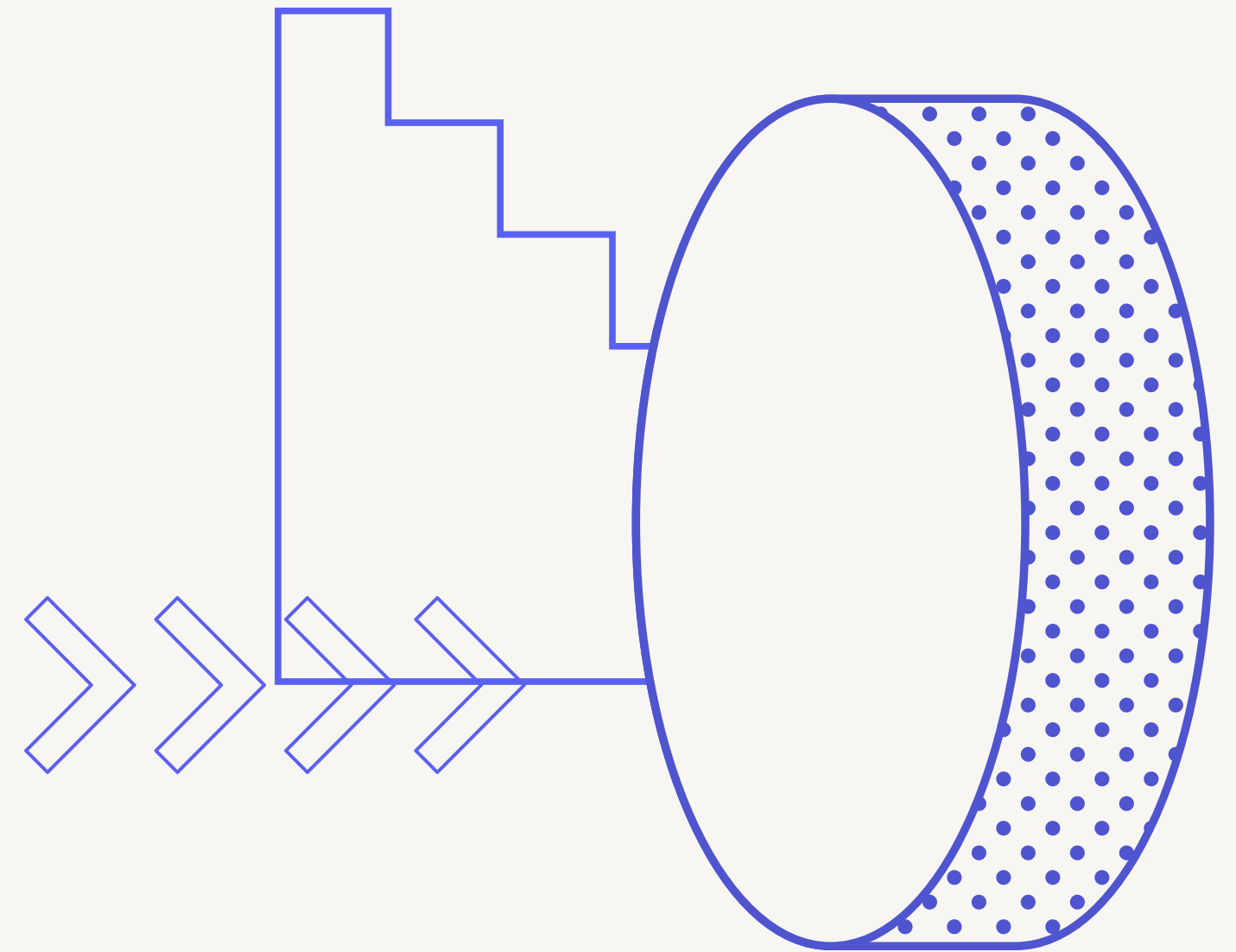
Inspiration



- 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...

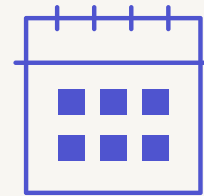
48%



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



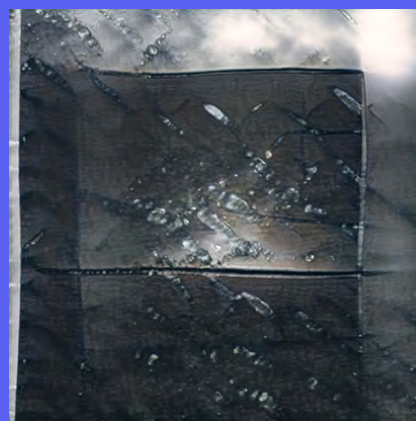
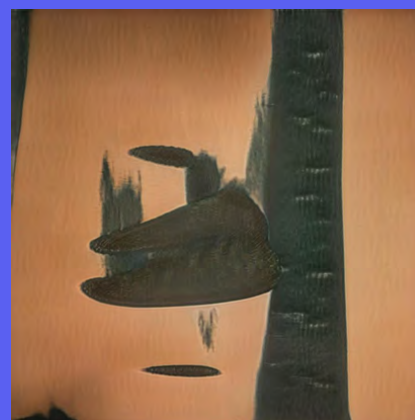
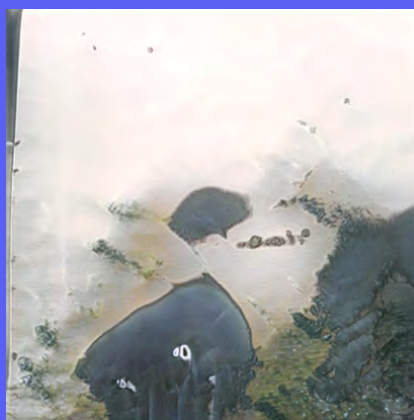
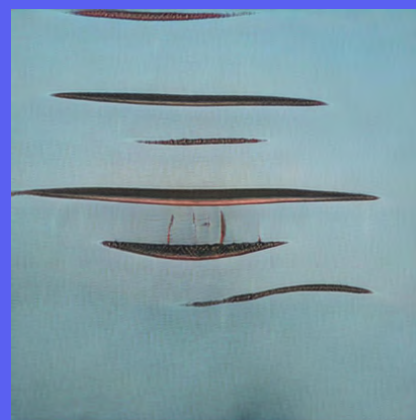
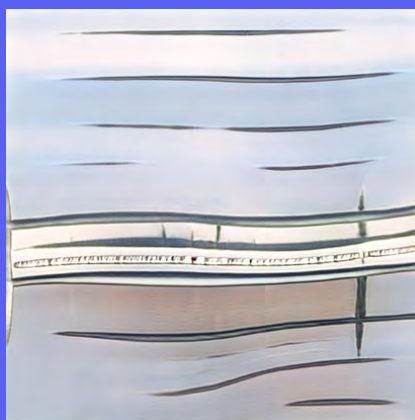
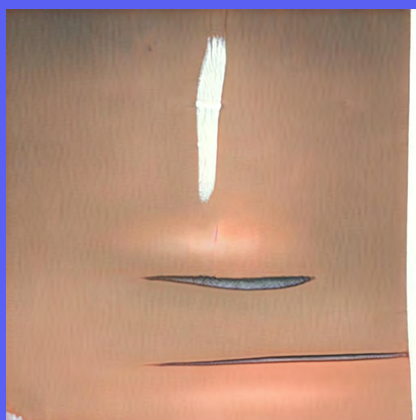
Run styleGAN for the generative artwork, inspect and adjust accordingly



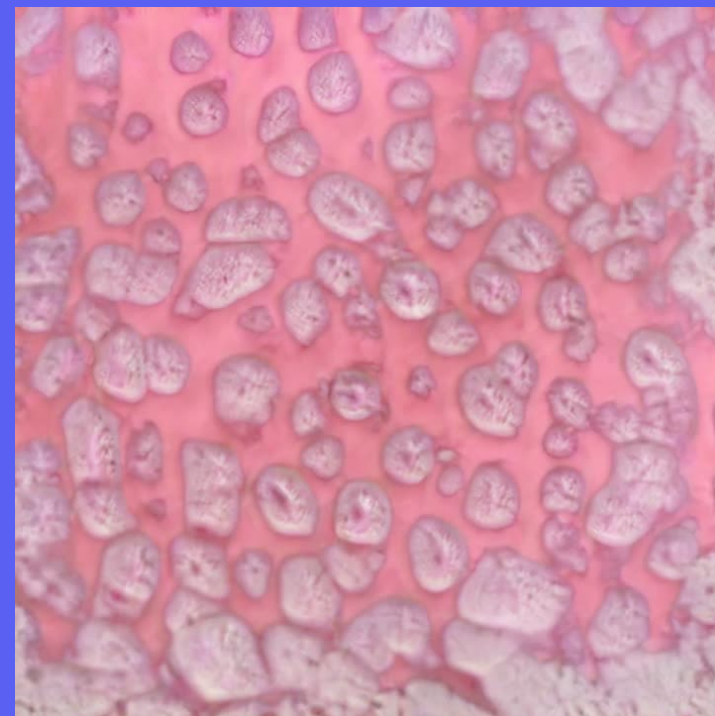
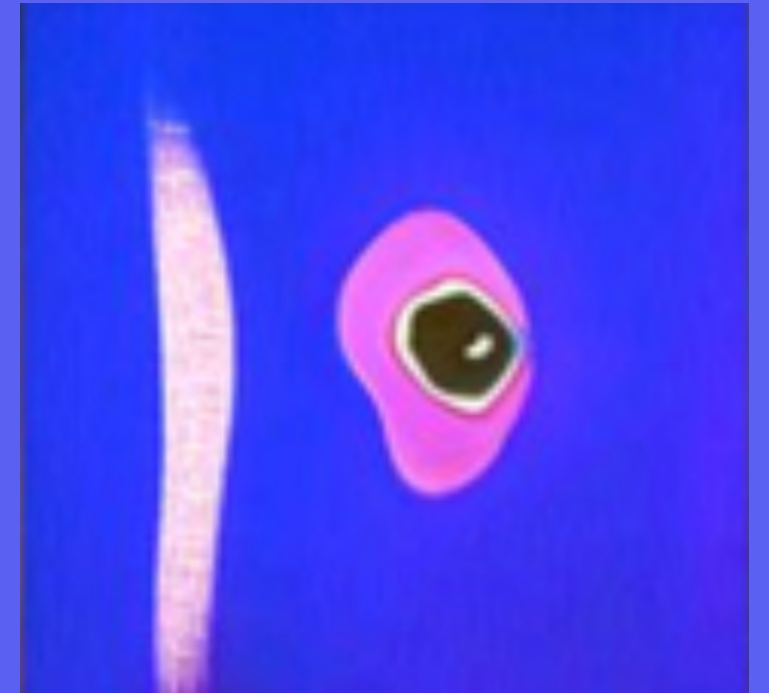
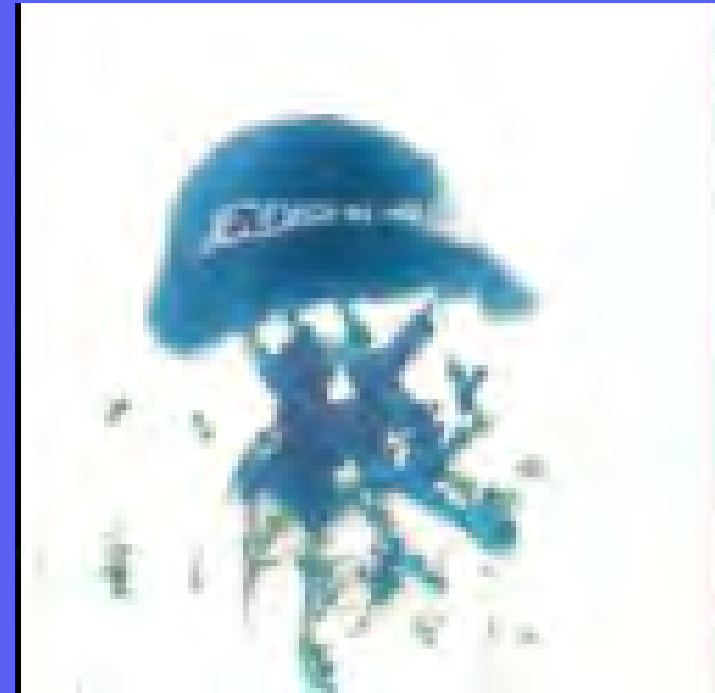
Reduce cost of time and money for clients

The Process





**Some of the
progress**



Some of the progress



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