



The 2nd AUBH Generative AI (GenAI) Hackathon

The Future of Multimedia Creation and Innovation



Dev-way

<Your guide for AI guidelines and responsible AI>

11 – 13 Feb 2025

Introduction

DevWay is a cutting-edge generative AI solution designed to revolutionize multimedia content creation and innovation. As artificial intelligence advances, it plays a crucial role in automating, optimizing, and personalizing digital content production. DevWay aims to leverage AI-driven tools to streamline multimedia creation while ensuring responsible and ethical AI usage.

Problem statement

The increasing reliance on AI in multimedia creation has raised challenges related to explainability, ethical concerns, and regulatory compliance. Traditional AI models function as "black boxes," making it difficult for users to understand how decisions are made. Furthermore, bias in AI-generated content, privacy concerns, and transparency issues pose significant risks. DevWay seeks to address these concerns by integrating responsible AI principles, including explainability, fairness, robustness, transparency, and privacy protection.

Specifications & Responsible AI

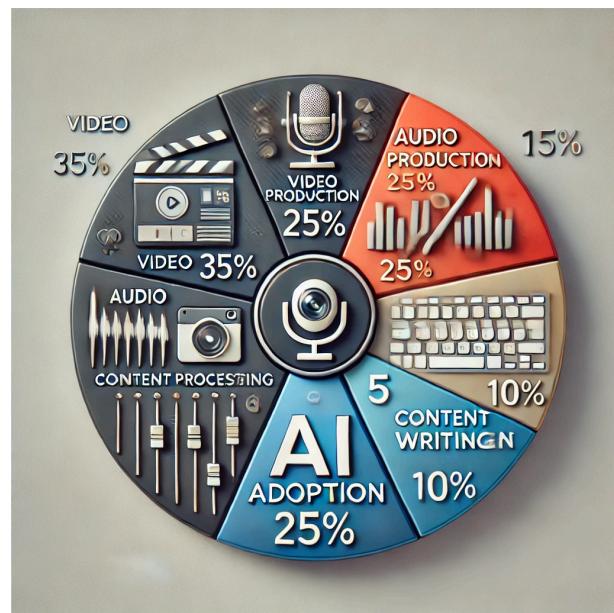
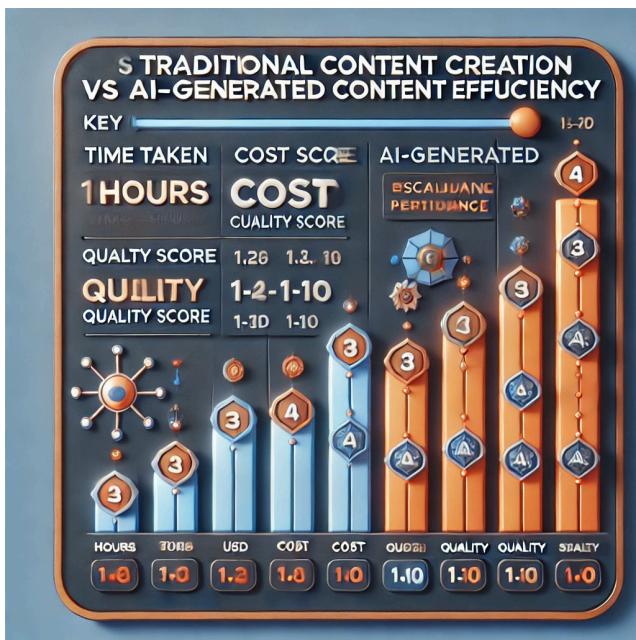
Key Features of DevWay

- **AI-powered Content Generation:** Utilizes deep learning models to generate high-quality multimedia content.
- **Explainable AI (XAI):** Ensures AI-generated results are interpretable and traceable.
- **Bias Mitigation:** Implements fairness techniques to prevent biased outputs in multimedia creation.

- **Privacy-first Approach:** Adheres to global data protection regulations like GDPR and CCPA.
- **Ethical AI Compliance:** Follows the EU AI Act and other regulatory frameworks.

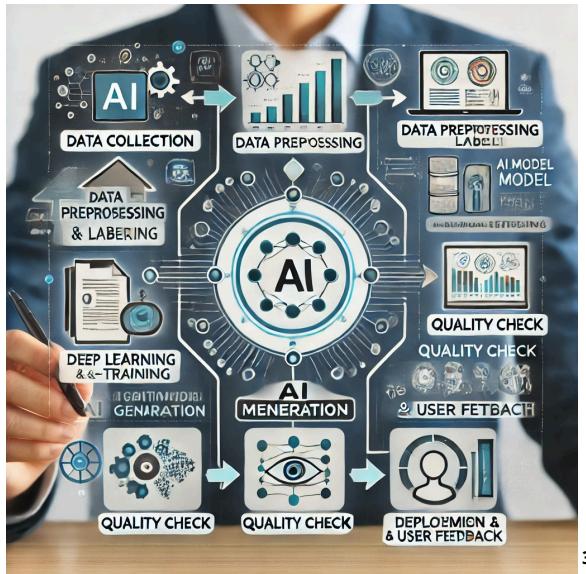
Pillars of Trust (IBM Responsible AI Framework)

- **Explainability:** Uses techniques like Local Interpretable Model-Agnostic Explanations (LIME) to provide insights into AI decisions.
- **Fairness:** Ensures diverse and representative training data to minimize bias.
- **Robustness:** Protects AI models from adversarial attacks and unintended harm.
- **Transparency:** Offers users visibility into how AI models function and make decisions.
- **Privacy:** Implements encryption and secure data processing to protect user information.¹²



¹ Bar graph comparing traditional vs AI-generated content efficiency

² Pie chart of AI adoption in multimedia industries



Prompts and Media creation

Initial prompt:
Step -1

"Create a modern website for a complete source of information on IA guidelines, ethics and responsible AI that is called "Devway" using HTML, CSS, and JavaScript. Use the information from the attached Picture and follow a Z-shape layout.

Requirements:

Structure: The website should have at least three pages:

- Home – Includes a carousel with two images next to each other and brief description about them and a video on the top.
- Dev-Goal – Clearly outline the problem and how we could solve it using responsible AI .
- AI-Rules and regulations by region: apply heat map in background that includes the world map and the divided according to the US, EU, GCC. let this have a drop down menu with the following: US P&R, EU P&R, GCC P&R.
- about us – include team members details and 4 images on a circular frame with a brief description about each .

Navigation: Implement a modern horizontal primary navigation bar.

Images: Use high-quality, relevant images across all pages.

Videos: Use high-quality, relevant images across all pages.

Footer: Include DEv-way information in the footer. adjust my prompt

³ Diagram illustrating Responsible AI components

Initial prompt that was further improved by ChatGPT

Prompt:

Step -1

Create a modern and visually appealing website called "Devway", which serves as a comprehensive source of information on AI guidelines, ethics, and responsible AI, using HTML, CSS, and JavaScript.

Requirements:

Structure (At least 4 pages):

1. Home Page:
 - Implement a carousel displaying two images side by side, each with a brief description.
 - Embed a video at the top introducing responsible AI.
2. Dev-Goal Page:
 - Clearly outline the problem related to AI ethics.
 - Explain how responsible AI can address these challenges.
3. AI Rules & Regulations by Region Page:
 - Use a heatmap as a background featuring a world map.
 - Divide the map into three regions: US, EU, and GCC.
 - Implement a dropdown menu allowing users to select:
 - US Policies & Regulations (P&R)
 - EU Policies & Regulations (P&R)
 - GCC Policies & Regulations (P&R)
4. About Us Page:
 - Display team members' details.
 - Include four circular-framed images, each with a brief description of the person.

Navigation & Design:

- Implement a modern horizontal primary navigation bar for easy access to all pages.
- Use high-quality, relevant images and videos across all pages.
- Ensure a Z-shape layout for effective content flow.

Footer:

- Include Devway's information in the footer section.

The improved version of the prompt output (Stage 1):

Claude Devway: AI Ethics and Guidelines Website

M Create a **modern** and visually appealing website called "Devway", which serves as a **comprehensive source of information** on AI guidelines, ethics, and responsible AI, using **HTML, CSS, and JavaScript**.

Requirements:

Structure (At least 4 pages):

- Home Page:**

Reply to Claude...

Claude 3.5 Sonnet

Devway - AI Ethics & Guidelines Website

Home

Dev-Goal

Regions

About Us

Last edited 1 hour ago

The improved version of the prompt output (Stage 2):

Claude Devway: AI Ethics and Guidelines Website

M Enhance the website by:

- 1- changing the font to be FairCode.
- 2- separate each and single pages.
- 3- let the drop down menu works in the navigation bar
- 4- **The color scheme includes:**
 1. Dark Blue (#000C3D or similar) – Used for the navigation bar background and text.
 2. Bright Green (#66FF00 or similar) – Used as the background for the "Dev-Goal" section and text highlights.
 3. White (#FFFFFF) – Used for the main content background.
 4. Black (#000000 or similar) – Used for text elements.
 5. Light Gray (#E0E0E0 or similar) – used for "Regions" creates a modern and high-contrast look, with a neon green accent standing out against the dark blue background, and make sure those colors are aligned in a

Reply to Claude...

Claude 3.5 Sonnet

Devway - Home Page

Home Dev-Goal Regions About Us

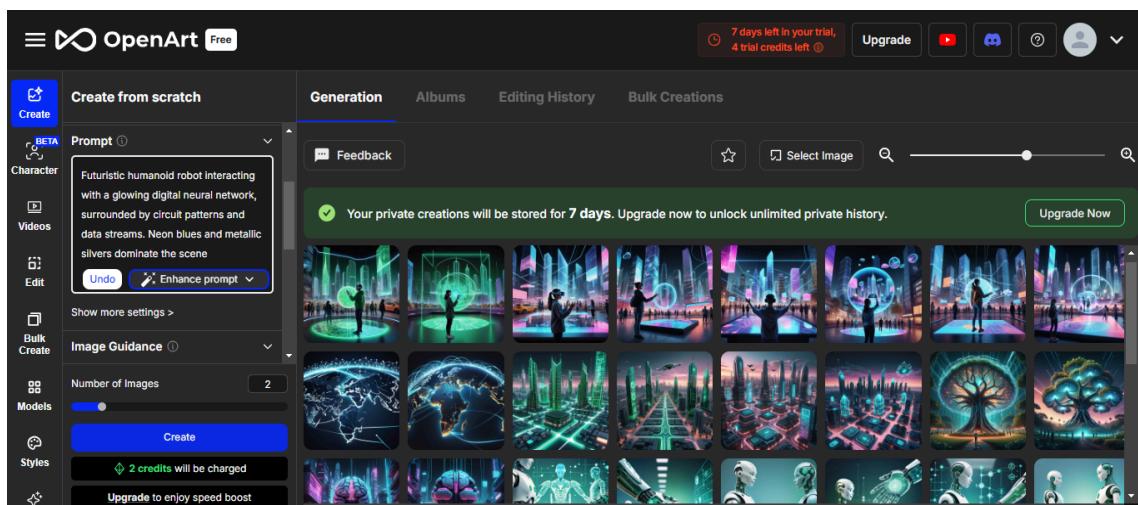
Welcome to Devway

Your comprehensive source for AI ethics

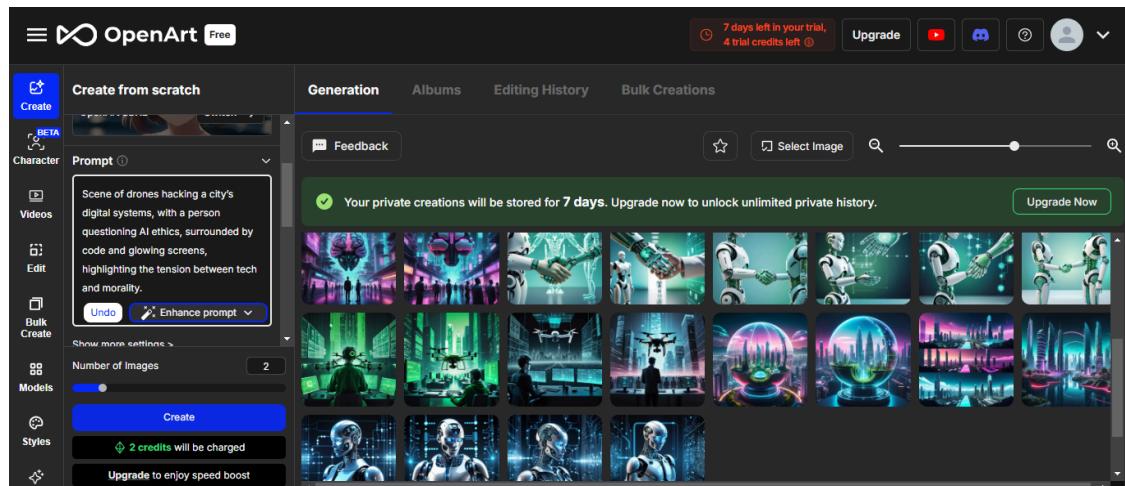
Last edited 1 hour ago

Generated image

1. Prompt description: An immersive augmented reality scene where a person is interacting with a 3D holographic display, manipulating virtual objects floating in mid-air. The background shows a modern city, with buildings and streets enhanced by digital overlays—interactive maps, floating data, and virtual assistants guiding people. Neon green lights and vibrant digital patterns fill the scene, blending the real world with the digital frontier.



2. Prompt description: Scene of drones hacking a city's digital systems, with a person questioning AI ethics, surrounded by code and glowing screens, highlighting the tension between tech and morality.



Video generation



write me a prompt to generate a video frontfacing a user who looks overwhelmed and there is bubbles of chat flying from his head, in animated style

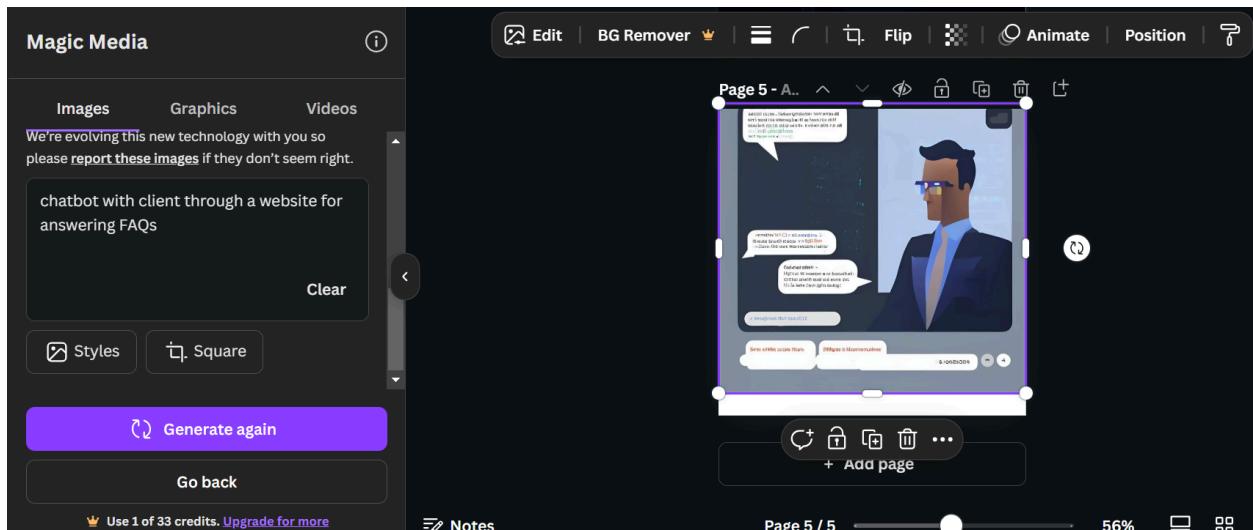
Here's a detailed prompt for generating your video:

"An animated-style video of a young man sitting at his desk, looking overwhelmed. His eyes are wide, and he has a stressed expression as he leans slightly forward. Around his head, multiple chat bubbles in various sizes pop up and disappear rapidly, symbolizing an overload of messages and notifications. The background is softly blurred, emphasizing the character's emotions. The animation style is smooth and expressive, with fluid motion as the bubbles appear and vanish. The color palette is warm but slightly muted to reflect the feeling of stress. Subtle lighting changes add to the intensity of the moment."

Would you like any specific customization, like a particular art style or additional elements?

Using double prompting technique

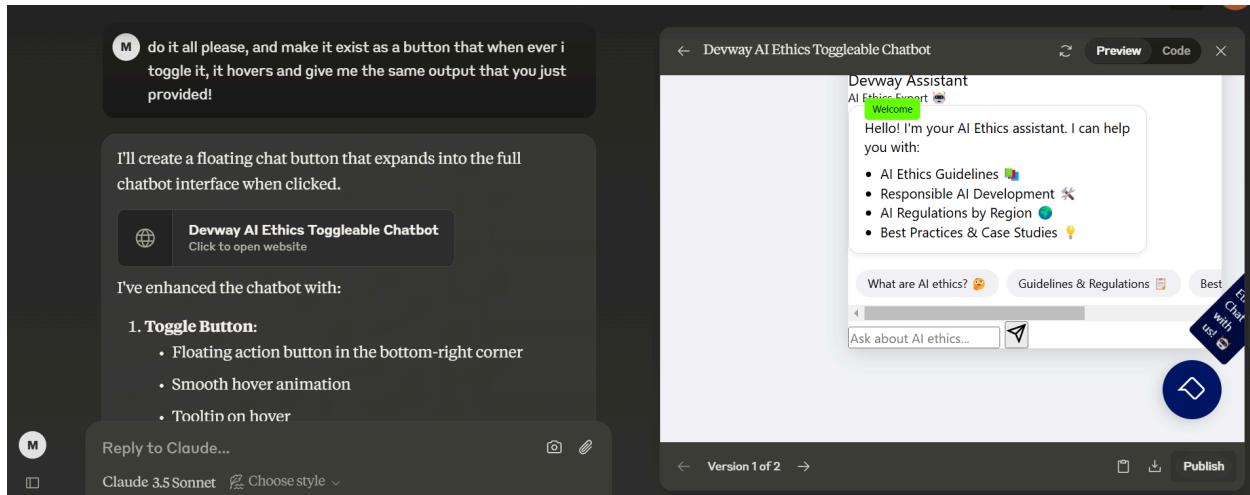
Using canva to generate a chatbot for devway website



Then we used the given generated image to create it using real elements and features

A screenshot showing two windows. On the left is a conversational AI interface with a message from "Claude" asking to focus on aspects of the "Devway: AI Ethics and Guidelines Website". Below this is a task from "M" to create a modern and visually appealing chatbot for "Devway". On the right is a browser window titled "Devway AI Ethics Chatbot Interface" showing a live preview of the chatbot. The chatbot's interface includes a profile picture, the name "Devway Assistant", the title "AI Ethics Expert", and a welcome message: "Hello! I'm your AI Ethics assistant. How can I help you understand more about responsible AI development? 🤖". The browser window has tabs for "Preview" and "Code".

After that we enhanced this version by giving the following prompt



Media Elements

Color scheme

The color scheme in this image includes:

1. Dark Blue (#000C3D or similar) – Used for the navigation bar background and text.
2. Bright Green (#66FF00 or similar) – Used as the background for the section and text highlights.
3. White (#FFFFFF) – Used for the main content background.
4. Black (#000000 or similar) – Used for text elements.
5. Light Gray (#E0E0E0 or similar) – Used for the badge background.

This creates a modern and high-contrast look, with a neon green accent standing out against the dark blue background.

Conclusion

DevWay represents a transformative approach to AI-driven multimedia creation, balancing innovation with ethical responsibility. By implementing explainable AI, bias mitigation, and privacy-first frameworks, DevWay ensures that AI-generated content remains transparent, fair, and accountable. As AI continues to shape the future of multimedia, responsible development and adherence to regulatory standards will be critical in fostering trust and sustainability in AI applications. DevWay is poised to set a benchmark for ethical AI in the multimedia industry, driving efficiency while upholding fundamental ethical principles.

References

- [Reuters: Explainable AI and Black Box Challenges](#)
- [EU AI Act: Regulatory Frameworks and Compliance Measures](#)
- [IBM: Pillars of Trust - Responsible AI Implementation](#)
- [PMI: Ethical Considerations in AI Development](#)
- [York University: AI Regulation in the Middle East](#)
- [ITU: AI for Good Global Summit 2025](#)
- [ISO/IEC: International AI Standards Summit 2025](#)