

# **Digital Genetics: Digital Art Platform Using Image Style Transfer and Generative Models**

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## 1.Problem Statement

Image Style Transfer is a technique in computer vision that focuses on transferring style and characteristics from a certain image to an entirely new never before seen image. The semantic representation of images is carried out using convolutional neural networks, which is a popular neural architecture in deep learning, used popularly for computer vision tasks. The model is a VGG-19 model pre-trained on ImageNet data set which has learned a variety of low-level and high-level features. After processing our image through this model and then taking the intermediate layers will provide us with the style gram matrix which will be further used for style transfer.

The choice of the intermediate layer can be controlled, which will give us images ranging in different style transfer power. This technique can be used in many applications and areas like in the animation industry for visual art creation, art cohesion, art-style interchangeability, image editing, and rendering, etc. It can be extensively used in the AI art generation which recently is in boom and is quickly gaining popularity. The results produced also give an insightful understanding of Convolutional Neural Networks and the deep image representations learned from them. It also demonstrates high-level image synthesis and manipulation potential which can transform how we see creativity and the possibility of Artificial Intelligence learning it.

Many individuals and businesses struggle to create visually striking and unique digital artwork and face challenges in achieving desired image styles for their creative projects.

Our proposed solution is to develop an innovative platform that combines cutting-edge AI algorithms with user-friendly tools to enable effortless image style transfer in the realm of digital art. By leveraging deep learning techniques, users will be able to transform their images and artwork into various artistic styles, seamlessly applying the characteristics of renowned artists or distinct visual aesthetics. Our platform will provide an intuitive interface, empowering users with the ability to customize and refine the style transfer process, ensuring their creative vision is fully realized. Additionally, we will curate a library of diverse and inspiring style presets, offering a wide range of artistic possibilities for users to explore. Through this approach, we aim to empower artists, designers, and creative enthusiasts to effortlessly create captivating and unique digital artwork with their desired image styles.

## **2. Market/Customer/Business need Assessment**

The market demand for digital art has experienced a remarkable surge in recent years, propelled by multiple compelling factors. Firstly, the accessibility of digital art has skyrocketed, thanks to the internet and digital platforms, allowing people worldwide to easily view and appreciate artwork. Technological advancements have played a vital role as well, empowering artists with sophisticated digital tools and software to create visually stunning and intricate artworks. The advent of social media and online platforms has further accelerated the growth of digital art, enabling artists to reach a global audience, gain followers, and establish connections within the art community. The introduction of Non-Fungible Tokens (NFTs) and blockchain technology has revolutionized the digital art market, offering artists new opportunities to monetize their work and attracting collectors and investors. Moreover, the customization and versatility offered by digital art have expanded artistic possibilities, while its reduced environmental impact has resonated with environmentally conscious individuals and organizations. Lastly, the continuous evolution of artistic aesthetics in the digital realm, coupled with innovations like virtual and augmented reality, has further fueled the market need for digital art. With these factors at play, the demand for digital artworks is anticipated to grow exponentially, shaping the landscape of the art market in profound ways.

Customers seek digital art for its accessibility, immersive experiences, global artistic community, collectible value through NFTs, and customizable nature. The demand stems from the desire for unique, personalized, and easily shareable artistic experiences.

Businesses recognize the need for digital art to enhance branding, engage customers, and tap into the growing market for digital experiences. It offers visually appealing content, collectible opportunities, and immersive engagement, aligning with their brand identity and capturing the attention of their target audience.

### 3. Target Specifications and Characterization

#### Target Specifications:

1. **User-Friendly Interface:** The platform should have an intuitive and user-friendly interface, making it accessible to users with varying levels of technical expertise.
2. **High-Quality Output:** The image style transfer should result in high-quality output with accurate and visually appealing transformations, preserving the integrity of the original image while incorporating the desired artistic style.
3. **Customization Options:** The platform should offer a range of customization options, allowing users to fine-tune the style transfer process according to their preferences and creative vision.
4. **Speed and Efficiency:** The image style transfer process should be efficient, delivering quick results without compromising on quality, enabling users to create artwork within reasonable timeframes.

#### Customer Characterization:

1. **Artists and Designers:** Professional artists and designers seeking to explore new creative possibilities and incorporate different visual styles into their work.
2. **Creative Enthusiasts:** Individuals passionate about digital art, photography, or graphic design, who want to experiment with transforming their images into unique artistic styles.
3. **Marketing and Advertising Agencies:** Businesses involved in marketing and advertising that require visually captivating and distinct imagery to attract and engage their target audience.
4. **Social Media Influencers:** Influencers and content creators looking to enhance their online presence with visually appealing and eye-catching images in various artistic styles.
5. **E-commerce Platforms:** Online businesses aiming to create visually appealing product images and improve the overall aesthetic of their digital storefronts.

Understanding and catering to the needs of these target customers will help in designing and developing a solution that aligns with their requirements and provides a valuable and satisfying user experience.

#### 4.External Search

The sources I have used as reference for analyzing the market and techniques used for digital art generation using deep learning.

a) Images:

- a. 1-deeplearning.ai
- b. 2-<https://www.microsoft.com/en-us/research/blog/enhancing-your-photos-through-artificial-intelligence/>
- c. 3-(<https://www.loc.gov/pictures/item/2016818127/>) (right) colorized photo
- d. 4-Credit: Art. Lebedev Studio
- e. 5-Jason Allen's A.I.-generated work, "Théâtre D'opéra Spatial," took first place in the digital category at the Colorado State Fair.Credit...via Jason Allen.

b) Papers:

- a. 1 - Image Style Transfer Using Convolutional Neural Networks [[https://www.cv-foundation.org/openaccess/content\\_cvpr\\_2016/papers/Gatys\\_Image\\_Style\\_Transfer\\_CVPR\\_2016\\_paper.pdf](https://www.cv-foundation.org/openaccess/content_cvpr_2016/papers/Gatys_Image_Style_Transfer_CVPR_2016_paper.pdf)]
- b. 2 - A Neural Algorithm of Artistic Style [arXiv:1508.06576v2 [cs.CV] 2 Sep 2015]
- c. 3 - Deep Photo Style Transfer [arXiv:1703.07511v3 [cs.CV] 11 Apr 2017]
- d. 4 - Universal Style Transfer via Feature Transforms [arXiv:1705.08086v2 [cs.CV] 17 Nov 2017]

c) Websites:

- a. 1 – DeepLearning.ai
- b. 2 - <https://towardsdatascience.com/light-on-math-machine-learning-intuitive-guide-to-neural-style-transfer-ef88e46697ee>
- c. 3 - <https://medium.com/mlearning-ai/image-detection-using-convolutional-neural-networks-89c9e21fffa3>

## 5. Bench marking alternate products

In comparison to similar products in the market, our solution aims to stand out by focusing on key areas of improvement. We prioritize user experience by providing a streamlined and intuitive interface, eliminating complexity and ensuring a seamless creative process. Our platform offers an extensive library of diverse and high-quality artistic styles, catering to the preferences of artists, designers, and creative enthusiasts. We go beyond preset styles by offering comprehensive customization options, allowing users to fine-tune the style transfer process and achieve their desired artistic vision. Efficiency is a priority as well, with optimized algorithms and backend infrastructure to deliver fast and efficient style transfer without compromising on output quality. Additionally, we plan to explore integration with popular design software and tools, enhancing workflow efficiency for professionals. By fostering a vibrant community, we provide a platform for users to share their artwork, exchange ideas, and access learning resources such as tutorials and guides. Through these advancements, our solution aims to offer a superior image style transfer experience, attracting and satisfying a diverse range of users including artists, designers, marketers, influencers, and e-commerce platforms.

The biggest rival organizations with similar offerings are Midjourney and Bing Image Generator. But neither are usable for marketing purposes due to the copyright issue on the images they have been trained on. Instead, we will use public data sources and legitimate galleries to train our model. One other thing is pricing. The Bing Image Generator, which uses DALL-E, is not very powerful and does not do a very good job when asked specific descriptions, which makes it not very successful despite it being free. On the other hand, Midjourney's pricing model is a subscription which is very expensive and is for strict professionals, which makes it difficult for everyday people to use despite being exceptionally good. We can incorporate both and instead use a concept of pricing per token, where every token can be used to generate an image.

## 6. Applicable Patents

- <https://patents.google.com/patent/US9715642B2/en>.

The provided method involves image processing using deep neural networks. It includes receiving data for an input image, processing it through a sequence of subnetworks in a deep neural network, generating an alternative representation of the input image, and further processing it through an output layer to produce the final output. This method utilizes computer programs encoded on storage media and can be executed on a computer system.

- <https://patents.google.com/patent/WO2019074879A1/en>.

This approach involves training a machine learning algorithm for image generation and utilizing it to generate images. The training process includes using multiple images, including a target image with desired characteristics, derived from a set of tomographic projection or image data. The trained algorithm can then generate a final image corresponding to a computationally intensive algorithm, based on an input image generated using a less computationally intensive algorithm.

## 7.Applicable Regulations

The applicable regulations on the image generation business can vary depending on the jurisdiction and specific aspects of the business. However, there are several common regulatory considerations to take into consideration:

1. **General Data Protection Regulation (GDPR):** Applicable in the European Union (EU) and European Economic Area (EEA), the GDPR sets rules for the processing and protection of personal data, including images that may contain identifiable information.
2. **Copyright Law:** Copyright laws exist in various countries and govern the protection of original creative works, including images. Examples include the United States Copyright Act, UK Copyright, Designs and Patents Act, and the Berne Convention for the Protection of Literary and Artistic Works.
3. **Consumer Protection Laws:** Consumer protection laws vary by country but generally aim to safeguard consumers from unfair practices, false advertising, and deceptive business practices. Examples include the Consumer Rights Act in the UK and the Federal Trade Commission Act in the United States.
4. **Advertising Standards and Regulations:** Advertising standards and regulations are enforced by advertising self-regulatory organizations in many countries. For example, the Advertising Standards Authority (ASA) in the UK regulates advertising content and ensures compliance with the UK Code of Non-broadcast Advertising and Direct & Promotional Marketing.
5. **Anti-Discrimination Laws:** Laws against discrimination exist in many countries to protect individuals from unfair treatment based on protected characteristics such as race, gender, religion, disability, or sexual orientation. Examples include the U.S. Civil Rights Act, the UK Equality Act, and the Canadian Human Rights Act.

We address regulatory issues by implementing robust content moderation, adhering to data protection regulations, maintaining clear terms of service, complying with advertising regulations, preventing discrimination, and operating in a responsible and compliant manner.

## 8. Applicable Constraints

When operating an image generation business, there are several applicable constraints and considerations that should be taken into account to ensure compliance and mitigate risks:

1. **Intellectual Property Rights:** Respect copyrights, trademarks, and other intellectual property rights of third parties. Obtain necessary permissions or licenses for copyrighted materials used in the image generation process.
2. **Privacy and Data Protection:** Comply with applicable data protection laws and regulations, ensuring the proper handling and protection of personal data. Obtain informed consent when collecting and processing user data.
3. **Content Restrictions:** Be aware of legal restrictions on specific types of content, such as explicit or offensive materials. Avoid generating or distributing content that may violate local laws or community guidelines.
4. **Advertising and Marketing Regulations:** Adhere to advertising regulations, including truthfulness, transparency, and compliance with local advertising standards. Avoid deceptive or misleading advertising practices.
5. **Anti-Discrimination Laws:** Ensure compliance with anti-discrimination laws, avoiding the generation or distribution of content that promotes discrimination based on protected characteristics.
6. **Platform and Service Terms:** Establish clear terms of service and user agreements that outline the rights and responsibilities of users and the limitations of the image generation service. Ensure transparency regarding data usage, copyright ownership, and any limitations or liabilities.
7. **Consumer Protection:** Comply with consumer protection laws, including fair business practices, warranties, refunds, and accurate product descriptions. Provide clear and accessible customer support channels.
8. **Technical Limitations:** Consider any technical limitations or constraints that may affect the performance, scalability, or usability of the image generation service. Ensure that the service meets industry standards and does not pose risks to user devices or data security.

By carefully complying with these constraints and regulations, the image generation business can operate in a responsible and legally compliant manner, while mitigating potential legal, reputational, and operational risks.



## **9. Business Model**

The suggested business model for an image generation platform incorporates various elements to ensure a successful and sustainable venture. It begins with a freemium model, providing a basic version of the platform for free with limited features, enticing users to upgrade to premium paid plans for enhanced functionality and higher-quality outputs. Subscription plans, available on a monthly, quarterly, or annual basis, offer tiered pricing and additional benefits for premium subscribers.

To expand the platform's offerings, a marketplace is established where artists and designers can sell their styles, presets, or templates. Revenue sharing with creators incentivizes content creation and contributes to the platform's content library. The business model also targets enterprise solutions by tailoring services for businesses, marketing agencies, and e-commerce platforms, ensuring scalability and integration with existing workflows.

Licensing partnerships with other platforms, as well as collaborations with content creators and influencers, help diversify offerings and expand the user base.

Premium add-ons, one-time purchases, and exclusive content packs are introduced to further enrich the user experience. Through continuous evaluation and adaptation, the business model evolves to align with user feedback, market trends, and competition. By striking the right balance between attracting and retaining users while generating sustainable revenue, the image generation platform aims to thrive in a competitive market.

## **10. Concept Generation**

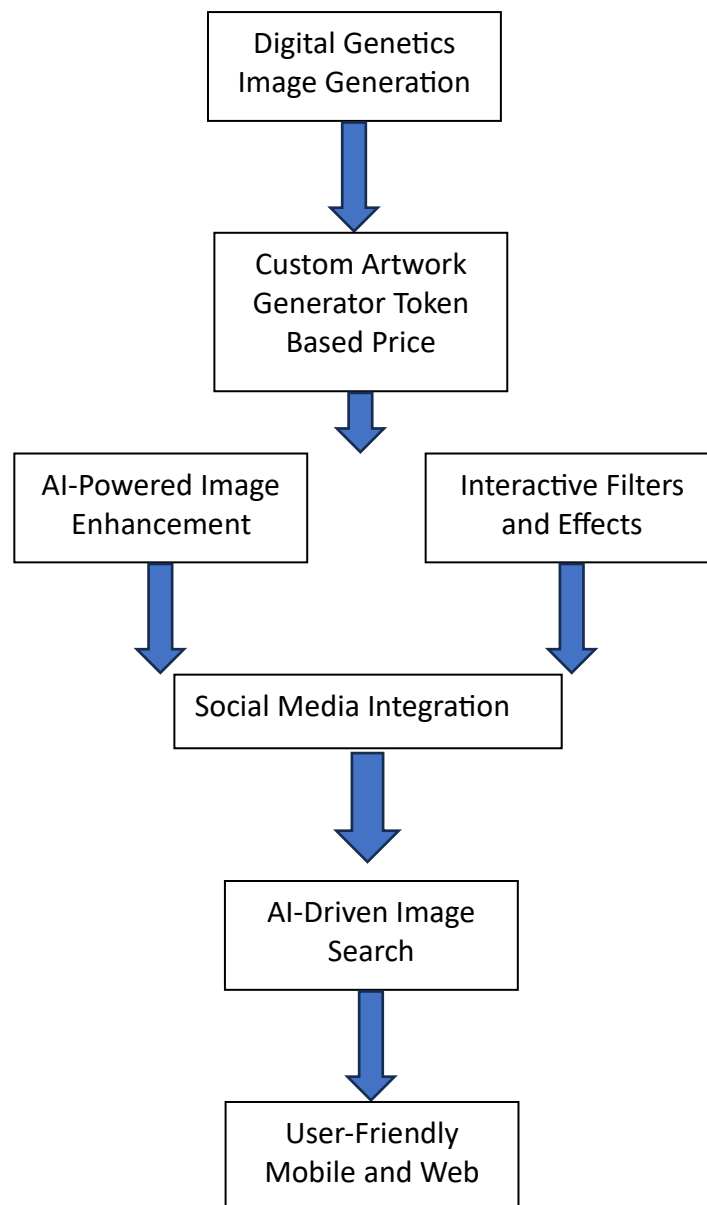
The image generation business can enhance its platform by incorporating concepts such as a custom artwork generator, collaborative image creation, AI-powered image enhancement, interactive filters and effects, social media integration, AI-driven image search, image-to-text conversion, and a user-friendly mobile app. These ideas aim to provide personalized and collaborative experiences, advanced image enhancements, creative transformations, seamless sharing on social media, efficient image search, and convenient mobile accessibility. By implementing these concepts, the business can offer a comprehensive and engaging image generation solution for users.

## **11. Concept Development**

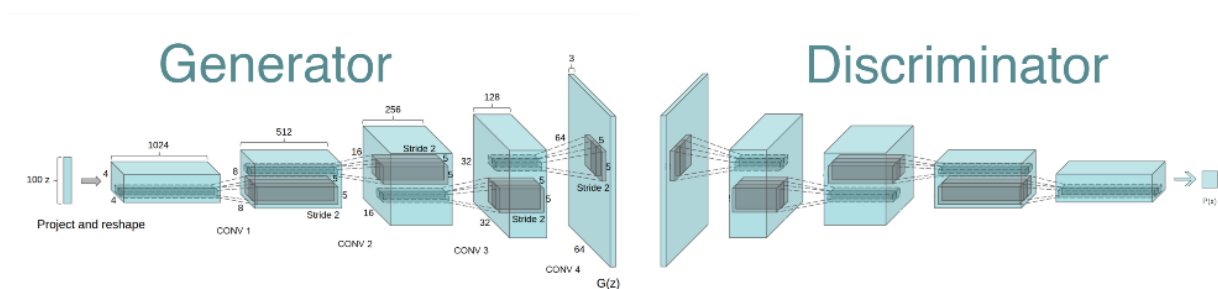
Concept development for the image generation business involves exploring various ideas and leveraging different model names and architectures. Potential concepts include a custom artwork generator using GANs like DCGAN, collaborative image creation with real-time synchronization techniques, AI-powered image enhancement using CNNs like VGGNet or ResNet, interactive filters and effects with VAEs or conditional generative models, social media integration through popular APIs, AI-driven image search with CNNs and nearest neighbor search, image-to-text conversion using OCR or transformer-based models like BERT, and a mobile app experience using frameworks like Flutter or React Native.

These concepts aim to provide personalized and collaborative experiences, advanced image enhancements, interactive features, seamless sharing on social media, efficient image search, and convenient mobile accessibility. By exploring these concepts and leveraging various model names and architectures, the image generation business can create a unique and innovative platform that meets user needs and delivers high-quality image generation capabilities.

## 12. Final Product Prototype with Schematic Diagram



### DCGAN architecture –



### 13.Product details

Product Details: Digital Genetics is an innovative image generation platform that combines cutting-edge algorithms, advanced deep learning models, and user-friendly interfaces to offer a seamless and creative experience in generating digital art.

How does it work?

1. Custom Artwork Generation: Users can input their preferences for color palette, style, and theme. Digital Genetics employs a customized version of DCGAN (Deep Convolutional GAN) to generate unique and personalized digital artwork based on these specifications.
2. Collaborative Image Creation: The platform utilizes a client-server architecture with real-time synchronization capabilities. Multiple users can collaborate on the same image, allowing for seamless collaboration, feedback, and creative input.
3. AI-Powered Image Enhancement: Digital Genetics harnesses the power of state-of-the-art CNNs (Convolutional Neural Networks) like VGGNet, ResNet, and U-Net for image enhancement tasks. These models have been extensively trained on large-scale datasets to perform tasks such as noise reduction, image denoising, super-resolution, and color correction.
4. Interactive Filters and Effects: Deep learning models like Variational Autoencoders (VAEs) and Conditional Generative Models are leveraged to provide users with interactive filters and effects. These models allow users to apply real-time creative transformations to their images, exploring a wide range of styles and visual effects.

Data Sources:

Digital Genetics sources its training data from publicly available datasets such as ImageNet, COCO, and other relevant collections to ensure a diverse and comprehensive training experience for the deep learning models.

Algorithms, Frameworks, Software, etc. needed:

- Deep learning frameworks like TensorFlow or PyTorch for training and deploying the deep learning models.
- GAN architectures like DCGAN or StyleGAN for custom artwork generation.
- CNN architectures like VGGNet or ResNet for image enhancement.
- Variational Autoencoders (VAEs) or conditional generative models for interactive filters and effects.
- OCR models or transformer-based models like BERT for image-to-text conversion.

Team required to develop:

1. AI Researchers and Data Scientists: Experts in deep learning, computer vision, and generative models to develop and fine-tune the algorithms and models used in Digital Genetics.
2. Software Engineers: Skilled in building scalable and robust systems, handling real-time synchronization, and integrating various features seamlessly.
3. UX/UI Designers: Responsible for designing intuitive and visually appealing interfaces to enhance user experience and ease of use.

4. Quality Assurance (QA) Team: To thoroughly test and ensure the platform's functionality, performance, and accuracy.

#### Pricing:

Digital Genetics offers both free and premium subscription plans. The free plan provides basic features and limited access, while the premium plans unlock advanced functionality, exclusive filters, and priority support. Pricing options include monthly, quarterly, and annual subscriptions, with additional options for purchasing exclusive content packs or premium filters.

Additional costs may include cloud infrastructure for hosting the platform, ongoing research and development efforts, and marketing strategies to promote the product to a broader audience.

Digital Genetics aims to revolutionize digital art creation by providing a comprehensive and user-friendly image generation platform, empowering artists, designers, and creative individuals to explore their artistic vision and create stunning digital artwork.

## **14.Conclusion**

In conclusion, Digital Genetics is an innovative image generation platform that combines advanced algorithms, deep learning models, and user-friendly interfaces to empower artists, designers, and creative individuals in creating stunning digital artwork. With features like custom artwork generation, collaborative image creation, AI-powered image enhancement, interactive filters and effects, social media integration, AI-driven image search, and image-to-text conversion, Digital Genetics offers a comprehensive solution for generating and manipulating digital images. The platform aims to provide a seamless and intuitive user experience, allowing users to explore their artistic vision and express their creativity. With a dedicated team of AI researchers, data scientists, software engineers, UX/UI designers, and a quality assurance team, Digital Genetics is continually evolving and improving to meet the needs and expectations of its users. Whether it's generating unique artwork, collaborating with others, or enhancing images with AI-powered tools, Digital Genetics provides a robust and versatile platform for digital art creation.