Creative AI Portfolio

Final Evaluation Report & Portfolio Showcase

Candidate: Sai Karthik Nidamarthi

Module 4: Creative AI (Career-Oriented & Interview Ready)

# Evaluation Summary

Final Scores based on rubric evaluation:

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| Section | Score |
| Section A: Fundamentals of Creative AI | 15 / 15 |
| Section B: Text Generation | 19.5 / 20 |
| Section C: Image, Audio & Video Creativity | 19 / 20 |
| Section D: Business Applications | 18.5 / 20 |
| Section E: Ethics & Professional Prep | 14.5 / 15 |
| Section F: Portfolio Project Challenge | 9 / 10 |
| TOTAL | 95.5 / 100 → Outstanding 🎯 |

# Section A: Fundamentals of Creative AI

Final Score: 15 / 15

Highlights:

- Clear explanation for non-technical audience (magic crayon analogy).

- Business-focused table for industries with % time/cost savings.

- Ethical risk framed with real-world example and motivational close.

**Section B: Text Generation**

Final Score: 19.5 / 20

Highlights:

- HR Email refined from corporate → warm tone, aligned with company culture.

- AI-powered Smartwatch description crafted into multiple versions (formal, concise, ad-style).

- Tagline and final script portfolio-ready for campaigns.

**Section C: Image, Audio & Video Creativity**

Final Score: 19 / 20

Highlights:

- Poster prompt refined for vibrancy and awareness.

- Multiple podcast intro versions showcasing adaptability.

- Startup launch music plan detailed with localization (Hyderabad + segment-specific).

- Marketing cost optimization presented in structured tables with data points.

# Section D: Business Applications

Final Score: 18.5 / 20

Highlights:

- Travel app branding: Final name 'Roamly' with tagline 'Roam freely. Travel easily. All in one app.'

- Social media café campaign: Playful & witty version chosen as final, scroll-stopping content.

**Section E: Ethics & Professional Prep**

Final Score: 14.5 / 15

Highlights:

- AI risks structured in concise table with real-world impact and prevention.

- Personalized self-introduction linking animation background + admin exp + AI journey.

- Punchy interview-style answer for small business branding campaigns.

**Section F: Portfolio Project Challenge**

Final Score: 9 / 10

Highlights:

- Integrated outputs from branding, marketing, and creative campaigns.

- Strong café and travel app case studies demonstrate end-to-end Creative AI applications.

# Final Portfolio Insights

Strengths:

- Excellent balance of creativity and professionalism.

- Iterative refinement process shows adaptability and growth mindset.

- Ability to present in multiple tones (formal, friendly, ad-style).

- Unique personal journey (animation → admin → AI) enriches portfolio story.

Areas to Polish:

- Minimize emojis in professional sections (keep them for creative showcases).

- Clearly mark 'Final Answers' in the portfolio, with drafts moved to appendix if needed.

- Add selected visuals (logos, posters, café ad samples) for extra impact.

Overall Result: 95.5 / 100 → Outstanding 🎯