Last Blog Post

I have been really proud of the results of LOGO-istics so far. Since the last blog post, I have made significant progress in a couple of key areas. I have successfully fine-tuned stable diffusion on Champlain College's creative assets and then merged that checkpoint with my logo checkpoint to get the final checkpoint for this project. These checkpoints are essentially just a .ckpt files that you can plug into your version of stable diffusion and they can be combined at different weights for weighing different trained checkpoints more/less.

Once having the final checkpoint I set about testing it with some basic prompts and got some very promising results. For the mass generation step in my model, I created a spreadsheet with over 100 different prompts for the Champlain College shield logo and Chauncey the Beaver promotional images. The next step would be to pull my checkpoint into a collab and run each of the prompts several times and store them in an output directory.

As far as the final document goes I think chapter 5 will be the best section in my paper as I have demonstrated the feasibility of a project like LOGO-istics and that there can be ways to derive value from stable diffusion beyond just art. There is so much potential in creating promotional material for companies that it is only a matter of time before we are seeing Ai generated marketing materials for businesses. I believe that this kind of technology will be fantastic for start-ups and smaller businesses that can’t afford a graphic designer.