

REACTION PAPER

It is said that films are the projections of the society. It can highlight the negative aspects of the society thereby bringing about discussions in the necessary arena. Movies such as 'Joker' dealt with social issues, highlighting the divide between the haves and the have-nots. While on the other hand, Mission Impossible-Dead reckoning deals with the latest trend, AI. There are sci-fi movies like the Star-Wars which provokes the viewer to use their imagination in the wildest possible ways. Over-all movies and art form an integral part of the society highlighting the good, bad, past, present or even the imaginary. The presentation deals with practical and social issues with regards to film making. It is said that it takes a village to make a film and lot more money to project any idea on to the big screen. This will limit the reach, such that it is accessible only to those with resources. This would further reduce the basket of ideas being presented on the big screen which is a loss to the community as a whole. This gap is being filled with the help of AI. In terms of resources, it is covering a huge gap. Making a movie with VFX etc would take about millions of dollars, this could be cut down to a few hundred for the right tools. This is practically a gold mine for film creators. From scriptwriting to video generation everything aspect of it is being created by AI. Reducing the amount of time for repetitive tasks such as revising the scripts saves the time for the content creators to model greater ideas to be projected on to the screen. Context aware LLMs would be the hero in this case. Tailored custom-made music generated using GenAI provides to capture the niche in the industry. Life-like voice generated helps create multiple characters which is the base of any good story-telling. The research also highlights the significance of prompt engineering, where the right prompts will help bring out ones imagination on to the screen.

Along with the technical specifications mentioned such as PikaLabs, Runway, Eleven Labs, ChatGPT 4.0, Avia and Amper Music, the presentation also highlighted the significance of using such tools on an individual level and societal level as well. On an individual level using AI to generate art will bring about Digital Renaissance providing the artistic freedom which might be limited by world views. This would help individual ideas to reach the world stage and the right audience. This will help create a new generation of creators called the 'AI creators' who will break the barriers and creativity can flow without any financial backing. It will empower singular visions, independent creations and bring about a revolution in storytelling. AI will empower the lone-wolfs and democratize the whole industry. On a societal level, AI will provide opportunities for diverse voices and underrepresented communities. Tech industry is always competitive which is great for the users as it reduces the cost with time. This will definitely make AI tools more affordable and accessible in the future, even to the marginalized creators.

The content created on social justice issues tend to be limited due to various reasons such as not appealing to the market, does not cater to all the demands of the audiences etc. Any industry works on demand and supply basis. If there is no demand there might as well be no supply. However, in terms of social justice, there are still creators with ideas to highlight or throw light some sensitive issues such as #Metoo, climate change etc. This economic model can be adjusted accordingly with the help of AI, which will not only allow the creators to focus on social justice issues such as racial inequality, class divide, gender discrimination but also cater it to the targeted audience based on demography. Female infanticide is still a major in some of the societies and making content tailored to the same society might bring about the change needed in the societal view point. Along with social justice it could be used for the protection of the environment and sustainable living. Every year the sea level rises a few centimeters might not be

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a concern for those in the high rises in the interiors but is a major concern for some of the communities living close to the ocean. AI would help tailor films based on geography. This is the need of the hour.

The presentation not only rightly gave credit to AI as the tool democratizing the Hollywood industry, but also highlighted the issues with AI and also provided the solution to the concerns associated with AI. While AI will break down the need for specialists such as directors, sound teams, editors and could potentially automate 90% of the animation jobs, with the threat of human creativity getting replaced. However, AI still remains as a complement and not as a replacement. While AI will assist in repetitive tasks such as rewriting the scripts, humans can deal with nuanced, emotional and creative works which AI still has not specialized in. The presentation also highlights the technical issues with AI which will impede its growth in content creation such as face consistency, smooth motion and natural movements, facial expression and body language. It might just be a matter of time when such issues are sorted. 10 years ago image resolution community worked on dictionary learning for super-resolution of images and now reached a stage where GenAI can generate an image on its own!

From a presentational perspective, the presenter mentions the benefit of AI but did not dwell much on the technical aspects of the issue. The intent was communicated clearly while the technical aspects seemed to be missing. Quantitative analysis helped provide the right motivation for the use of AI for content creation, example a Benz commercial which was created with a few dollars over the millions of dollars which is otherwise spent. Even the time comparison was also quite intuitive where a movie of sort was created within 48 hours. Evaluation of different AI tools which could be used for content generation could have sealed the deal in making AI the sole cause to bring about Digital Renaissance.