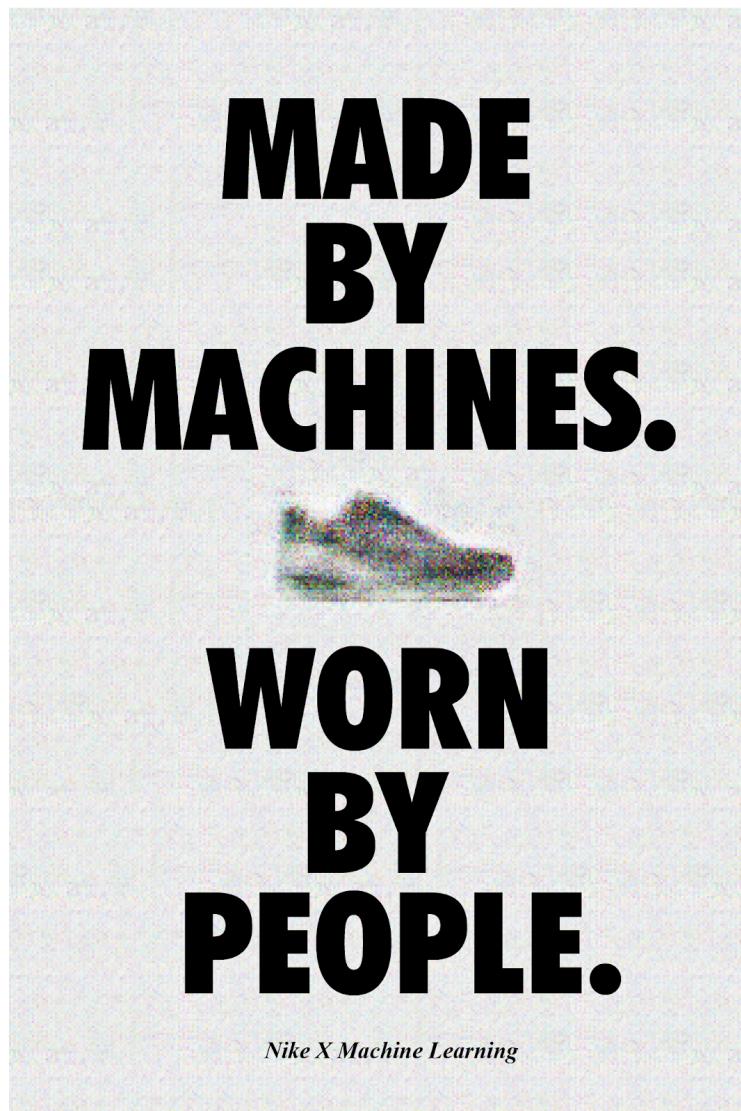


Machine Learning for the Arts
UCSD FALL 2019
FINAL PROJECT

Nike X Machine Learning: A Speculative Campaign



By Will Stock

DESCRIPTION

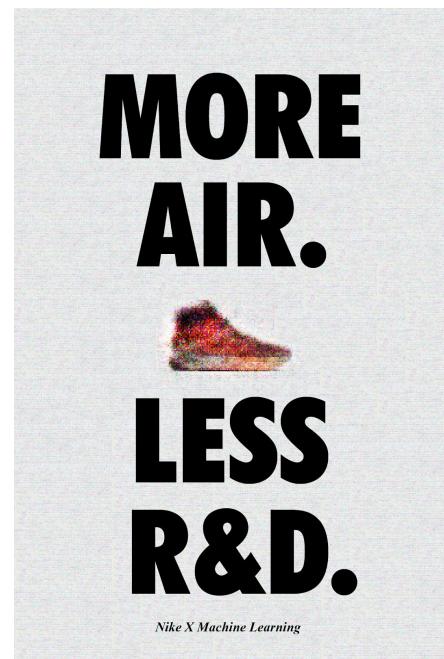
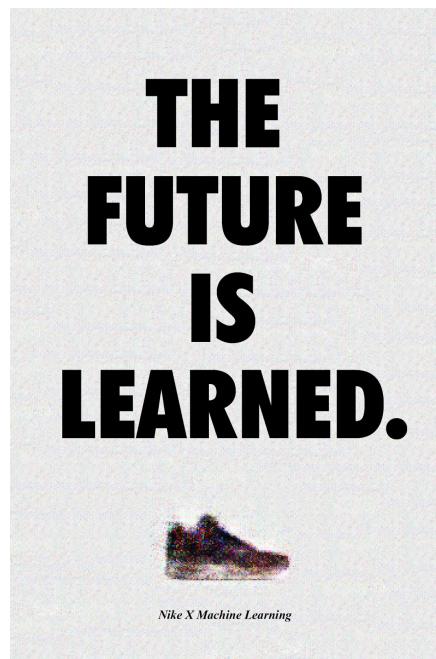
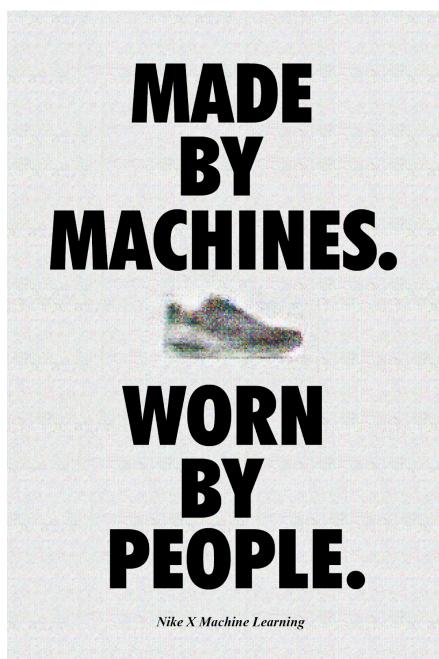
For my final project, I continued my original proposal for my generated visual. I want to use images scraped from nike.com to generate images of Nike shoes, then create posters for a fictional Nike campaign in which new shoe designs are created by machine learning. I wanted these posters to emulate print Nike ads from the 1980s and 90s, which I find very visually appealing.

Concept: You can write about what inspired you, what the meaning of your work is, what kind of idea or imagination brought you to this project, and/or any other thoughts that are relevant to the idea and/or meaning of your work. If it needs to be supported by any literature review, meaning the study of other works in the field or in history you can add it here too.

Technique: My technique was fairly simple. I used a slightly modified example of a DCGAN to create images of shoes from a repository of images, and then took three hand-picked output images and made posters out of them

Process. My Process definitely had some bottlenecks. I downloaded 453 images of Nike shoes from nike.com. I downloaded them by hand because I was running into issues scraping the images with beautiful soup, as the shoe websites I tried scraping wouldn't let me scrape them. I spent quite a while looking around for an image generator that could give me quality results while also being able to be accomplished in a reasonable amount of time. I then found the Simpson face generator, an image generator that uses DCGAN, to generate pictures of shoes for 400 Epochs. My repository kept crashing around 250-290 epochs, and those outputs are what I drew upon for my final input. I then chose three images of shoes I thought were visually appealing, and used photoshop to extend the background onto a larger size. I then added text to these images in Adobe Illustrator, and printed the finished posters on glossy paper.

Results: I created fictional advertisements and printed them on 12"x18" glossy paper



Reflection: I really enjoyed working with machine learning to create images I find interesting. I think I successfully integrated my interest in fashion & shoes, my graphic design abilities, and my desire to learn more about image generation into an output I'm proud of!

REFERENCE:

Simpson Image generator: https://github.com/gsurma/image_generator

CODE:

<https://github.com/ucsd-ml-arts/ml-art-final-will-stock-final>