

Desbloqueando todo o potencial
humano com o poder da

IA generativa





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@vinicius caridá



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“

Seres humanos são construtores de ferramentas.

A IA generativa é uma ferramenta notável que criamos.

”

Adaptado de Steve Jobs



Horse vs. Automobile

BEFORE you discard your horse and buy an auto it is well to think of the cost.
 Figure how much you spend for harness and then think of what new tires amount to.
 Figure up what it takes to feed Dobbin in a year and then think of gasoline, repairs and storage charges.
 Dobbin is worth what you paid for him two years ago, where's the man with an auto that can say the same?
 Come in and get a new harness instead of a new car and remember that Dobbin will take you through snow and mud as well as on good roads and that his carburetor is never out of order.

Ed. Klein
732 Massachusetts Street

Red Flag Law 1878

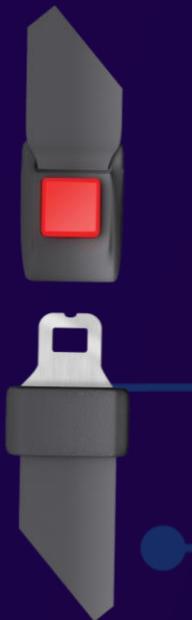
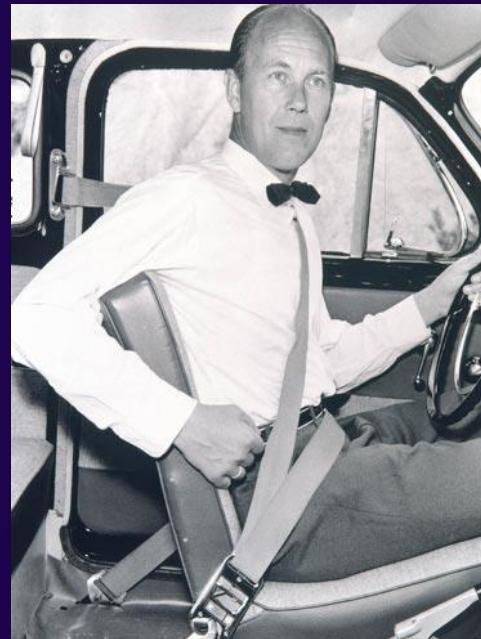


Quando a Volvo inventou o cinto de segurança de três pontos, em 1959, ela ofereceu a patente, de graça, a todos os seus concorrentes. De acordo com a empresa, a invenção era tão significativa que tinha mais valor como ferramenta gratuita para salvar vidas do que como algo para se obter lucro.

Melhores Regulamentações, sinalizações, infraestrutura e estradas



Ferio ABS 1984
ABS



“

Se, a princípio, a ideia não é absurda, então
não há esperança para ela.

”

Albert Einstein

AI Generativa

Artificial Intelligence

Machine Learning

Deep Learning

Generative AI

HARVARD UNIVERSITY
THE GRADUATE SCHOOL OF ARTS AND SCIENCES



THESIS ACCEPTANCE CERTIFICATE
(To be placed in Original Copy)

The undersigned, appointed by the
Division of Applied Sciences
Department
Committee

have examined a thesis entitled

"Generating Appropriate Natural Language Object
Descriptions."

presented by Ehud B. Reiter

candidate for the degree of Doctor of Philosophy and hereby
certify that it is worthy of acceptance.

Signature
Typed name Professor B. Grosz

Signature
Typed name Professor D. Mumford

Signature
Typed name Professor W. Woods

Date April 6, 1990

AI Generativa | Hype Cycle for Artificial Intelligence

2022

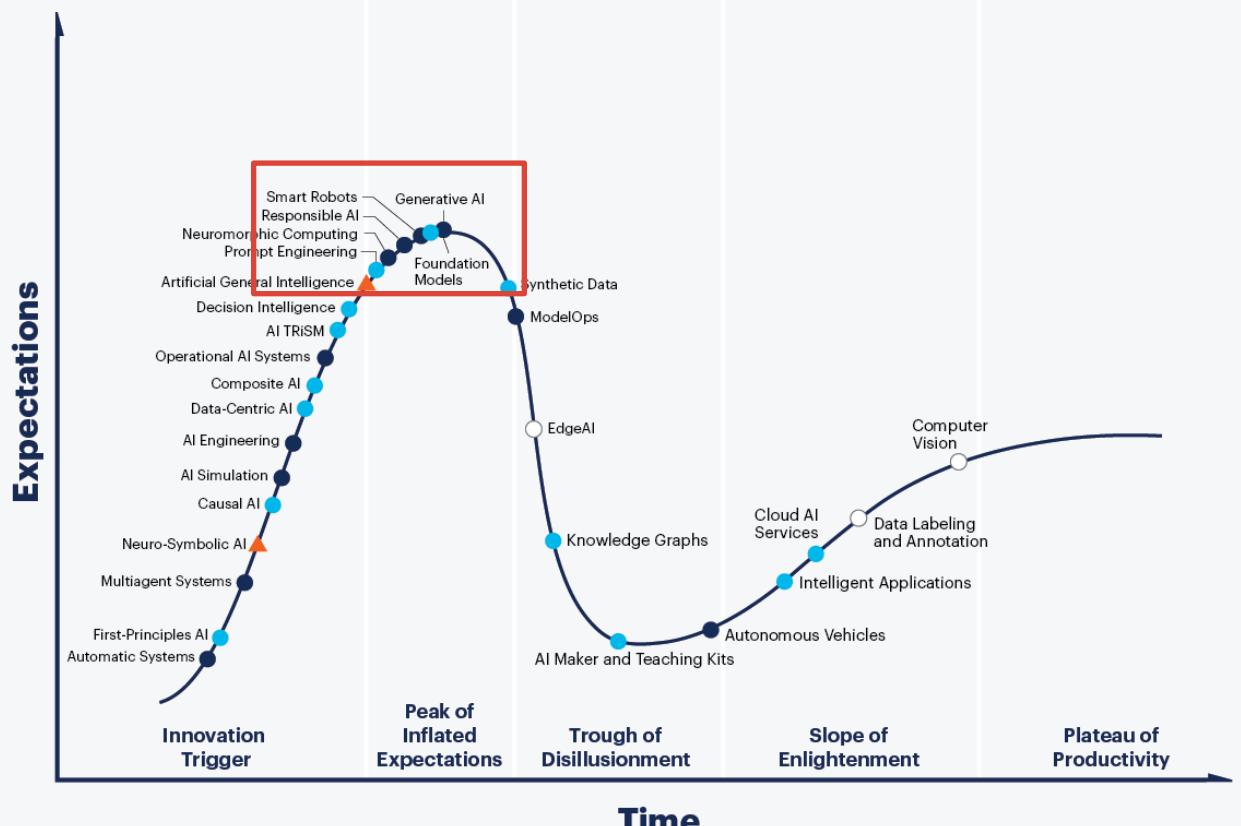


Plateau will be reached:

- less than 2 years
- 2 to 5 years
- 5 to 10 years
- more than 10 years
- obsolete before plateau

As of July

2023

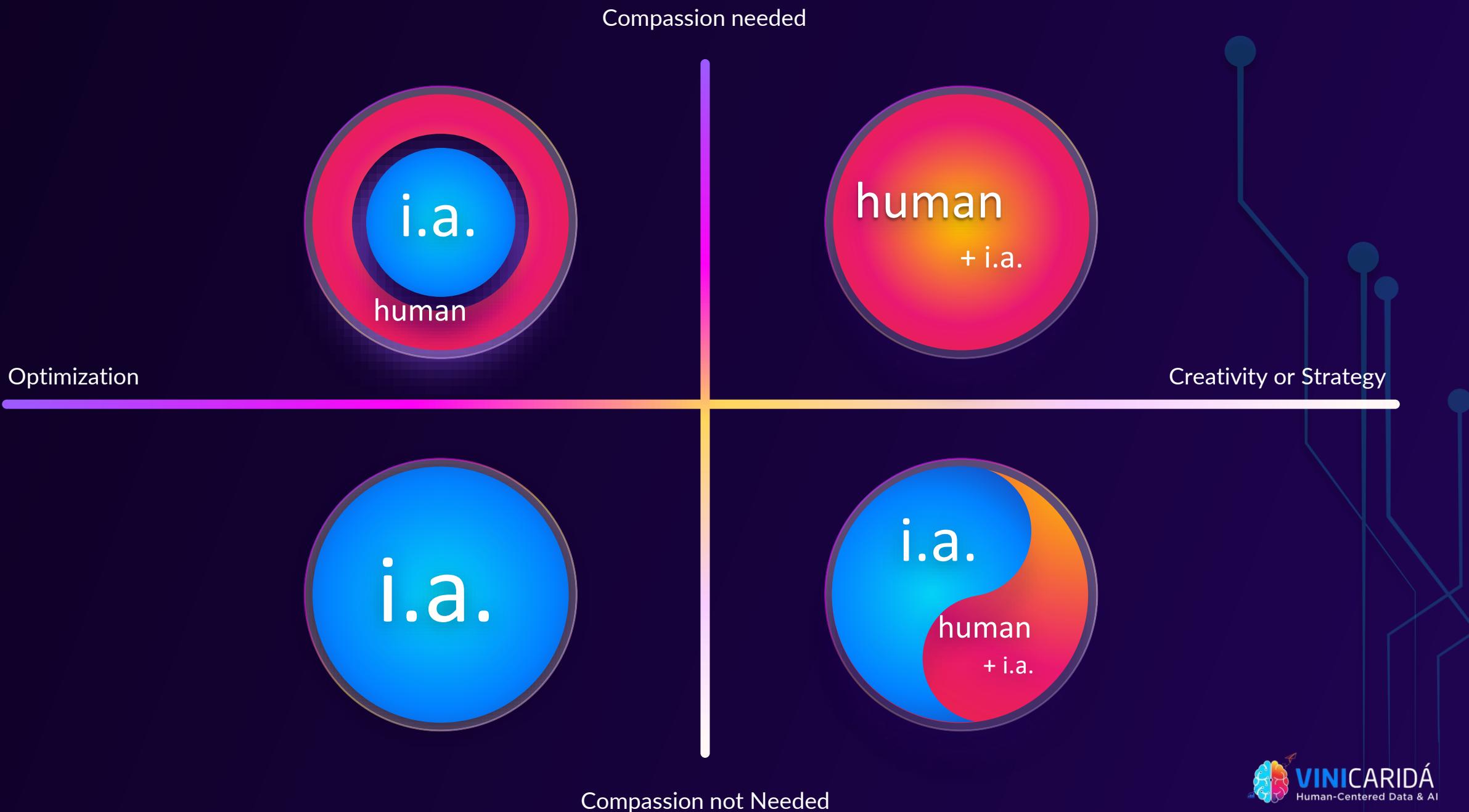


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As of July 2023





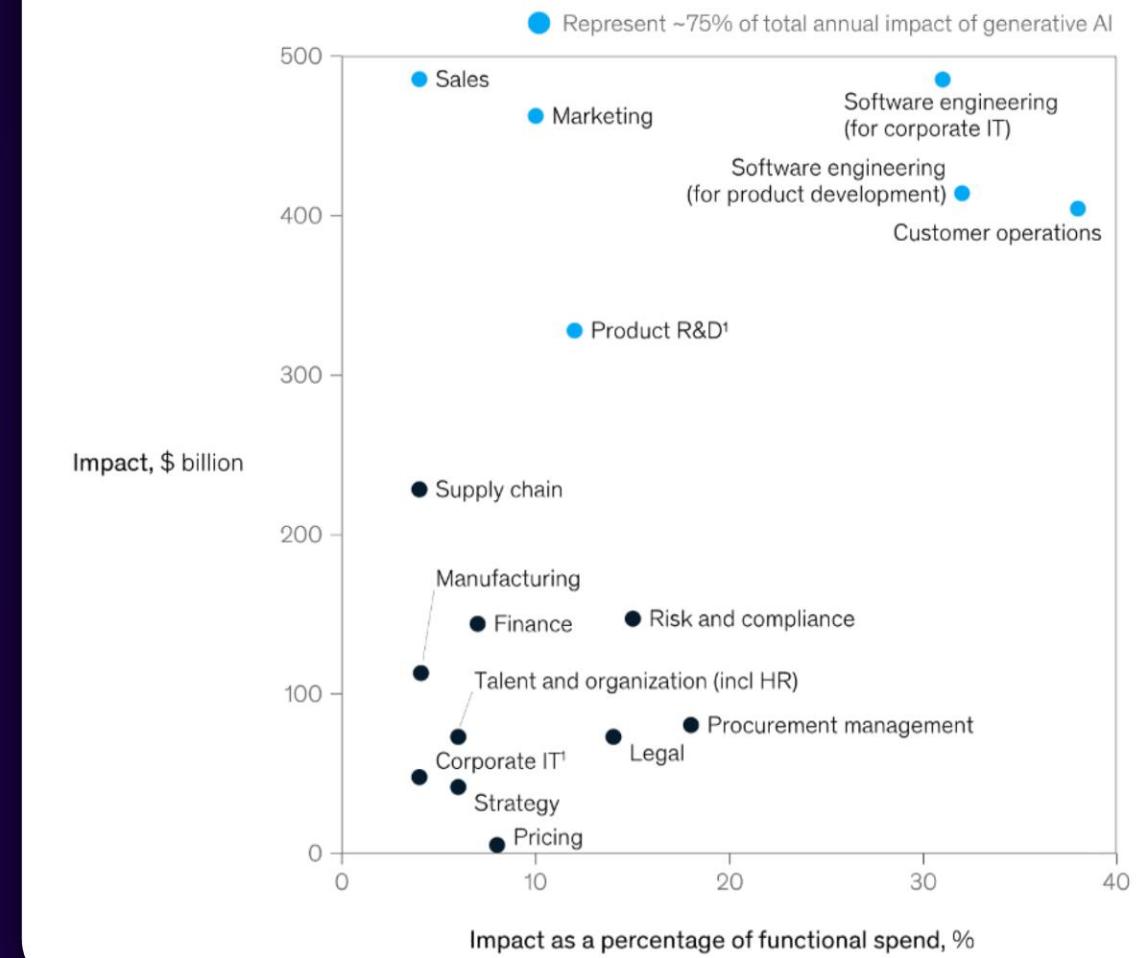
“

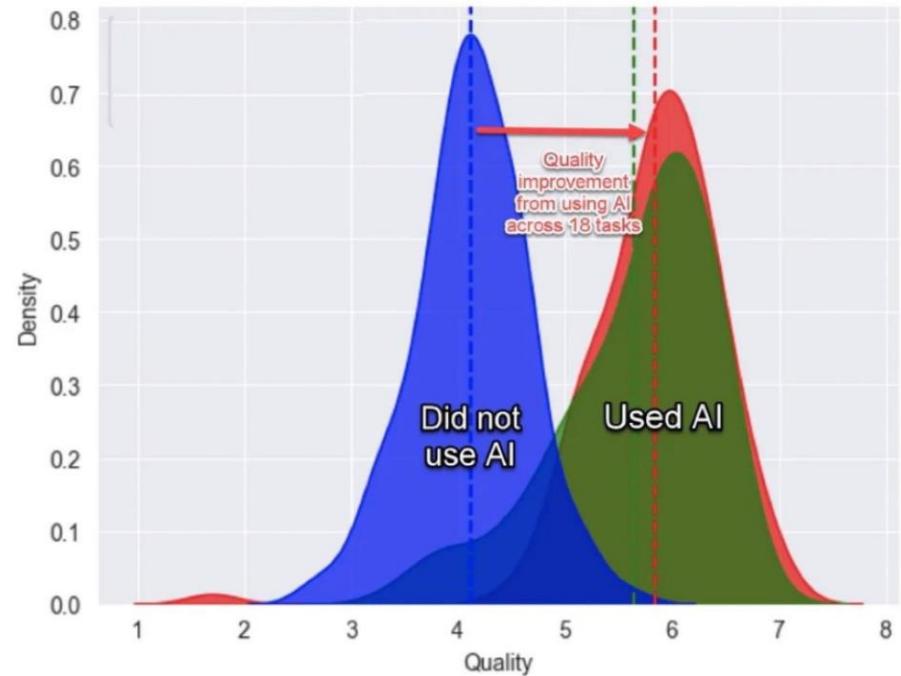
Você não será substituído pela IA, mas
pode ser por alguém que sabe usar.

”

Using generative AI in just a few functions could drive most of the technology's impact across potential corporate use cases

<https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/The-economic-potential-of-generative-AI-The-next-productivity-frontier>





Distribution of output quality across all the tasks. The blue group did not use AI, the green and red groups used AI, the red group got some additional training on how to use AI.

Os melhores desempenhos na sua empresa serão trabalhadores habilitados por IA.

O **Boston Consulting Group (BCG)**, uma das empresas de consultoria mais prestigiadas, está testando os impactos da IA em seus funcionários.

Consultores que utilizam o GPT-4 concluíram **12,2%** mais tarefas, realizaram tarefas **25,1%** mais rapidamente e produziram resultados com **40%** mais qualidade.

Estamos em um ponto de inflexão massivo para a produtividade dos trabalhadores.

https://www.linkedin.com/posts/alliekmiller_guess-what-the-top-performers-at-your-company-activity-7109183288295968768-B6-M/?utm_source=share&utm_medium=member_android

<https://deliverypdf.ssrn.com/delivery.php?ID=044090101066107122071069086006092088034056090036079024023026127111066011108030083075060056032028047044115028102031005085100115112075028080092085020115099016014116048014009071025025113102087092086030024072007080031068115109070026096029028018065101008&EXT=pdf&INDEX=TRUE>



exame.

"IA generativa será a chave para produtividade no futuro do trabalho"

Fabio Costa, general manager da Salesforce Brasil, fala do papel crucial da inteligência artificial na eficiência

<https://exame.com/inteligencia-artificial/ia-generativa-sera-a-chave-para-produtividade-no-futuro-do-trabalho/>



Organização
Internacional
do Trabalho

Inteligência artificial

A inteligência artificial generativa deve complementar os empregos, em vez de destruí-los

Relatório da OIT avalia o impacto da inteligência artificial generativa na quantidade e na qualidade do emprego.

https://www.ilo.org/brasilia/noticias/WCMS_890974/lang--pt/index.htm



IA GENERATIVA
DO PHOTOSHOP

Forbes

Analysis: How AI Can Drive Leadership

<https://www.forbes.com/sites/generative-analysis-how-ai-enables-effective-leadership-to-make-better-decisions/>

ive leaders
to make
sions

15 artigos

+ Seguir

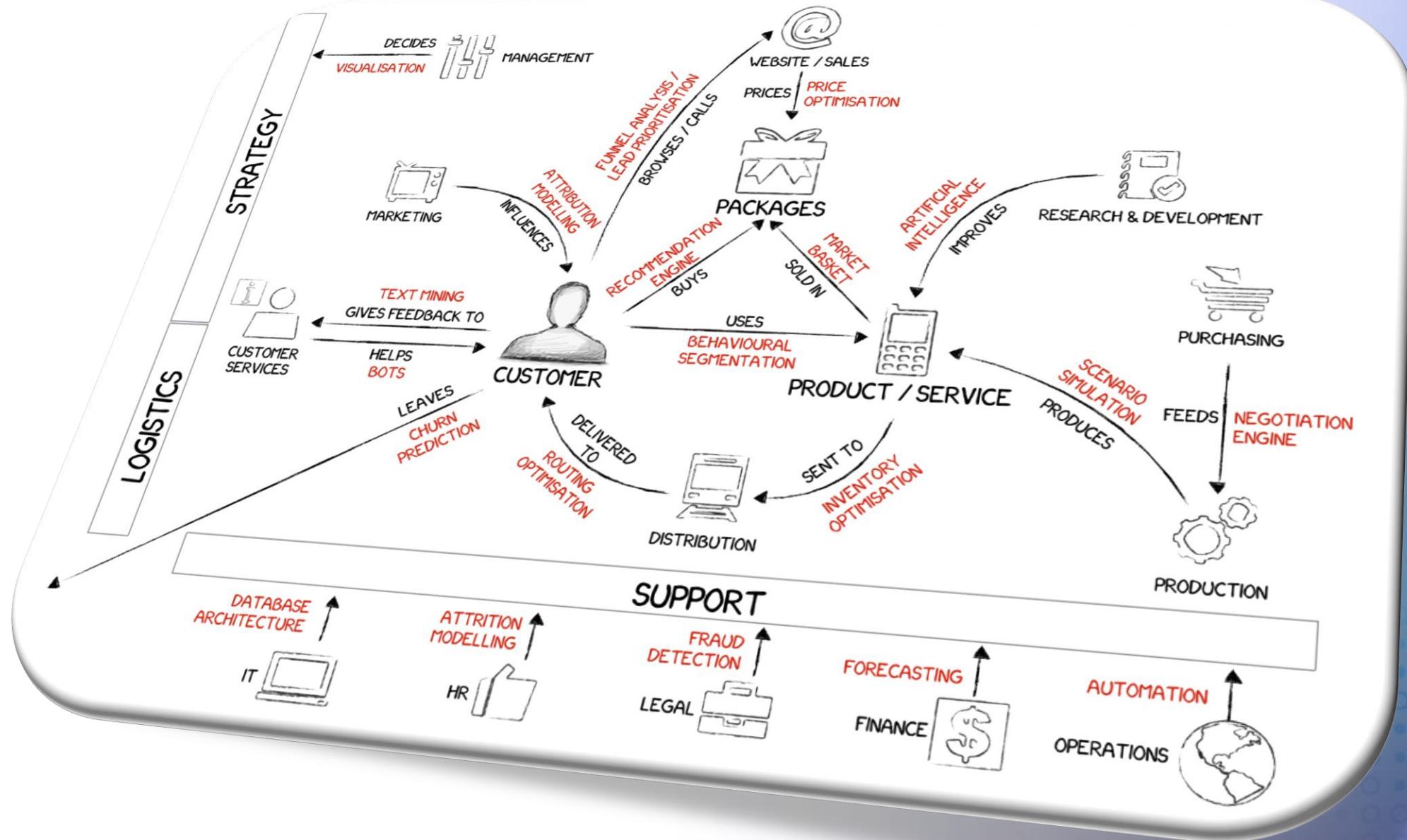
Bloomberg

• Live Now Markets Economics Industries Technology Politics Wealth

Work Shift
Technology &
Skills

Generative AI Boosts Productivity 14% in Study

<https://www.bloomberg.com/news/articles/2023-04-24/generative-ai-boasts-worker-productivity-in-new-study>





99% accuracy detecting spammy email

91.7%
Large linear ML classifier

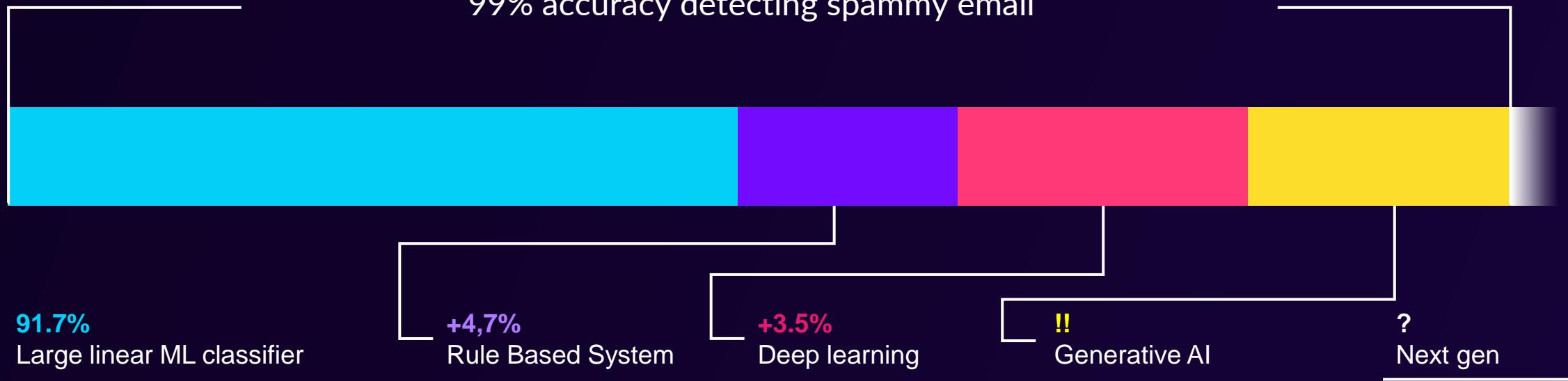
+4.7%
Rule Based System

+3.5%
Deep learning

?
Next gen



99% accuracy detecting spammy email



91.7%
Large linear ML classifier

+4.7%
Rule Based System

+3.5%
Deep learning

!
Generative AI

?
Next gen

IA Generativa | Riscos

Vazamento de informações

Invasão

“Alucinações”

Custos

FrugalGPT: How to Use Large Language Models While Reducing Cost and Improving Performance

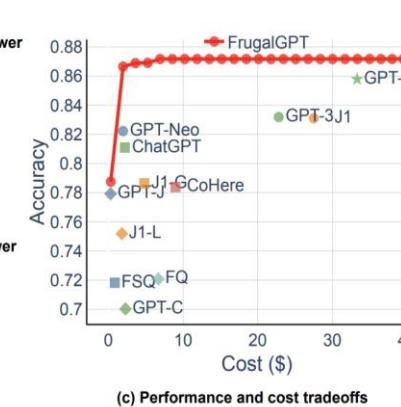
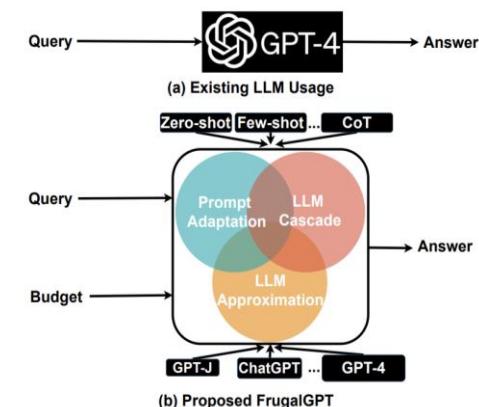
Lingjiao Chen, Matei Zaharia, James Zou

Stanford University

<https://arxiv.org/pdf/2305.05176.pdf>

Trabalhista

Imagen



versão GPT

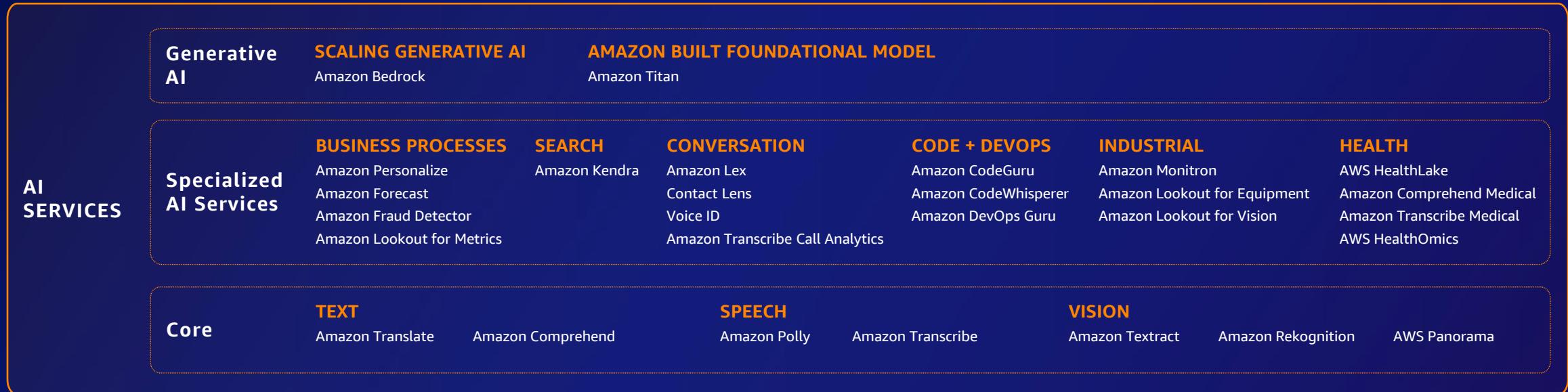
Para a release 3, foram avaliadas ambas as versões de GPT (3.5 e 4)

Resultado	3.5	vs	3.5
Taxa de Erros	24%	vs	16%
Preço (ano)	\$3k	vs	\$34k
Tempo (ano)	\$2MM	vs	\$22MM
Tempo resp	13s	vs	33s

versão do grupo: versão 3.5

The AWS AI/ML stack

Consumer



Tuner

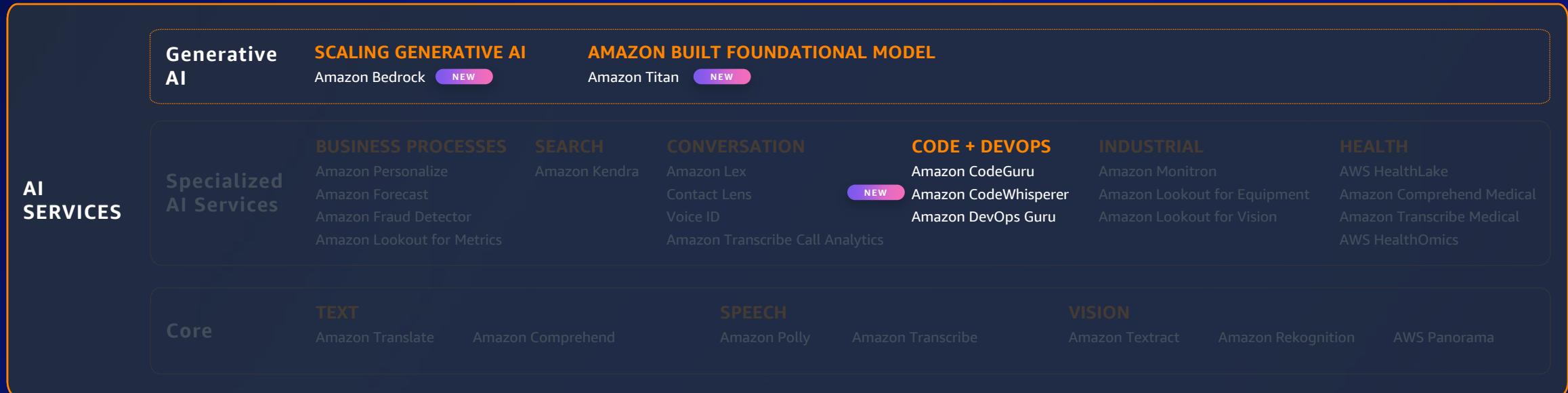


Provider

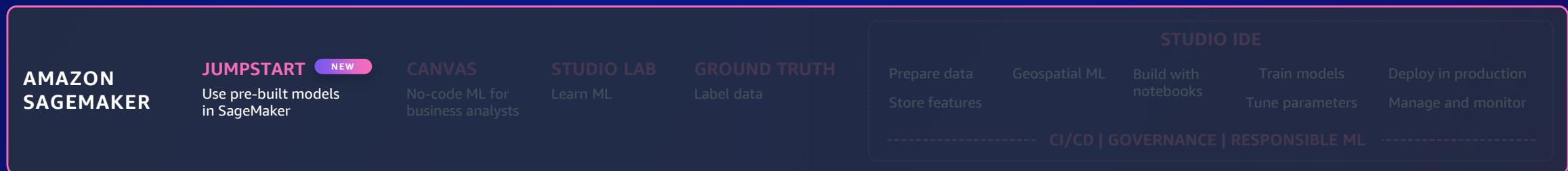


The AWS AI/ML stack

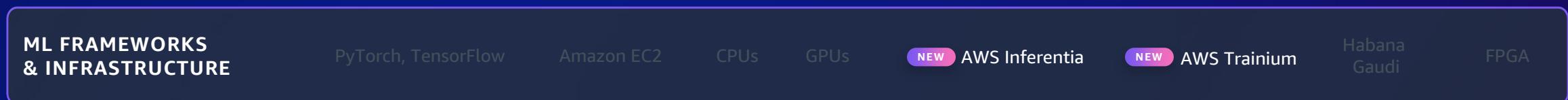
Consumer



Tuner



Provider



Como funciona?

GenAI



GenAI EVERYWARE

Como representar contexto/significado das palavras

Você sabe qual o significado da palavra **tezgüino**?



Como representar contexto/significado das palavras

Observe a palavra **tezgüino** em diferentes contextos:



Como representar contexto/significado das palavras

Observe a palavra **tezgüino** em diferentes contextos:

- Uma garrafa de **tezgüino** está sobre a mesa.



Como representar contexto/significado das palavras

Observe a palavra **tezgüino** em diferentes contextos:

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- Todo mundo gosta de beber **tezgüino**.



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- Você pode ficar bêbado com **tezgüino**.
- **Tezgüino** é feito de milho.



Como representar contexto/significado das palavras

Observe a palavra **tezgüino** em diferentes contextos:

- Uma garrafa de **tezgüino** está sobre a mesa.
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- **Tezgüino** é feito de milho.

Consegue entender o que é **tezgüino**?



Como representar contexto/significado das palavras

Observe a palavra **tezgüino** em diferentes contextos:

- Uma garrafa de **tezgüino** está sobre a mesa.
- Todo mundo gosta de beber **tezgüino**.
- Você pode ficar bêbado com **tezgüino**.
- **Tezgüino** é feito de milho.

Com o contexto, conseguimos identificar do que se refere a palavra **tezgüino**.

Tezgüino:= é uma bebida alcoólica feita a base de milho.



Como representar contexto/significado das palavras

Como o cérebro faz isso?



Como representar contexto/significado das palavras

Quais outras palavras se “*encaixam*” nos slots das perguntas 1 até 4?

1. Uma garrafa de _____ está sobre a mesa.



Como representar contexto/significado das palavras

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Como representar contexto/significado das palavras

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1. Uma garrafa de _____ está sobre a mesa.
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Como representar contexto/significado das palavras

Inserindo contexto de forma manual...

1. Uma garrafa de _____ está sobre a mesa.
2. Todo mundo gosta de beber _____.
3. Você pode ficar bêbado com _____.
4. _____ é feito de milho.

	(1)	(2)	(3)	(4) ← contextos
tezgüino	1	1	1	1
som	0	0	0	0
suco de laranja	1	1	0	0
vinho	1	1	1	0



Como representar contexto/significado das palavras

Inserindo contexto de forma manual...

1. Uma garrafa de _____ está sobre a mesa.
2. Todo mundo gosta de beber _____.
3. Você pode ficar bêbado com _____.
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Vetores similares



Como representar contexto/significado das palavras

Inserindo contexto de forma manual...

1. Uma garrafa de _____ está sobre a mesa.
2. Todo mundo gosta de beber _____.
3. Você pode ficar bêbado com _____.
4. _____ é feito de milho.

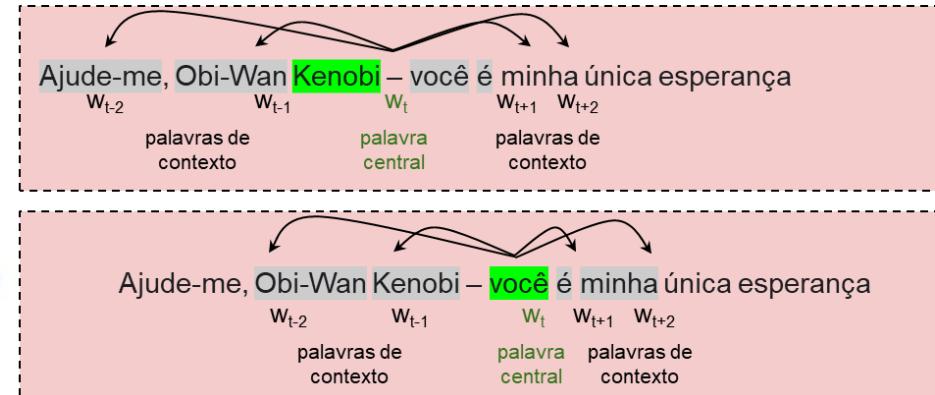


	(1)	(2)	(3)	(4)	← contextos
tezgüino	1	1	1	1	
som	0	0	0	0	
suco de laranja	1	1	0	0	
vinho	1	1	1	0	

Vetores similares → contexto similar

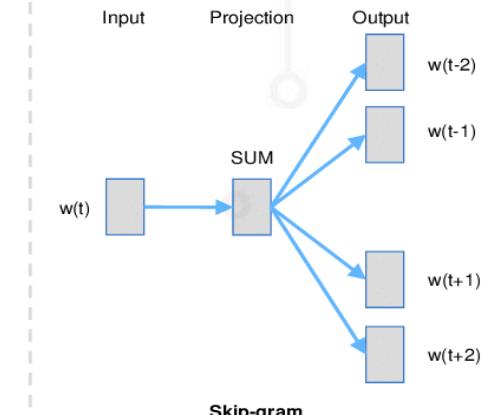
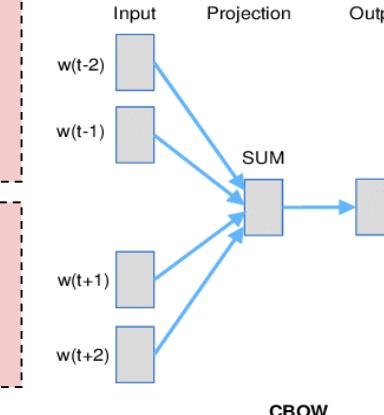
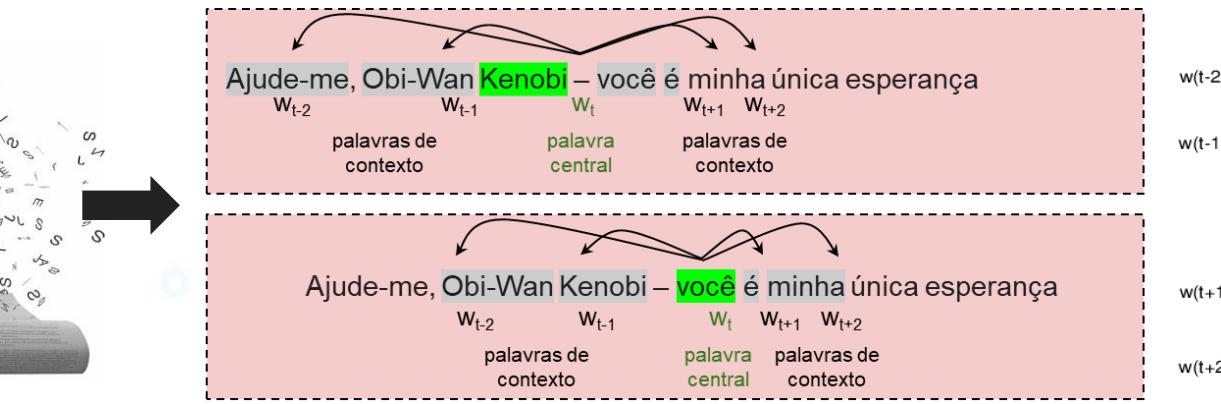
Processamento de Linguagem Natural

Natural Language Processing (NLP)



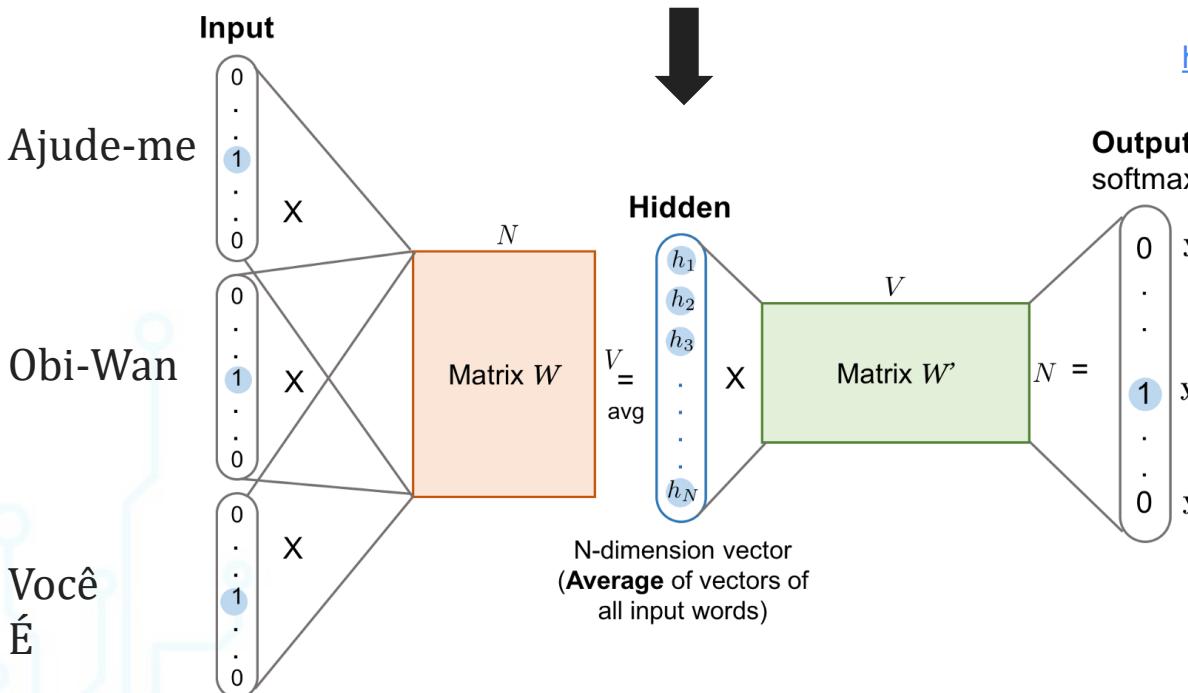
Processamento de Linguagem Natural

Natural Language Processing (NLP)



<https://arxiv.org/abs/1301.3781>

<https://arxiv.org/pdf/1310.4546.pdf>



MultiLayer Perceptron MLP

<https://dl.acm.org/doi/10.5555/1639537.1639542>

Self Supervised Learning (SSL)

<https://arxiv.org/abs/2110.09327>

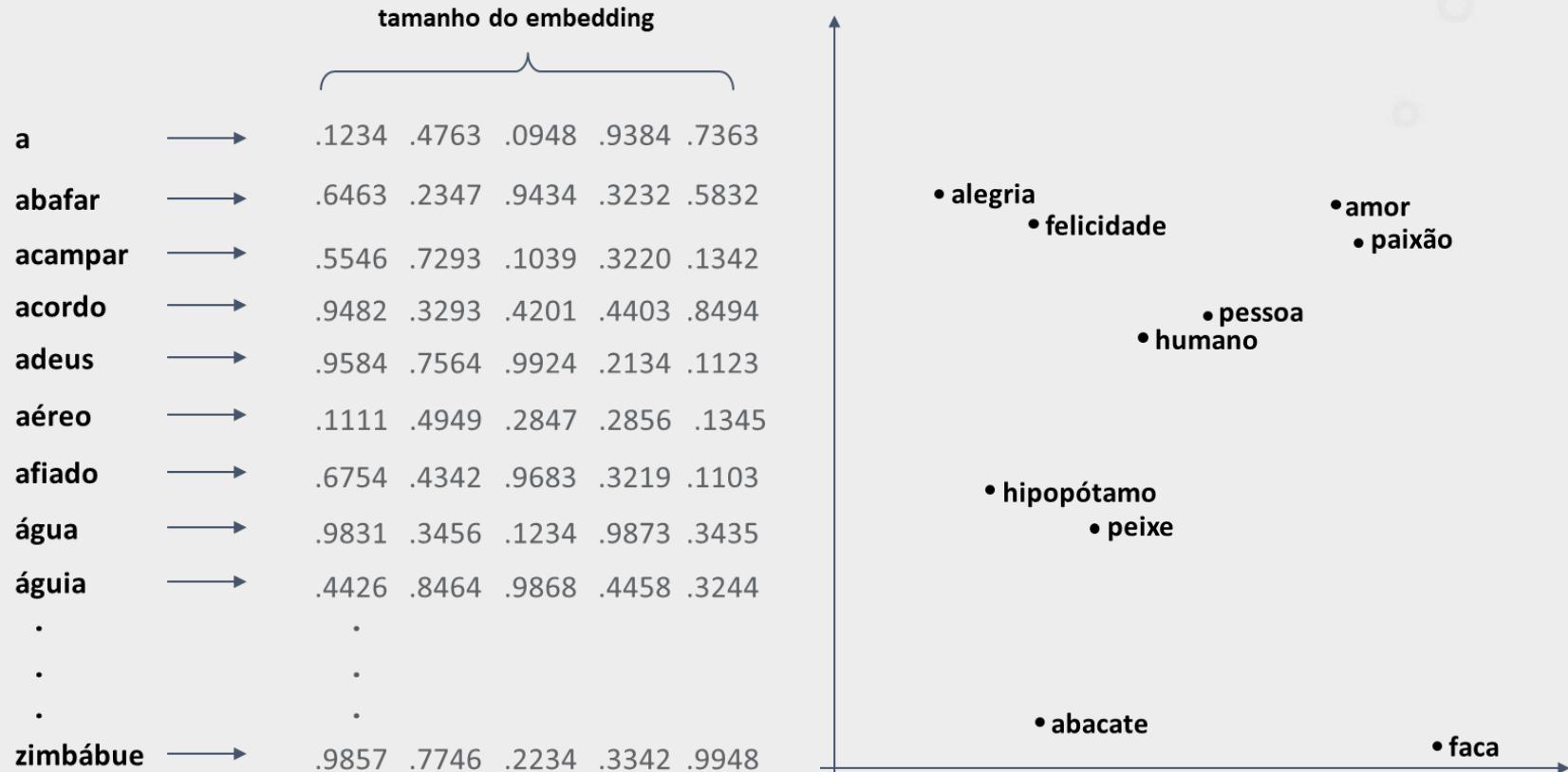
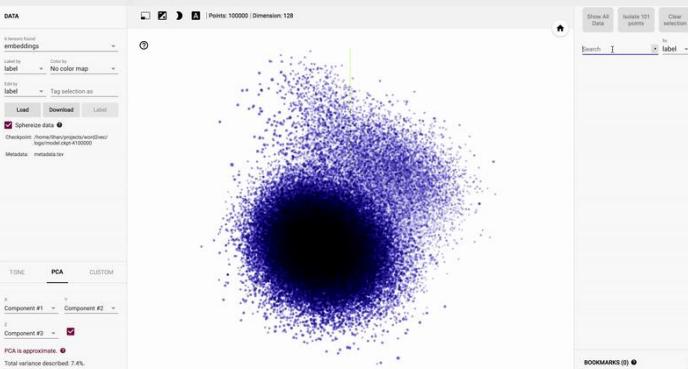
Processamento de Linguagem Natural

Natural Language Processing (NLP)

Word Embedding

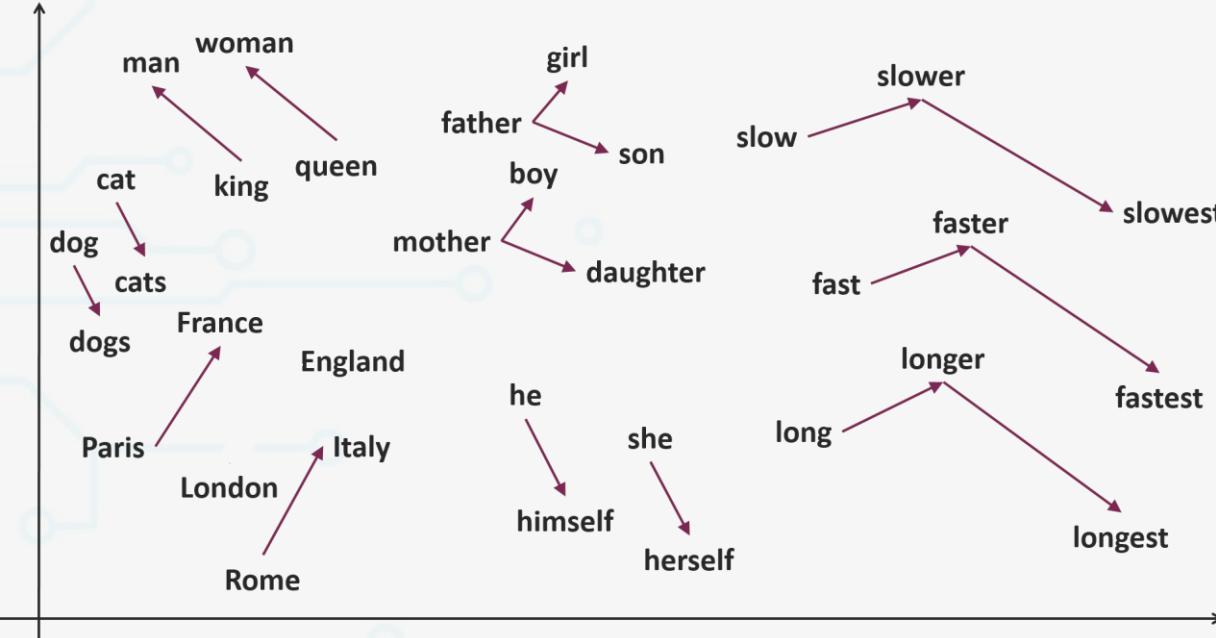
Representação densa

Palavras com significado similar
próximas (semântica)



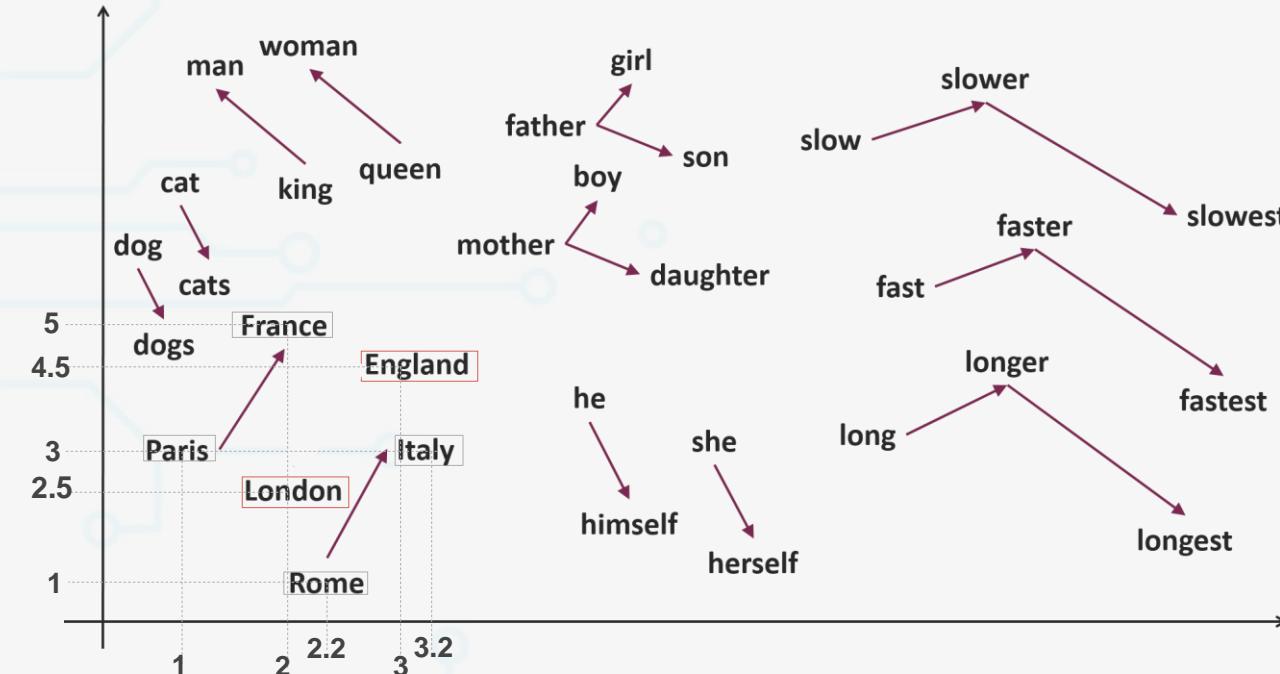
Processamento de Linguagem Natural

Natural Language Processing (NLP)



Processamento de Linguagem Natural

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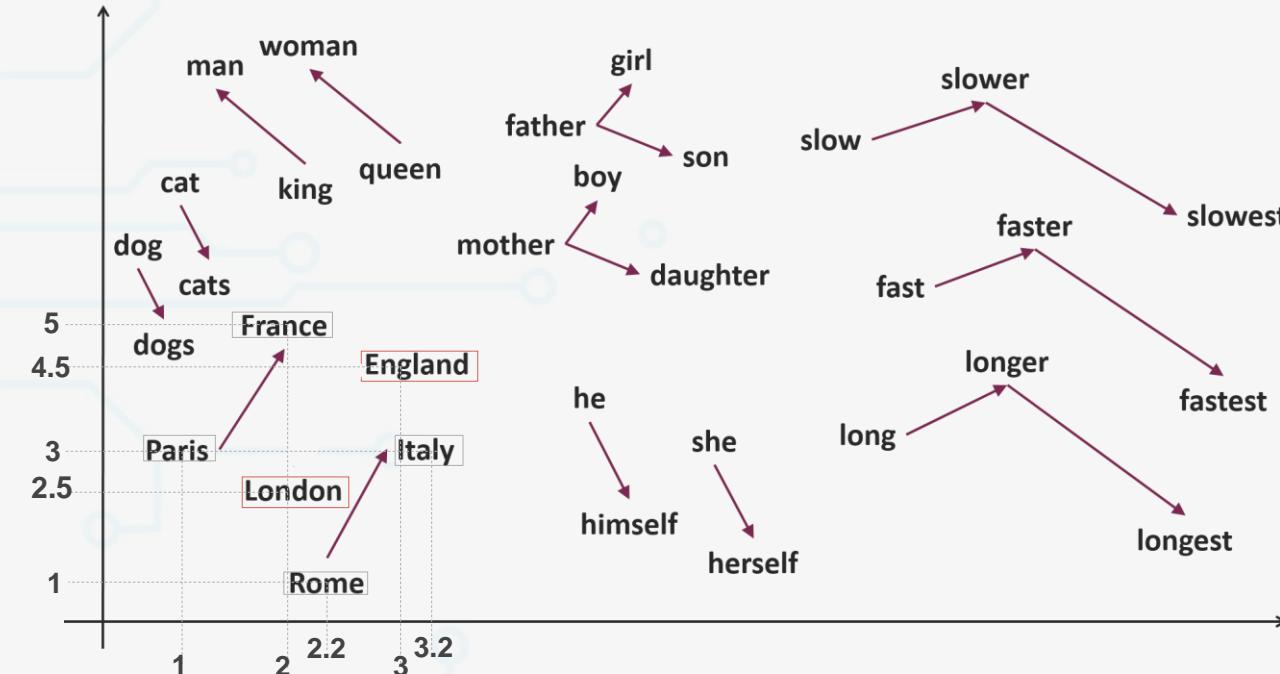


- Paris [1, 3]
- France [2, 5]
- London [2, 2.5]
- England [3, 4.5]
- Rome [2.2, 1]
- Italy [3.2, 3]

Processamento de Linguagem Natural

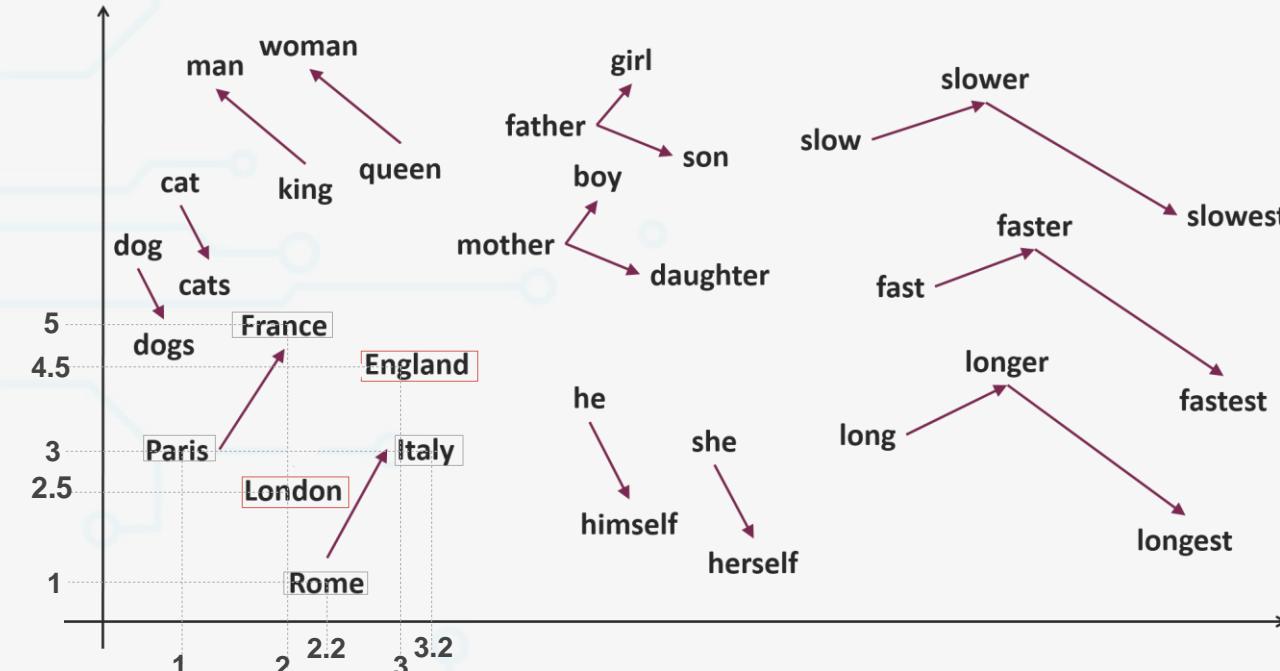
Natural Language Processing (NLP)

Qual a capital da Inglaterra?



Processamento de Linguagem Natural

Natural Language Processing (NLP)

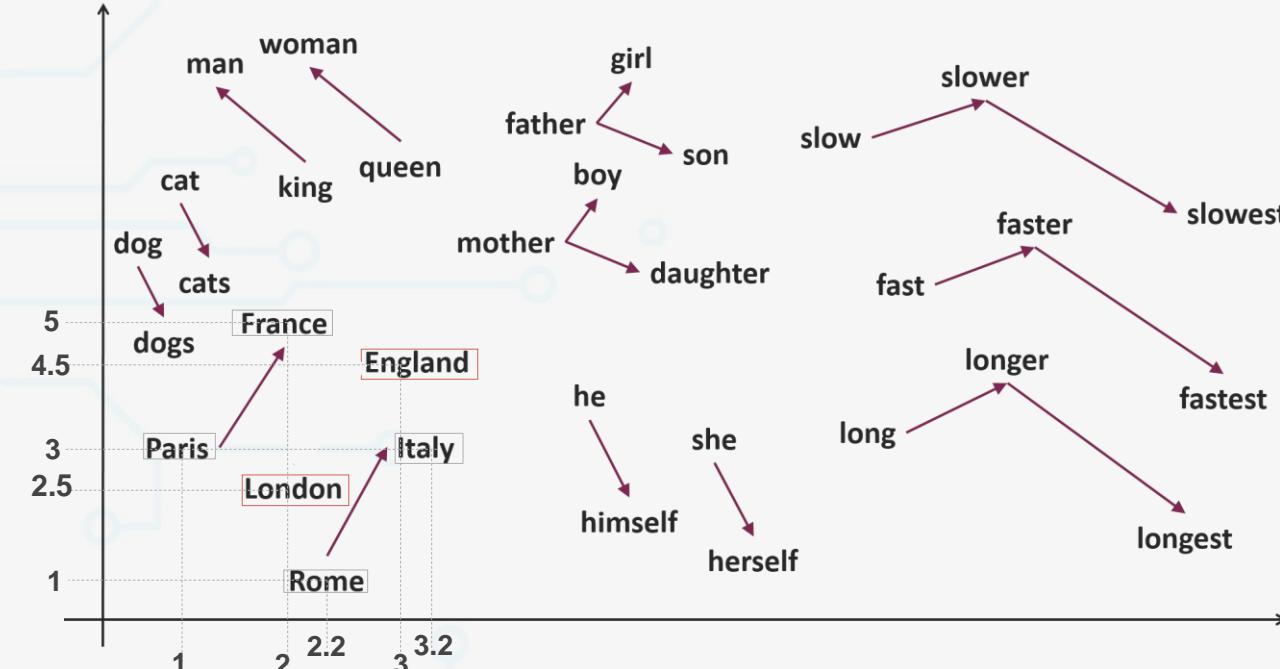


Qual a capital da Inglaterra?

Paris – France + England = ?

Processamento de Linguagem Natural

Natural Language Processing (NLP)



Qual a capital da Inglaterra?

Paris – France + England = ?

Paris [1, 3]

France [2, 5]

=

Result. [-1, -2]

+

England [3, 4.5]

=

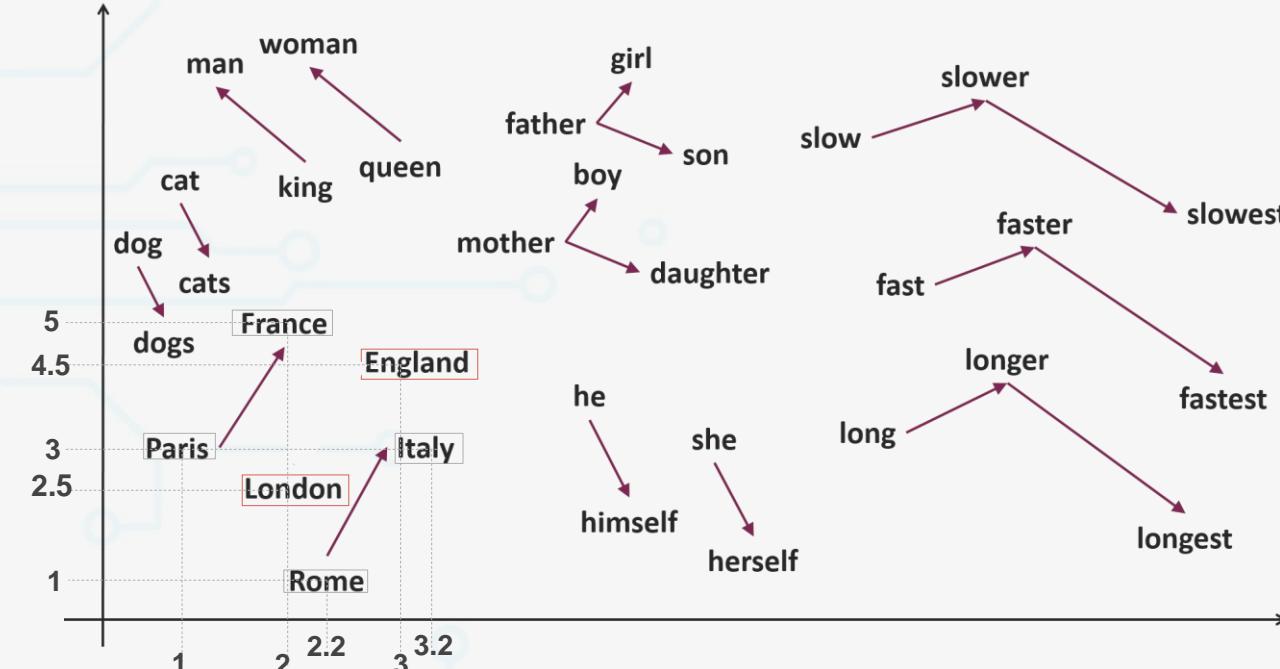
Result. [2, 2.5]

==

London [2, 2.5]

Processamento de Linguagem Natural

Natural Language Processing (NLP)



Qual a capital da Inglaterra?

Paris – France + England = ?

Paris [1, 3]

France [2, 5]

=

Result. [-1, -2]

+

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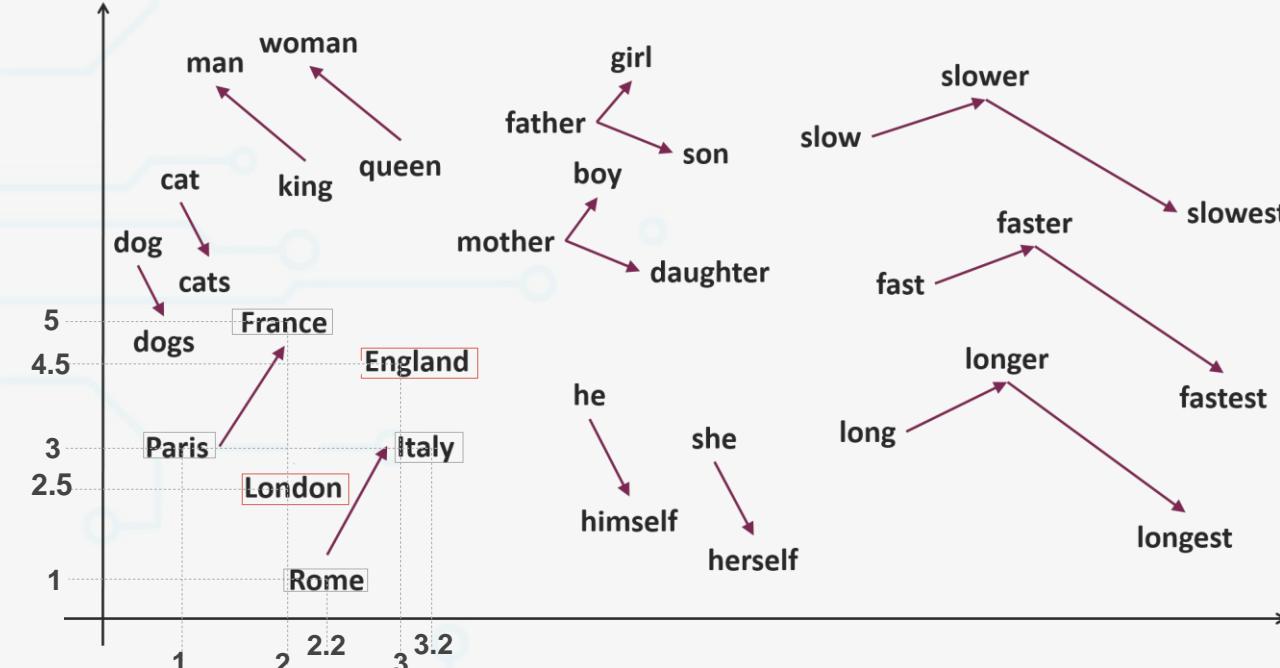
==

London [2, 2.5]

Paris – France + England = London

Processamento de Linguagem Natural

Natural Language Processing (NLP)



Qual a capital da Inglaterra?

$$\begin{aligned}
 \text{Paris} - \text{France} + \text{England} &= ? \\
 \text{Paris} &[1, 3] \\
 \text{France} &[2, 5] \\
 &= \\
 \text{Result.} &[-1, -2] \\
 + & \\
 \text{England} &[3, 4.5] \\
 &= \\
 \text{Result.} &[2, 2.5] \\
 == & \\
 \text{London} &[2, 2.5]
 \end{aligned}$$

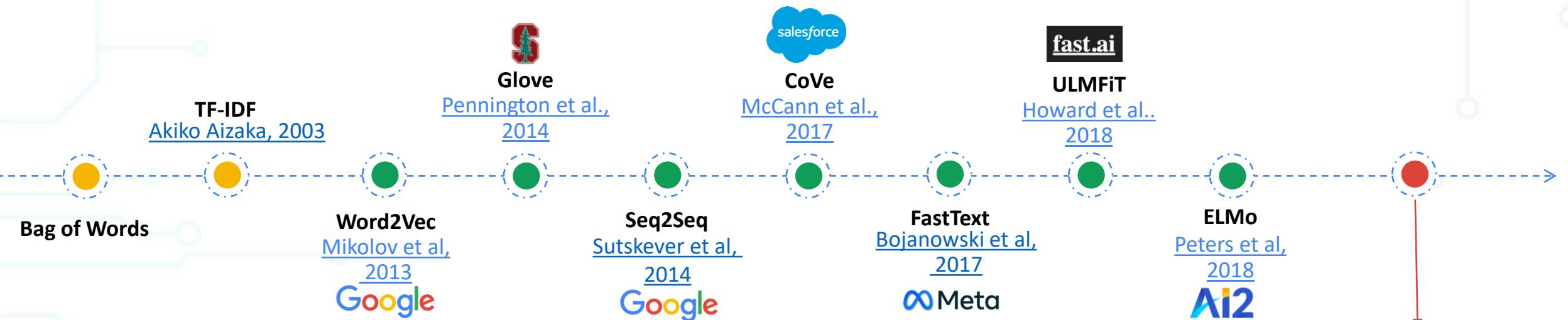
Paris – France + England = London

$$\begin{aligned}
 \text{Rome} - \text{Italy} + \text{England} &= ? \\
 \text{Rome} &[2.2, 1] \\
 \text{Italy} &[3.2, 3] \\
 &= \\
 \text{Result.} &[-1, -2] \\
 + & \\
 \text{England} &[3, 4.5] \\
 &= \\
 \text{Result.} &[2, 2.5] \\
 == & \\
 \text{London} &[2, 2.5]
 \end{aligned}$$

Rome – Italy + England = London

Processamento de Linguagem Natural

Natural Language Processing (NLP)



Attention Is All You Need

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<https://arxiv.org/abs/1706.03762>

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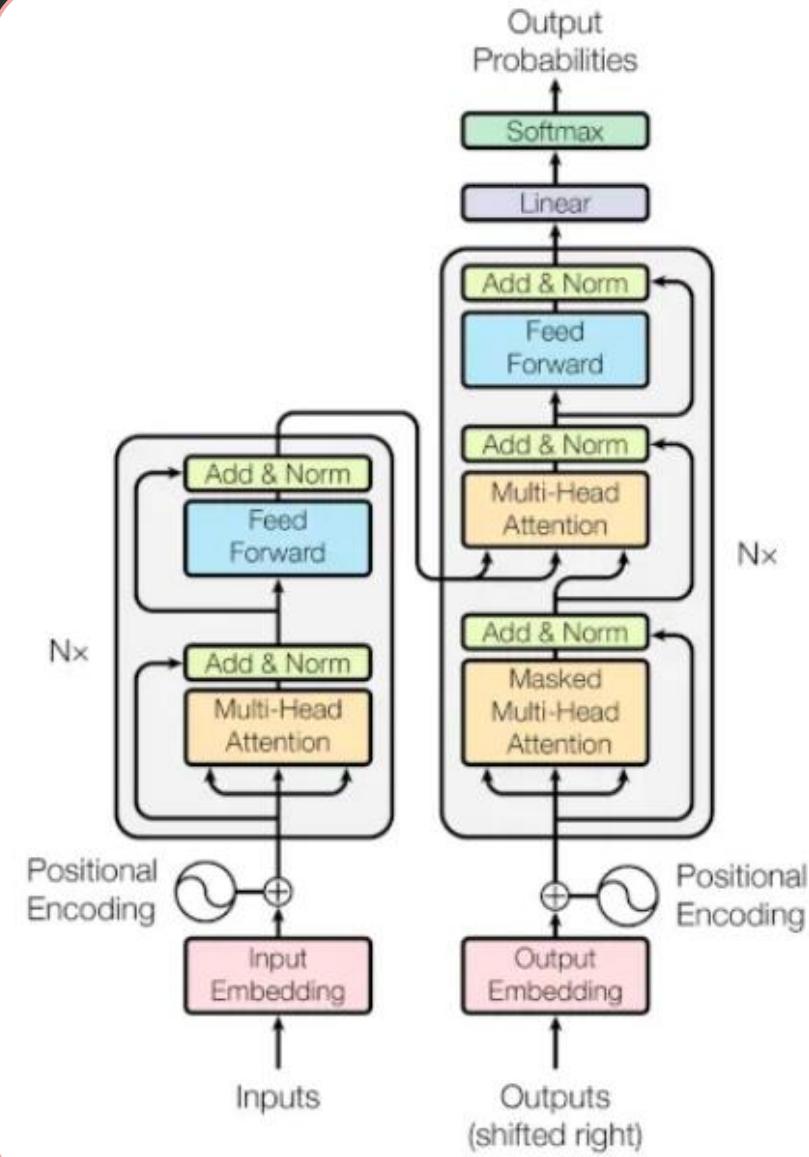
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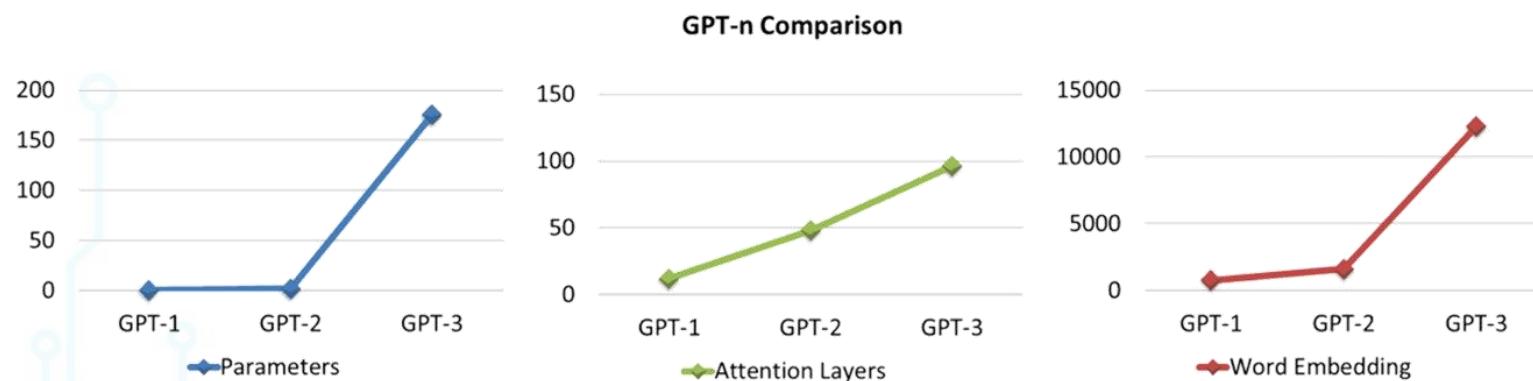
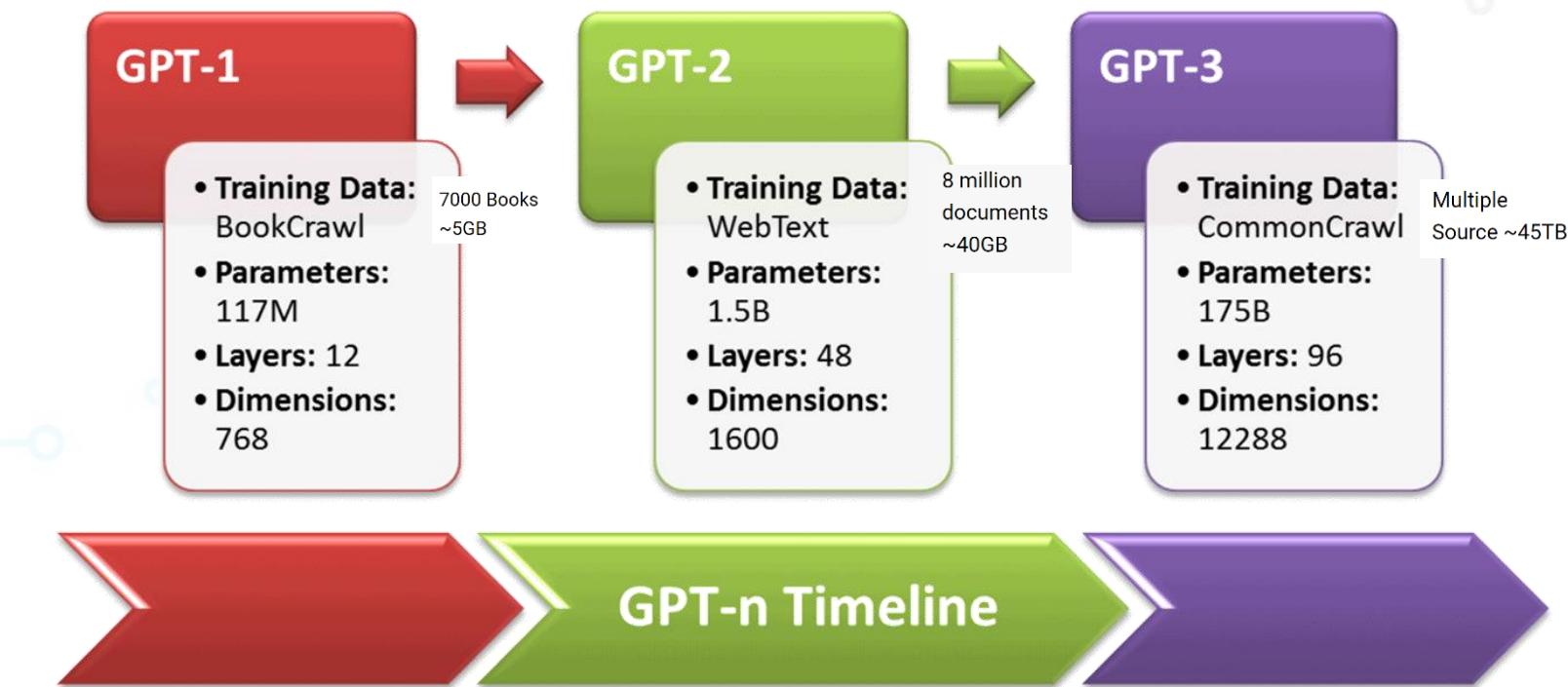
Abstract

The dominant sequence transduction models are based on complex recurrent or convolutional neural networks that include an encoder and a decoder. The best performing models also connect the encoder and decoder through an attention mechanism. We propose a new simple network architecture, the Transformer, based solely on attention mechanisms, dispensing with recurrence and convolutions entirely. Experiments on two machine translation tasks show these models to be superior in quality while being more parallelizable and requiring significantly less time to train. Our model achieves 28.4 BLEU on the WMT 2014 English-to-German translation task, improving over the existing best results, including ensembles, by over 2 BLEU. On the WMT 2014 English-to-French translation task, our model establishes a new single model state-of-the-art BLEU score of 41.9 after

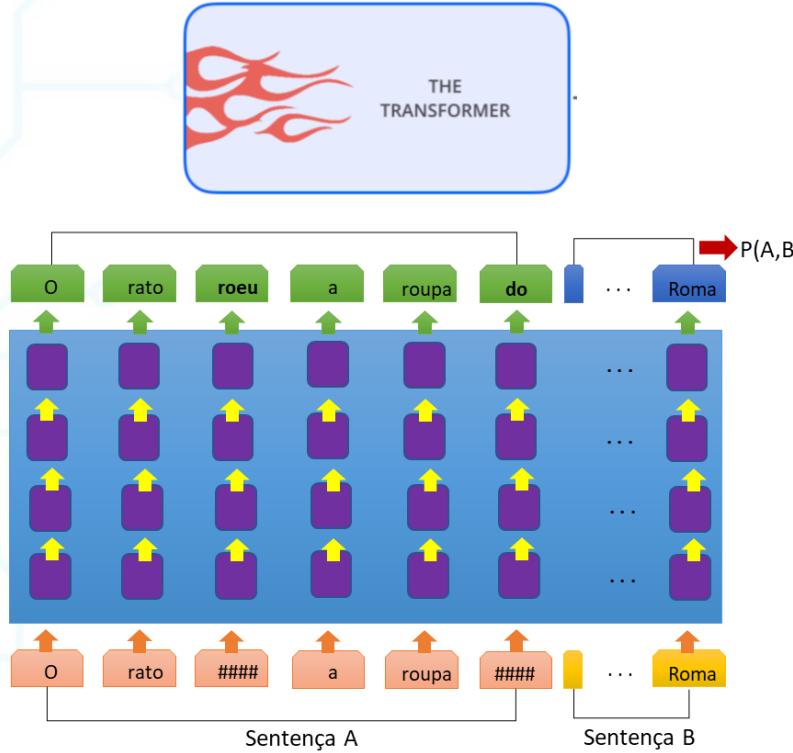
<https://arxiv.org/abs/1706.03762>



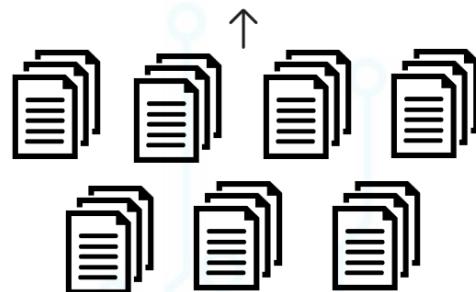
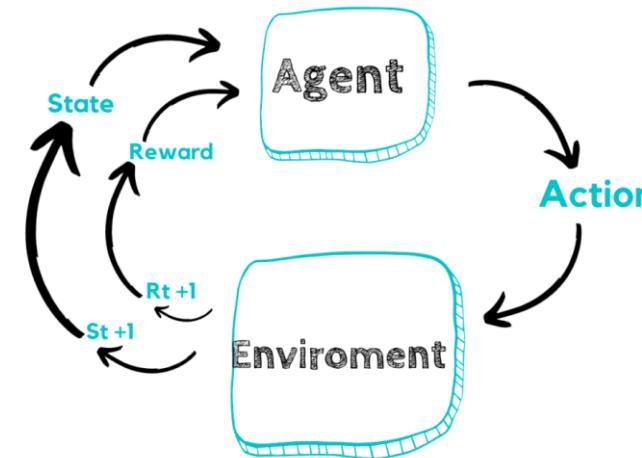
Família GPT



ChatGPT

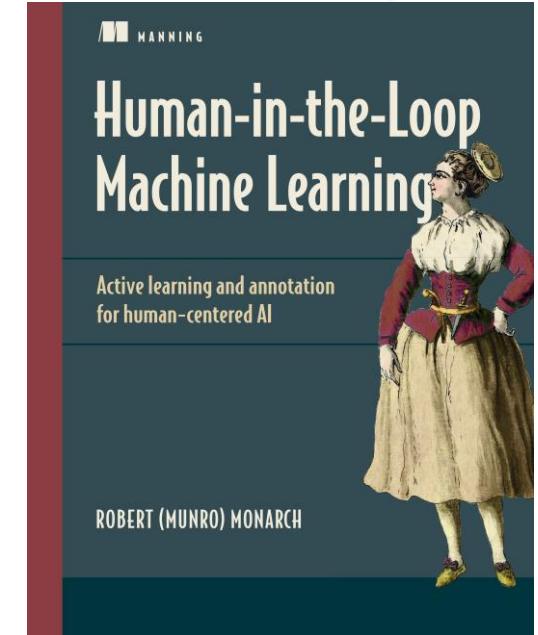


+



Reinforcement Learning

Reinforcement Learning from Human Feedback (RLHF)



Quanto Custa os Modelos GPTs

LLM Training Costs on MosaicML Cloud

Model	Billions of Tokens (Compute-optimal)	Days to Train on MosaicML Cloud	Approx. Cost on MosaicML Cloud
GPT-1.3B	26B	0.14	\$2,000
GPT-2.7B	54B	0.48	\$6,000
GPT-6.7B	134B	2.32	\$30,000
GPT-13B	260B	7.43	\$100,000
GPT-30B *	610B	35.98	\$450,000
GPT-70B **	1400B	176.55	\$2,500,000

original GPT-3, which had more parameters (175 billion params) but was trained on less data (300 billion tokens).

<https://www.mosaicml.com/blog/gpt-3-quality-for-500k#:~:text=The%20bottom%20line%3A%20it%20costs,10x%20less%20than%20people%20think.>

Attention Is All You Need

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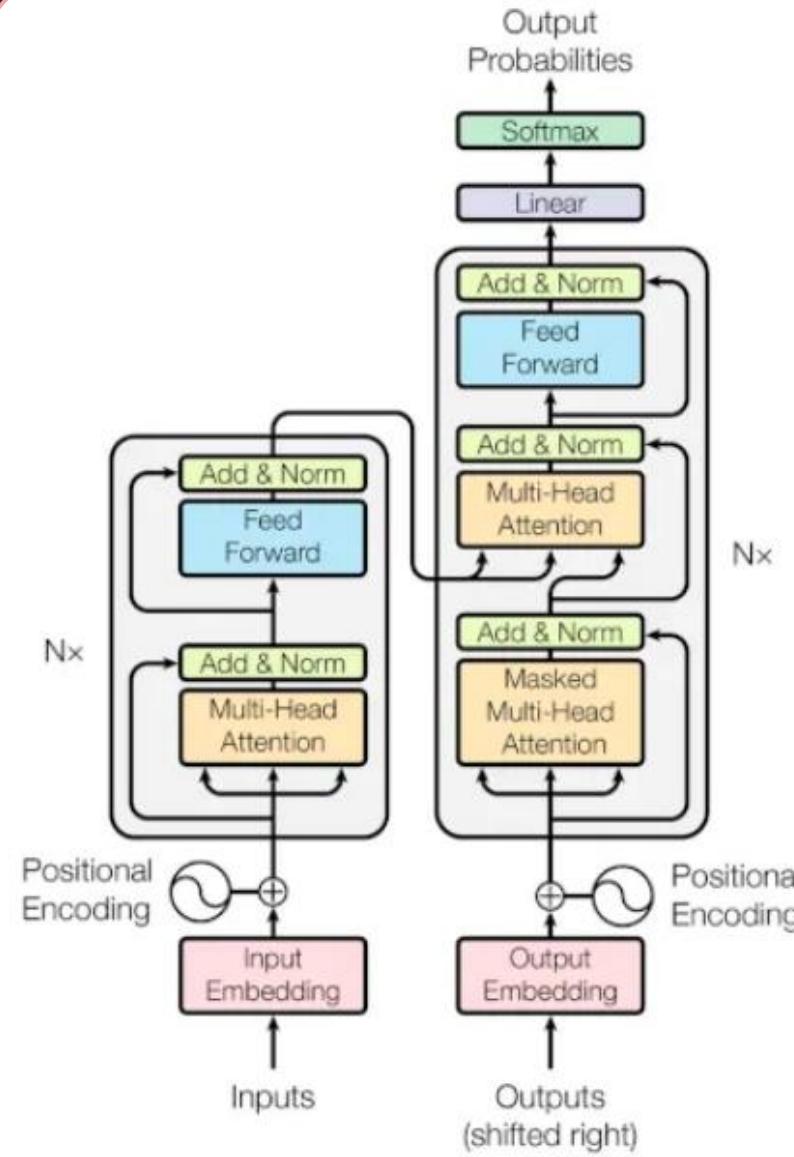
Lukasz Kaiser*
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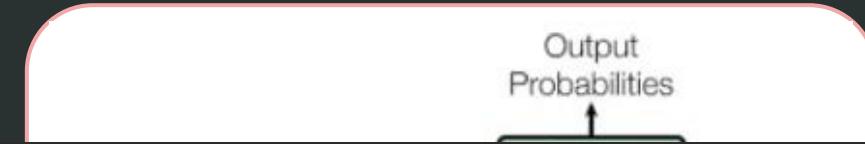
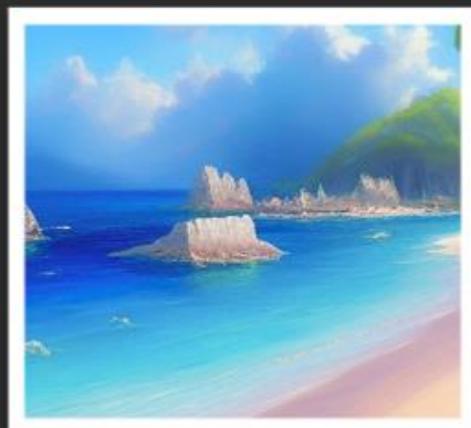
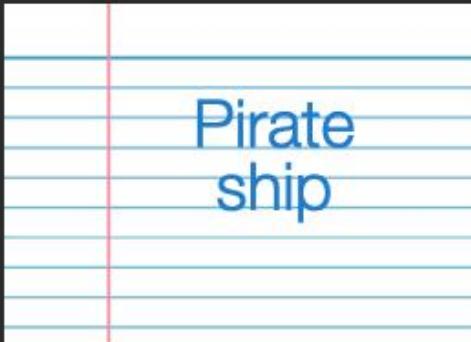
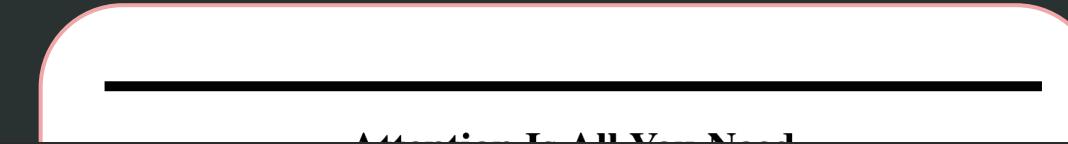
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Abstract

The dominant sequence transduction models are based on complex recurrent or convolutional neural networks that include an encoder and a decoder. The best performing models also connect the encoder and decoder through an attention mechanism. We propose a new simple network architecture, the Transformer, based solely on attention mechanisms, dispensing with recurrence and convolutions entirely. Experiments on two machine translation tasks show these models to be superior in quality while being more parallelizable and requiring significantly less time to train. Our model achieves 28.4 BLEU on the WMT 2014 English-to-German translation task, improving over the existing best results, including ensembles, by over 2 BLEU. On the WMT 2014 English-to-French translation task, our model establishes a new single model state-of-the-art BLEU score of 41.9 after

<https://arxiv.org/abs/1706.03762>





<https://arxiv.org/abs/1706.03762>

Inputs

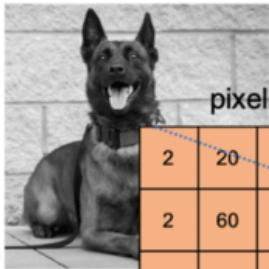
Embedding

Outputs
(shifted right)

Embedding

Stable Diffusion

original image



pixelized image

2	20	4	20	4	1
2	60	56	7	10	2
4	50	80	45	7	5
12	24	67	8	10	7
11	67	42	34	3	13
6	12	22	45	43	32

filter to detect vertical edges

1	0	-1
1	0	-1
1	0	-1

convolved output

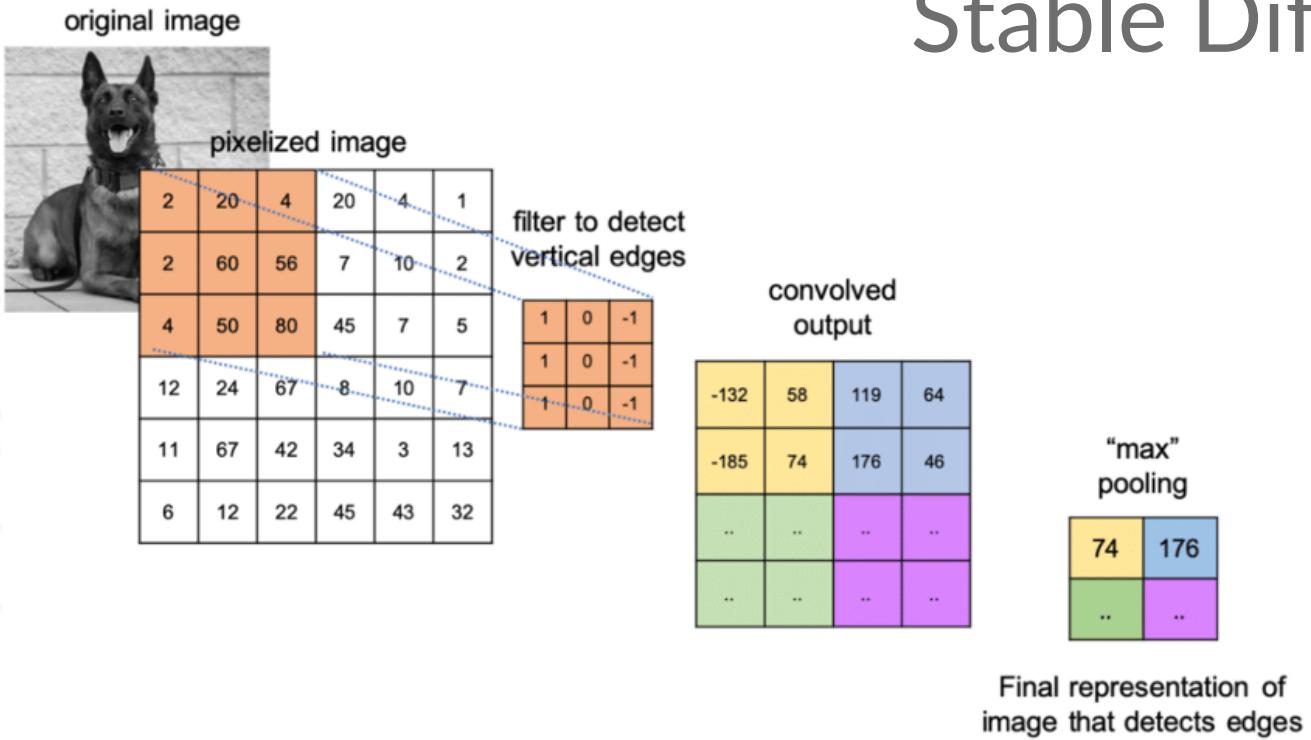
-132	58	119	64
-185	74	176	46
..
..

"max" pooling

74	176
..	..

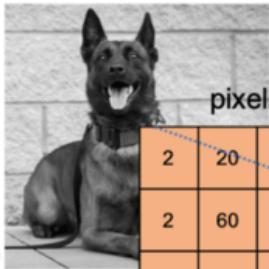
Final representation of
image that detects edges

Stable Diffusion



Stable Diffusion

original image



pixelized image

2	20	4	20	4	1
2	60	56	7	10	2
4	50	80	45	7	5
12	24	67	8	10	7
11	67	42	34	3	13
6	12	22	45	43	32

filter to detect vertical edges

1	0	-1
1	0	-1
1	0	-1

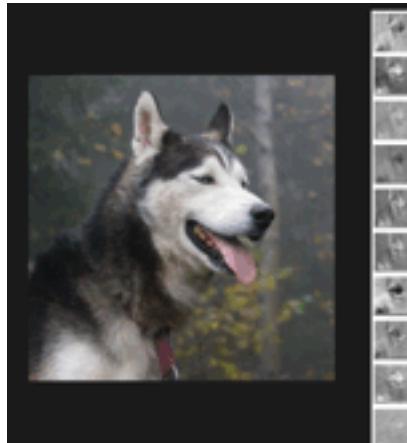
convolved output

-132	58	119	64
-185	74	176	46
..
..

"max" pooling

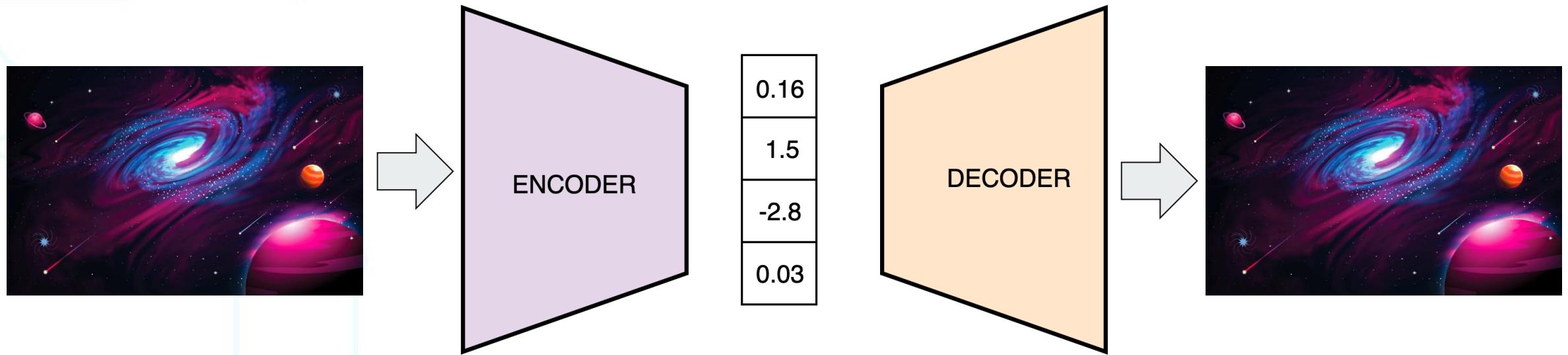
74	176
..	..

Final representation of image that detects edges



Stable Diffusion

Espaço latente



Modelos de difusão

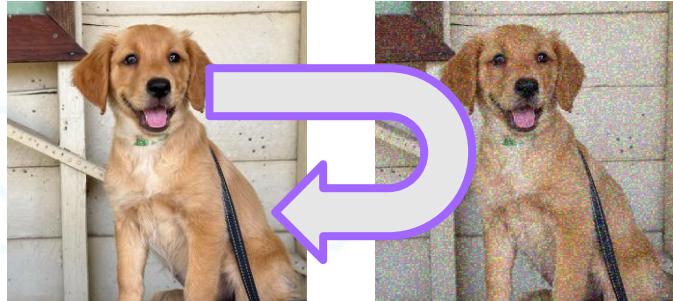
Diffusion model



Adds noise and learns how to work backwards to the original image.

Modelos de difusão

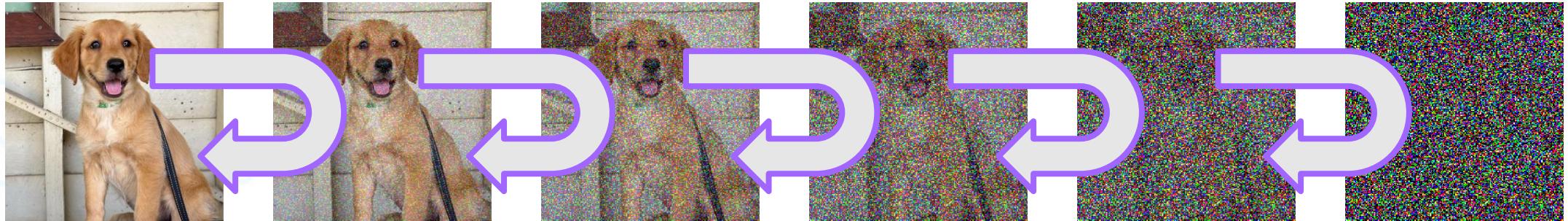
Diffusion model



Adds noise and learns how to work backwards to the original image.

Modelos de difusão

Diffusion model



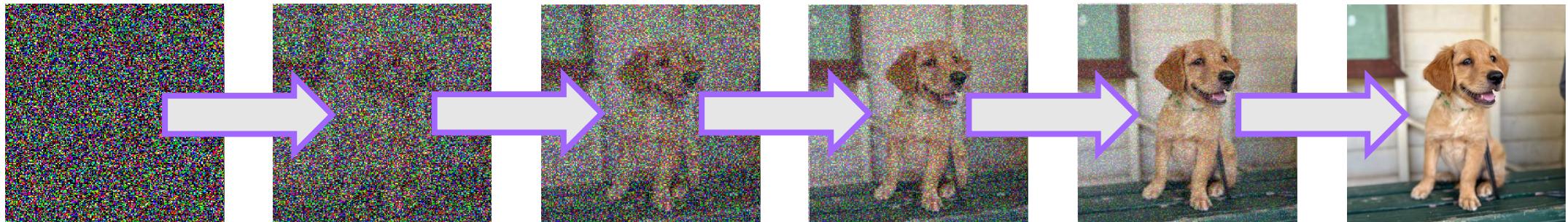
Adds noise and learns how to work backwards to the original image.

Modelos de difusão

Diffusion model

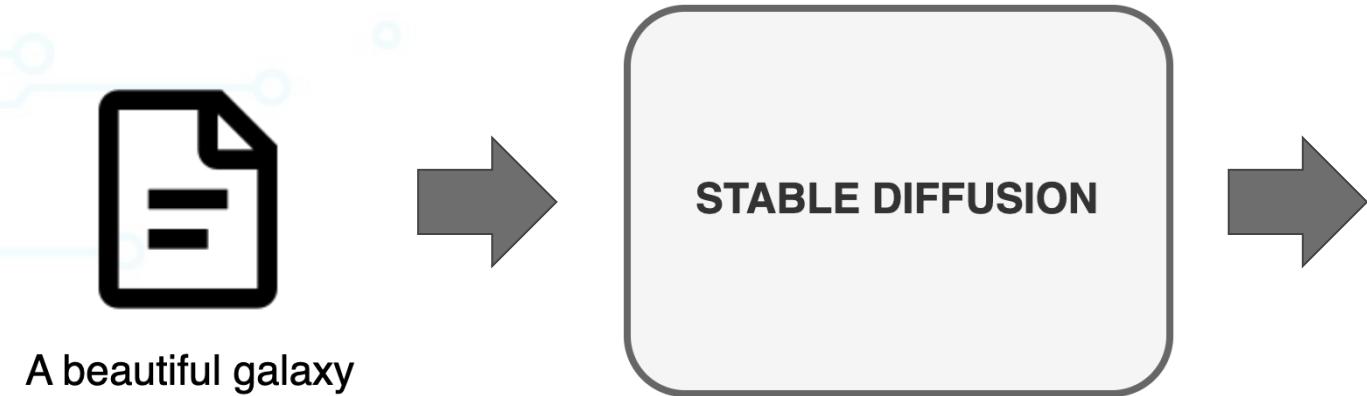


Adds noise and learns how to work backwards to the original image.

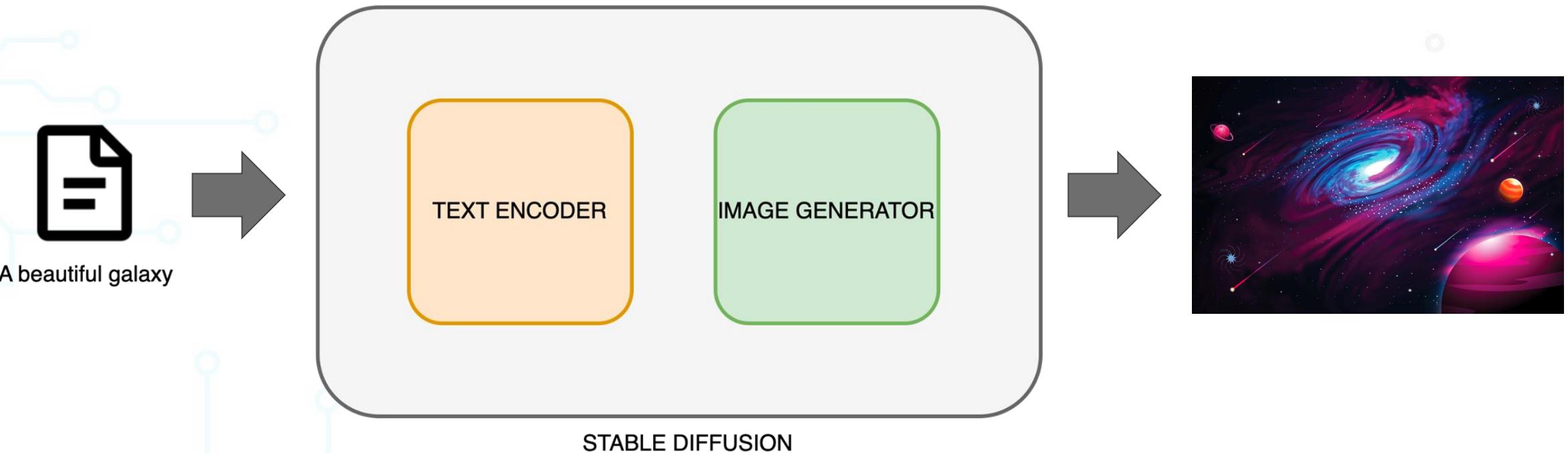


Trained model works from random noise to generate an image.

Stable Diffusion

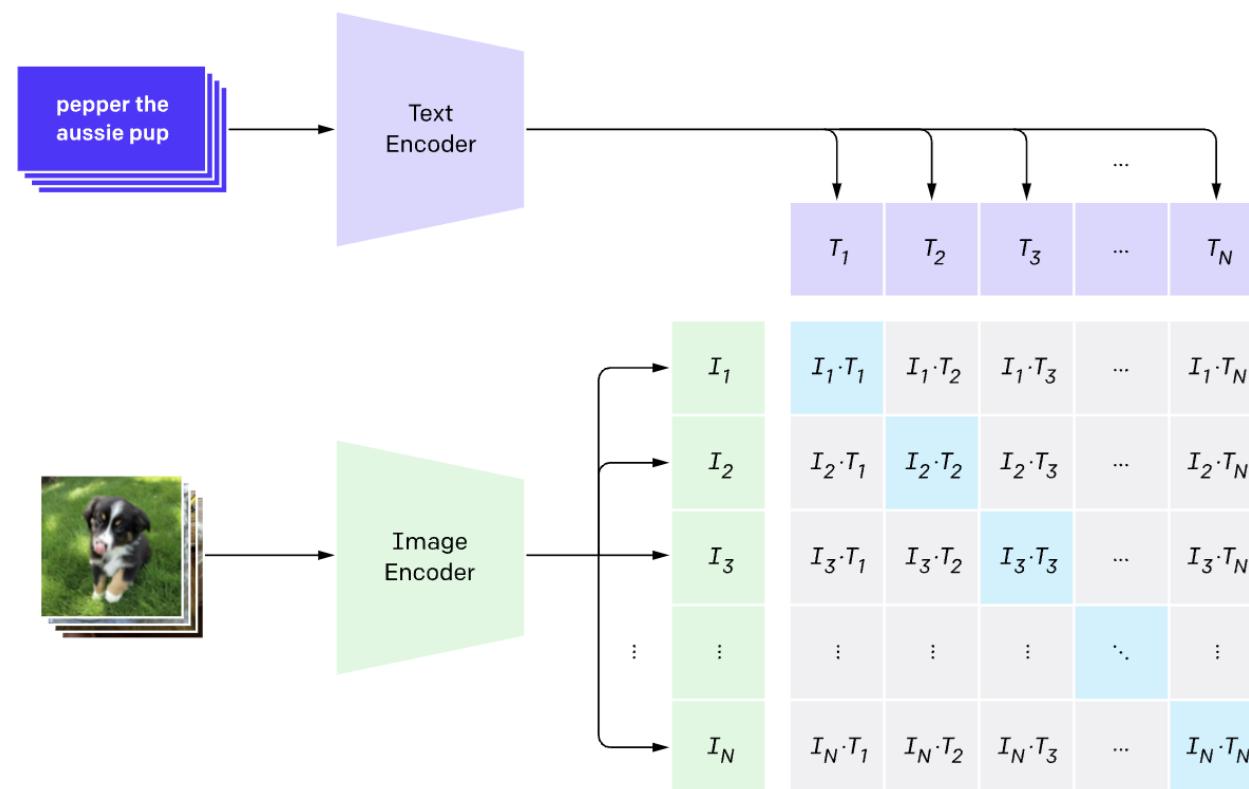


Stable Diffusion



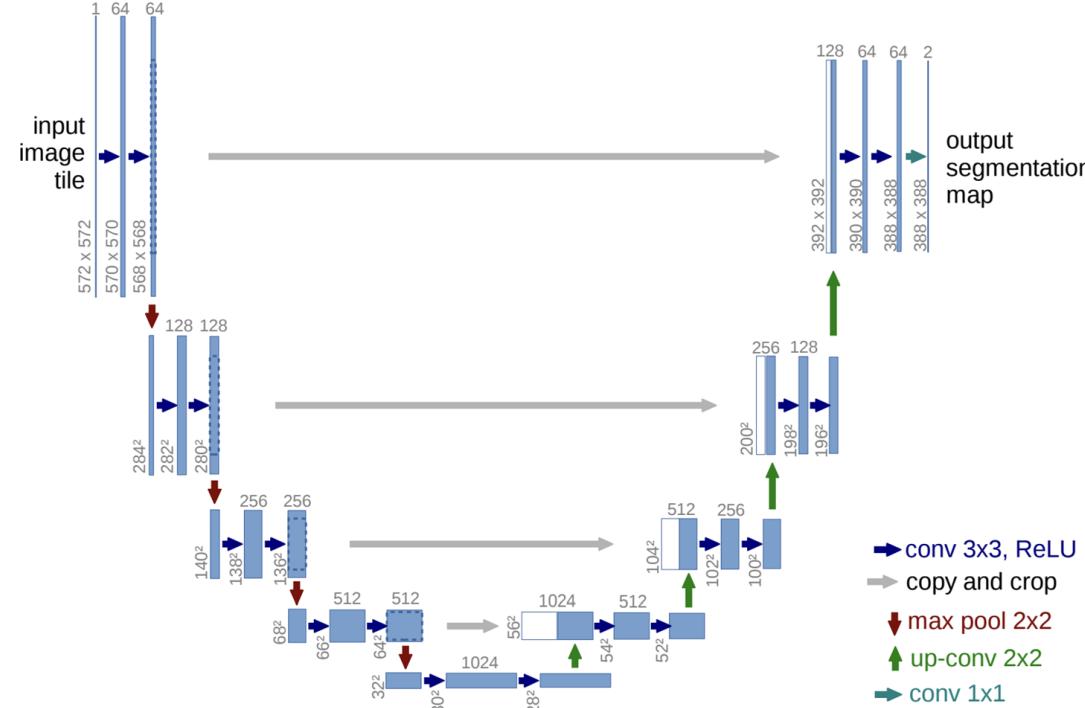
Stable Diffusion

Text Encoder - CLIP



Stable Diffusion

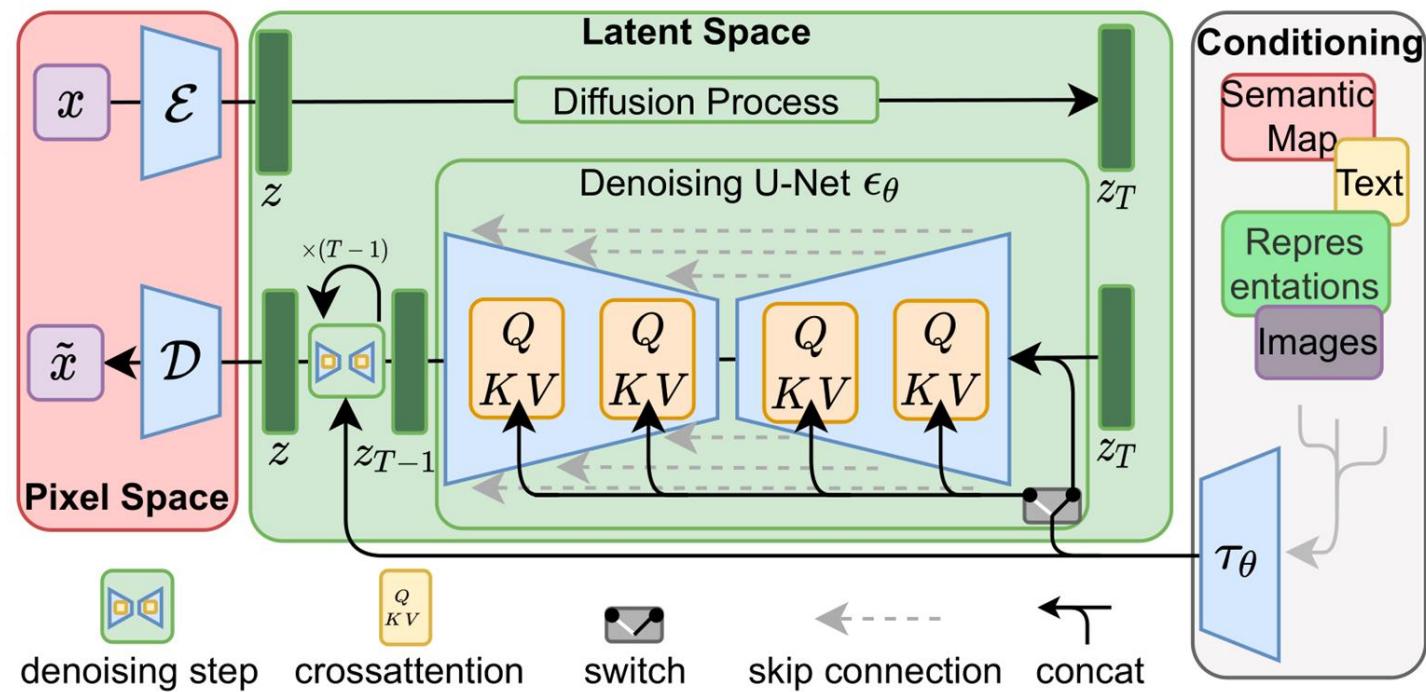
Predictor de ruído - UNet Condicionada



Olaf Ronneberger, Philipp Fischer, and Thomas Brox. [U-Net: Convolutional Networks for Biomedical Image Segmentation](#)

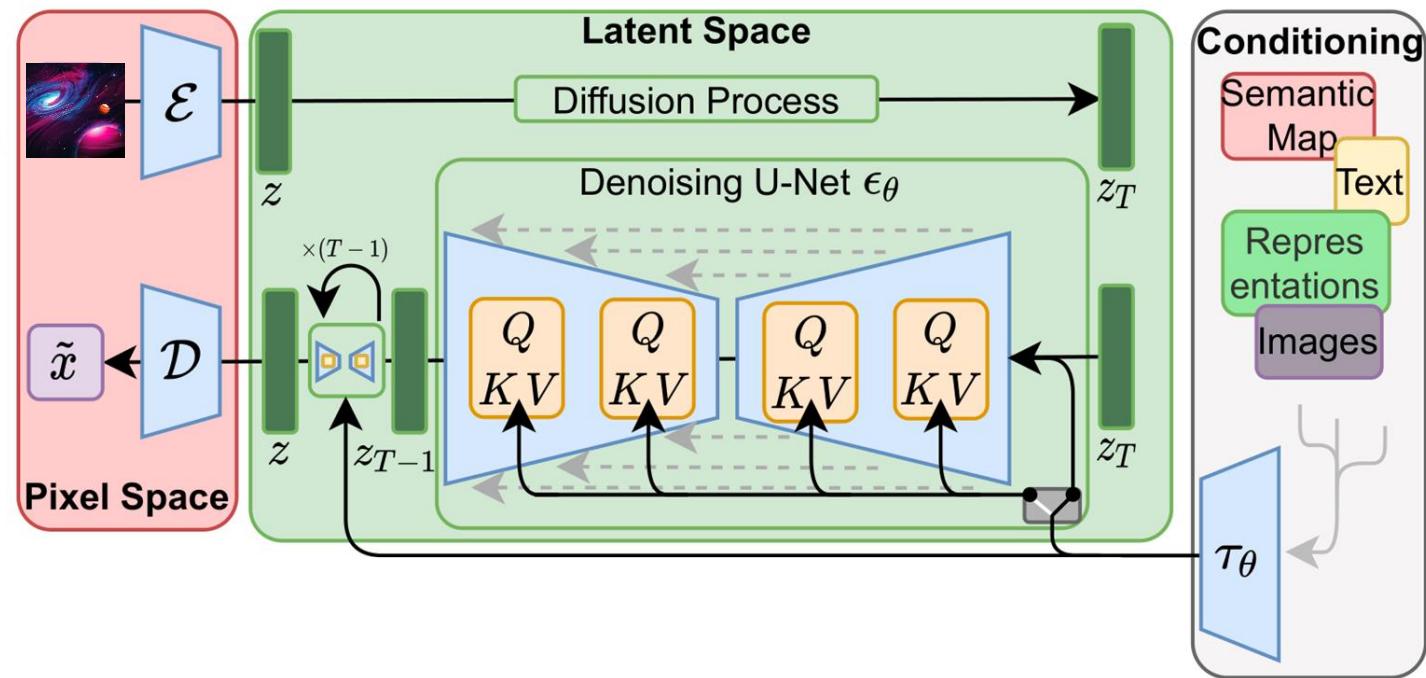
Stable Diffusion

Treinamento



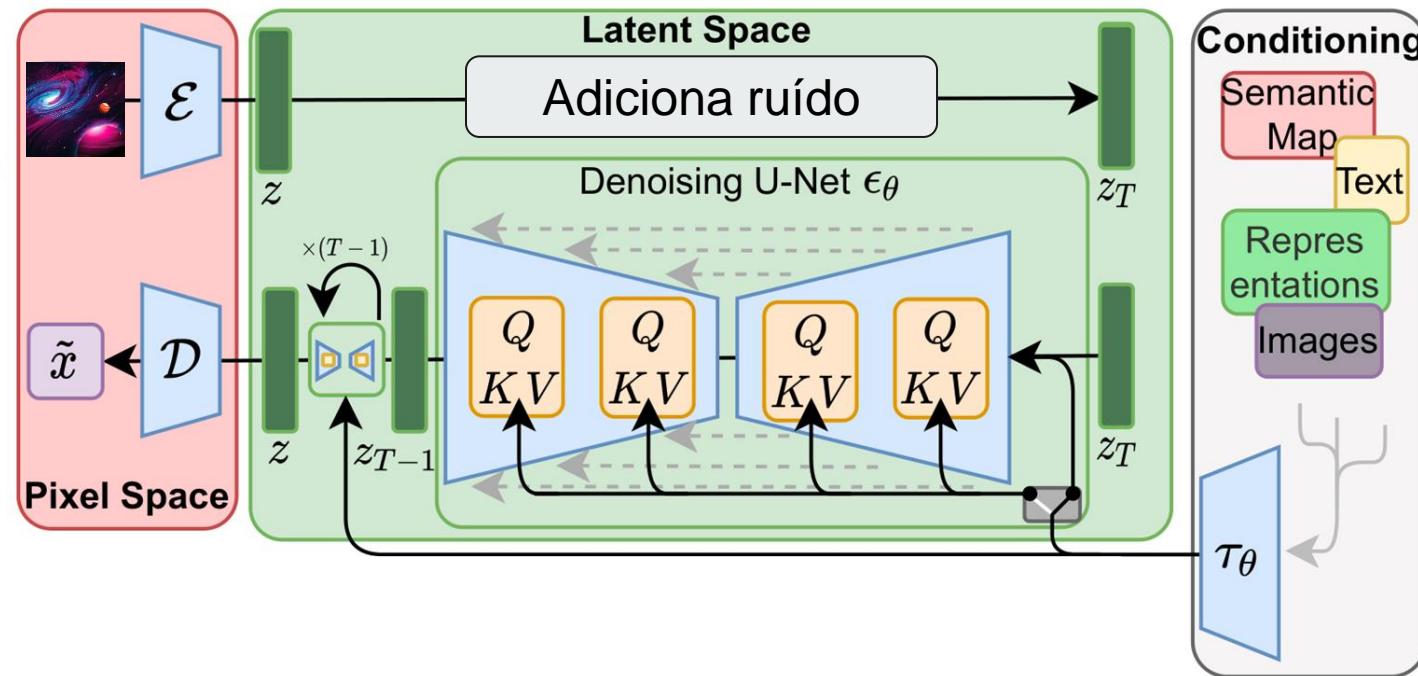
Stable Diffusion

Treinamento



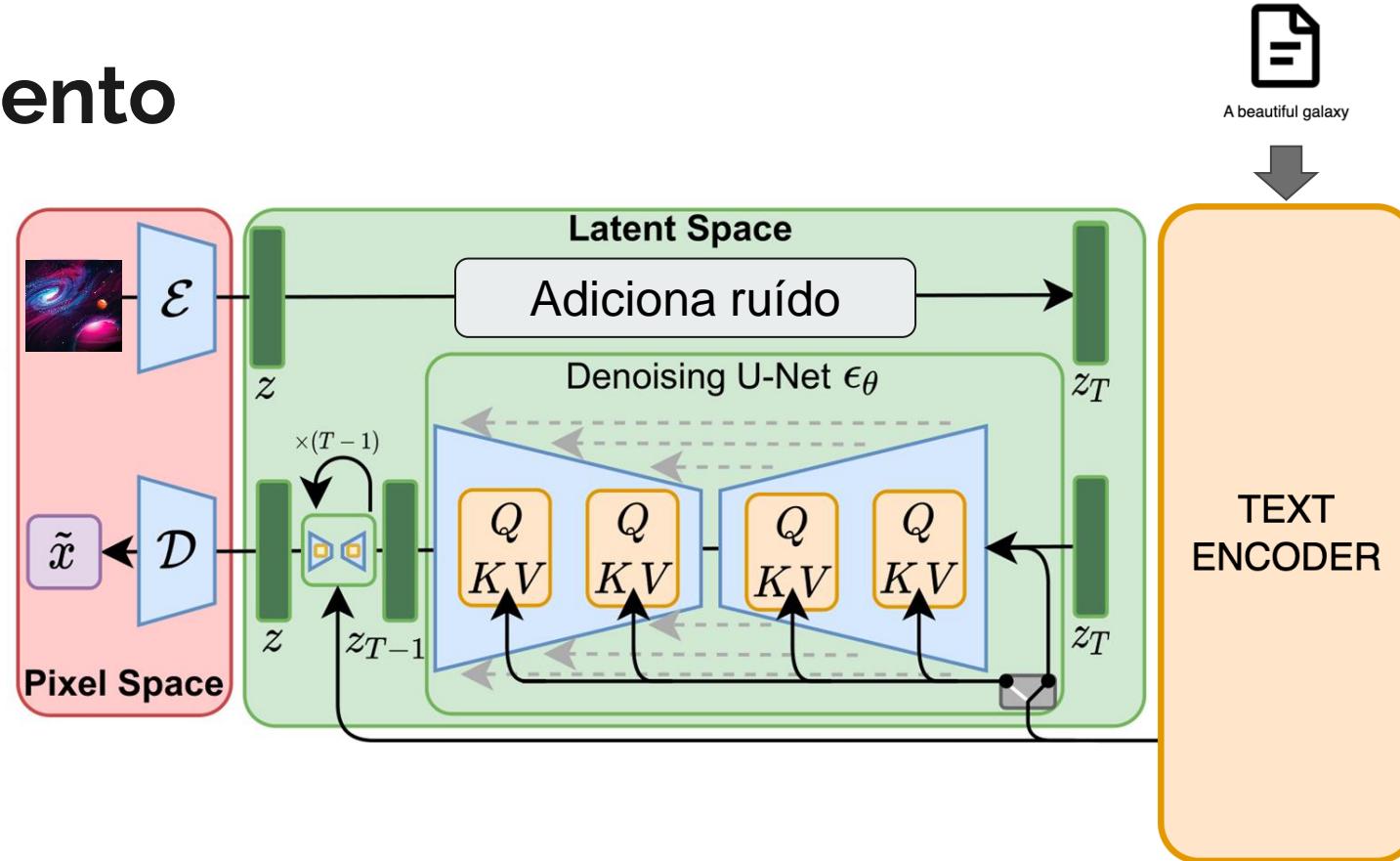
Stable Diffusion

Treinamento



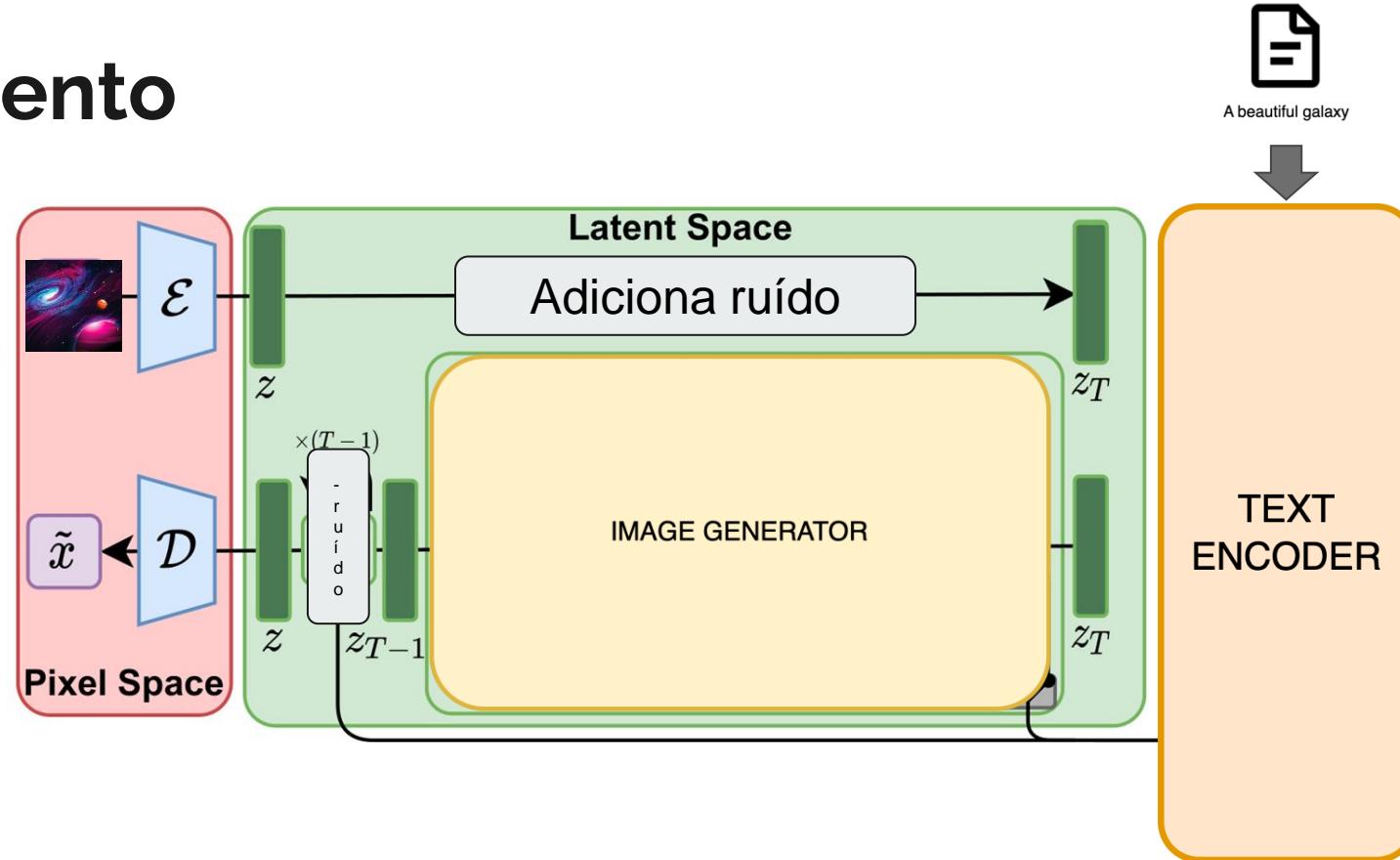
Stable Diffusion

Treinamento



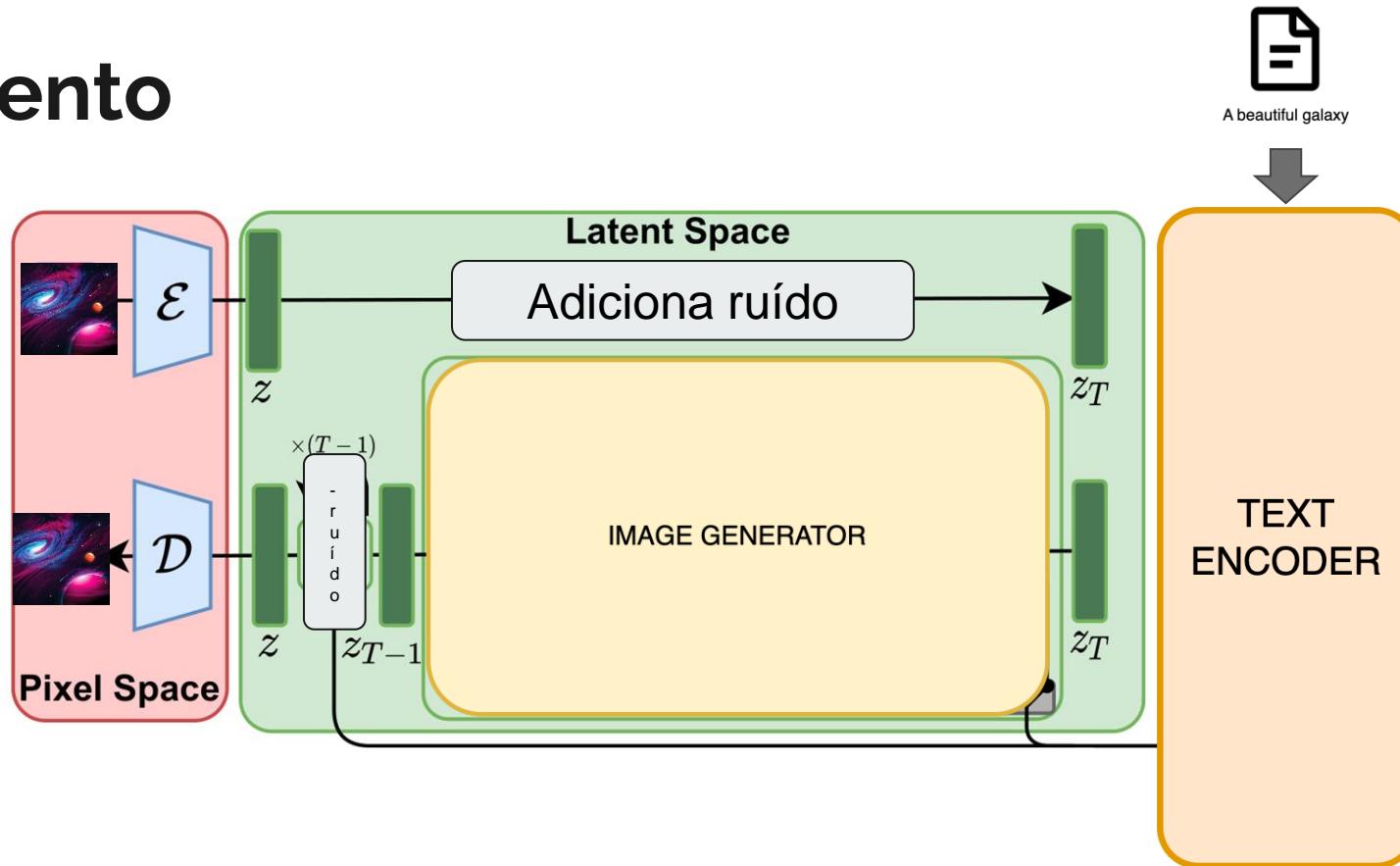
Stable Diffusion

Treinamento



Stable Diffusion

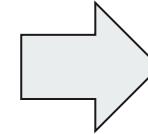
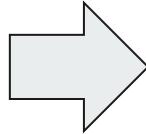
Treinamento



Textual Inversion



A beautiful galaxy



Textual Inversion

Dados fora do treinamento



Textual Inversion

Dados fora do treinamento

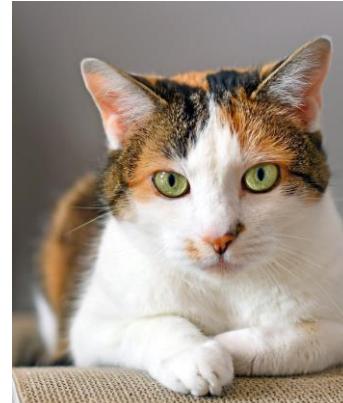
- Um gato em uma praça ✓



Textual Inversion

Dados fora do treinamento

- Um gato em uma praça ✓
- Um cachorro na grama ✓



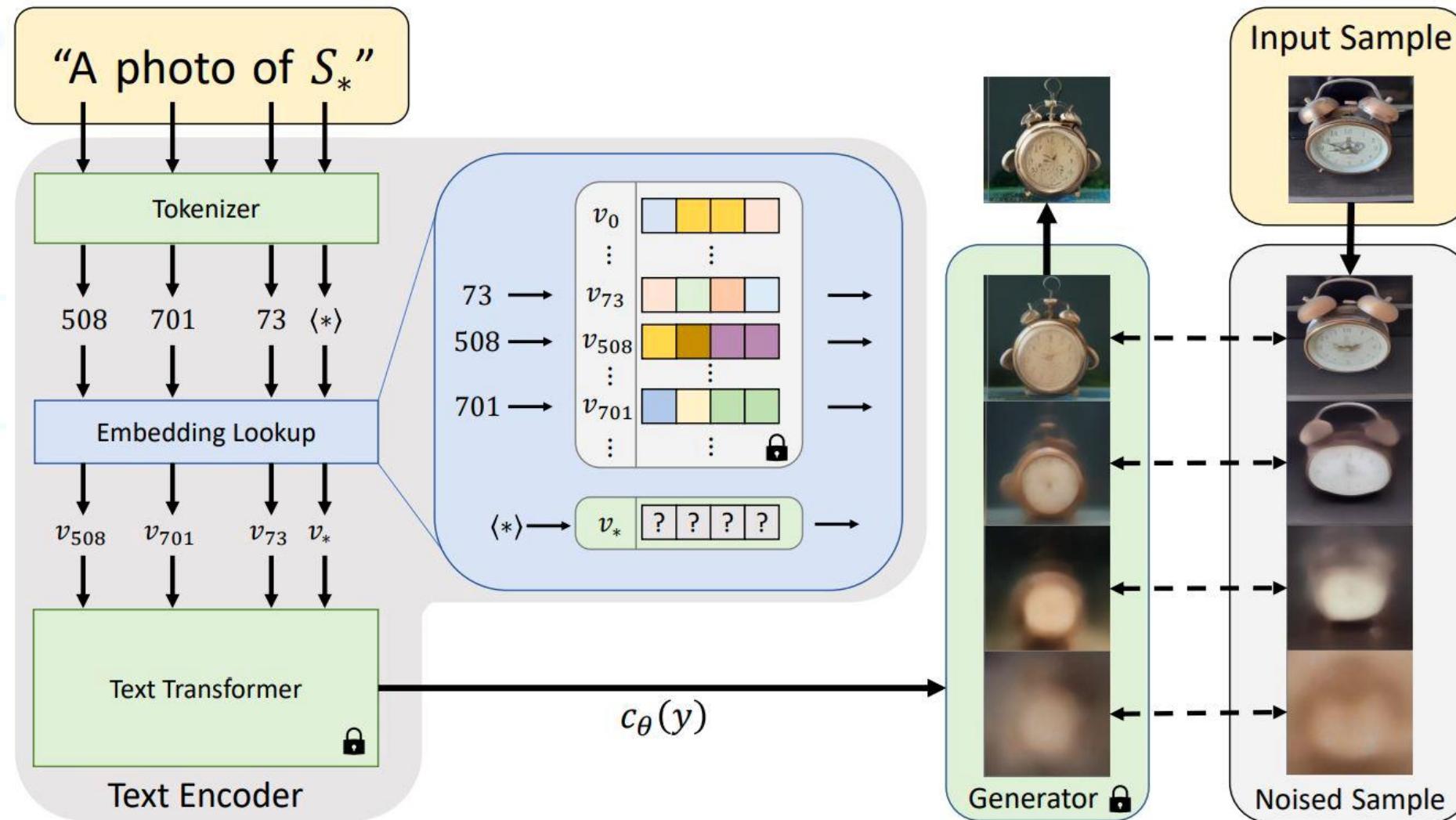
Textual Inversion

Dados fora do treinamento

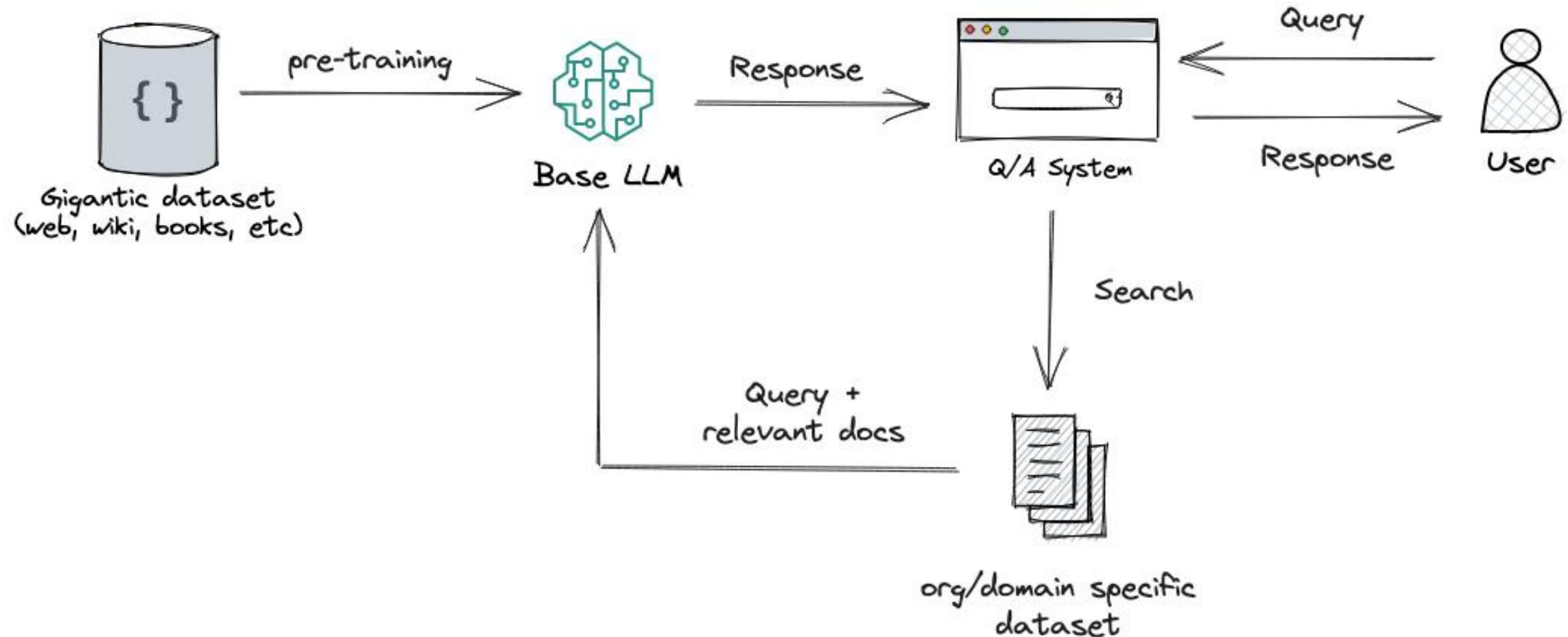
- Um gato em uma praça ✓
- Um cachorro na grama ✓
- Um coelho no mato ✗



Textual Inversion



Pipeline GenAI



ML Life Cycle



AI Generativa



DeepLearning.AI

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SHORT COURSE

ChatGPT Prompt Engineering for Developers

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MIT

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Introduction to Deep Learning

MIT's introductory program on deep learning methods with applications in [language](#), and more!

2023 Edition is HERE!

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<https://www.deeplearning.ai/short-courses/chatgpt-prompt-engineering-for-developers/>

<http://introtodeeplearning.com/>

Textual Inversion

Google

multiplo



Images Videos Formula Melanoma De 2 De 3 O que é um numero News De 4 All filters Tools

About 20,400,000 results (0.32 seconds)



Multiple (Múltiplos)

Mathematics

Overview

Examples

Worksheets

Videos

Practice problems

Calculators

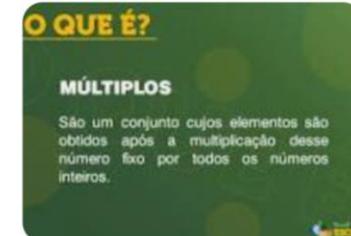
Múltiplos de um número inteiro são o resultado da multiplicação desse número por todos os outros números inteiros. Os múltiplos de um número inteiro são um conjunto cujos elementos são obtidos após a multiplicação desse número fixo por todos os números inteiros.



Brasil Escola

<https://brasilescola.uol.com.br> > ... > O que é Matemática? ::

O que são múltiplos? - Brasil Escola - UOL



About

In mathematics, a multiple is the product of any quantity and an integer. In other words, for the quantities a and b , it

Código

Amazon SageMaker Studio Lab

File Edit View Run Kernel Git Tabs Settings Help

Copy_of_Loop_de_predição

```

`text_config_dict` is provided which will be used to initialize `CLIPTextConfig`. The
n.

[5]: torch_device
[5]: 'cuda'

[6]: vae = all_components.vae.to(torch_device)
unet = all_components.unet.to(torch_device)
text_encoder = all_components.text_encoder.to(torch_device)
scheduler = all_components.scheduler
tokenizer = all_components.tokenizer

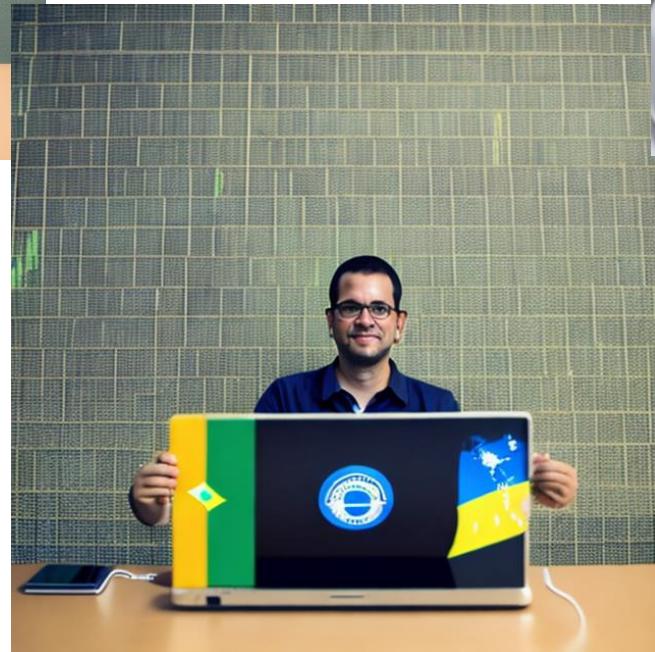
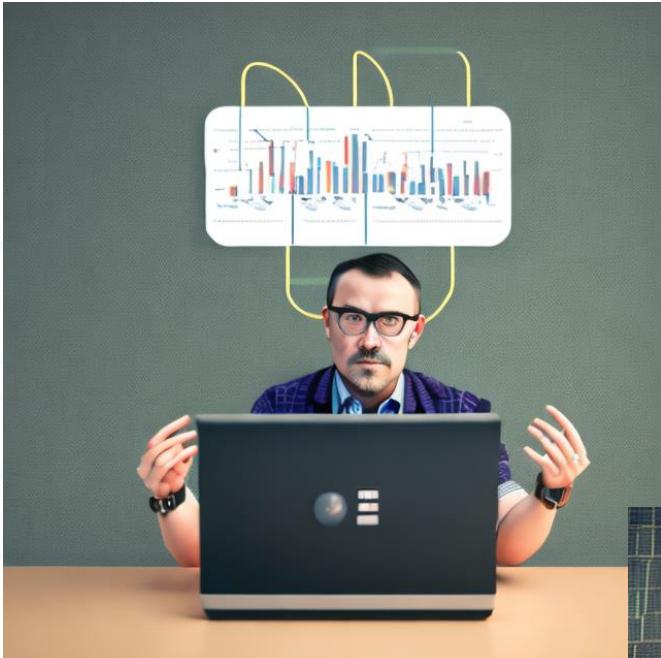
[ ]: # Some settings
prompt = ["a photo of a CTO of a technology company"]
height = 640                                # Altura da imagem a ser gerada
width = 640                                   # Largura da imagem a ser gerada
num_inference_steps = 30                      # Número de iterações para remoção de ruído
guidance_scale = 7.5                          # Liberdade/Força do condicionamento
generator = torch.manual_seed(44)             # Seed para gerar o vetor ruidoso inicial
batch_size = 1

# Preparacao do texto: Enviamos um texto de condicionamento e tambem deixamos uma parte
text_input = tokenizer(prompt, padding="max_length", max_length=tokenizer.model_max_length,
with torch.no_grad():

```

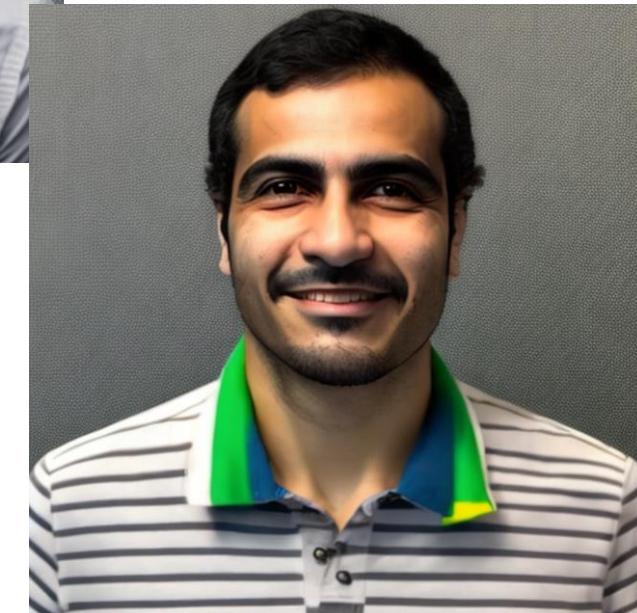
Demo

a photo of a CTO of a technology company



a photo of a CTO of a technology company in Brazil

a photo of a CTO of a technology company in Brazil who is male, white and blonde



a photo of Evandro Pires, who is the CTO of a technology company in Brazil

Demo



Código

Amazon SageMaker Studio

File Edit View Run Kernel Git Tabs Settings Help

Finetune_via_textual_inversor X

Home

Data

AutoML

Experiments

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SageMaker JumpStart

Learning resources

Treinamento

Parâmetros de treino

```
[6]: MAX_PROMPT_LENGTH = 77
EPOCHS = 50
placeholder_token = "evandropires"
subject = "person"
```

Inicializando modelo base e testando resultado sem treino

Como o novo token será inicializado com o embedding do subject, testamos a geração de im:

```
[7]: stable_diffusion = keras_cv.models.StableDiffusion()
stable_diffusion.tokenizer.add_tokens(placeholder_token)

generated = stable_diffusion.text_to_image(
    f'an oil painting of {subject}', seed=1337, batch_size=1
)
plot_images(generated)
```

By using this model checkpoint, you acknowledge that its usage is subject to the terms of the license at <https://github.com/CompVis/stable-diffusion/main/LICENSE>

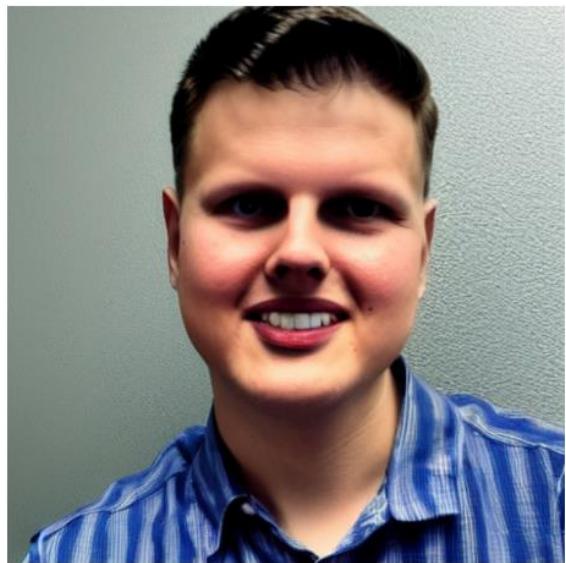
Downloading data from https://github.com/openai/CLIP/blob/main/clip/bpe_simple_vocab_32e.txt

Código

```
[8]: train_ds = assemble_dataset(  
    file_paths=["evandro1.jpg",  
               "evandro2.jpg",  
               "evandro3.jpg",  
               "evandro4.jpg",  
               "evandro5.png",  
               "evandro6.png",  
               "evandro7.png",  
               "evandro8.png",  
               "evandro9.png"],  
    placeholder_token=placeholder_token,  
    prompts=[  
        "a photo of a {}",  
        "a rendering of a {}",  
        "a cropped photo of the {}",  
        "the photo of a {}",  
        "a photo of a clean {}",  
        "a photo of my {}",  
        "a photo of the cool {}",  
        "a close-up photo of a {}",  
        "a bright photo of the {}",  
        "a cropped photo of a {}",  
        "a photo of the {}",  
        "a good photo of the {}",  
        "a photo of one {}",  
        "a close-up photo of the {}",  
        "a rendition of the {}",  
        "a photo of the clean {}",  
        "a rendition of a {}",  
        "a photo of a nice {}",  
        "a good photo of a {}",  
        "a photo of the nice {}",  
        "a photo of the small {}",  
    ])
```

```
[18]: generated = trainer.stable_diffusion.text_to_image(  
    f" a photo of {placeholder_token} who is the CTO of a technology company in Brazil",  
    batch_size=3,  
    num_steps=50  
)  
plot_images(generated)
```

Demo



Demo





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@vfcarida



vfcarida@gmail.com



<https://linktr.ee/vfcarida>