Workshop

From Algorithms to Attire – AI, the new fashion image, exploring possibilities for fashion librarians

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Fig. 1 *Haute couture dress inspired by sea foam. Generated by Leonardo.AI* (2024)

UCA University for the Creative Arts

Hello, I'm Alex, great to meet you!

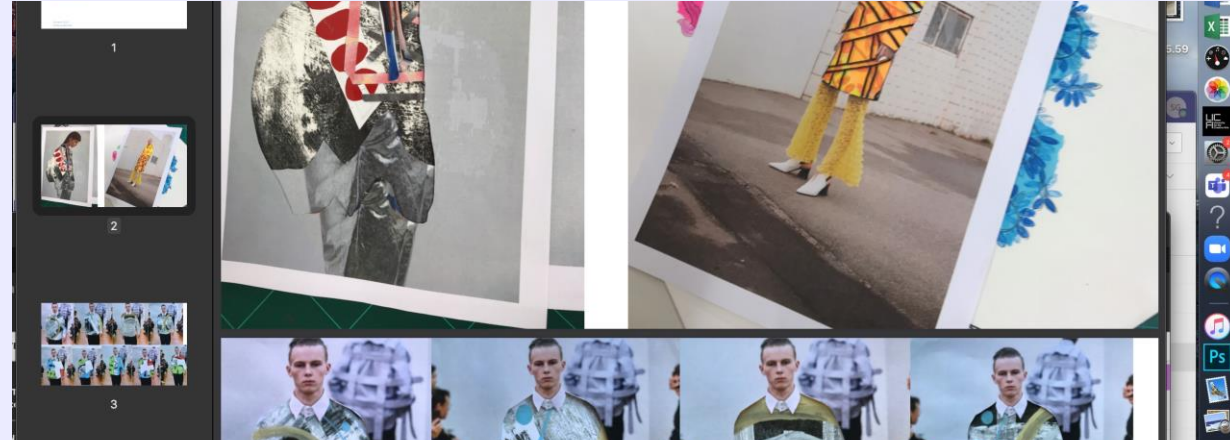Liaison Librarian at University for the Creative Arts, Epsom.

Supporting School of Fashion & Textiles and Business School for the Creative Industries, with embedded visual & information literacy workshops.

Art Libraries UK & Ireland Professional Development Committee Member.

Fig. 2 Fashion Zines

Workshop Contents

01

The new fashion image

What is Generative Image AI and what tools are available for fashion imagery?

02

Activity

Using Generative Image AI tools to create fashion imagery

03

Discussion

What are the possibilities and implications for fashion librarians?

Workshop Etiquette

This is a compassionate and open space where your contributions are valued and respected - please feel free to ask any questions at any time ☺

Fig. 3 *That is a great question!* (2019)

Fig. 4 *Creativity wordcloud* (2024)

Wordcloud Icebreaker

What does 'creativity' mean to you?

Scan QR or <u>www.Menti.com</u> and enter code 3660 6295

What is AI, and what Generative AI tools are out there?

Two types of AI

ANI - 'Weak' or 'narrow' AI – powers most of the AI around us at the moment,
e.g. chatbots like Apple's Siri, Amazon's Alexa, Google's Home, Generative AI such as ChatGPT.

'Strong' AI –

- AGI – Artificial General Intelligence is currently theoretical but would have the intelligence of a human and be able to plan for the future.

- ASI – Artificial Super Intelligence is also theoretical. This would be more intelligent than a human, like Hal, the supercomputer in *2001: a Space Odyssey,* or Jarvis in the Avengers.

Fig. 5 *Jarvis A.I and Tony Stark* (s.d.)

How does Generative Image AI work?

Generative Image AI makes use of a machine learning technique called artificial neural networks.

They receive input in the form of words, which is then processed to generate an image. The entire process takes mere seconds, so you can see the results of your text prompt immediately (Hypotenuse, 2024).

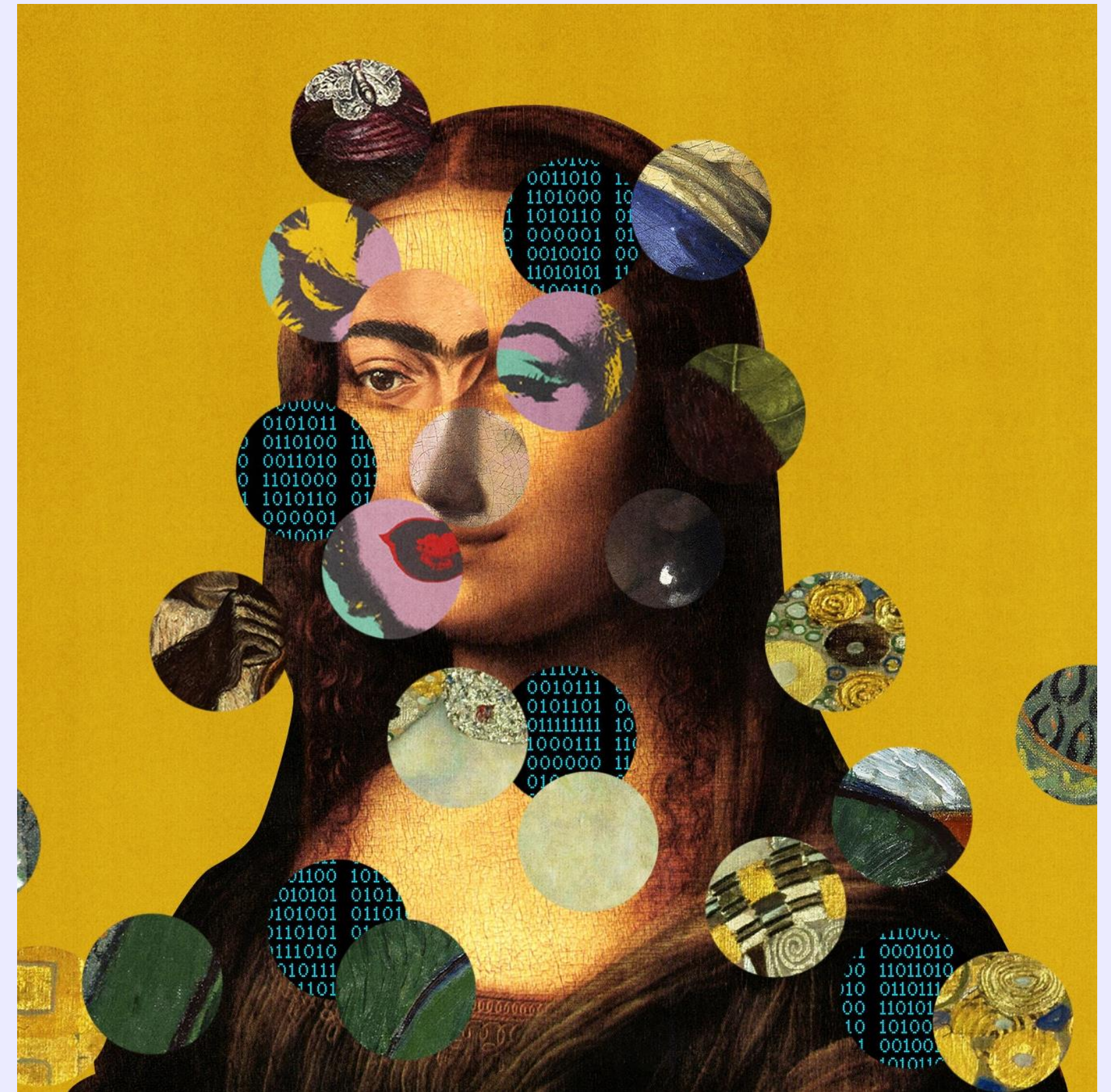🚨 Neural networks are trained from images existing online...

Fig. 6 Untitled (2022)

From Algorithm to Attire

Most of the content we consume online is filtered through algorithms, determining how information and images are ranked, selected, and recommended to us, influencing our perceptions, choices, and beliefs.

"People's daily interactions with algorithms affect how they learn from others, with negative consequences, including social misconceptions, conflict, and the spread of misinformation" (Brady cited in USP, 2024).

Fig. 7 *TikTok Influencers* (2022)

The New Fashion Image

Concept design
- 3D design
- Illustration

Advertising and social media campaigns

Runway imagery

Creative prompts

Blended photoshoots

(McDowell, 2023a).

Fig. 8 *AI Fashion Week* (2023)

What generative image AI tools are there?

- MidJourney

- Stable Diffusion

- DALL-E 2

Prompt: 3D ceramic collection inspired by Georgia O'Keeffe's flower paintings

Prompt: Fashion concept collection inspired by Van Gogh's 'Starry Night' painting

Prompt: HD video game stills of a Cyberpunk Librarian

Fig. 9 Examples of *AI Generated Images* (2023)

*These early tools are now locked behind paid membership fees

Free tools – run off credits that refresh daily/monthly
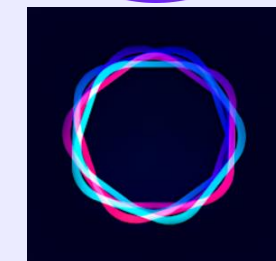
Adobe Firefly

Playground.ai

Night Café

Leonardo.ai

Canva

Imagine Art

Prompt: Haute couture dress inspired by crystalline structures

Fig. 10 Playground.AI generated image (2024)

Fig. 11 *Canva generated image* (2024)

Fig. 12 *Leonardo.ai generated image* (2024)

Activity – playing with free AI tools - 15 minutes

1) Log into one of the free AI tools from the handout

2) Play and explore by creating fashion image looks.

We will feedback and discuss our findings...

Can generative image AI be considered authentic creativity?

From the cave, to camera, to AI...?

If a photograph was truly an automated form of draftsmanship, could photographers be thought of as artists? The production of a photograph certainly couldn't happen without human operators, but could they be considered a creator more than someone using a machine in a factory?"
(Rosson, 2023)

The history of the camera shows us that art, design, creativity and 'ways of research' always come into question with new technologies...

Fig. 10 Playground.AI generated image (2024)

Fig. 13 AI Generated Lascaux Cave Painting (s.d.)

What does AI mean for fashion and creativity?

Some AI-image generators can emulate the look of traditional photography, forcing us to confront the very human ways in which images have always been made.

"We believe it will increase the value of handmade [...] nothing will ever replace human art [although] I believe that new technologies are an inevitable part of our evolution" (Shvets cited in McDowell, 2023b).

"Viewing AI art as part of a broader pictorial history can temper fears that it is a prelude to a dystopian future [...] "AI art simply automates the most time-consuming parts of drawing and painting, freeing up human cognition for higher-order creativity." (Rosson, 2023).

A new type of artist/designer

Describing his works that use A.I. to make generative art out of huge datasets like "Unsupervised," Anadol speaks of them as akin to "dreams" or "hallucinations" – AI being the medium to which he 'paints'.

This is where **research, process**, and **expertise** comes in. "Translating the design into a production process will be needed," says McKinsey senior partner Holger Harris. "Right now, human intelligence will still be needed in this step. Parts might be generative AI-supported, but [art and design] will stay human-centric" (Schulz, 2023).

What possibilities does AI have for fashion librarians and creative practice?

What potential does AI have for fashion librarians and creative practice?

Role	Description	Example of Implementation
Possibility engine	AI generates alternative ways of visualising an idea	Used as a 'creative spark' to help quickly visualise ideas or outcomes at the start of a creative project
Collaboration coach	AI helps groups to research and generate ideas together	Work together to create images based on the input/prompts of a group, such as storyboarding
Co-designer	AI assists through the design process	Used as a way to tweak, amend, or edit original creations
Exploratorium	AI proves the tools to play with and interpret ideas	Prompts used to create images that explore, challenge or interpret existing social, historical, cultural ideas

What are the implications?

Plagiarism - academic misconduct.

Focus on outcome - no evidence of research process. AI = instant outcome.

Visual literacy - lack of criticality or interrogation in technique. For example, some tools perpetuate Western knowledge/visual culture biases or stereotype such as representation of race, gender, sexuality.

Digital literacy and inequity – evaluating images, language barriers required for text prompts, not all tools are free and some require fees/membership.

Copyright and ethics – huge commercial corporations are exploiting copyright and intellectual property of original creative works.

Visual dis/misinformation

Fig. 15 *Harry Potter by Balenciaga* (2023)

"There is no good or evil. Only Balenciaga."

A.I. generated video of the Harry Potter and Balenciaga fashion campaign. Mis or dis-information relies on just the right amount of the outrageous and the benign to trick people into credulously sharing it.

Ideas for exploration – Discovery Learning

Foster discovery learning workshops with generative image AI that are student-centred and concerned more with open inquiry and building a comfort with 'not-knowing' – giving students the tools or confidence to question and scrutinise wider systems of information and knowledge without fear.

Louca (cited in Bain, 2023) states - "I've been encouraging students to not be so suspicious of [generative image AI] by having more philosophical talks, where we talk about the nature of these technologies, why they were developed, how they can in a sense further our humanity, not snatch anything away from it."

Ideas for exploration – Visual plagiarism

The concept of copying and plagiarism has a long tradition in fashion.

"Copying is socially, creatively, and commercially ingrained into the very nature of fashion. Consumers copy early adopters in an ongoing process of style emulation. Designers are inspired by the world around them including other designers. (Mackinney Valentin cited in Thompson, 2021:311).

Fig. 16 *Fashion Magazines* (2023)

Ideas for exploration – Slow looking

It is an approach based on the idea that, if we really want to *get to know* an image, or if we really want to *understand information,* we need to spend time with it.

'Slow looking' is simply the art of learning through observing information more carefully – you just need to take a longer look at the visual world.

It's all too easy to brush off an image or information with '*I just don't get it*' but if you ask yourself to stay a little longer, look a little harder whilst thinking about all the questions you have about it; you might ultimately get more out of the experience and discover something new.

It's about you and the image, allowing yourself time to make your own discoveries and form a more personal connection. (Tate, s.d.)

Interpreting and analysing images – a 5 step approach

Looking	Reading	Examining	Describing	Understanding
Shapes	Text clues	People	Historical	Meaning?
Colours		Things	Social	So what?
Textures		Places	Cultural	What's next?
Medium		Actions	Political	Direction?
			Environmental	What's amiss?
				What could be changed?

5 step slow looking adapted from Brown, N. E., Bussert, K., Hattwig, D. and Medaille, A. (2016) *Visual literacy for libraries: a practical, standards-based guide*. London: Facet Publishing.

Critical digital pedagogies and information literacy...

Too much focus on technology starts with tools (Stommel, 2014) what is clear is that we need to start humans – our students.

We are educators as well as librarians - our responsibility is to not demonise technologies but to openly explore and adopt innovative tools to create inclusive, accessible, and engaging learning experiences for all students. (Rose, 2023)

"Critical thinking requires us to use our imagination, seeing things from perspectives other than our own".
(hooks, 2005)

Tewell (2016) and Stommel (2014) describe a practice that asks us as to work with our students to co-investigate political, social, and economic dimensions of information and knowledge, including its creation, access, and use in online environments.

Thank you – any questions?

Let's collaborate! Stay connected...

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