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Women in AI. Creativity and art in the usage of AI

Yana Sokil, PhD, associate professor of Marketing department

Dmytro Motornyi Tavria State Agrotechnological University

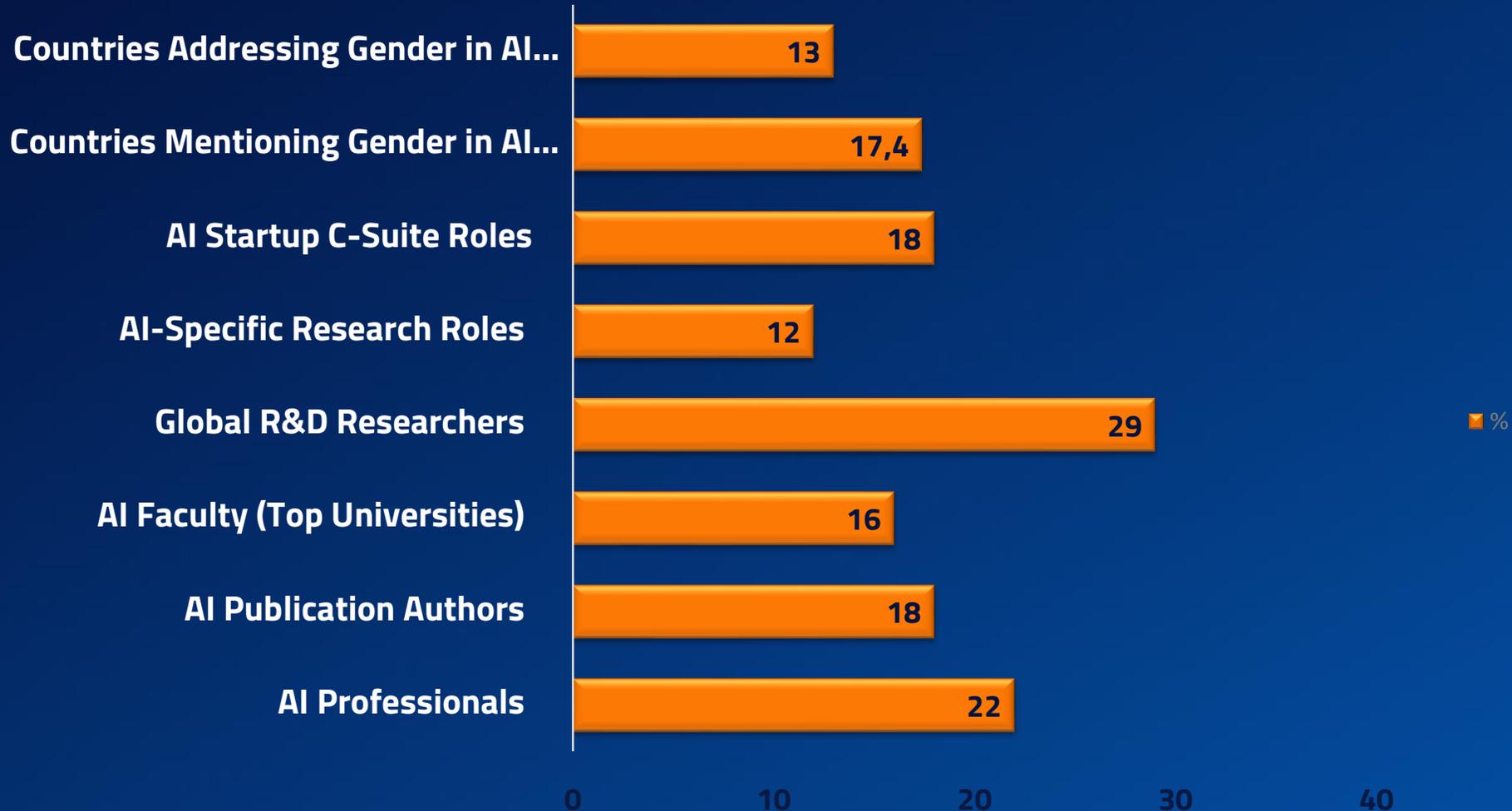HEI-TRAIN. HEI Transformation for Entrepreneurship and AI-Driven Innovation

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Global and Local Initiatives Supporting Women in AI

➢ Women in AI (WAI): 10,000+ members, 140+ countries. Programs: Awards, Accelerate, Education

➢ AI Skills 4 Women: Microsoft & Founderz, free AI basics + 150 scholarships

➢ AI4ALL: US-based, partners incl. MIT, Stanford, Carnegie Mellon

➢ Horizon Europe/EIC: Gender quotas and equality plans in funding

➢ EIT Higher Education Initiative

➢ Women Techmakers (Google): Events, resources, AI/ML tracks

➢ SheCodes AI: Intro to AI courses, scholarships, mentorship

➢ Local Initiatives in Ukraine: STEM is FEM, FemInno, LPNU Tech StartUp School

➢ Afterwork AI Initiative: Exploring AI in art, creativity, and culture

WOMEN in tech

We're here to lead.
Join the free course
AI Skills 4 Women
Founderz in collaboration with Microsoft

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"Afterwork"   *A Powerful Narrative Through AI Technology*

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Top 10 Women Shaping the Future of AI

1. Mira Murati – CTO, OpenAI (ChatGPT, DALL·E)

2. Daniela Amodei – Co-Founder, Anthropic (Claude AI)

3. Daniela Braga – CEO, Defined.ai (Inclusive AI data)

4. Dena Al Mansoori – CHRO, e& (Digital equity leader)

5. Jaime Teevan – Chief Scientist, Microsoft (AI for productivity)
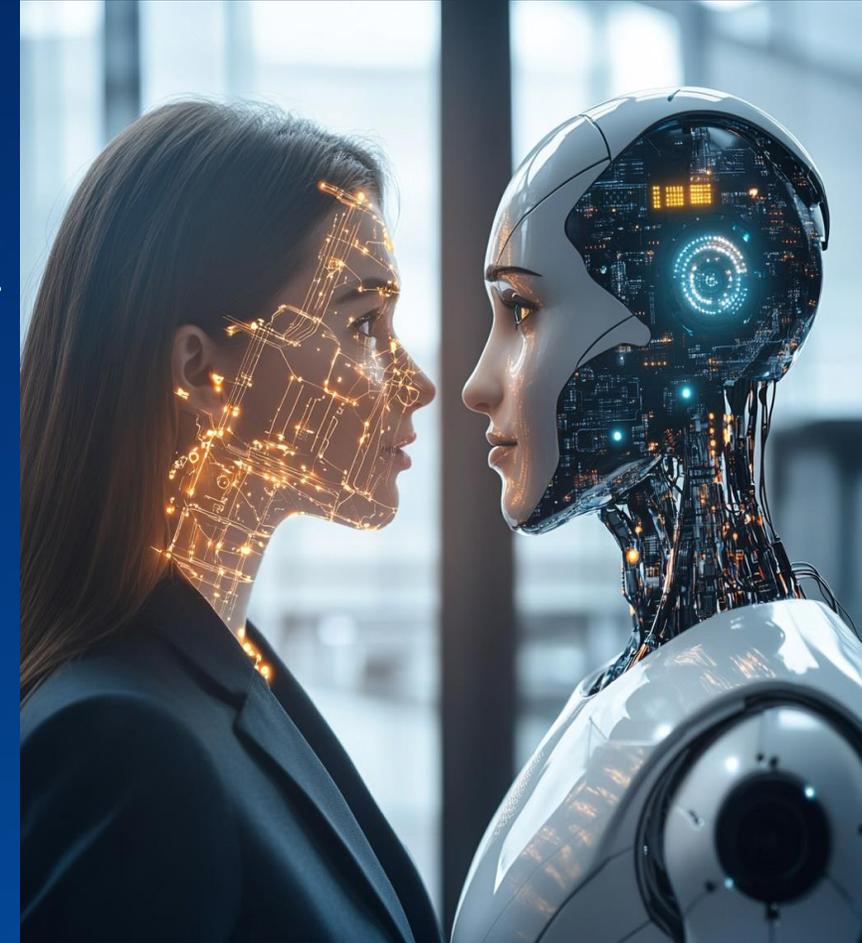
6. Joelle Pineau – Director, Meta AI (LLaMA, FAIR)

7. Fei-Fei Li – Professor, Stanford (AI4ALL co-founder)

8. Anima Anandkumar – NVIDIA/Caltech (AI for science)

9. Abeba Birhane – Mozilla (AI ethics & bias research)

10. Rama Akkiraju – VP of AI/ML, NVIDIA (Emotional AI, AIOps)

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The Rise of AI in Art

- ✓ Technology penetrates all spheres, including art

- ✓ From code-generated works in 1968 to AI art sold for millions

- ✓ The central debate: Is AI-generated content true art?

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AI and Art: A New Frontier

1968

Vera Molnar's algorithmic art

2016

DeepDream exhibition

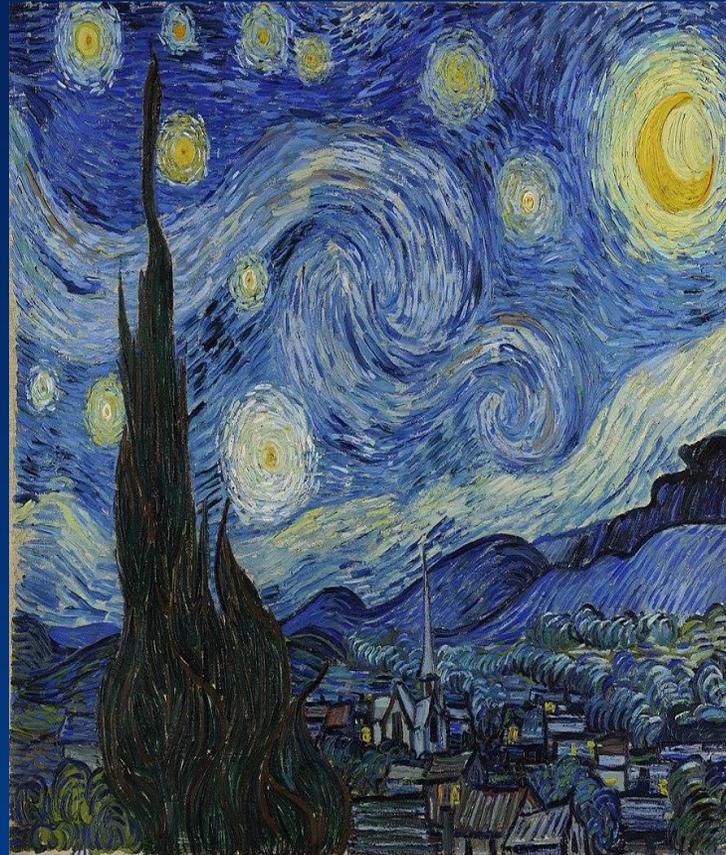**2018**

"Portrait of Edmond de Belamy" at Christie's

2021

Beeple's collage sold for $69.4M

2023

Refik Anadol's AI installation

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Arguments FOR AI in Art

➤ AI as a tool: Like a brush or camera, AI is a tool guided by humans

➤ Style transfer: AI can merge a photo with famous artistic styles (e.g., Van Gogh)

➤ Enhanced process: Tools like Adobe Sensei automate edits, free up time

➤ Personalized & predictive design: AI tailors content and forecasts trends

➤ Accessibility: Advanced creative tools for all skill levels

"The Starry Night"
by Van Gogh

"The Starry Night"
by AI

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Concerns About AI in Art

✓ Lack of authorship: No human intent or emotional depth

✓ Emotional & symbolic gap: AI misses cultural and personal meaning

✓ Copyright issues: Who owns AI-generated works?

✓ Artistic inflation: Mass AI content lowers perceived value

✓ Market threat: Uniqueness and originality are questioned

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14 BILLION IMAGES ARE SHARED DAILY ON SOCIAL MEDIA

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What's Next?

➤ Interactive Art with AR and VR

➤ AI as Curators in Museums and Galleries

➤ Personalized Art and Design

➤ Extending AI's Influence Beyond Traditional Art

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Hallucination is everything LLMs (large language models) do. They are dream machines. We guide their dreams using prompts. Prompts trigger the dream, and based on the model's hazy memories of its training documents, the result is often useful... Hallucination is not a bug — it's the best feature of LLMs."

Andrej Karpathy, Slovak-Canadian researcher, former Director of AI at Tesla (Autopilot Vision), co-founder of OpenAI

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How familiar are you with AI tools that generate images and videos?

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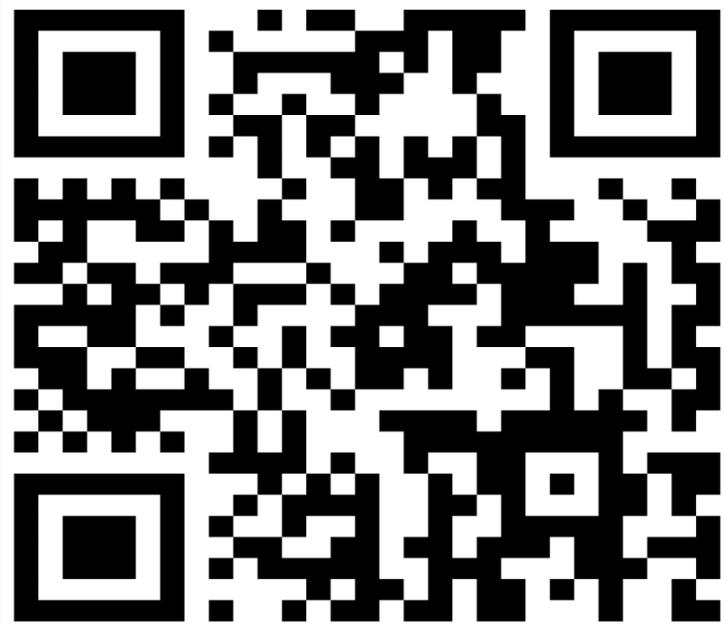eit Food

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AI tools Base

Recommendations for the Responsible Implementation and Use of Artificial Intelligence Technologies in Higher Education Institutions

Prompt - is simply the text or phrase you use to tell Midjourney what kind of image you want.

- **Subject:** Who or what? (person, animal, character, location, object)

- **Medium:** In what form? (photo, painting, illustration, sculpture, doodle, tapestry)

- **Environment:** Where? (indoors, outdoors, on the moon, underwater, in the city)

- **Lighting:** What kind? (soft, ambient, overcast, neon, studio lights)

- **Color:** In what shades? (vibrant, muted, bright, monochromatic, colorful, black and white, pastel)

- **Mood:** Feelings to evoke? (playful, calm, gloomy, energetic)

- **Composition:** How is it framed? (portrait, headshot, closeup, birds-eye view)

Top Tools for Creating Cinematic Content

Image Generation – Services:

➢ **DALL-E, GEMINI, COPILOT**

➢ **Midjourney – midjourney.com**

➢ **Leonardo – leonardo.ai**

➢ **Freepik – freepik.com**

➢ **Krea – krea.ai**

➢ **Replicate – replicate.com**

➢ **SORA - sora.chatgpt.com**

➢ **Adobe Firefly - firefly.adobe.com**

➢ **Stable diffusion - stability.ai**

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Top Tools for Creating Cinematic Content

Video Generation – Services:

➤ **Kling – klingai.com**

➤ **Veo2 – freepik.com**

➤ **Pixverse – pixverse.ai**

➤ **Luma Labs Dream Machine Ray 2 – lumalabs.ai**

➤ **MiniMax Hailuo AI – hailuoai.com/video**

➤ **Wan 2.1 Alibaba – fal.ai**

➤ **Runway ML – runwayml.com + Pika Labs – pika.art**

➤ **SORA - sora.chatgpt.com**

➤ **Stable video -stability.ai**

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Principles and Approaches to Creating Cinematic Video: What to Choose?

TEXT-TO-VIDEO (T2V) — Video from Text

T2V is an AI technology that generates video from a text description.

IMAGE-TO-VIDEO (I2V) — Animation from Images

I2V is a technology that creates video based on static images.

VIDEO-TO-VIDEO (3D-TO-VIDEO) — Cinema from 3D Animation

This is an AI technology that transforms 3D animations or animatics into high-quality cinematic video.

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Respeecher

SUNO AI

HeyGen

➢ Created voices for Darth Vader and Luke Skywalker in Star Wars

➢ Won an Emmy Award in 2021

➢ Recreated the voice of Édith Piaf for an animated biopic

➢ Launched "Share UA voices" campaign, supported by Bear Grylls in 2023

➢ Enhanced Adrien Brody's Hungarian accent using AI voice modeling in the award-winning film The Brutalist (2025)

➢Text-to-music generation
➢AI vocals with custom lyrics

➢ Create AI videos from text or scripts
➢ hoose avatars that speak in 40+ languages
➢ Generate voiceovers and facial expressions

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Links

https://founderz.com/aiskills4women/

https://docs.midjourney.com/hc/en-us/articles/32023408776205-Prompt-Basics

https://midlibrary.io/art-styles

https://vimeo.com/showcase/11695340

https://grow.google/intl/ua/google-career-certificates/

https://suno.com/s/35FV7Uv3lqtHynK7   Пісня

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Prompt: Jaguar attacking towards the camera, half in the water, National Geographic photo, hyperrealistic, in the style of National Geographic