



Design+
Emerging Tech
|

M&M SLT
2024

AI Production Case Study



The brief

This creative product is meant to capture the essence of the theme of the show 'Excelerate' (merging speed and craft excellence) by harnessing the latest advancements in AI technology for images, graphics, sound, and animation.

Through this project, we seek to showcase the power of purposeful use of cutting-edge technology and inspire creatives to unlock these tools for their own projects.

Harnessing the power of AI

Building the story



The Concept

We set out with a dynamic idea: to design a hero that embodies the essence of the MRM brand, transcending traditional gender norms. This character leads with innovation, boasting advanced technology, athletic excellence, and a sharp, strategic mind. We imagine this hero in fast-paced scenarios that require swift understanding and action. The story offers a playful take on the 2024 competitive landscape, where agencies tirelessly work to attract and keep clients, underscoring the necessity to constantly evolve and leverage novel approaches.

The Development

Our narrative began with a clear and vivid prompt. With ChatGPT's assistance, we sketched out the initial storyline, which was then refined by a writer who brought depth to the subject with human insights and humor. By integrating direct dialogue and a clear sense of purpose, the story became not just engaging but also a reflection of contemporary struggles in a lighthearted manner.

The Rough Script Outline



You

write a story in 4 scenes about exo a sleek robot that is battling a giant sabertooth tiger beast and with ingenuity and tactics utilizing data, creativity, growth and ai to fight the sabertooth beast to eventually turn it into a cute kitty cat.

Scene 1: Encounter in the Wild

In the dense, futuristic jungle, Exo, a sleek, agile robot, encounters a formidable sabertooth tiger beast, its roar echoing through the foliage. The beast, towering and ferocious, poses a significant threat. Exo, equipped with advanced AI and data analytics capabilities, quickly assesses the situation, calculating the beast's speed, strength, and potential weaknesses.

Scene 2: The Battle of Wits and Agility

As the beast lunges, Exo springs into action. Utilizing its agility, Exo dodges each attack, analyzing the beast's patterns and behavior. Exo deploys various tactics, such as projecting holographic decoys and using the environment to its advantage. Each move showcases Exo's creativity and adaptability, turning the battle into a chess game of strategy and cunning.

Scene 3: Taming the Beast

Realizing brute force won't subdue the creature, Exo resorts to an ingenious plan. It taps into its growth algorithms and begins emitting calming frequencies and soothing visual patterns, designed to pacify and connect emotionally with the beast. Gradually, the sabertooth's aggression wanes, its eyes softening as Exo's empathetic AI reaches the creature's primal instincts.

Scene 4: Transformation and Harmony

In a stunning display of technological harmony, the fearsome sabertooth tiger transforms before Exo's eyes into a harmless, adorable kitty cat, purring and nuzzling against Exo's metallic frame. Exo, with a newfound companion, walks out of the jungle, illustrating that even in the most unlikely scenarios, AI and creativity can turn adversaries into allies, forging bonds across the natural and artificial realms.

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Building the story



The Prologue

The opening segment is essential to quickly orient the audience to the story's core, especially as they're thrust into the middle of unfolding events. The video is crafted with a clear goal: to directly confront the challenges of 2024, while taking on the metaphorical "Beast" that represents significant hurdles.

The dialog

Our aim was to imbue our character with a distinct personality and a clear sense of mission. Through the dialogue, the character not only advances the plot but also strengthens the video's message of teamwork. Each scene features moments where the character injects humor, keeping the audience entertained and engaged.

The Final Script

EXO VO SCRIPT

The year, 2024.

Ai, data, and fractured relationships disrupt the landscape of marketing. What once was, is no longer, and what just happened, has been replaced.

The beast that pushes against progress rears its head at every front.

But hope shines its beacon in the form of the "Collective"

Who have gathered here in preparation for their next battle.

DATA DUEL

EXO VO:
In a world filled with chaos, we always look to "The One".

Taking on challenges like no ONE else can...
...but what if that ONE, is actually every one of us?
And only through harnessing the power of the collective...

...can we become...ONE unstoppable purple team.

EXO VO:
Huh... who let this cat out of the box.

EXO VO:
You asked for it. Beast mode activated!

EXO VO:
A little advanced Ai, a little data analytics – works purrrrrr-fect to tame any fierce challenges.

TECHNO TIFF

EXO VO:
Round two. It's Robo vs Kitty the squeakquel.

EXO VO:
Technology solves all problems... advantage MRM!
That's how your build a better "Mouse" trap.

EXO VO:
Looks like a cat, walks like a cat, gets distracted like a cat.

CRM COMBAT

EXO VO:
I thought cats were supposed to be aloof...

Do you look different?

EXO VO:
Soft kitty, warm kitty, little ball of fur...
The winning formula - optimize every interaction with the right message, right experience at the right time.

CREATIVE CLASH

EXO VO:
Okay, enough of this...here kitty, kitty...

EXO VO:
Oh see, creativity can tame any challenge!

EXO VO:
Not bad, crisis averted, creature tamed, wisdom gained.

We are all ONE, utilizing all tools' available, working with our clients, and an unwavering commitment to each other...

To uphold the highest standards of speed and craftsmanship and unequivocally prove we are more than capable of enduring and conquering any challenge that crosses our PURPLE path.

Embracing our mission to "Excelerate!"

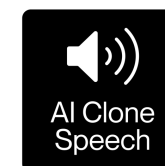
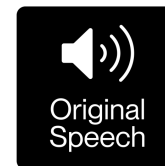
Harnessing the power of AI

The voice

ElevenLabs

Works like a charm

ElevenLabs turned out to be an exceptionally efficient and user-friendly tool. It offered a wide range of features and voice options, allowing us to find a suitable match for our project's needs. Ideally, with more time, we could have developed a custom voice modeled after a human's voice; however, due to budgetary and time constraints, we decided that the voice clone provided by ElevenLabs adequately fulfilled our requirements.



Voice Synthesis

Speech Synthesis

Unleash the power of our cutting-edge technology to generate realistic, captivating speech in a wide range of languages.

Task	<p>Text to Speech Convert text into lifelike speech using a voice of your choice.</p>	<p>Speech to Speech ✓ Create speech by combining the style and content of an audio file you upload with a voice of your choice.</p>
Settings	<p>Cool girl ▼</p> <p>Voice Settings ▼</p> <p>Eleven English v2 ▼</p>	<p>+ Add voice</p>
Audio	<p>Click to upload a file or drag and drop, the best results are achieved when the audio is clean and free of background noises Audio file, up to 50MB</p> <p>OR</p> <p>Record Audio</p>	
<p>Generate</p>		

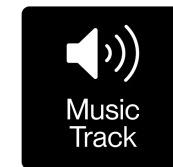
Harnessing the power of AI

Adding music



Big elegant sounds

The AIVA.AI app proved to create controllable outcomes and broader tools for sound editors. The tracks we elegantly composed and adding tools to control details of instruments and genres.



AIVA Music Creator

The screenshot displays the AIVA Music Creator web interface. The browser address bar shows 'creators.aiva.ai'. The interface has a dark blue theme. On the left is a sidebar with navigation options: Home, Editor, Style Designer, Radio, Billing, Updates, Community, Tutorials, and Download App. At the bottom of the sidebar, it shows 'MONTHLY DOWNLOAD QUOTA' with '2 monthly downloads left' and the user name 'jamesadame1...'. The main area is titled 'COMPOSITIONS' and features a table of generated tracks. The table has columns for Title, Source, Instrumentation, Key, Tempo, Meter, Created, Modified, and Duration. A '+ Create' button is in the top right of the table area.

TITLE	SOURCE	INSTRUMENTATION	KEY	TEMPO	METER	CREATED	MODIFIED	DURATION
New Composition #2	Techno I	GP Ensemble	F Major	125	4/4	Oct 16, 2023		1:50
New Composition #4	Techno I	GP Ensemble	D Major	130	4/4	Oct 16, 2023		3:55
New Composition #3	Techno III	GP Ensemble	Bb Major	130	4/4	Oct 16, 2023		1:21
New Composition #7	8-Bit I	GP Ensemble	C Major	105	4/4	Oct 16, 2023		0:47
New Composition #8	8-Bit IV (Sequenced)	GP Ensemble	A# Minor	105	4/4	Oct 16, 2023		0:47
New Composition #9	8-Bit III (Sustained)	GP Ensemble	B Minor	95	4/4	Oct 16, 2023		0:38
New Composition #6	8-Bit III (Sustained)	GP Ensemble	D Major	120	4/4	Oct 16, 2023		0:42
New Composition #5	8-Bit IV (Sequenced)	GP Ensemble	F Major	150	4/4	Oct 16, 2023		0:46
New Composition #10	Phonk	GP Ensemble	A Major	90	4/4	Oct 16, 2023		1:44
New Composition #11	Phonk	GP Ensemble	G# Minor	95	4/4	Oct 16, 2023		2:19
New Composition #13	Phonk	GP Ensemble	G# Minor	105	4/4	Oct 16, 2023		2:20
New Composition #12	Phonk	GP Ensemble	A Major	100	4/4	Oct 16, 2023		1:49
New Composition #14	Solo Strings II - Medium, Fast	GP Ensemble	F# Major	105	4/4	Oct 16, 2023		0:53
New Composition #15	Solo Strings I - Slow	GP Ensemble	Ab Major	90	4/4	Oct 16, 2023		0:16
New Composition #16	Solo Strings IV - Slow	GP Ensemble	Gb Major	65	4/4	Oct 16, 2023		2:18
New Composition #17	CyberFreak	GP Ensemble	F Minor	110	4/4	Oct 16, 2023		0:47
New Composition #18	CyberFreak	GP Ensemble	F# Major	120	4/4	Oct 16, 2023		5:13

Harnessing the power of AI

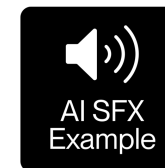
SFX design



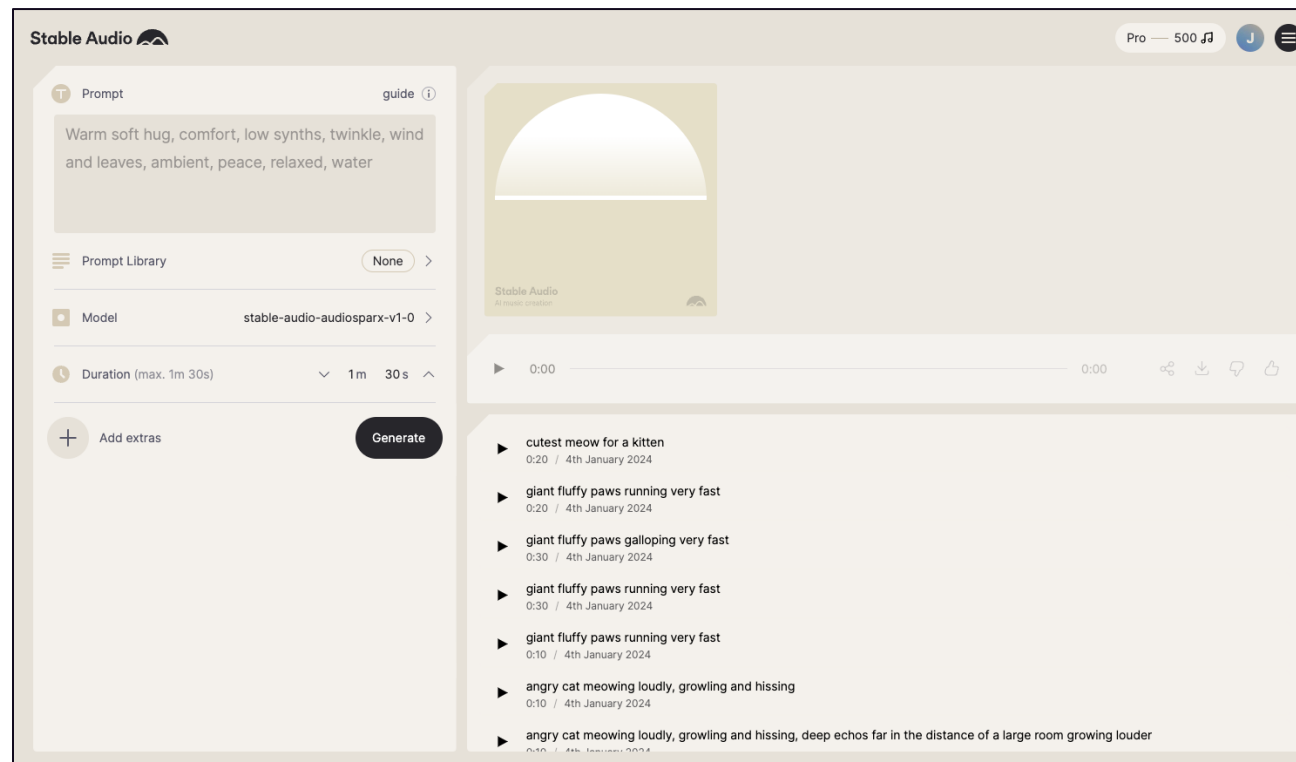
Stable solution

This tool is a robust option for creating sound effects. While it's not without imperfections—as is common with AI technologies in their nascent phases—it shows promise for improvement.

Stable Audio performed beyond expectations. It was able to generate effective sound effects with little trouble, and these outputs required only slight adjustments and occasional re-prompting to meet our needs.



Solid SFX



Harnessing the power of AI

Rendering characters

OpenAI

DALL·E 3

Character Development

It all started with a concept of creating a hero that symbolized MRM brand and a generic persona that could either be male or female. This character was also future forward as it had advanced weapons, athletic ability and spectacular mental agility. We could put this character into scene where it had to figure the world out and take quick action. The story overall is a parody of the struggle that is 2024 where the agencies struggle to gain and retain clients where reinventing yourself and utilizing new tools is essential for survival.

The Prompt

Sleek, athletic robot its design is predominantly purple with striking gold and white contrasts. The robot is dressed in a stylish purple pullover hoodie and black jeans ripped in the knees. Its helmet incorporates a full face black tinted visor, and its armored upper body, articulate hands, and slender legs, fitted with high-top sneakers underscore its agility and cutting-edge design.

Character Sheet Multiple Poses



DALL·E 3

The Hero

A well-defined prompt enabled us to make minor adjustments to the descriptions, transitioning from a realistic anime style to a more dynamic and vibrant one. These changes introduced an element of playfulness into our work.



Harnessing the power of AI

Rendering characters



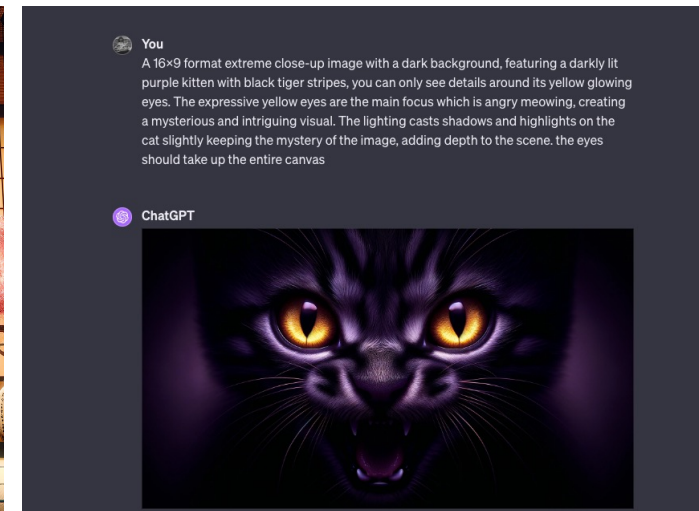
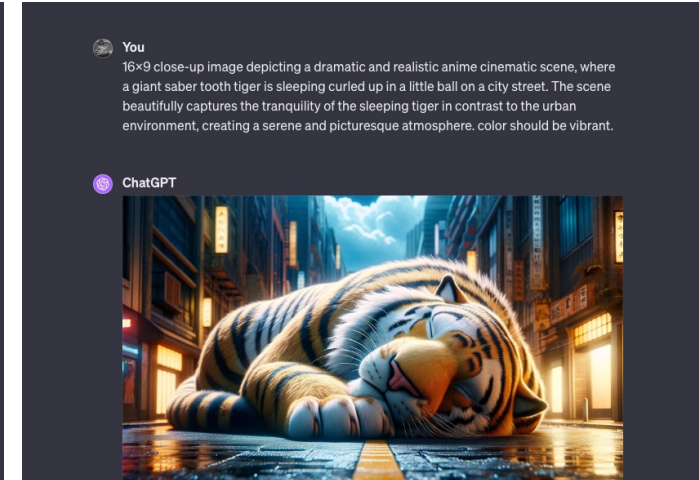
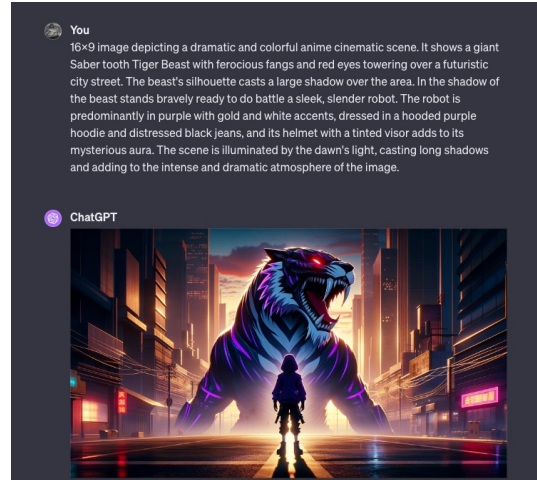
DALL·E 3

Character Development

Developing the character of the "Beast," who is an antagonist that transforms into a friendly purple kitten, presented significant difficulties. The most complex part was depicting this transformation without the advantage of a large CGI budget or extensive production time.

Instead, we worked with the technology available to us, adapting it to fulfill the demands of the script. Throughout the narrative, the "Beast" engages in four battles, each time returning less intimidating than before until it is finally domesticated and joins the family. For the animation process, we utilized tools such as Runway.ml, motion graphics (mograph), and Comfyui+Animate Diffusion to bring the character to life.

Character Development



Harnessing the power of AI

Adding Motion



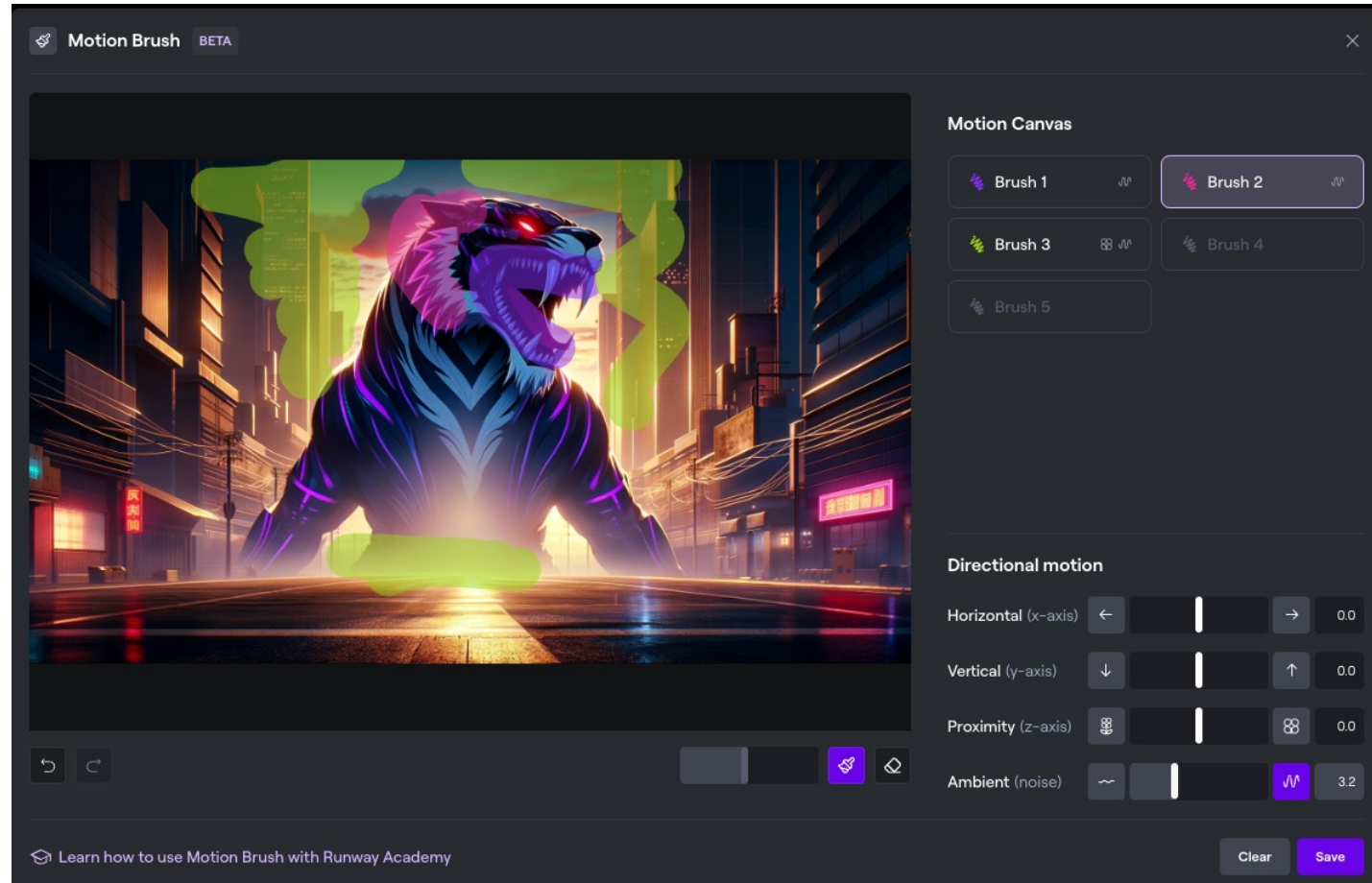
Building motion

Runway enabled us to animate each scene created by Dall E 3. Achieving usable 4-8 second video segments required considerable experimentation.

In comparison, although we utilized Pika Labs, Runway.ML was superior in our side-by-side tests, offering more stability and generating usable videos of a higher resolution.



Runway—Motion Brush Tool



Harnessing the power of AI

Adding Motion



Live action AI

We aimed to enhance the project by incorporating WD AI's live motion technology. This developing tech is poised to become a significant aspect of real-time puppetry for live-action characters. It is truly gratifying to witness our characters being animated and brought to life through this process.



Live Action + WonderStudio



Translated AI render to CGI (Blender)

A fully rigged model following WD model documentation was created for use within the app.

Harnessing the power of AI

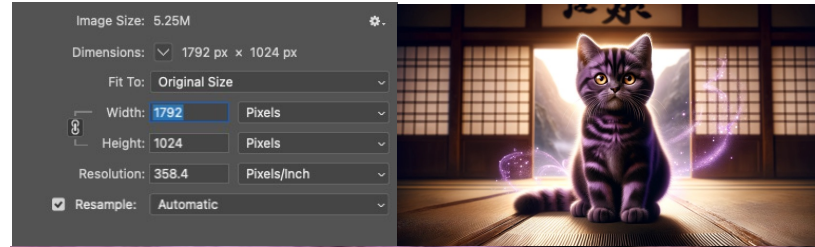
Higher resolution images & video



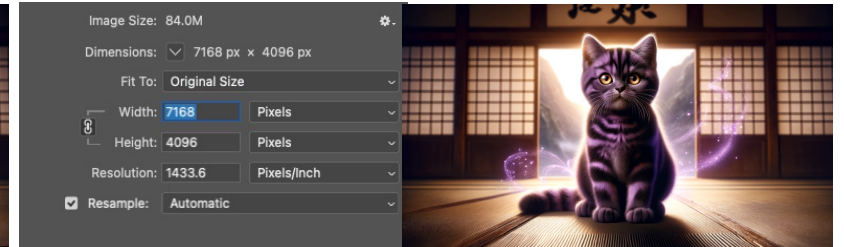
Invaluable tools

In the current age of Generative AI for both still images and videos, these tools have become essential, enabling the creation of high-resolution videos that can be refined and enhanced by AI for greater clarity. The image tool Gigapixel extends the capabilities of AI, scaling up images to sizes once thought unachievable until recently.

Image Resolution from Dall E 3



4x Image Enlargement Topaz Gigapixel



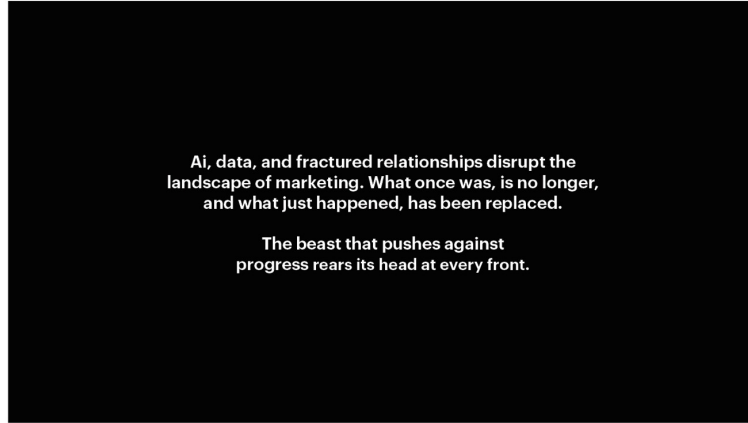
The high resolution supports precise and detailed editing in Photoshop. When used in conjunction with Photoshop's generative features, it significantly transforms the editing experience.

The storyboard

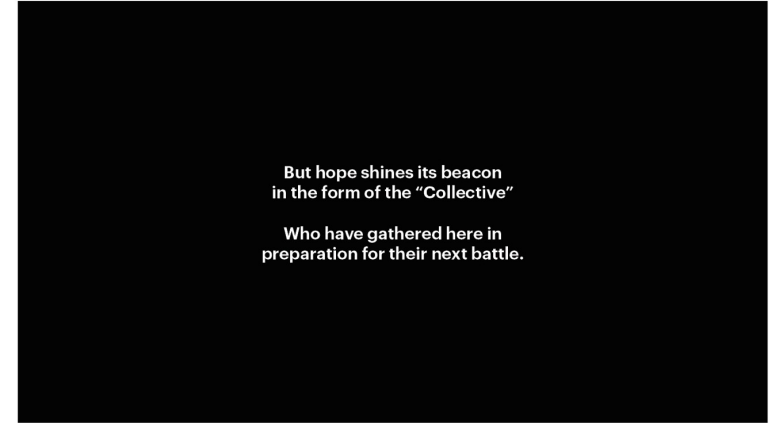
Establishing clear scene outlines and maintaining thorough organization were crucial for this project, which was composed of multiple elements and involved various team members including producers, sound designers, editors, and animators. A detailed plan was essential to guide the work that had to be completed. This plan served as a guiding star, continually updated and revised to reflect changes as the project evolved.




Scene: Cards fade up allowing time to read.



Scene: Cards fade up allowing time to read.




Scene: Cards fade up allowing time to read.

 Camera



Scene: Camera is circling around character

VO: **[energy like a movie trailer]**
In a world filled with chaos, we always look to "the one".

 Camera



Scene: We rotate quickly around the robot as its saying the VO.

VO: Taking on challenges like no ONE else can...
...but what if that ONE, is actually every one of us?
And only through harnessing the power of the collective...

 Camera +  Motion design needed for exciting transitions

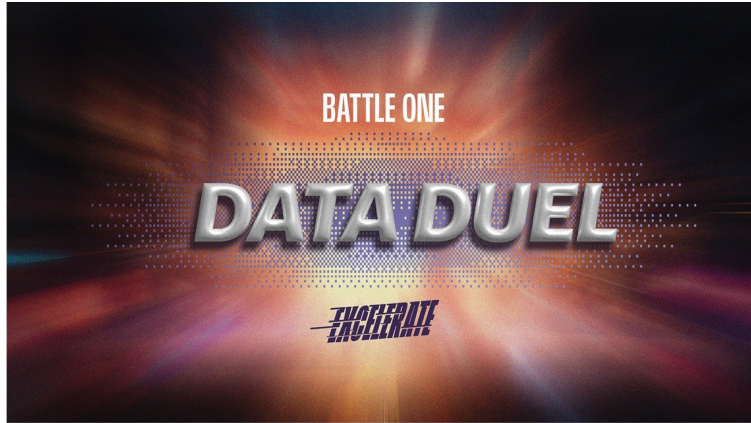


Scene: Character stands up.

VO: Can we become... ONE unstoppable purple team.

The storyboard

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Scene: Type animates toward viewer, builds excitement.

SFX: Replace VO for a stinger/unique sound



Scene: ENCOUNTER THE WILD SCENE [DATA]: The realistic office is transformed into an animated city street scene. From behind we see EXO standing resolute as a formidable Saber-tooth Tiger Beast, rises before her, its roar echoing through the city. The beast turns towards EXO posing a significant threat.

EXO VO: Huh... who let this cat out of the box?



SCENE: EXO gets prepared to battle the Tiger-Beast. As it lunges towards EXO, she takes the classic pose of Bruce Lee, even beckoning the beast to come get it.

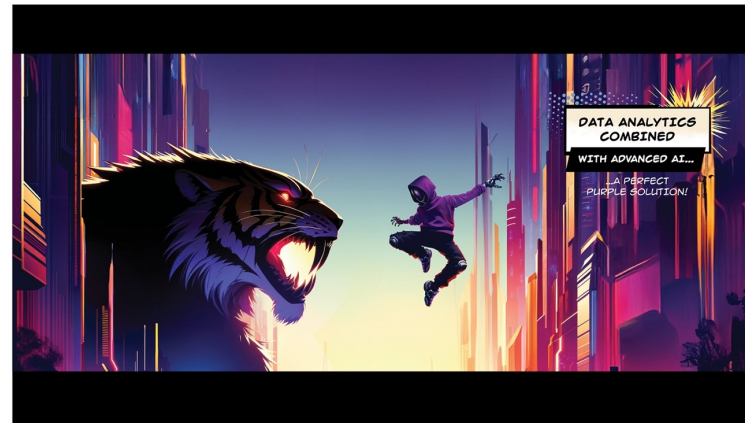
VFX: Clouds move, tiger move forward and roars.

AI Generated



SCENE: A medium profile shot has EXO moves like a video game character swaying and moving arms as, data rotate around her – the beast's speed, strength and potential weaknesses are analyzed.

AI Generated



EXO darts left then right and gets close enough to softly pet the beast's nose. A wide profile shot as EXO stands next to the Tiger-Beast who has rolled over and sleeping with contentment.

AI Generated



EXO darts left then right and gets close enough to softly pet the beast's nose. A wide profile shot as EXO stands next to the Tiger-Beast who has rolled over and sleeping with contentment.

The storyboard

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SFX: Deep purring, a little snoring... maybe a nose whistle.

VO: A little Advanced AI, a little data analytics – works purrrrr-fect to tame any fierce challenges.



SCENE: EXO first quietly tip toes away not to wake the beast... then runs like hell while looking over her shoulder as if expected to be chased.

VFX: Remove the Excelerate logo.



Scene: Type animates toward viewer, builds excitement.

SFX: Replace VO for a stinger/unique sound

AI Generated RunwayML



THE BATTLE OF WITS SCENE [CREATIVITY]: We are now in a dark alley way, it's a bit dingy with graffiti on the walls.

VO: Round two. It's 'Robo vs. Kitty the squeakquel.

AI Generated RunwayML + Motion design needed for mice to appear



SCENE: A wide shot captures EXO deploying a flurry of distractions — holographic scampering mice, designed to confound the BEAST. The BEAST pauses, its predatory focus split, as it tries to discern the source of these intriguing apparitions. From a wide vantage, we watch as EXO masterfully orchestrates the holographic ruse, guiding the phantom mice around the BEAST in a strategic dance.



Scene: Video slides in dynamically like a comic book, one after the other quickly.

VO: Technology solves all problems... advantage MRM!!!
That's how you build a better "Mouse" trap.

The storyboard

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SCENE: The final close-up shows the BEAST, now thoroughly bewildered.

VO: Looks like a cat, walks like a cat, gets distracted like a cat.



Scene: Type animates toward viewer, builds excitement.

SFX: Replace VO for a stinger/unique sound



SCENE: TAMING THE BEAST SCENE [INGENUITY]: We cut to a Close Up of her visor. Pull out to the entire scene is her DOJO.

AI Generated RunwayML



SCENE: Hologram transforms into reality

AI Generated RunwayML



SCENE: Once again EXO is face to face with the beast. But again it's changed somehow, is it slightly less menacing?

VO: I thought cats were supposed to be aloof... do you look different?

AI Generated RunwayML



SCENE: Close up of EXO as she begins to tap into the CHI of her surroundings – she does a few Tai Chi moves to center herself. Wide shot as she begins to emit calming frequencies that manifest in soothing visual patterns designed to pacify and connect emotionally with the BEAST.

The storyboard

Establishing clear scene outlines and maintaining thorough organization were crucial for this project, which was composed of multiple elements and involved various team members including producers, sound designers, editors, and animators. A detailed plan was essential to guide the work that had to be completed. This plan served as a guiding star, continually updated and revised to reflect changes as the project evolved.



SCENE: Exo begins to enchant the beast with music and energy.

VO-IN A HYPNOTIC TONE: Soft kitty, warm kitty, little ball of fur.




SCENE: Tiger transformed into a purple kitten.

VO: The winning formula: Optimize every interaction with the right message, right experience at the right time



Scene: Type animates toward viewer, builds excitement.


SFX: Replace VO for a stinger/unique sound

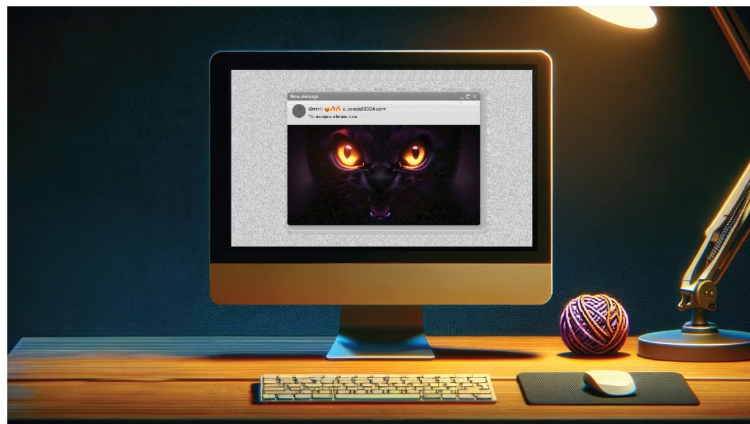
 AI Generated Runway.ML



SCENE: THE TRANSFORMATION SCENE **[TECHNOLOGY]**: Back in the real world, EXO is back at her computer in the middle of the night. She's prompted by a request on her screen..


SFX: Typing and is alerted of a message.

 AI Generated Runway.ML



SCENE: The cat appears again in a message on her screen.

SFX: An angry cat meowing it echoes through the empty building.

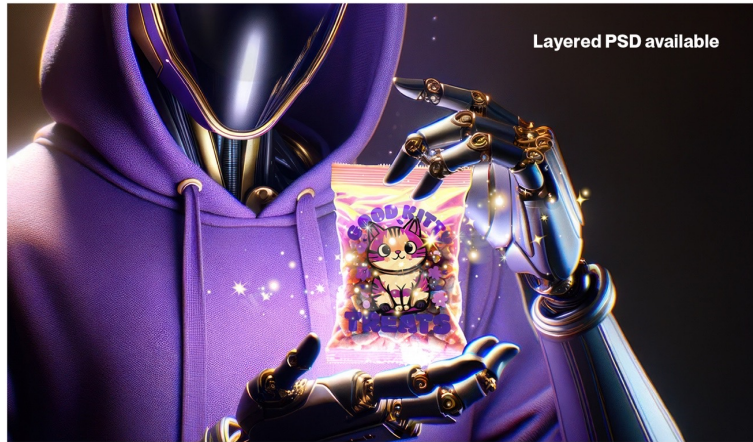
 AI Generated Runway.ML



SFX: horrific roar echoes and builds in the darkness across the vast darkness. Then the sound of furry giant paws running.

The storyboard

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SCENE: EXO moves quickly into action, she is no longer afraid and knows just what to do. Medium Shot of EXO as she materializes out of thin air some tasty cat treats. The bag of treats hovers as starlight all around materializes.

VO: Okay, enough of this. Here kitty, kitty, kitty.



SCENE: The cute little purple tabby shows up in front of EXO.

SFX: Cute purring and a meek little meow.

VO: Oh see, creativity can tame any challenge!

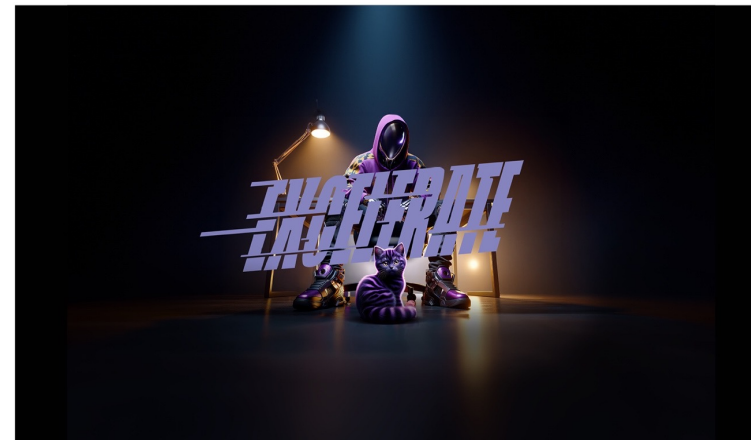


SCENE: We see the new relationship is made... as the camera begins to pull away, From slowly to more quick.

VO: Not bad, crisis averted, creature tamed, wisdom gained.



VO: We are all ONE, utilizing all tools' available, working with our clients, and an unwavering commitment to each other...



VO: To uphold the highest standards of speed and craftsmanship and unequivocally prove we are more than capable of enduring and conquering any challenge that crosses our PURPLE path. Embracing our mission to "Accelerate!"



Accelerate logo transitions to MRMSLT logo



Harnessing the power of AR

AR fun





AR invited to the party

Augmented reality remains an impactful and practical tool that enables viewers to interact with characters and create personalized content.

For WonderStudio, we developed a CGI model. Integrating this model into our existing workflow was not a significant obstacle. We optimized and streamlined the model to ensure compatibility with the Lens Studio application.

Runway motion brush tool



1. Download and open the Snapchat app on your phone.
2. Select  to turn your camera around.
3. Point your camera at a Snapcode.
4. When prompted select  Tap to Scan
5. Have fun and share your creation.



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|

Thank you for watching

If you'd like to collaborate
on Design, AI art and
AI Product Design

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