

CREATIVE INDUSTRIES AND ARTIFICIAL INTELLIGENCE

TOWARDS A WORLD OF CREATIVE MACHINES

THE (R)EVOLUTION OF ARTIFICIAL INTELLIGENCE

1997

For the first time a computer beats the best of humans in a discipline. Deep Blue defeats Garry Kasparov at chess

ARTIFICIAL NEURAL NETWORKS

Capable of learning and recognition actions in response to external stimuli, simulating the functioning of a human brain

2014

Machine learning: machines learn from interacting with our answers. Amazon's personal virtual assistant, Alexa, appears

2012

Artificial neural networks are capable of recognizing images. From over 10 million photos, Google's neural network learns to recognize a cat's image

2016

Collaboration logic between humans and algorithms. **Customization of prescription** through labeling and cataloging processes.

Spotify preference profiles and recommendations from Netflix or HBO

2018

Deep learning: Algorithms teach themselves complex tasks and they respond precisely and profoundly. AlphaZero only needs 4 hours to learn how to play Go

IS THE CREATIVE ACT REPLICABLE?

Artificial intelligence enables automation of large-scale production tasks, gets close to human behaviors and predicts alternative outcomes. Machines become... creative?

WHAT IS NEEDED?

CREATIVE COOPERATION: ARTISTS AND AI

The algorithms create answers and alternative options to the Creator

Google Art and Culture suggests alternatives to the person who is creating

With official qualifications & postgraduate studies

Self-taught people

HYBRID PROFESSIONALS
Between science and technology and humanities and creativity

WHAT IS VALUED?

People with technological and artistic interests and knowledge

OPPORTUNITIES IN ARTIFICIAL INTELLIGENCE

DEVELOPMENT
Programming
Statistics
Robotics and automation
Systems and Networks

USO
Neurology
Cognition
New contents
Specialization in the field of application

MIXED PROFILES
Consultant
Data visualization

SO NOW WHAT?

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