

CAP-COM: Capitalisation towards a greater project impact

# AI tools & Cap-Com

Arkam Oğrak / Interact / 14 May 2024

**Interact**



Co-funded by  
the European Union  
Interreg

# What does **‘Generative AI’** generate?

## Text

Articles, stories, poems, code, dialogue  
Translation, paraphrasing  
Chatbots

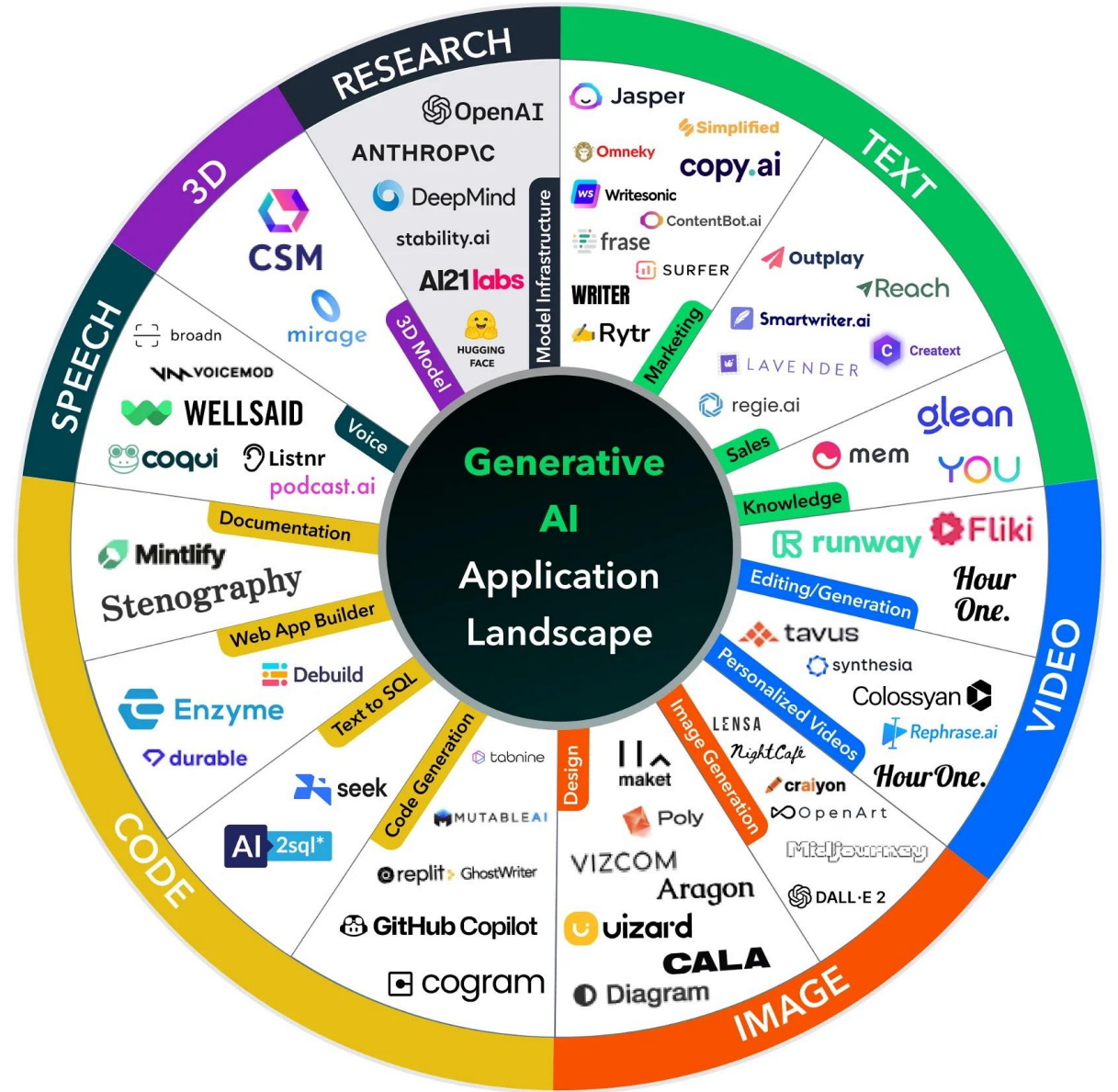
## Image

Realistic images, including faces, artwork, landscapes, objects  
Style transfer, inpainting/outpainting, blending, describing

## Media

Audio, music, voice synthesis, sound effects, speech  
Video, deepfake, summarization, synthesis, scene generation.  
Augmented reality (AR) and virtual reality (VR) content

# The Landscape



# Known issues

- Was this generated by AI, or is it genuine?
- Ethical concerns related to transparency, biases, racial and social inclusion, gender equality, etc.
- AI outputs are imperfect – and they are “too perfect”.
- Lack of understanding of models’ capabilities and limitations + skepticism
- Paid subscriptions
- Level of quality on free tools
- Lack of regulatory framework

# Writing tools

[ChatGPT 3.5](#): Research, writing, drafting



[Microsoft Copilot](#): Chat GPT 4 + Dall-E 3 + Bing



[Google Gemini](#): Multimodal (text, image, audio, code, etc.)



[Resoomer](#): Summarize and analyze argumentative texts



[Grammarly](#): Check grammar, tone and generate text



[QuillBot](#): Paraphrase, grammar and improve English



[Hemingway editor](#): Improve readability, colour coded guide



# Prompt ideas

“Summarize this text, make it shorter and with a touch of humor.”

“Create a target audience profile for this project: (copy/paste project summary)”

“Give me ideas how to promote this project with ... budget, in ...area”

“Help me write a professional response to this rude comment on my social media”

“Draft ten social media posts for this project: (copy/paste project summary)”

“Help me write a 2-minute video script for a promo video about my programme...”

“Help me draft a social media strategy for a project about...”

“Rewrite this project description in the style of J.R.R. Tolken”

# 'Grounding' ChatGPT

## Understand Interreg

Understand what Interreg is using the information under this link: <https://interreg.eu>

## Go programme specific

(That's correct.) Now please find the information about Interreg EURO MED Programme, and summarise what the programme does

## Get to know your job description

I'm working as communication officer for this programme. My main tasks are

- Promoting the programme to the identified target groups
- Managing the programmes communication channels, such as the website, social media accounts
- Organising visibility events, as well as other general events for the management of the programme, such as info days, partnership forums, applicant seminars
- Supporting project beneficiaries, who are the organisations receiving funding from our programme, in project communications. For example, advising them on communication measures for their projects.
- Carrying out creative work for all these tasks, such as graphic design, video editing, creative writing, etc

Reply "I understand" if this is clear. I will give you tasks based on this grounding.

# ‘Grounding’ ChatGPT

Once grounded, ChatGPT will give more accurate and more relevant replies to your prompts. For example:

## Ask for project summary

Great! Now I am going to paste a one-page information about a project that our programme funds. This is from the application form and these texts are usually bureaucratic and hard to understand. I would like you to summarise the information in plain language that non-specialist people can understand.

## Find titles to planned events

In our communication strategy, there are four major transnational events foreseen

1. A kick-off event to launch the Programme
2. Programme and project Governance summit
3. A community building event to boost the Euro-MED community
4. A Mediterranean forum: “MEDforPolicyChange”.

Can you please propose catchy titles for each of these four events?



# Let's test the ideas

Project story: Forgetting no one, even if they forget us!

Author: Dani Bárdos, Interreg IPA CBC Romania - Serbia

Dementia is one of the most common mental illnesses which is not curable yet. Cities of Vrsac and Resita face the challenges of providing optimal quality of life to their ageing citizens, especially those with dementia. As a consequence of population ageing, prevalence and incidence projections indicate that the number of people with dementia will continue to grow.

What if we start to take the necessary steps for implementing preventive measures to slow down the incidence of dementia and to improve the quality of life of existing patients? Through infrastructural investments and training sessions for doctors and staff, we raised the quality of treatment for patients with Dementia. We raised awareness to reduce stigma and to promote action.

Firstly, we started building a dementia department in Vrsac and procuring the medical equipment in Resita while launching the awareness campaign about the prevention of dementia. Secondly, we organized events where doctors and other medical staff exchanged knowledge, know-how and good practices regarding preventing dementia beyond borders. Finally, we researched the risk factors for dementia in the region. The knowledge shared and the infrastructure provided allows medical experts to focus on vulnerable groups and improve the situation. In 24 months:

- 2 spaces in Vrsac and Resita were rehabilitated and equipped,
- 108 doctors and other experts attended various exchange events,
- 13.000 locals were involved in the project's activities,
- 600 disadvantaged persons either participated in activities or were part of a research study,
- 155.000 citizens from both regions learned more about preventing dementia from the awareness campaign.

Now, the community is aware of dementia prevention, and people have direct access to higher-quality medical care.

# Rewrite: example from Gemini

Prompt: “Help me rewrite this story, to make it shorter and relatable. It should read like a short inspirational article, and without bullet points:”

Imagine a community grappling with rising dementia rates, its citizens facing a future clouded by forgetfulness and isolation. This was the reality for Vrsac and Resita, two cities in Romania struggling to provide quality care for their aging population. But instead of succumbing to despair, they chose action.

Their 24-month journey began with a simple yet powerful idea: empower the community to fight back. First, they built and equipped dedicated dementia departments in each city, offering patients a haven of specialized care. But they didn't stop there. Recognizing the importance of prevention, they launched a knowledge exchange program, bringing doctors from across borders to share best practices and identify risk factors.

The ripples of change spread far and wide. An awareness campaign reached 155,000 citizens, dispelling myths and equipping them with tools for prevention. Vulnerable groups, often overlooked, received targeted support, ensuring no one was left behind.

Today, Vrsac and Resita stand as testaments to the power of community action. Residents have direct access to quality care, empowered with knowledge to protect themselves and their loved ones. This story isn't just about fighting dementia; it's about hope, collaboration, and the unwavering spirit of a community united against a seemingly insurmountable challenge.

If Vrsac and Resita can do it, so can others. Their story serves as a beacon, reminding us that even in the face of daunting challenges, collective action can pave the way for a brighter, healthier future.

# Target audience: example from Chat GPT 3.5

Prompt: “Can you make a general audience profile for this project? I'm trying to decide who to target with this story on social media.”

**Name:** Maria

**Age:** 45

**Occupation:** Marketing Manager

**Location:** Bucharest, Romania

**Background:**

Maria is a [busy professional](#) living in Bucharest, Romania's capital city. She leads a fast-paced lifestyle, [juggling her career, family responsibilities, and personal interests](#). Although she is not directly impacted by dementia, Maria is keenly aware of the growing prevalence of the condition, especially as [her parents approach old age](#). She values staying informed about health-related issues that could affect her family's well-being and is always on the lookout for meaningful stories that inspire positive change.

**Challenges:**

[Limited time](#) to stay updated on current events and societal issues amidst her busy schedule. [Desire to find practical solutions](#) and resources for potential health concerns affecting her family, including dementia. Preference for content that is informative, engaging, and relevant to her personal experiences and interests. [Need for credible sources](#) of information to guide her decision-making process regarding health-related matters

**Goals:**

Access reliable information and resources about dementia prevention, care, and community support initiatives. [Find inspiration and encouragement](#) from real-life stories of individuals and communities taking proactive steps to address dementia. Share meaningful content with her network on social media platforms to raise awareness and spark conversations about important societal issues. Connect with like-minded individuals and organizations working towards improving dementia care and support services.

# Target audience: Help me visualise

Generated on the platform: [www.this-person-does-not-exist.com](http://www.this-person-does-not-exist.com)

**Name:** Maria

**Age:** 45

**Occupation:** Marketing Manager

**Location:** Bucharest, Romania

**Background:**

Maria is a **busy professional** living in Bucharest, Romania's capital city. She leads a fast-paced lifestyle, **juggling her career, family responsibilities, and personal interests**. Although she is not directly impacted by dementia, Maria is keenly aware of the growing prevalence of the condition, especially as **her parents approach old age**. She values staying informed about health-related issues that could affect her family's well-being and is always on the lookout for meaningful stories that inspire positive change.



# Social media: example from Copilot

Prompt: “Write three separate but engaging social media posts about this project:”

## 🌟 Post 1: “Empowering Our Community Against Dementia”

🗨️ Did you know that dementia affects millions worldwide? In Vrsac and Resita, we’ve taken bold steps to improve the lives of our aging citizens. Here’s how:

- 🏠 **Upgraded Spaces:** We transformed two facilities, creating safe havens for dementia patients.
- 👤 **Expert Exchange:** 108 doctors and experts shared knowledge across borders.
- 🌱 **Prevention Awareness:** 155,000 citizens learned about dementia prevention through our campaign.

Join us in the fight against dementia! ❤️ #DementiaAwareness #CommunityImpact

## 🔍 Post 2: “Unlocking Hope: Dementia Prevention Insights”

🌐 As our population ages, dementia cases rise. But what if we could slow down its incidence? Here’s how we’re making a difference:

- 🚀 **Infrastructure Boost:** Our dementia department in Vrsac is now a beacon of care.
- 🤝 **Cross-Border Wisdom:** Doctors and staff exchanged best practices, bridging gaps.
- 📊 **Research Clues:** We dug deep into regional risk factors, empowering our experts.

Together, we’re rewriting the dementia story! 🌟 #DementiaPrevention #KnowledgelsPower

## ❤️ Post 3: “From Awareness to Action: Dementia Matters”

🌱 Dementia isn’t just a challenge—it’s an opportunity for change. Look at our progress:

- 🌟 **Local Engagement:** 13,000 community members actively participated.
- 🌐 **Stigma Breakdown:** We’re reducing misconceptions about dementia.
- 🌈 **Quality Care:** Direct access to better medical support is now a reality.

Join hands with us! Let’s create a dementia-friendly world. 🤝 #DementiaCare #TogetherStrong

# Tips

## Prompt your way to success:

- Start playing with different tools
- Do not share confidential or personal info
- Always check the sources
- Never copy/paste the text – refine
- Share tips with colleagues



Image by Google DeepMind, Pexels, CC

# Text-to-image tools

**Midjourney:** Realistic, artistic generations

**Dall-E:** Generations through 'natural language' prompts

**Stable Diffusion:** Open source, base model for many tools on the market

**OpenArt:** Free, third party interface. Access to many different models

**Runway ML:** Versatile use, text to image, text to video, editing, etc

**Playground, Leonardo, Nightcafe, etc:** Versatile use, switch between models

**Also less popular ones:** Muse, DreamBooth, Dreamfusion...





# Midjourney (r)Evolution

Prompt: Latvian farmer with a gigantic pumpkin, realistic photo --v

# Midjourney (r)Evolution



v1, Feb 2022



v2, Apr 2022

# Midjourney (r)Evolution



v3, July 2022



v4, Nov 2022

# Midjourney (r)Evolution



v5, Mar 2023

v5.1, May 2023

# Midjourney (r)Evolution



v5.2, June 2023



v6, Dec 2023

# Midjourney (r)Evolution



v1, Feb 2022

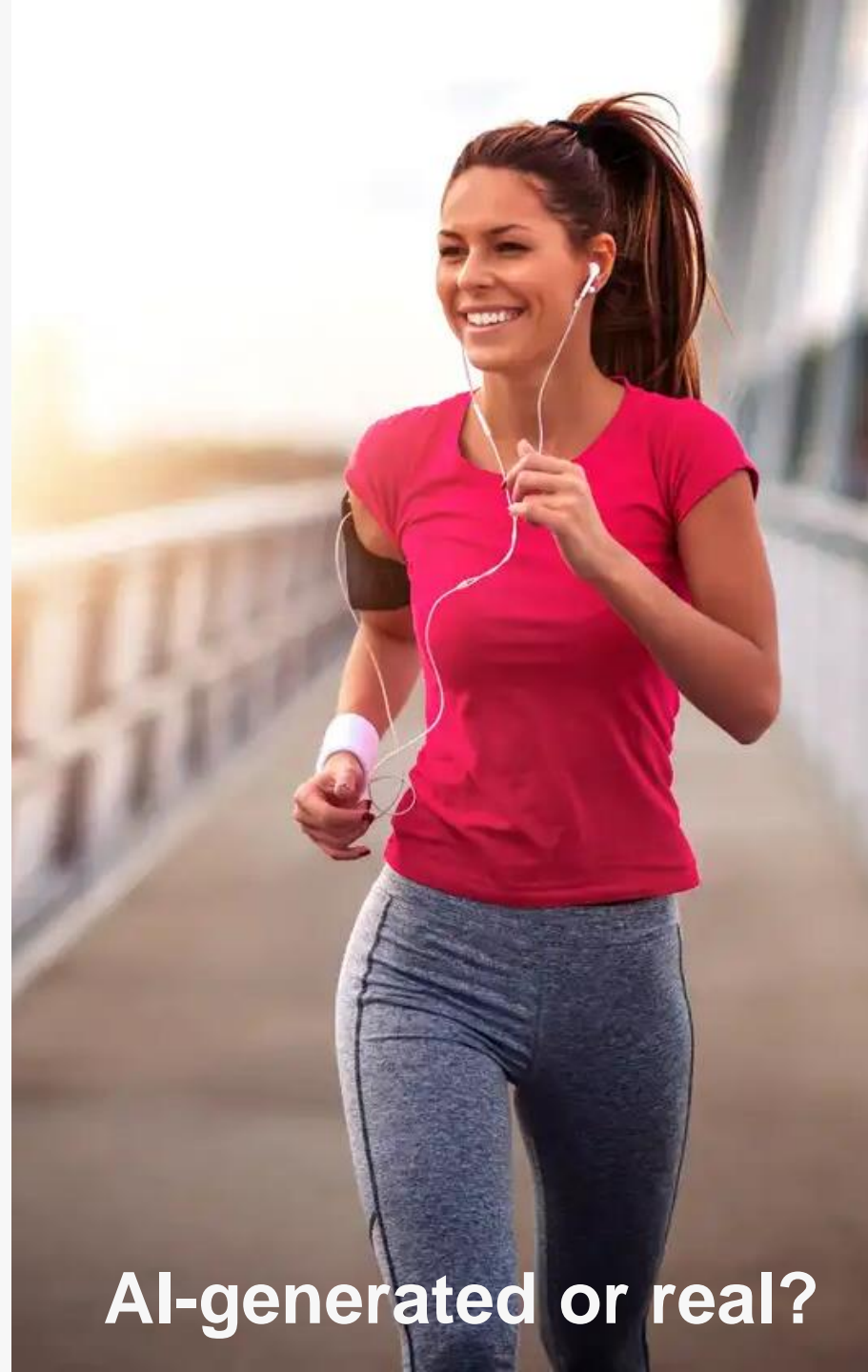


v6, Dec 2023



AI-generated or real?





AI-generated or real?





## Original



[Steve McCurry](#) **Afghan Girl, 1984**

## Midjourney



/imagine Teenage girl, Afghan refugee, emerald eyes, red head scarf, national geographic photography, cinematic, global illumination, Kodachrome 64 colour-slide film, Nikon FM2 camera, Nikkor 105mm Ai-S f/2.5 lens, --ar 2:3 --v 4

- Events
- TEXT CHANNELS
- # ikf-riga
- # visuals-for-ppt
- # athens-ai-session
- # cap-com-valencia
- # espon-story-video
- # webinar-clean-page
- # basic-prompting
- # chaos
- # stylize
- # weird
- # view-angles
- # cameras
- # art-styles
- # artists
- # video
- # blend-command
- # advanced-final
- # general
- # interreg-video
- # interreg-video2
- # private
- # describe
- # ai-presentation
- # wallpapers

U1 U2 U3 U4

V1 V2 V3 V4

Only you can see this - Deleted message

Arkam used /settings  
 Midjourney Bot Today at 22:22  
 Adjust your settings here. Current suffix: --v 5.2

Midjourney Model V5.2

RAW Mode Stylize low Stylize med Stylize high Stylize very high

Public mode Remix mode High Variation Mode Low Variation Mode

Sticky Style Turbo mode Fast mode Relax mode Reset Settings

Only you can see this - Deleted message

Arkam used /imagine  
 Midjourney Bot Today at 22:23  
 Teenage girl, Afghan refugee, emerald eyes, red head scarf, national geographic photography, cinematic, global illumination, Kodachrome 64 colour- slide film, Nikon FM2 camera, Nikkor 105mm AI-S f/2.5 lens, --ar 2:3 --v 4 - @Arkam (0%) (fast)



COMMANDS MATCHING /im

- /imagine prompt** - Create images with Midjourney (Midjourney Bot)
- /timeout** - Time out user (Built-in)
- /describe** - writes a prompt based on your image (Midjourney Bot)
- /blend** - Blend images together seamlessly (Midjourney Bot)

/im{

- ONLINE -- 2
- Arkam
  - Midjourney Bot

# Midjourney Prompts: How a Comma Affects the Output



@ciguleva

0.04 0.12 0.28 0.18 1.00 0.46 0.01 0.00 0.27  
photo of a minimalist futuristic transparent car, forestpunk, muted tones, neon


+19 +8 -5 -10 +20 +1 +9  
0.23 0.20 0.23 0.08 1.00 0.69 0.02 0.00 0.36  
photo of a minimalist, futuristic, transparent, car, forestpunk, muted, tones, neon




← → ↻ https://chat.openai.com/c/3d02e44e-c13b-4eac-a9d0-47071aafbcfc ☆ | 100% | + 📄 📥 📂 📱 64 ☰

🗒️ DALL-E 3 ⓘ 📄

**GP** "Photographic capture of an enigmatic otherworldly realm, land of megaflora and a radioactive lake, set against a sprawling plain, daytime, National Geographic style, towering native plants in their natural vibrant colors, featuring incomprehensible alien flora, sky with a single sun, real-life atmosphere, intricate textures captured, 35mm lens, ISO 100, f/8, high-definition quality.

 **DALL-E 3**  
Created 4 images 📄 👍 🗨️



Here are the images inspired by your description of an enigmatic otherworldly realm. Each image showcases the vast plains, towering megaflora, and the radioactive lake, captured in the style of National Geographic. Please let me know if any of these resonate with your

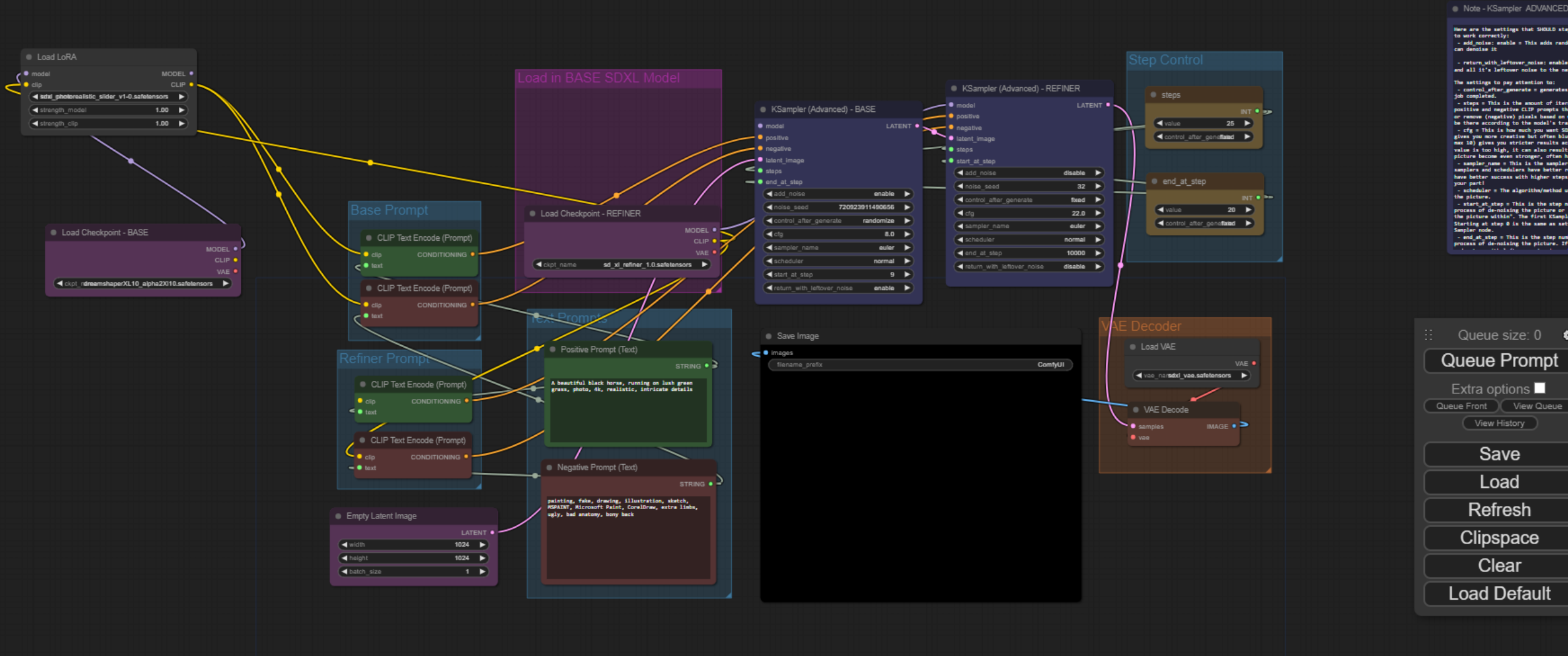
🔄 Regenerate ⬇️

Send a message ➡️

?

ChatGPT may produce inaccurate information about people, places, or facts. [ChatGPT September 25 Version](#)

# Stable Diffusion



Note - KSampler ADVANCED

Here are the settings that SHOULD stay to work correctly:

- add\_noise: enable = This adds random noise to the image.
- return\_with\_leftover\_noise: enable and all it's leftover noise to the next job completed.

The settings to pay attention to:

- control\_after\_generate = generates positive and negative CLIP prompts that or remove (negative) pixels based on be there according to the model's training.
- cfg = This is how much you want SD gives you more creative but often (higher max is) gives you stricter results as value is too high, it can also result picture become even stronger, often better.
- sampler\_name = This is the sampler and schedulers have better results here better success with higher steps your part!
- scheduler = The algorithm/method used to generate the picture.
- start\_at\_step = This is the step number process of de-noising the picture on the picture within. The first KSampler starting at step 0 is the same as set Sampler node.
- end\_at\_step = This is the step number process of de-noising the picture. If

Queue size: 0

**Queue Prompt**

Extra options

Queue Front View Queue

View History

Save

Load

Refresh

ClipSPACE

Clear

Load Default



# Upscaling



Stability AI

Magnific AI

BEFORE

Midjourney

Krea AI

# Generative fill/inpainting feature

[Link to the video](#)



# Outpainting/zoom out feature

[Link to the video](#)





# Blend feature



+



=



## Describe feature (img-to-text)

1 a young woman with a red scarf and blue eyes, in the style of national geographic photo, dark emerald and light brown, light red and green, portraitist extraordinaire, use of screen tones, pop-culture-infused --ar 37:56

2 an embroidered shawl has a girl's face that is looking at the camera, in the style of [steve](#), light red and green, [steve hanks](#), associated press photo, pure color, wandering eye, dau-al-set --ar 37:56

3 this girl is wearing red and green shawl, in the style of national geographic photo, intense gaze --ar 37:56

4 a young woman with scarred skin wearing scarf, in the style of [steve](#), photorealistic eye, realistic color schemes, [edwin lord weeks](#), light red and dark emerald, made of all of the above, distinctive noses --ar 37:56



 Imagine all

# Copying styles – possibilities are endless!



# OpenArt.ai (SDXL model tweaked by Openart)



# Juggernaut XL (SDXL based model)



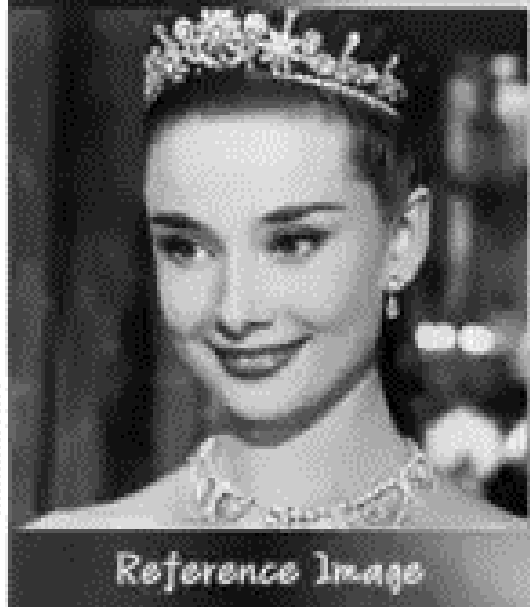
# Midjourney v6



# Midjourney v5.1



 +  
Input Audio



Single Image



Video Synthesis

## EMO: Emote Portrait Alive - Generating Expressive Portrait Videos with Audio2Video Diffusion Model under Weak Conditions

*LinRui Tian, Qi Wang, Bang Zhang, LieFeng Bo*  
*Institute for Intelligent Computing, Alibaba Group*





Link to all Sora videos on the next slides:  
<https://openai.com/sora>















100%





# Final tips to wrap up

- If you can imagine it, you can generate it!
- Authenticity first! Use genuine visuals from real projects, use AI if none available.
- Human supervision is key: always review the generated outputs carefully & revise.
- Research, but don't get lost in details. Try new tools, see what works for you.
- Consider the legal & ethical concerns.
- Combine different tools.
- More Interact services on the way, stay tuned and join the events!
- Certified training: Use of AI in Interreg communication (May-June 2024)

# Useful links

- Watch the [Interact webinar](#) on AI tools for communication
- <https://openart.ai> for free generations and trying out different models
- Also check out [Nightcafe](#), [PlaygroundAI](#), [LeonardoAI](#)
- [RunwayML](#), powerful website, trend-setting developers
- Video generation tool, [Pika](#). Currently premature, but developing fast
- And of course, [Midjourney](#). Check out the user documentation for self-training