

AI Project

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Our group decided to talk about the oldest building on campus which is a significant historical landmark the Old Main. It now houses School of Mass Communication and College of Fine Arts so it is perfect to go on SJMC instagram. Students love to learn the history of there own University!

Hashtag: #InMyOldMainEra

Slogan: Create. Communicate. Inspire

Caption 1: Picture perfect at TXST's most iconic spot. The Old Main building opened in time for the first classes in fall 1903. The Old Main now houses the College of Fine Arts and Communication and the school of Journalism and Mass Communication. #TXST #EatEmUpCats



Before group picture.

After: changed the sky to a sunny day



Before: Entrance of Old Main building. After: Added a bobcat roaming the building

Caption: The Old Main building first floor has academic advisor offices, a computer lab with software for academic and creative needs, and other essential offices. While walking around you might get lucky and see a bobcat roaming the halls! #SJMC



Before: On the 3rd floor staircase

After: Added a ghost in a white dress

Caption: The Old main opened in 1903 as Texas State's first building and is the focus of a story of a student who never left. A young female student supposedly jumped (or was pushed) from the third-story balcony and passed away. Rumors say you can see her in the third-story window at night! #TXSTscares



Before: In front of check out room. After: Added shelf of cameras on wall.

Caption: On 2nd floor of Old Main, you can find all sorts of great equipment that students can check out. Video cameras, mics, tripods, gimbals, photo cameras... you name it we got it #SJMC

Summary: While using AI to photoshop our pictures it was highly effective because it helped us remove unwanted objects, fill in an area seamlessly and save a bunch of time, so we could result in a natural looking image. Using AI gives us the ability to show others photos that are not able to be captured in some situations. For example, we were able to change our group picture from a foggy sky to a bright sunny day. Another example is on the 2nd floor of the building there is an equipment checkout room, unfortunately it was not open, so we used AI to add equipment in the background of the photo to help the audience get an idea of the type of equipment in the room. In our third picture we talked about the story of the Texas State scare in the Old Main building, and we were able to spook and have a touch of personality with using AI to show a story of Old Main. Obviously, we could not get a picture of the ghost ourselves so luckily, we had AI help us add a lady in a white dress on the third floor. The use of AI also allowed us to be more playful with our story by adding a bobcat roaming the hall where our Texas State Bobcats roam the hall to get to their classes. Some of the key takeaways is that AI content creation does not think or create like a human. It can only assume based on the ideas we feed it, which results in the spread of misinformation, copyright infringement and discriminatory treatment. On the other hand, we were able to see that AI helped display ideas and alter our pictures to be able to capture the audience's attention and keep them engaged with the SJMC Instagram page longer.