

## **EXPLORATIONS OF AI-GENERATED ARTWORK AS A CONCEPTUAL BOARD: walking into the metaverse**

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### **Abstract**

This poster offers an exploratory journey embarking on the digital world navigating 2D to 3D images creation to elevate conceptual boards by creating an immersive experience through interactive images and sound. The process of making allows designers to ideate and translate intangible elements conceptually, such as embedding emotions and memories as conceptual ideas through 3D elements. The digital space allows designers to translate conceptual ideas through interactive and immersive conceptual boards using moving images, sound, and creative coding to heighten the viewer's interactive AR experience. This process allows designers to translate their ideas through building a narrative storytelling approach from concept to realization of the collection. The methodologies enable the designers to embed their emotions through the interactive visuals and sound as an experience and allow - under optimum circumstances - to lead the viewer toward experiencing that emotion. Creative coding adds another layer toward generative art, which will allow designers to express through interactivity with the tools. Walking into the metaverse allows viewers to interpret the narrative within the story itself. The images presented on this poster comprise AI-generated artwork by using VQGAN (Vector Quantized Generative Adversarial Network) and CLIP (Contrastive Language-Image Pre-training). VQGAN+CLIP is a neural network architecture that uses a text-to-image model that generates images of variable size given a set of text prompts (and some other parameters). The result of the generated artwork is then further developed with Adobe Photoshop to create the outcome. This process investigates the findings on the importance of multi-sensory experience in conceptual design processes, enactive engagement of the

embodied mind during the act of doing. It also led to the discovery of Conceptual Space in the digital realm and how digital space shifts the perception of work presented through the platform. This exploration proposes new meaning, approaches and putssense-making into the design philosophy as a part of a design process.