

Major Final Project

Advertising Creative

Design

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The Problem

most of the artists are standing against Ai, assuming that it is taking over the art industry and affecting it in a way that makes art seem easier which leads to making it less valuable. however, this perspective drags them back because they are not utilizing technology for their benefit and preventing them from developing.



**“ Art is when a human
tells another human
how to be human ”**

Adrian Elmer

IMC Plan



Current Belief

Artists Beliving Ai is a threat to the Art industry

Desired Belief

ai is just another tool that is developed to enhance the human productivity and so artists can use it for their benefit.

Desired Action

including ai in the art creating process to help in enhancing the results and influencing the artists positively.

Artists Specifically

Make them closer to the new technologies and start using it to their benefit, and to understand that the whole point of the art is human related, and it cannot be taken by the artificial intelligence.

People in General

Making them closer to art and the art process and want people to be able to build artworks to express and communicate even without being professionals in art. We want people to get closer to art.





art JAMEEL®

the most suitable adopter to this project is art Jameel which provides a helpful environment for the artists, and since art Jameel believes that all people should understand and have access to the arts as a fundamental part of their life this project will be in the right place.

Research Findings

01

art does not have that much
of a value to people who
aren't artists

02

art is an important part
of being human

03

since we cant transfer life ex-
periences into data we can't
really call Ai art real art

04

new technologies have always
been invinted such as cameras
but none of these have replaced
the human factor

Aim

making ai part of the process of creating art to
a higher creativity and productivity.

Objectives

- Change the artist perspective of ai and help them reassure their value in the art industry as a real asset and not a replaceable tool.
- Getting each and everyone to experience art

Tone of Voice

Inspiring

Fun

Engaging

Insight

Artists considering ai as threat, but new technologies in this industry (art industry) have always been developed but never been able to replace the human factor.



Target Audience

- Primary target: Artists who are against Ai generated artworks and who consider these artworks as a real threat to the industry or have concerns towards the developing of these generators.

- Secondary target: normal people who may or may not be interested in art but surely not professionals in creating it

Logo



Arttelling



Logo Meaning



Logo

Font: Avenir

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

Colors:



Technology Creativity Passion

Logo Sketches

ArTTelling



ArTTelling

ART



Icon

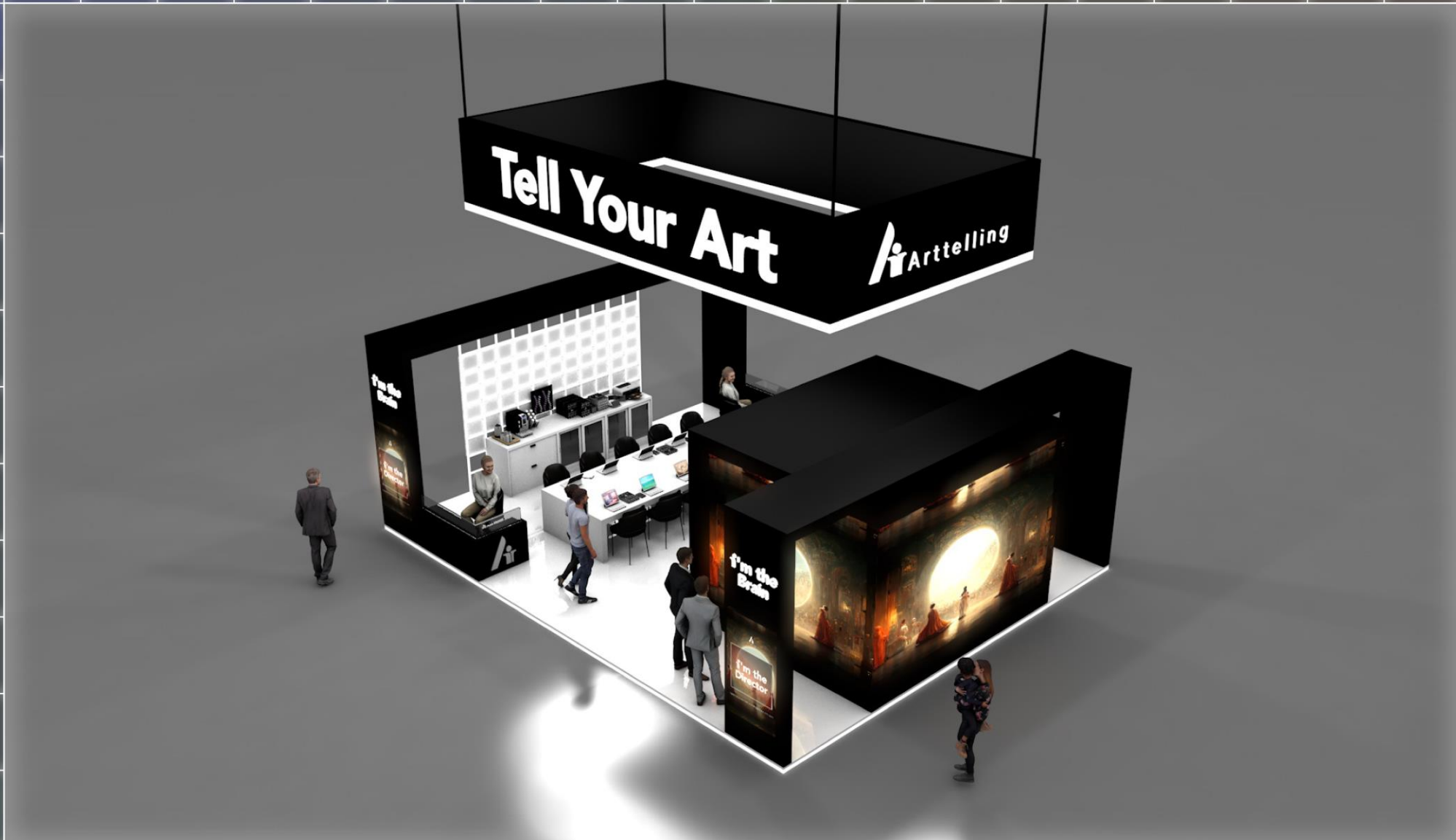


Vertical logo



Arttelling

Logo Usage



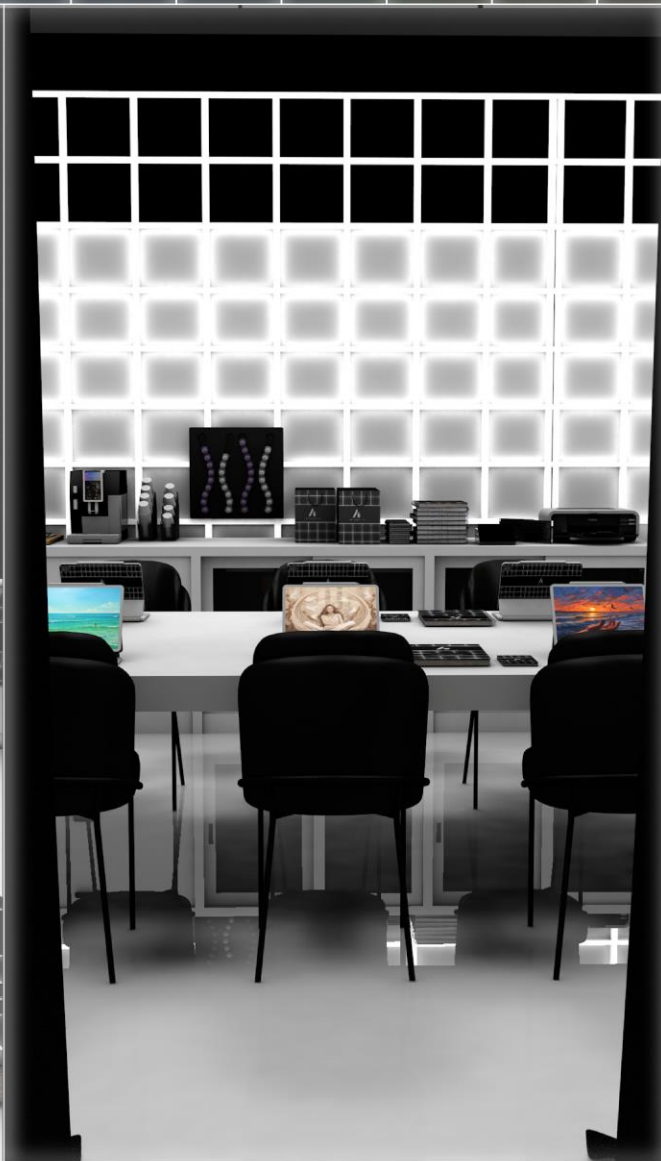
Tell Your Art

Arttelling

I'm the
Brain

I'm the
Brain

I'm the
Director





CreativePad

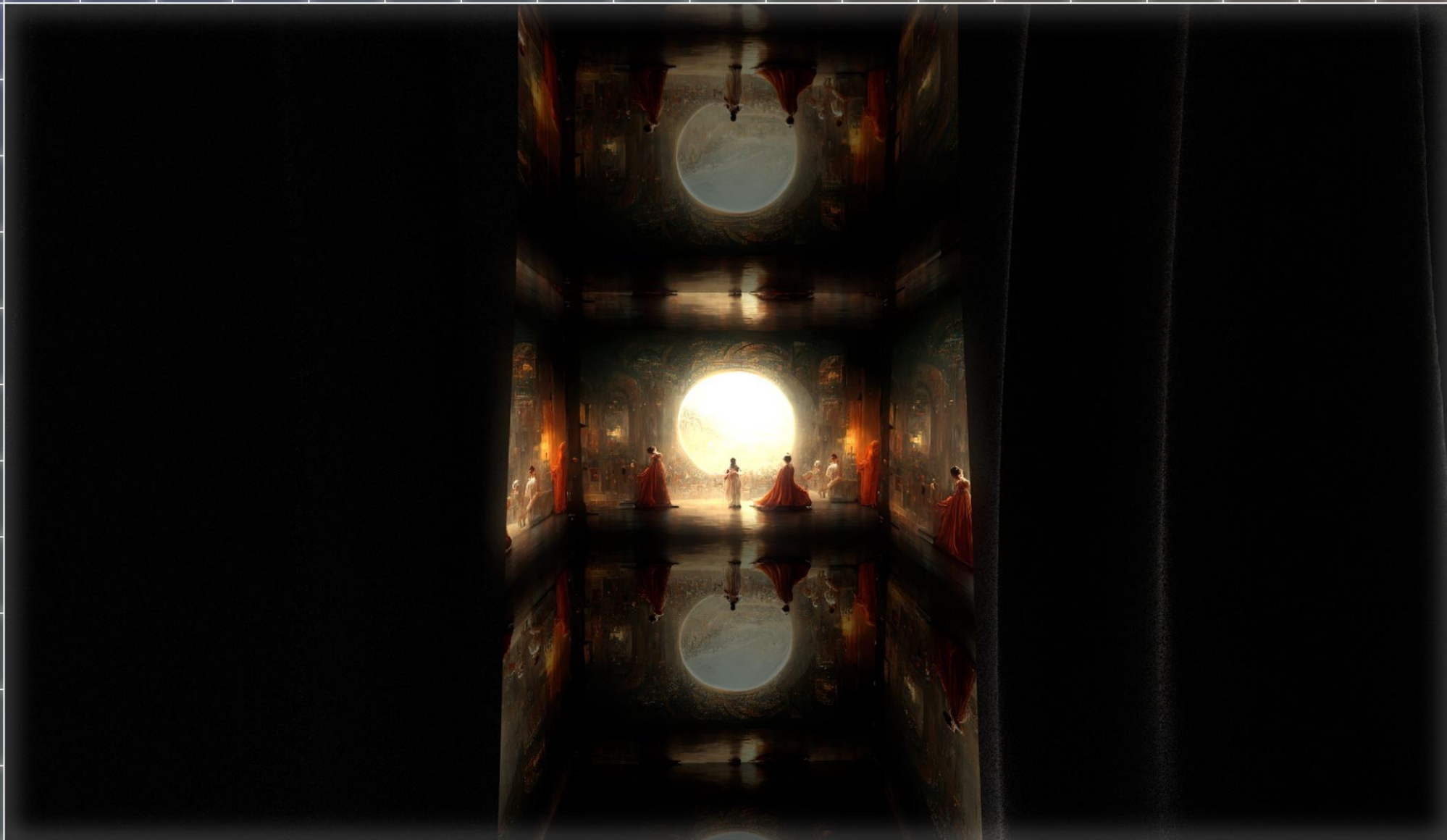
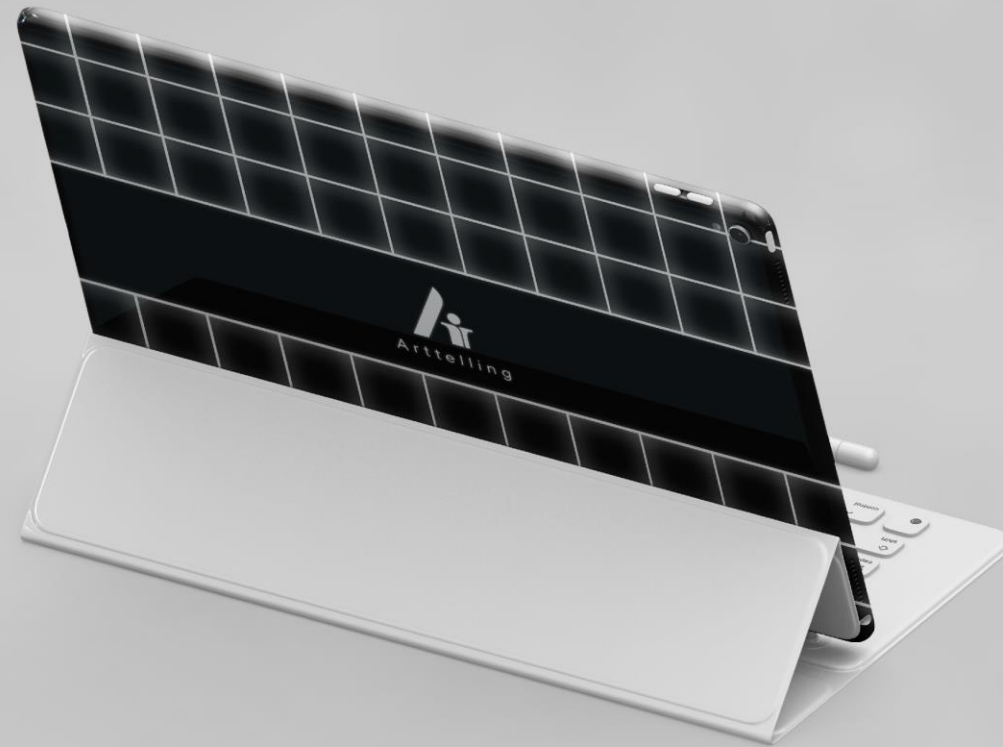


Photo Frame





Ipad Cover



Paper Bags



Pen



Id Badges

Tactics

01

Scroll informative post:

02

Definition post:
to clarify the concept in a
simple way.

03

Three posts:
Seminar at leap
(art elling).

04

Stories on Instagram:
Advertising the booth in
leap.

05

Gif post:
How even ai is still in need
for the human factor to be
done.

06

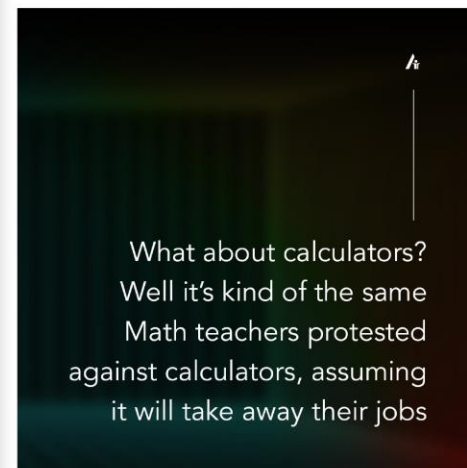
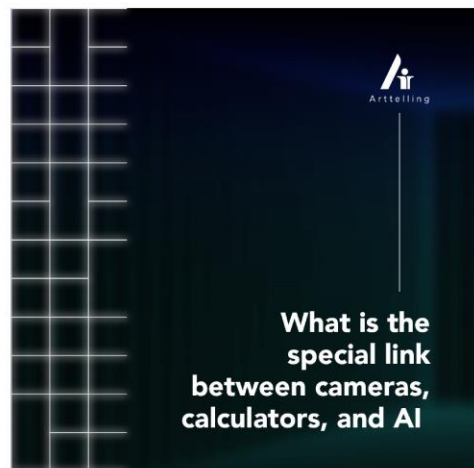
Podcast cover:
Discussing Arttelling and
the potential of ai in the art
industry with guest artists.

07

Posts series:
Using classic paintings
to show the point of art
telling.

08

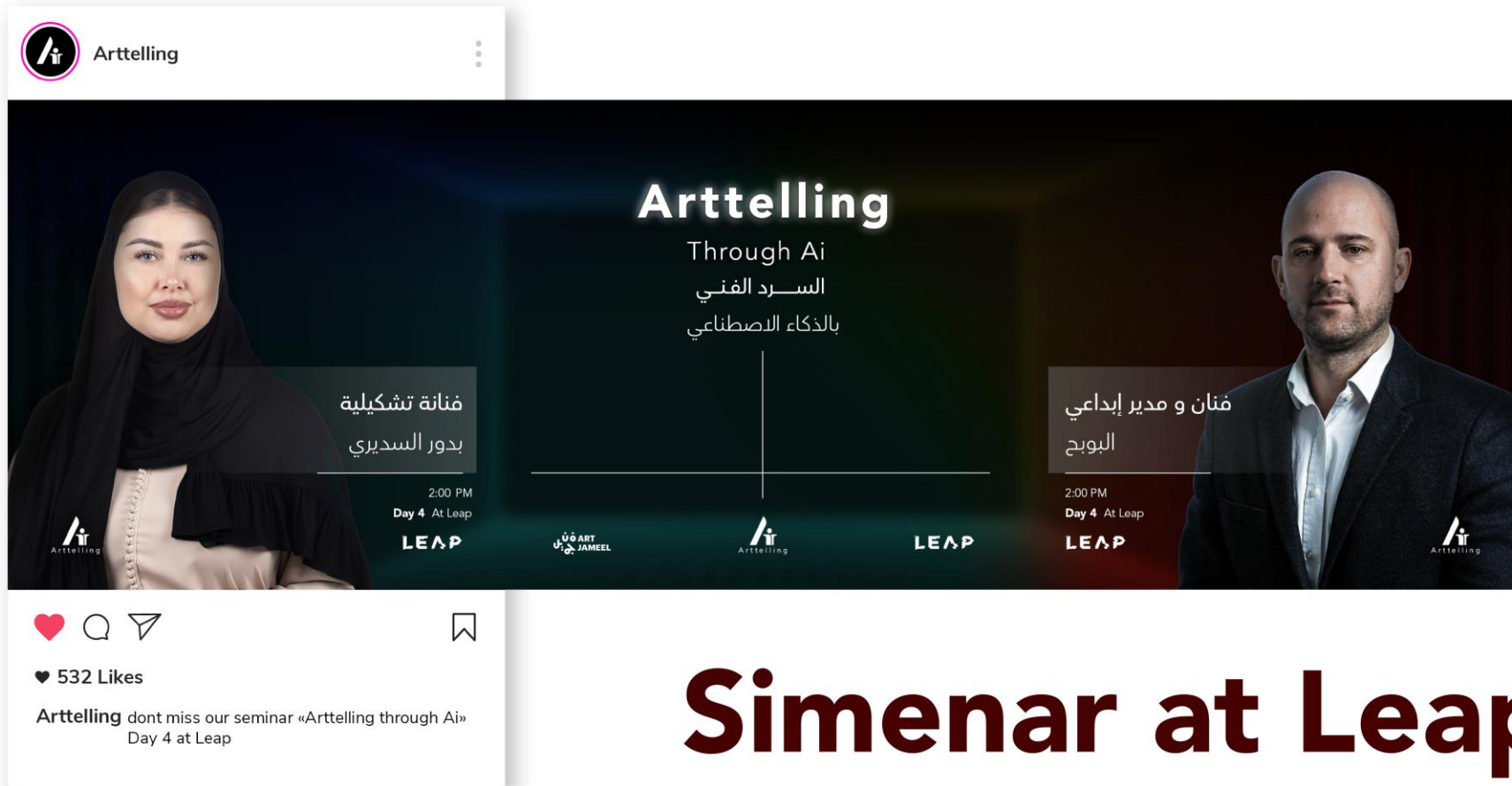
Video (reel on Instagram):
showing ai as a tool that
helps humans.



Just Another Tool

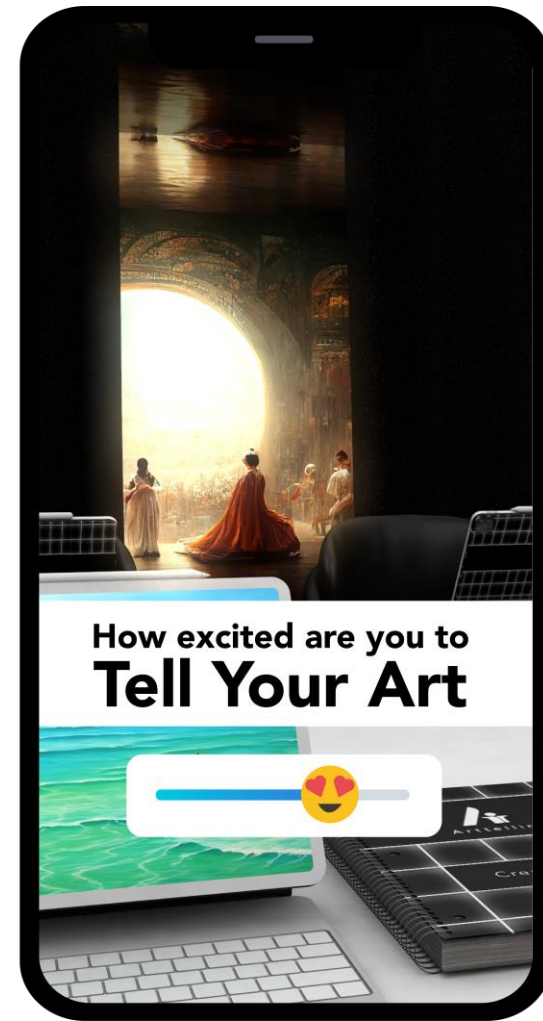
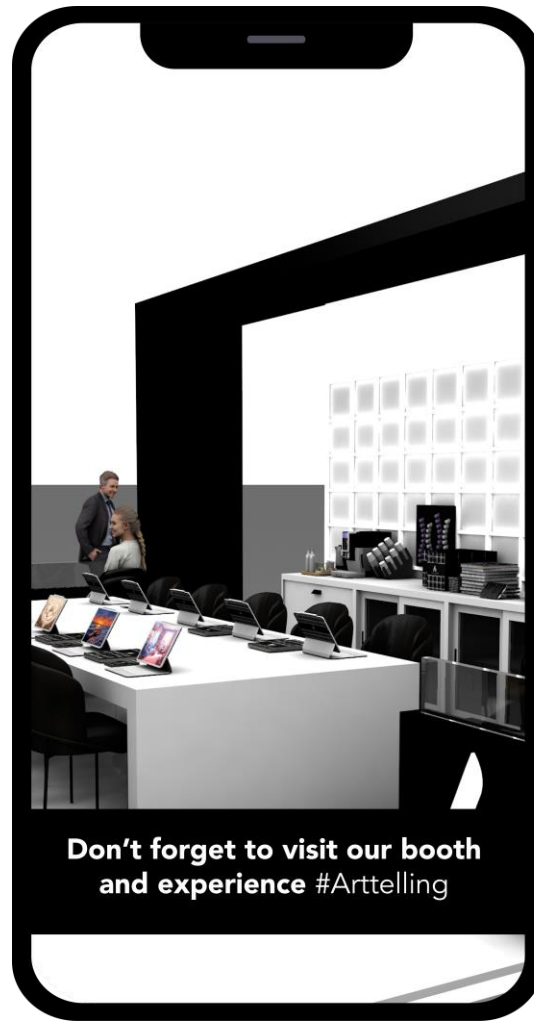
Simple Defenition

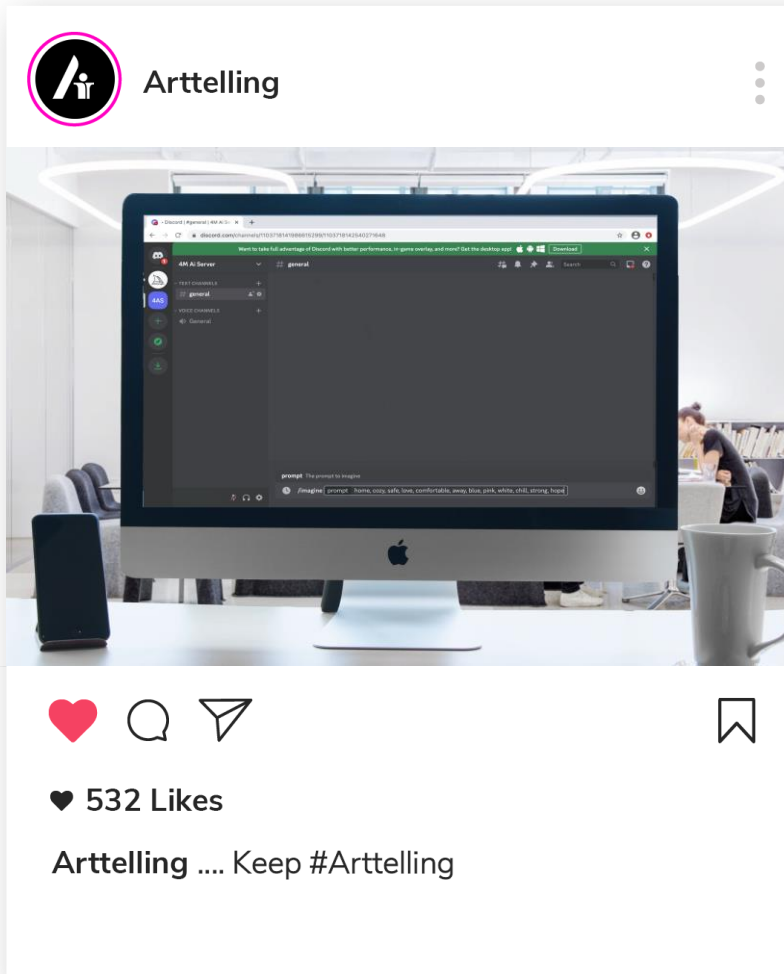




Simenar at Leap

Instagram Story Coverage



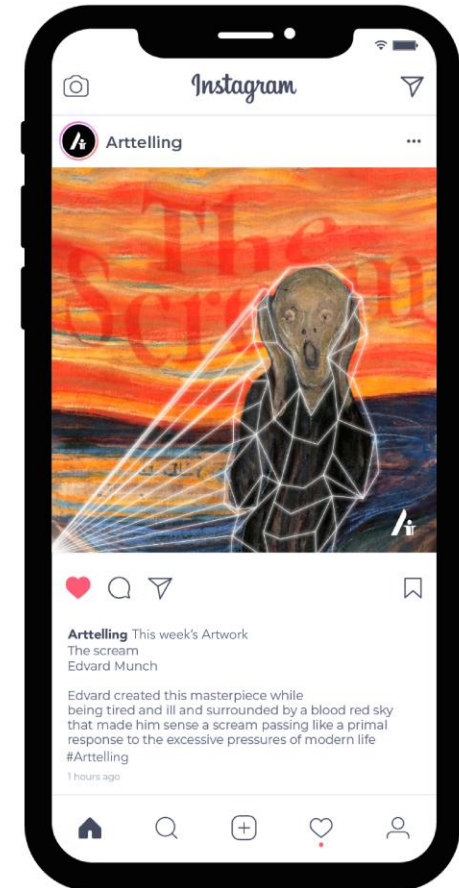
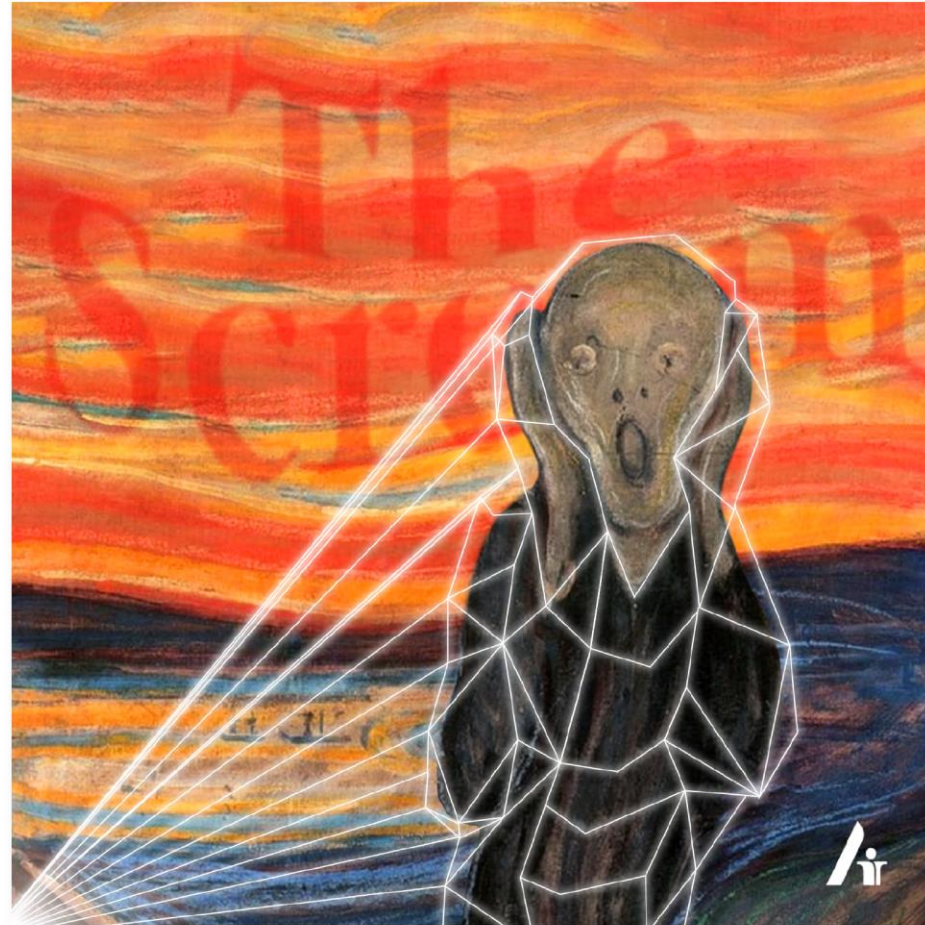


.... Gif



Podcast

Artwork of the week





Video (Reel on Instagram)



Arttelling

Thank you
Do hou have any questions