

Collaborative AI Futures Masterclass Series

Session 3: Amplifying Your Creativity

Date & Time: Monday, 28 April, 18:00

Location: Space4

Who Am I?

Stanley Mwangi

- Pioneer in generative AI → published the world's first AI-human poetry anthology using ChatGPT
- Former junior ML engineer at Syd
- Co-founder of AceTheRound (AI interview coaching)
- Founder of HyperSagi Labs: Turn ideas into MVPs for clients
- Founder of AzuLabs: Technology to raise human consciousness

A. *Opening Engagement*

- *Icebreakers*
 - “What’s the most creative thing you saw online this week?”
 - “If the universe could ‘create’ something new right now, what would it be?”
- *Goal:* Sense-check our own definitions of creativity before we widen them.

B. What

Is

Creativity?

- ***Classic definition:*** The ability to produce ideas that are both ***novel and useful.***
- ***Process perspective:*** Reality itself is an ongoing “creative advance” — Alfred North Whitehead called God “the poet of the world,” expressing cosmic creativity.
- ***Implication:*** Creativity isn’t limited to art; every system that rearranges matter or ideas in surprising, valuable ways is creative.

C. A (Very) Short History of Human Creativity

<i>Era</i>	<i>Milestone</i>	<i>Why It Matters</i>
51,200 BCE	Sulawesi cave painting (humans + pig scene)	Storytelling & symbolism emerge
5th c. BCE	Greek theatre	Shared narratives, genre conventions
1440	Gutenberg press	Mass idea replication
1917	First anime film Namakura Gatana	Fusion of tech & illustration
2022	DALL-E sparks text-to-image boom	Democratises visual ideation
2024-25	Sora, Kling produce minute-long videos from prompts	Film-level visuals via language
2025	Suno & Udio release one-click song generation	Full-length audio from text

D. AI Meets the Creative Process

Divergent vs. Convergent Thinking

- *Divergent*: generating many possibilities → LLMs excel (GPT-4o & Claude 3 outperform humans on alternative-uses tasks).
- *Convergent*: refining toward the best option → AI can critique, cluster, and score ideas.

Tip: Treat ChatGPT/Claude as a **riff partner**, not an oracle. Alternate between AI-powered divergence and human convergence.

Practical Prompt Patterns

1. *Variant Storm*

“Give me 20 unexpected metaphors for regenerative cities. Then group them by theme.”

2. *Convergent Critique*

“Score each idea on novelty vs. feasibility; suggest improvements for the top 3.”

E. Modalities: One Idea, Many Forms

Modality = the type of data a model can read or generate (text, image, video, audio, etc.).

Modern multimodal AI lets us translate a single concept across media without leaving the creative flow.

Text → Text

Tools

- ChatGPT (GPT-4o)
- Claude 3 Opus

Use-cases

- Poems, analogies, micro-stories
- Character back-stories for games
- Structured content outlines

Text → *Image*

Tools

- *Midjourney v7* — painterly aesthetics & style-mixing
- *DALL-E 3* — high prompt adherence, brand-safe
- *Stable Diffusion XL* — open-source fine-tuning

Use-cases

- Icon sets & social banners
- Concept art & sigils for branding

Text → *Video*

Tools

- *Sora* (OpenAI): up to 60-second HD clips, physics-aware
- *Kling 2.0* (Kuaishou): 22 M users, photoreal action

Use-cases

- Storyboard pre-viz
- Short films & campaign teasers
- Data-driven visual explainers

Text → *Sound*

Tools

- *Suno v3* — instant songs with lyrics
- *Udio* — album-length, multi-section compositions

Use-cases

- Jingles & podcast stingers
- Community anthems
- Ambient scores for installations

F. Live Demo Plan

We'll co-write a song in Suno

1. Audience shouts key *themes & words*
2. ChatGPT converts them into *lyrics + mood*
3. Suno generates 2-minute track
4. Quick group feedback & remix if time allows

G. Hands-On Exercise (15 min)

- *Choose a modality pair* (text→image or text→sound).
- Use provided prompt templates to create a **prototype asset** for your project.
- Share outcomes; vote on the most surprising result.

Wrap-Up & Q&A

Key Takeaways

- Creativity = novelty \times value, and the **universe itself** models perpetual creativity.
- AI expands our divergence capacity; humans steer convergence.
- Multimodal pipelines let one idea echo across text, visuals, video, and sound.

Questions? Reflections on authenticity & ownership?

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- *Email:* azuremismachine@gmail.com

Let's keep co-creating!

Thank You!

Next Steps: You're now empowered with the fundamentals of what you need to know. Go forth and amplify your creativity!