

# KI und visuelle Kommunikation



David Blum

*smart  
rebels*®



ГОЗЦ-ИГАИ  
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ГОЗЦ-ИГАИ





**Wer hat bereits  
Bilder mit KI  
generiert?**







**Prompt:**  
**schöne Blumen**



# Prompt: schöne Blumen







**Prompt: Schöne Blumen**





**Prompt: Schöne Blumen**











1 PS





**2 PS**





**3 PS**





7 PS





# 120 PS





# 1 T-Rex





# Evolution AI-Bilder

Prompt: photography of a brown cat



V1

Februar 2022

V2

April 2022

V3

Juli 2022

V4

November 2022

V5

März 2023

V5.2

Juni 2023





15 Monate





**Von Jahrhunderten der Malerei  
über Jahrzehnte der Fotografie  
zu KI-Bildern in 15 Monaten.**





A close up photograph of  
the most beautiful 21  
year old woman alive,  
dramatic and stunning  
award winning photo,  
dramatic linear  
delicacy, shot on Sony  
aiii high resolution  
digital camera, hyper  
realistic skin, global  
illumination, very  
natural features, TIME  
cover photo, f/11 --  
uplight --ar 2:3 --style  
raw --v 5.1





A man with long curly  
brown hair and blue eyes  
has a pretty sun shining  
through in the  
background, light brown  
and dark brown, close -  
up intensity, shadow  
play, photo taken with  
provia, indicate  
details, natural skin --  
ar 2:3 --style raw --s  
1000 --v 5.1





portrait of an indian  
village woman in forest  
in Himachal pradesh,  
clear facial features,  
Cinematic, 35mm lens, f/  
1.8, accent lighting,  
global illumination --q  
2 --s 1000 -v 5.1





close-up portrait of a stylish 30-year-old Italian man, comfortably reclining in a Porsche cabriolet, wearing a pair of luxurious Porsche Design reflecting sunglasses. The golden rays of the setting sun highlight the sleek frames and the man's confident demeanor. The image showcases the elegance of the sunglasses and the allure of the lifestyle they represent, all set against the backdrop of a lavish Porsche interior, sunset, Shot with a Nikon D850 and a Nikon AF-S VR Micro-NIKKOR 105mm f/2.8G IF-ED lens for depth and detail. --ar 1:1 --style raw --s 1000





















French cuisine: A classic coq au vin, beautifully presented on a rustic plate with a side of garlic mashed potatoes. Shot in a cozy bistro setting with warm lighting and a slightly blurred background.

Camera: Sony Alpha 7R IV. Lens: Sony FE 50mm f/1.4 ZA. ISO: 200. Aperture: f/3.5. Shutter Speed: 1/60s. --s 500 --q 2





French cuisine: A decadent chocolate mousse, elegantly presented in a crystal dish and garnished with fresh raspberries. Shot in a sophisticated French patisserie with soft, diffused lighting. Camera: Canon EOS 5D Mark IV. Lens: Canon EF 100mm f/2.8L Macro IS USM. ISO: 200. Aperture: f/4. Shutter Speed: 1/125s. --s 500 --q 2













































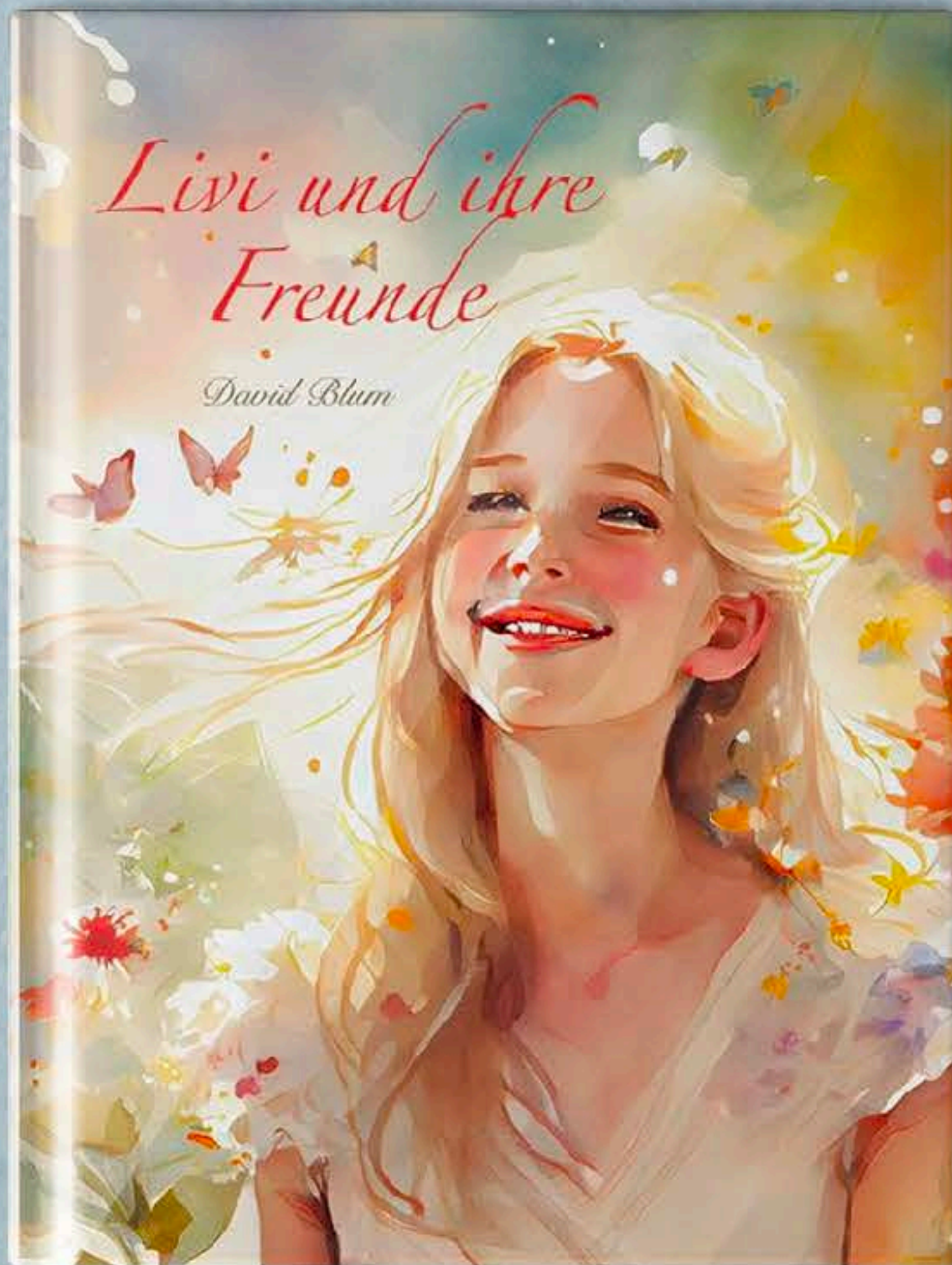






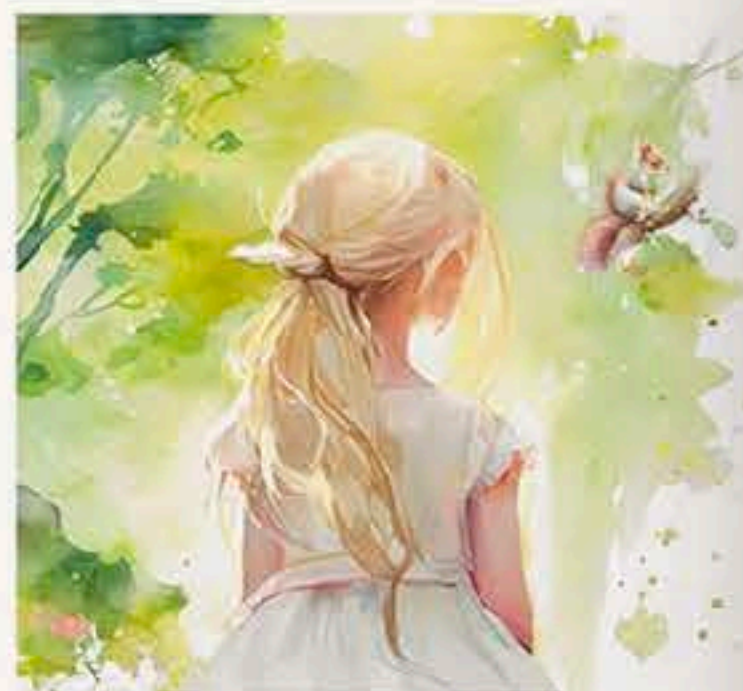






Das Eichhörnchen! Es freute sich sehr über den Besuch, da es selbst auch etwas einsam war.

Zusammen assen sie leckere Nüsse und der Flamingo schlug vor, dass das Eichhörnchen doch auch mit kommen soll!

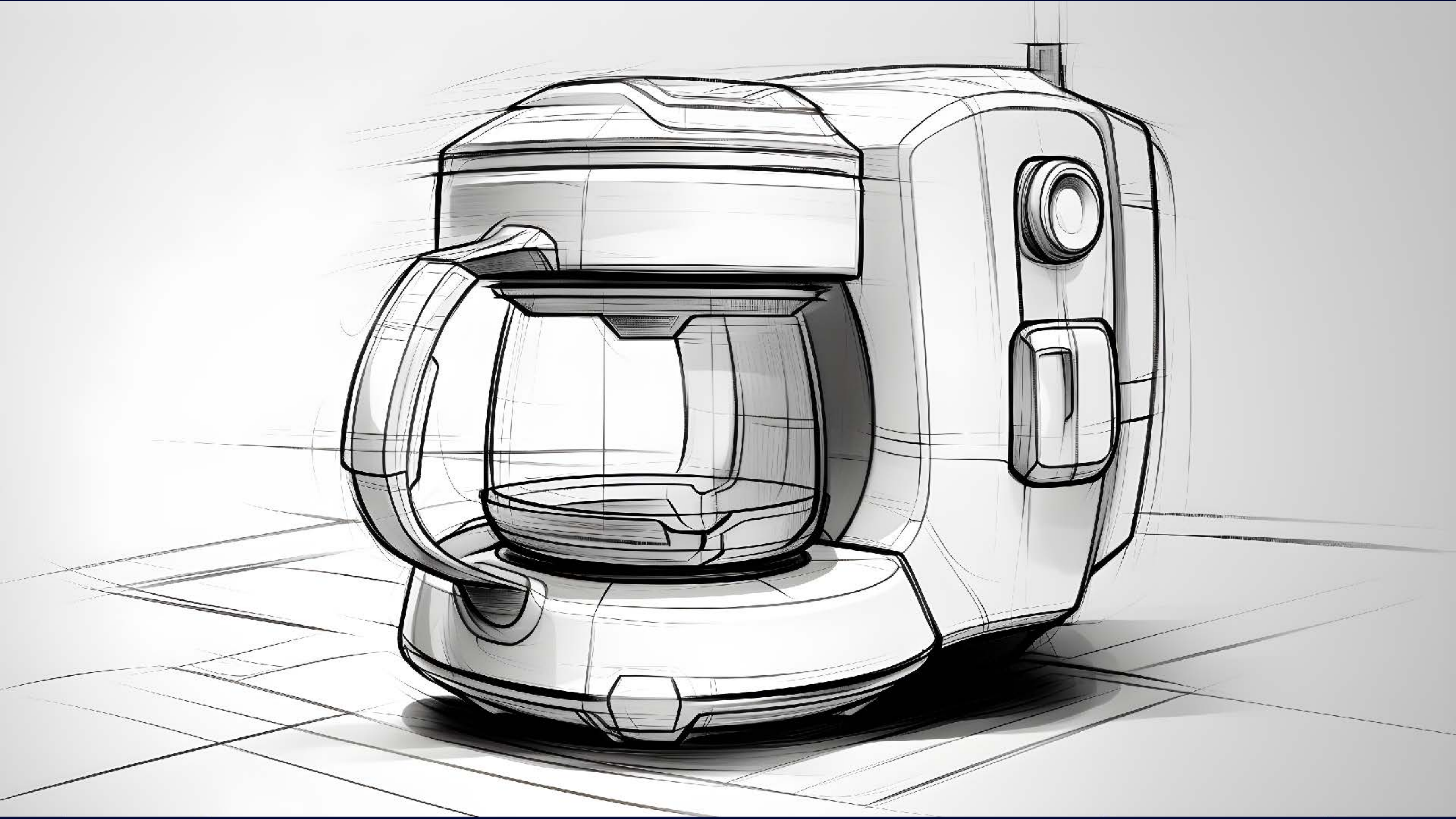


Also gingen sie zu dritt weiter und suchten den letzten Freund...











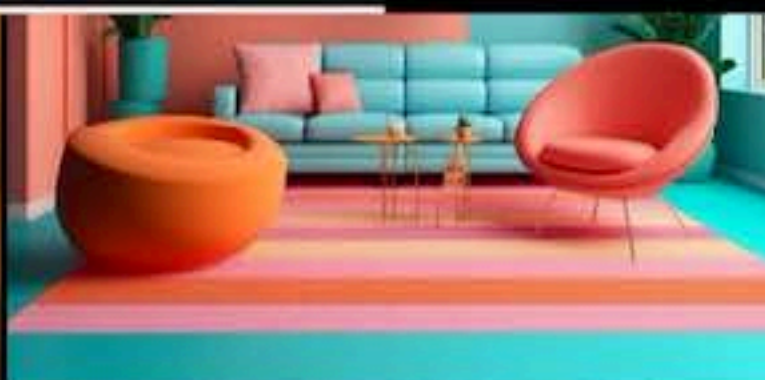
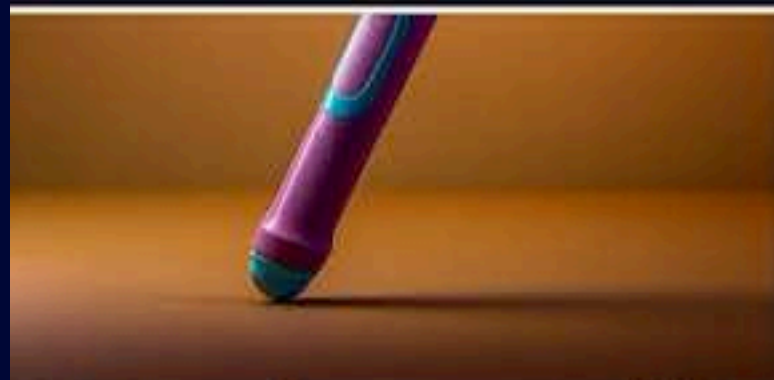




14:58



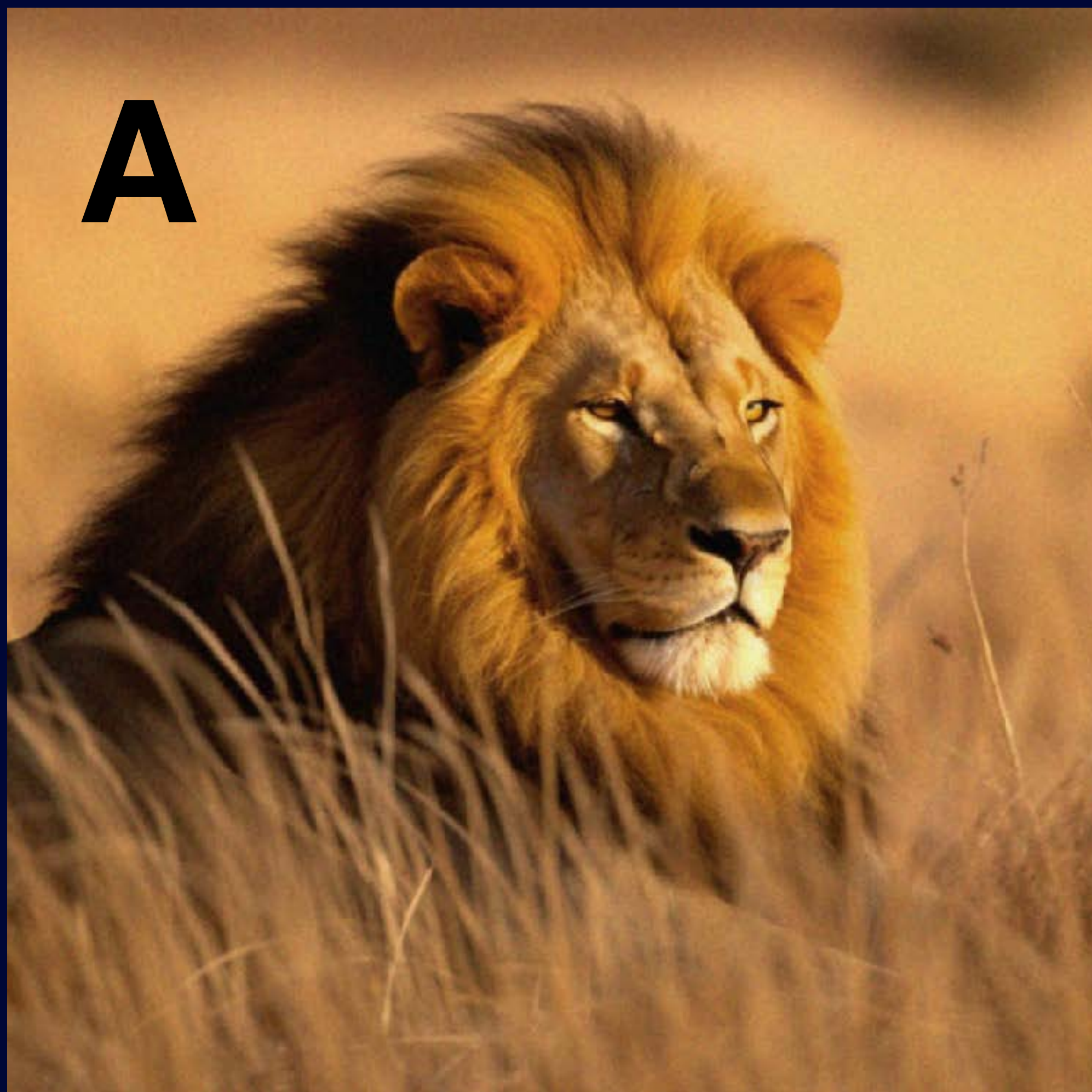
davidblum.ai +9



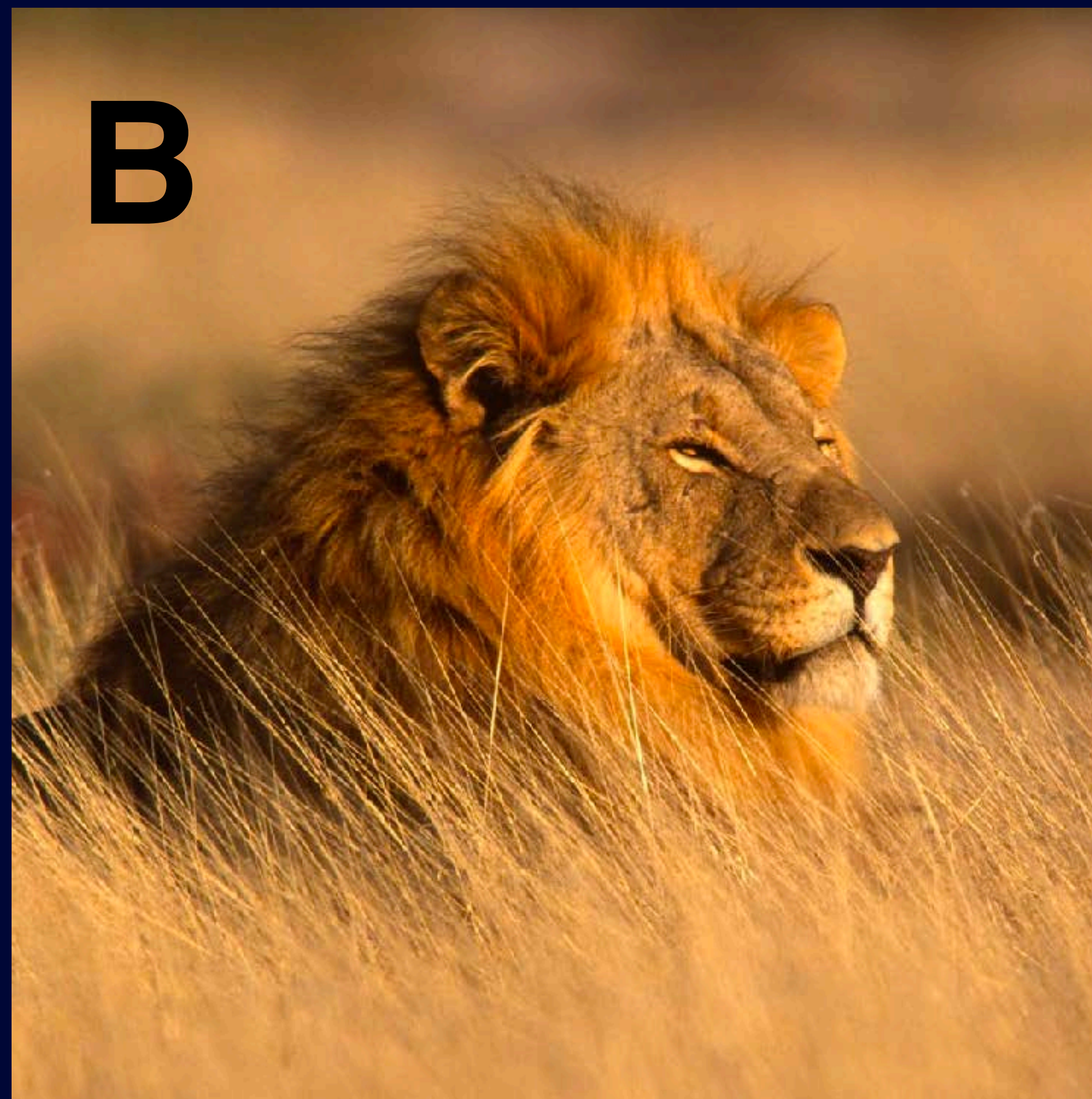


# KI oder echt?

**A**



**B**

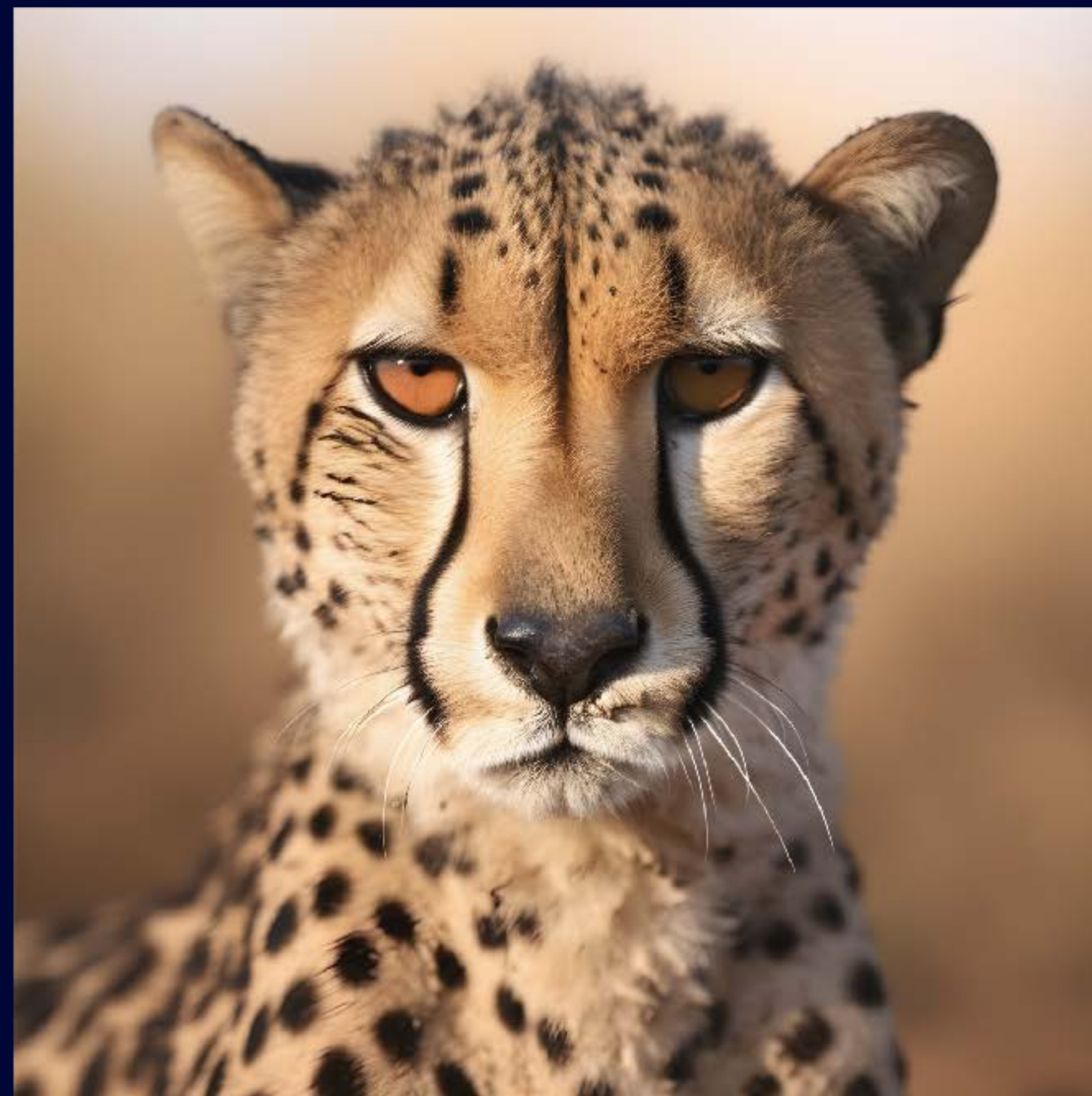




# KI oder echt?



A



B



# KI oder echt?

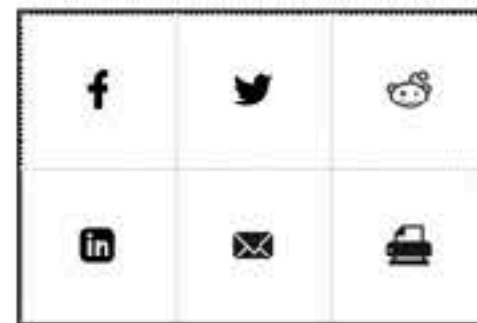




# How This AI Image Won a Major Photography Competition

Boris Eldagsen submitted an artificial-intelligence-generated image to a photography contest as a “cheeky monkey” and sparked a debate about AI’s place in the art world

By Allison Parshall on April 21, 2023



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[Meghan Barteis](#)

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AI Can Re-create What You See from a Brain Scan

[Allison Parshall](#)

Über 6 Mio.  
Bücher zu  
Tiefpreisen





# Real Photo Disqualified From Photography Contest For Being AI

JUL 11, 2023 MATT GROWCOOT



Suzi Dougherty's photo of her son Caspar with two mannequins that was deemed to be AI by a panel of judges.



### TRENDING ARTICLES



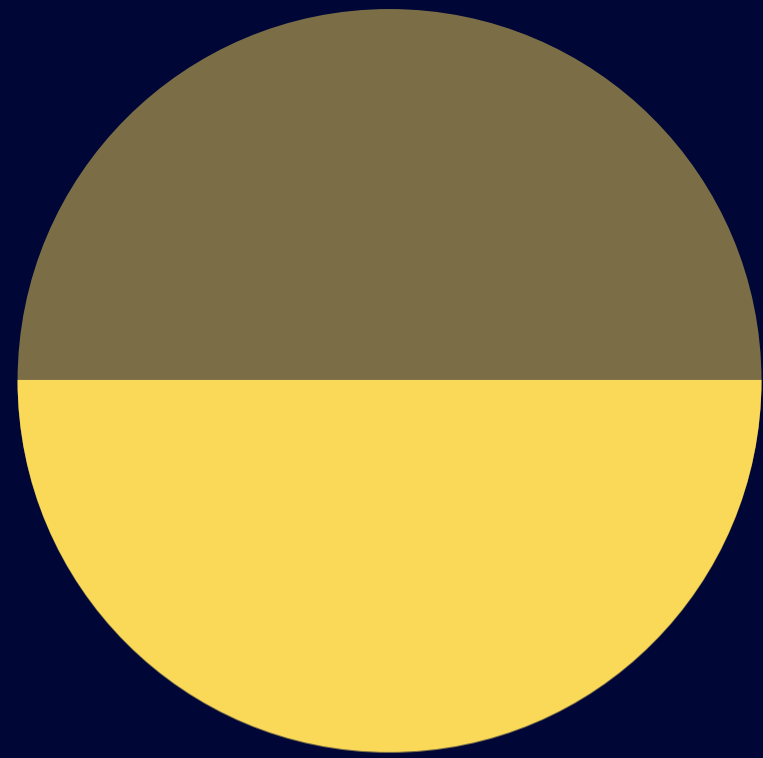
Incredible Timelapse of Cigarettes Left in Soil for an Entire Year

6 HOURS AGO



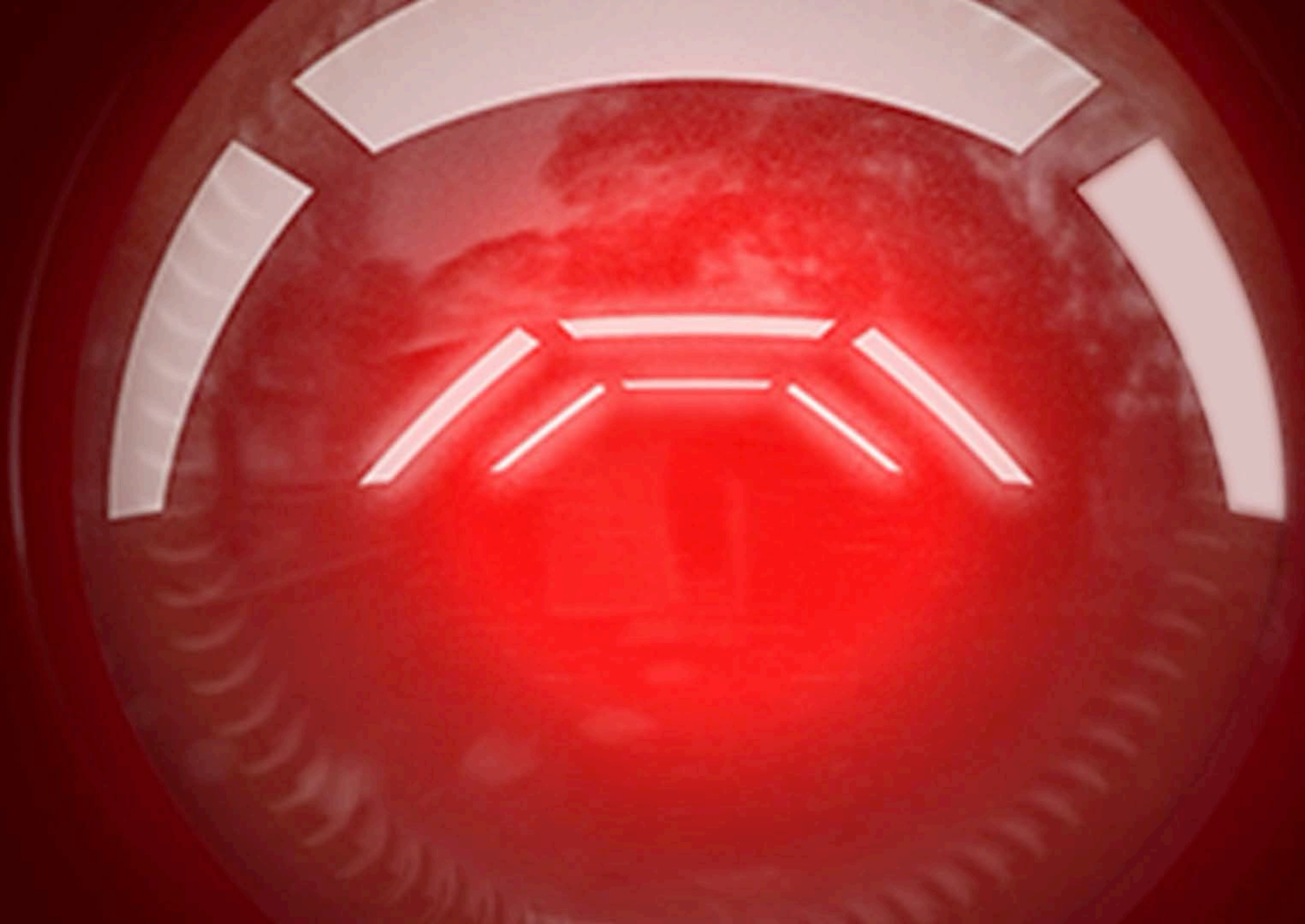
**KI erzeugt eine Realität,  
die das Auge nicht mehr von  
Fotografie trennen kann.**





# **AI-Kampagnen**









THIS IS WHAT  
"KETCHUP"  
LOOKS LIKE TO A.I.  
IT HAS TO BE HEINZ



THIS IS WHAT  
"KETCHUP"  
LOOKS LIKE TO A.I.  
IT HAS TO BE HEINZ



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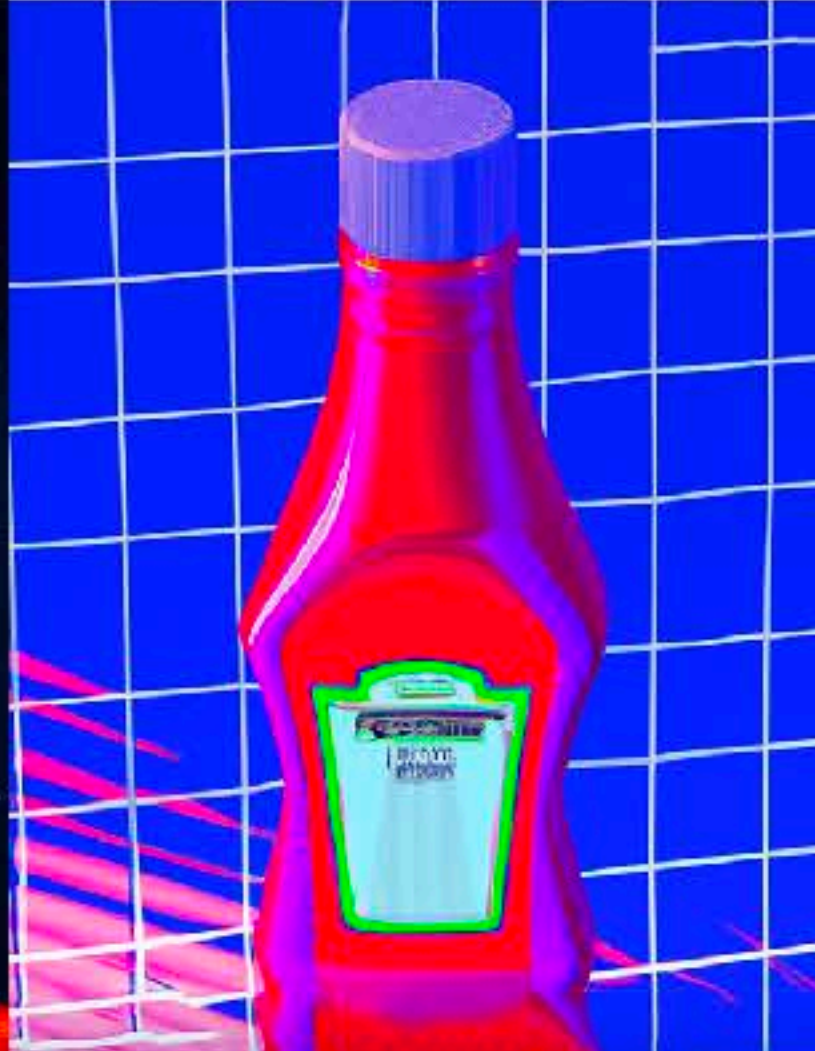
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LOOKS LIKE TO A.I.  
IT HAS TO BE HEINZ



# NIKE BY YOU

**NIKE**  
**AIR**  
**AIR FORCE 1**

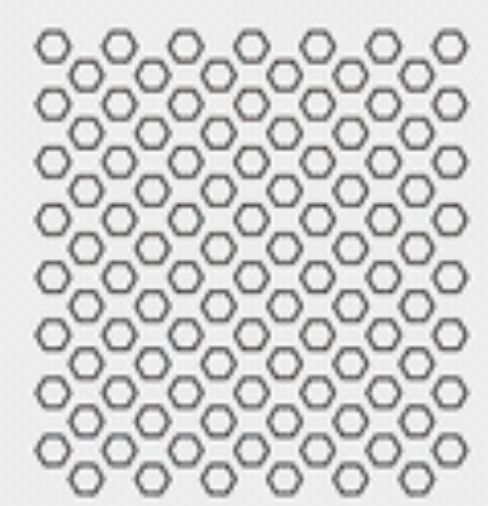
100% COTTON

MACHINE WASH COLD  
WITH LIKE COLORS  
GENTLE CYCLE  
TUMBLE DRY LOW  
DO NOT BLEACH  
DO NOT IRON  
DO NOT DRY CLEAN

02091163 LN2 ©  
US UK EUR CM  
10.5 9.5 44.5 28.5  
304782 001 00  
  
08B-21-02 2436997  
PAT US4936029\*505432839940\*  
57100311\*585132892066



- Lifestyle
- Running
- Basketball
- Football
- Soccer
- Training & Gym
- Skateboarding
- Baseball / Softball
- Golf
- Tennis
- Track & Field
- Lacrosse
- Walking
- Outdoor
- Boxing



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# JUST DO IT.

- BLACK
- WHITE
- GREY
- YELLOW
- RED
- BLUE
- VOLT
- ORANGE
- GOLD
- SILVER
- GREEN
- PURPLE





# AL MULINETTO

In Collaboration with AI



/imagine [the contemporary art of drinking]

# AL MULINETTO

In Collaboration with AI



/imagine [the contemporary art of drinking rosato]



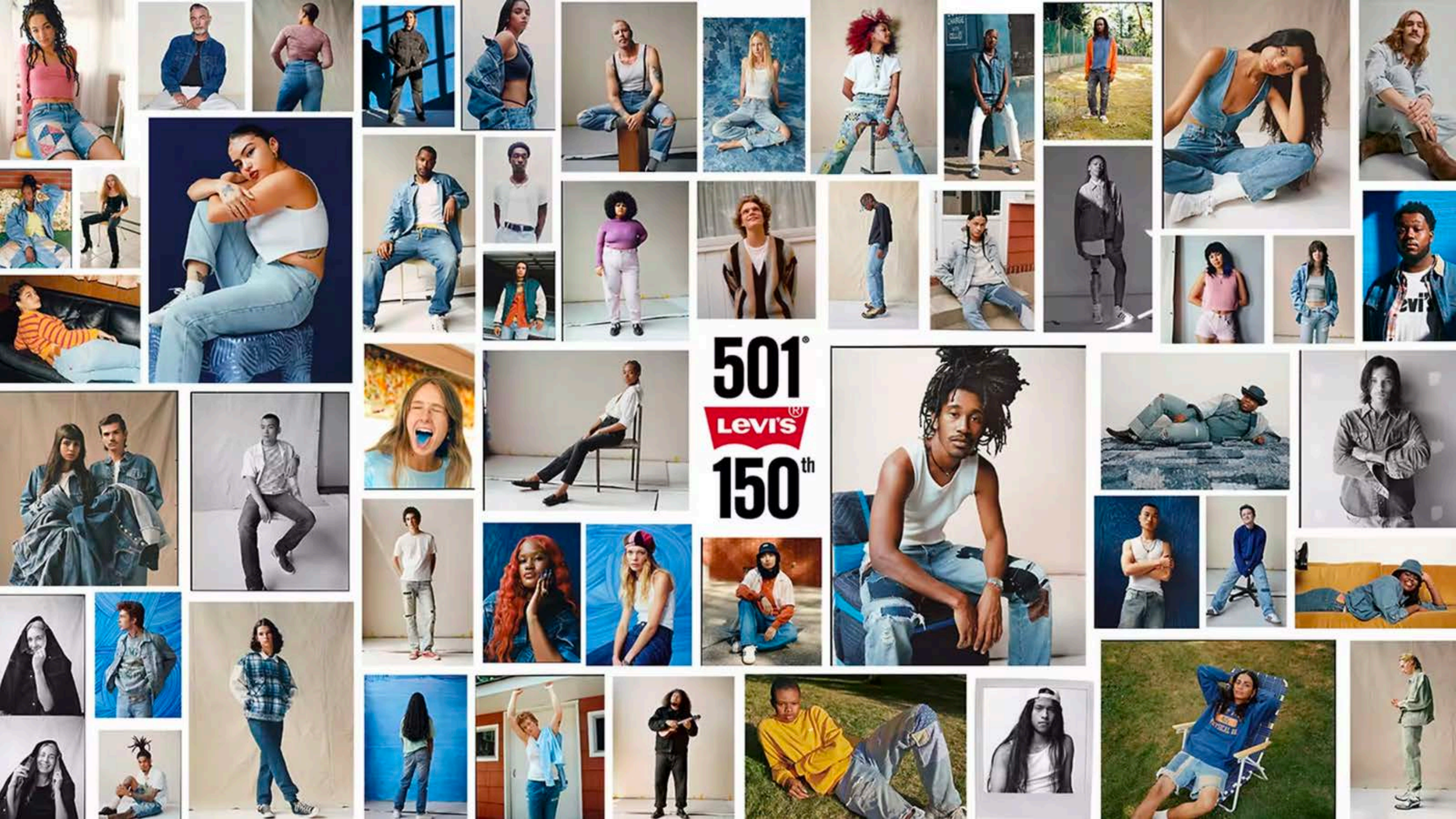
AN AI POWERED DIGITAL  
MODEL STUDIO FOR THE  
NEW CREATORS

# LALALAND

Show your 3D designs on lifelike models. Change the way you do wholesale forever and enrich your product designs. Become a more inclusive, sustainable, and digital-minded brand. All with the help of generative AI.

[START YOUR FREE TRIAL](#) →





501<sup>®</sup>  
Levi's<sup>®</sup>  
150<sup>th</sup>





**Scott Hanselman** 🍌

@shanselman

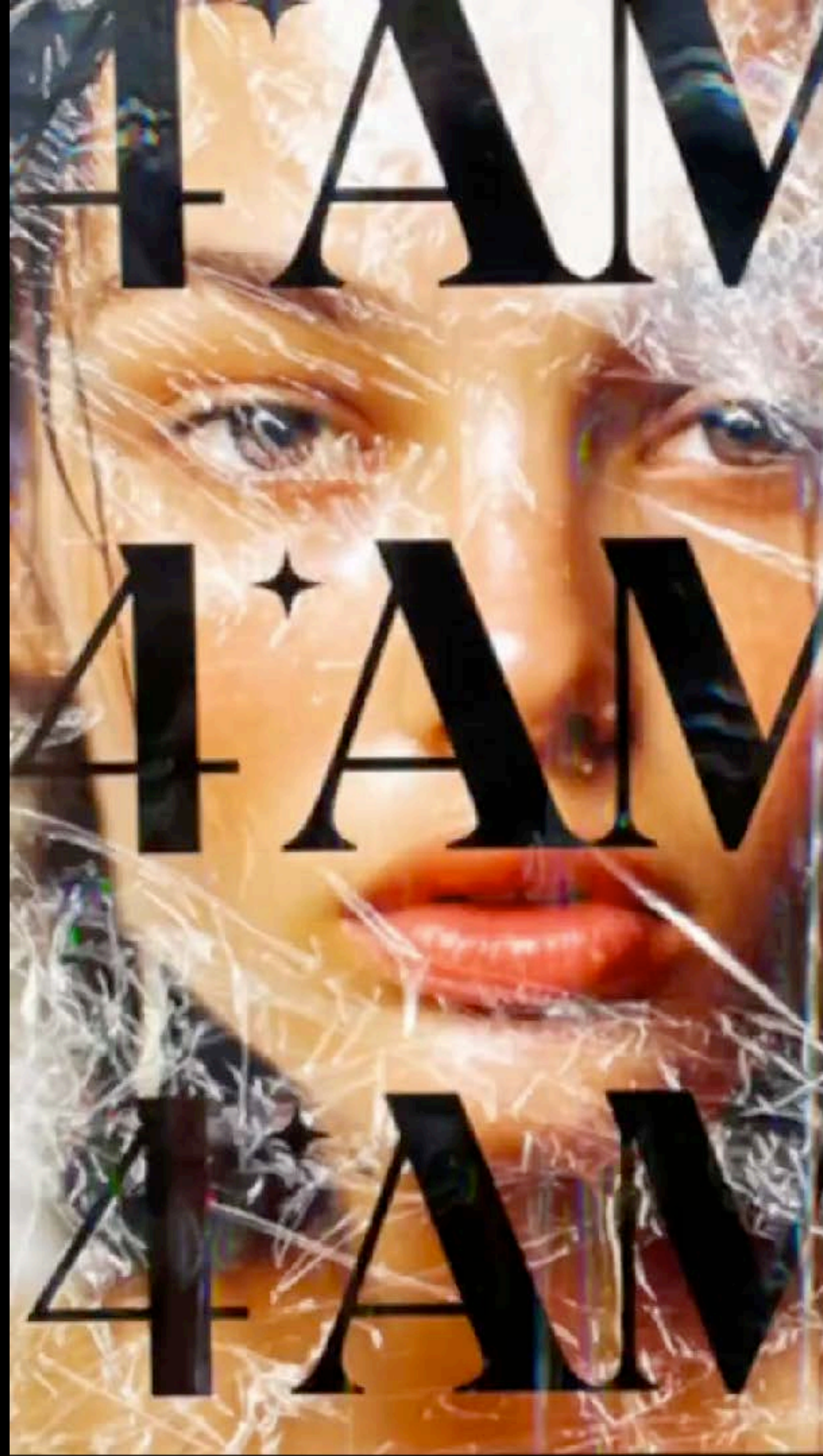


This is exactly what NOT to use generative AI for. Here they are avoiding giving PoC jobs - and there are models to be hired, to be sure - and instead accomplishing "power rangers diversity" w/ pie charts measures and algorithms rather than just humanity. Shameful and lazy @LEVIS

9:21 AM · 26 Mar, 2023

26 replies 77 shares 486 likes



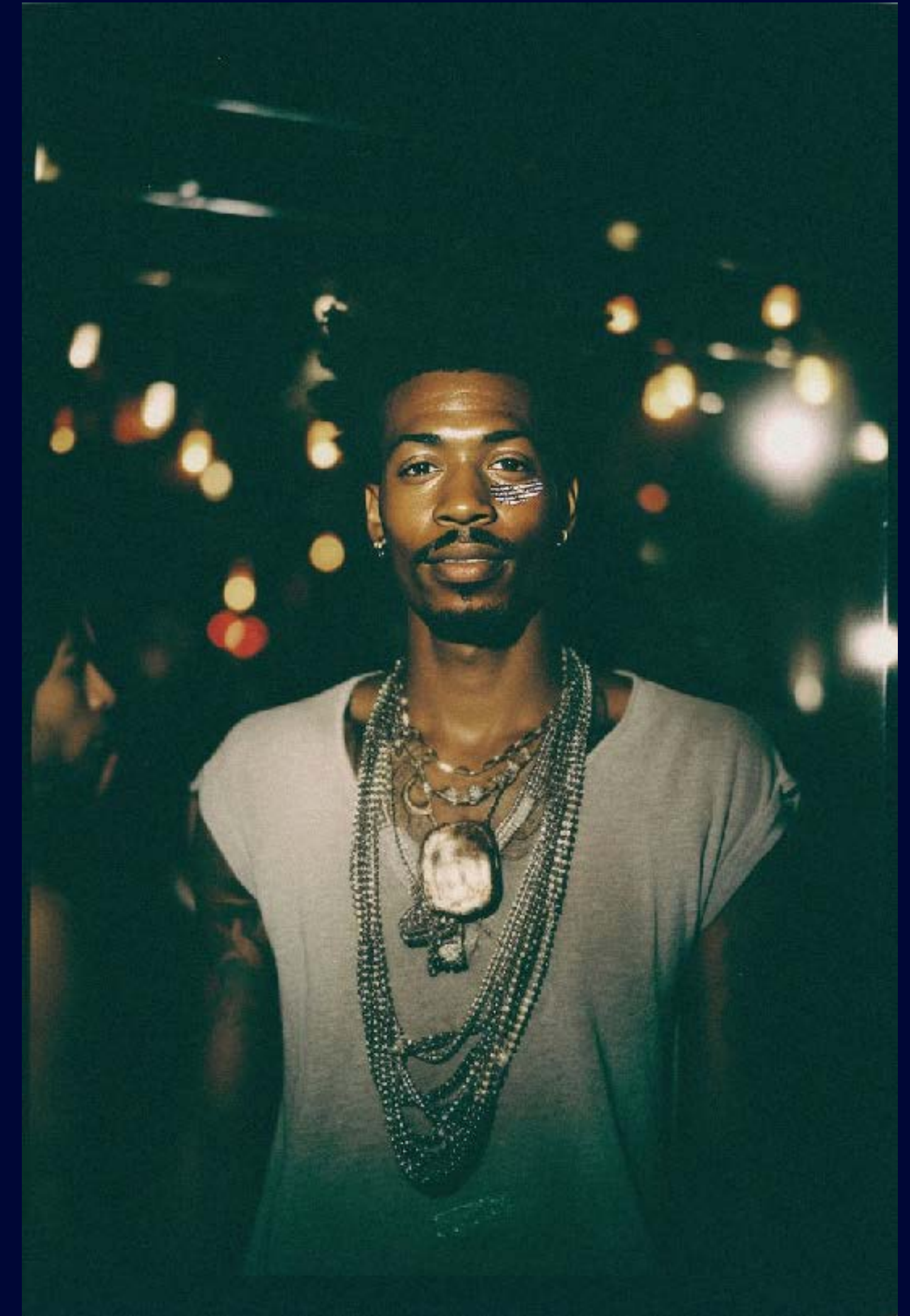






@jeremy somers notcontent.ai/4am





@jeremy somers notcontent.ai/4am



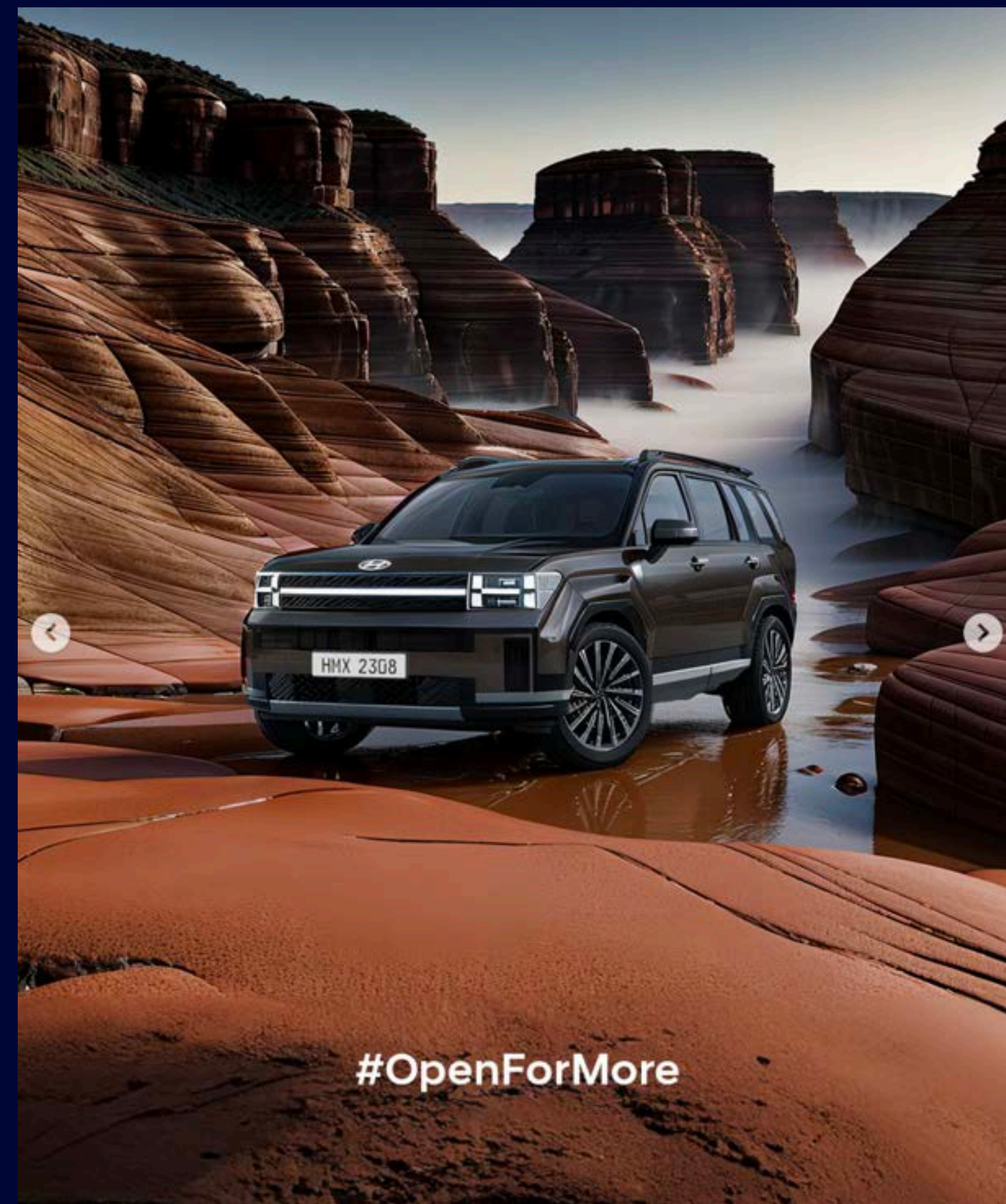
# The Best from Our Users



#OpenForMore



#OpenForMore



#OpenForMore





Generate your own  
AI Image by visiting  
our microsite (link in bio)  
or DM us with  
“Hey SANTA FE”

#OpenForMore





Hyundai Worldwide

Vor 26 Min. aktiv



where shall the all-new Santa Fe take you? Choose your scenery!

Camping Sites

Great choice, David Blum! Now, It's time for a final touch!

Unleash your imagination, select one of the following options!

Try your own

Describe with your own words, where shall the all-new SANTA FE take you.

on a purple beach full of flowers

Thank you David Blum.

Generate Image

Please give us up to 30 seconds to generate your image



Nachricht schreiben ...





santafe-openformore.hyundai.com

The all-new SANTA FE, takes me to...  
fields of giant mushrooms in luminous sunshine

Create Your Own

<https://santafe-openformore.hyundai.com/>





NEUE GLOBALE KAMPAGNE

# Hyundai und Jung von Matt sind bei KI-Bildern die schnellsten

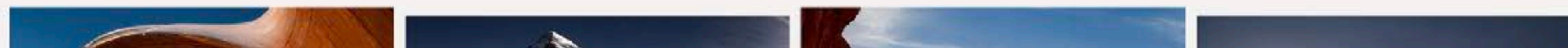
Der Autohersteller Hyundai und seine Stammagentur Jung von Matt (JvM) haben eine globale Kampagne für den neuen Hyundai Santa Fe gestartet. Sie nutzen als „Weltneuheit“ eine eigene KI, um personalisierte Bilder für „jede erdenkliche“ Situation mit dem Auto zu erstellen, teilt die Agentur mit. Ohne Midjourney und Co.

Reiner Kepler 13.09.2023 11:19

The all-new SANTA FE

# Open for More

Allow our AI to unleash your imagination and lead you to unexplored destinations with the all-new SANTA FE.







KÜMMERN SIE SICH  
UM **IHR LEBEN.**  
WIR KÜMMERN UNS  
UM IHRE GESUNDHEIT.

**SWICA**

[swica.ch/leben](https://swica.ch/leben)

Prompt by Nick St. Pierre



**FDP**  
Die Liberalen


**Anpacken  
statt ankleben!**

Mit Innovation dem  
Klimawandel begegnen.

Wir machen  
die Schweiz stark!

[www.fdp.ch](http://www.fdp.ch)





Tierrechte verdienen so viel  
Aufmerksamkeit wie Donald Trump.

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Helfen Sie uns dabei: mit Ihrer Spende auf [tierimrecht.org](https://www.tierimrecht.org). Vielen Dank!

**TIER IM RECHT**



/imagine prompt::a mutant umbrella tree shaped like a nuclear bomb explosion\_

© Andrew SvK  
Nikon D850  
Socotra, Yemen

DON'T GIVE UP ON THE REAL WORLD.





/imagine prompt::an Egyptian pharaoh is hiding from his enemies in a sweet world made of chocolate

© Heidi Marshall  
Nikon Coolpix P80  
Antelope Canyon, USA

DON'T GIVE UP ON THE REAL WORLD.





/imagine prompt::multicolored surreal mini volcanoes erupting water like a fountain

© Ken Lund  
Nikon E5200  
Fly Geyser, USA

DON'T GIVE UP ON THE REAL WORLD.







Photography of a dragon blood tree, as seen thousands of times in the National Geographic

[ AI by ] David Blum  
Midjourney 5.1  
Home Office

IMAGINE THE REAL WORLD





A photograph of the interior of Antelope Canyon, showing smooth, undulating sandstone walls in shades of orange, red, and pink, illuminated by warm light from above.

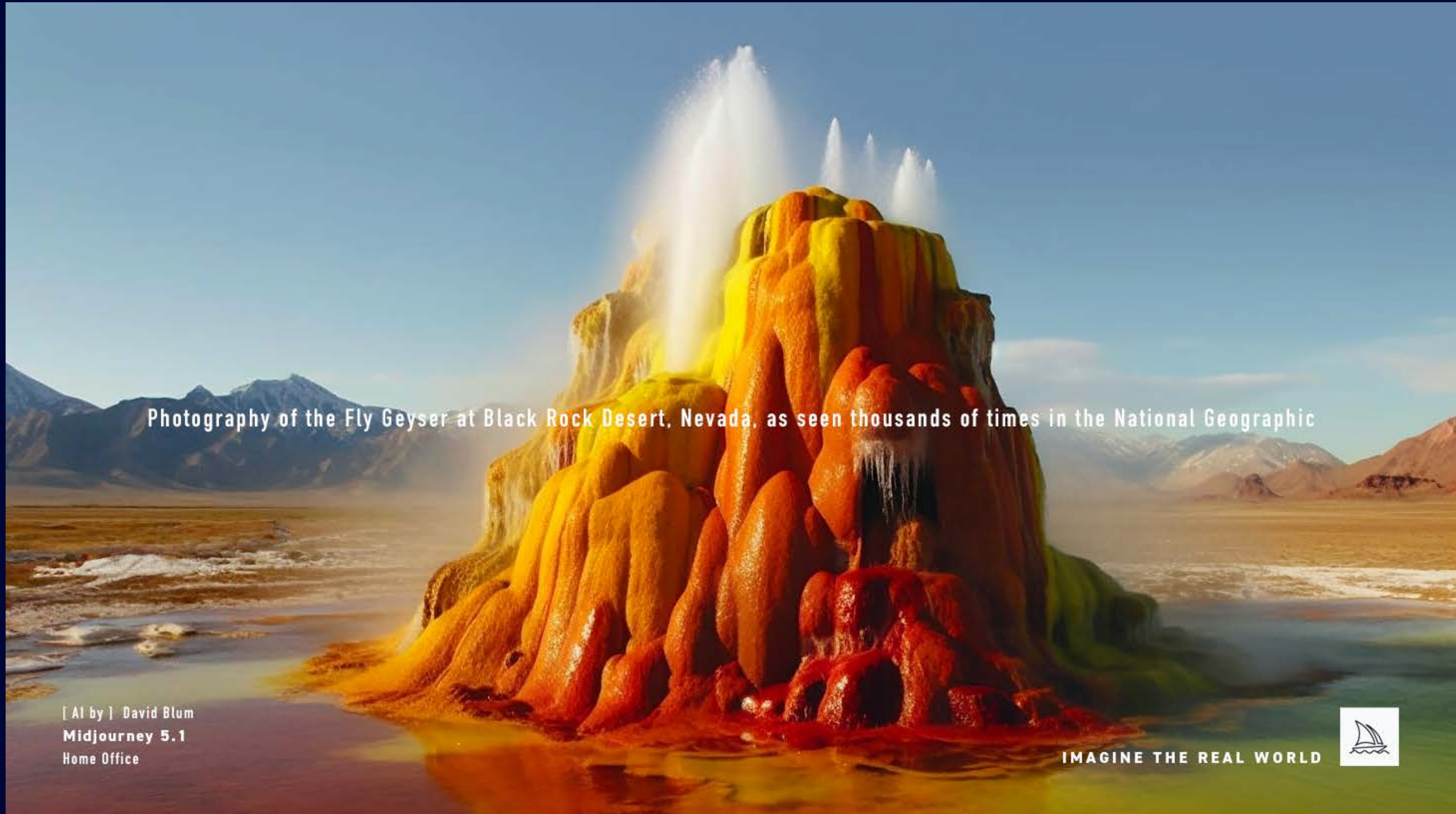
Photography of the Antelope Canyon, as seen thousands of times in the National Geographic

[ AI by ] David Blum  
Midjourney 5.1  
Home Office

IMAGINE THE REAL WORLD







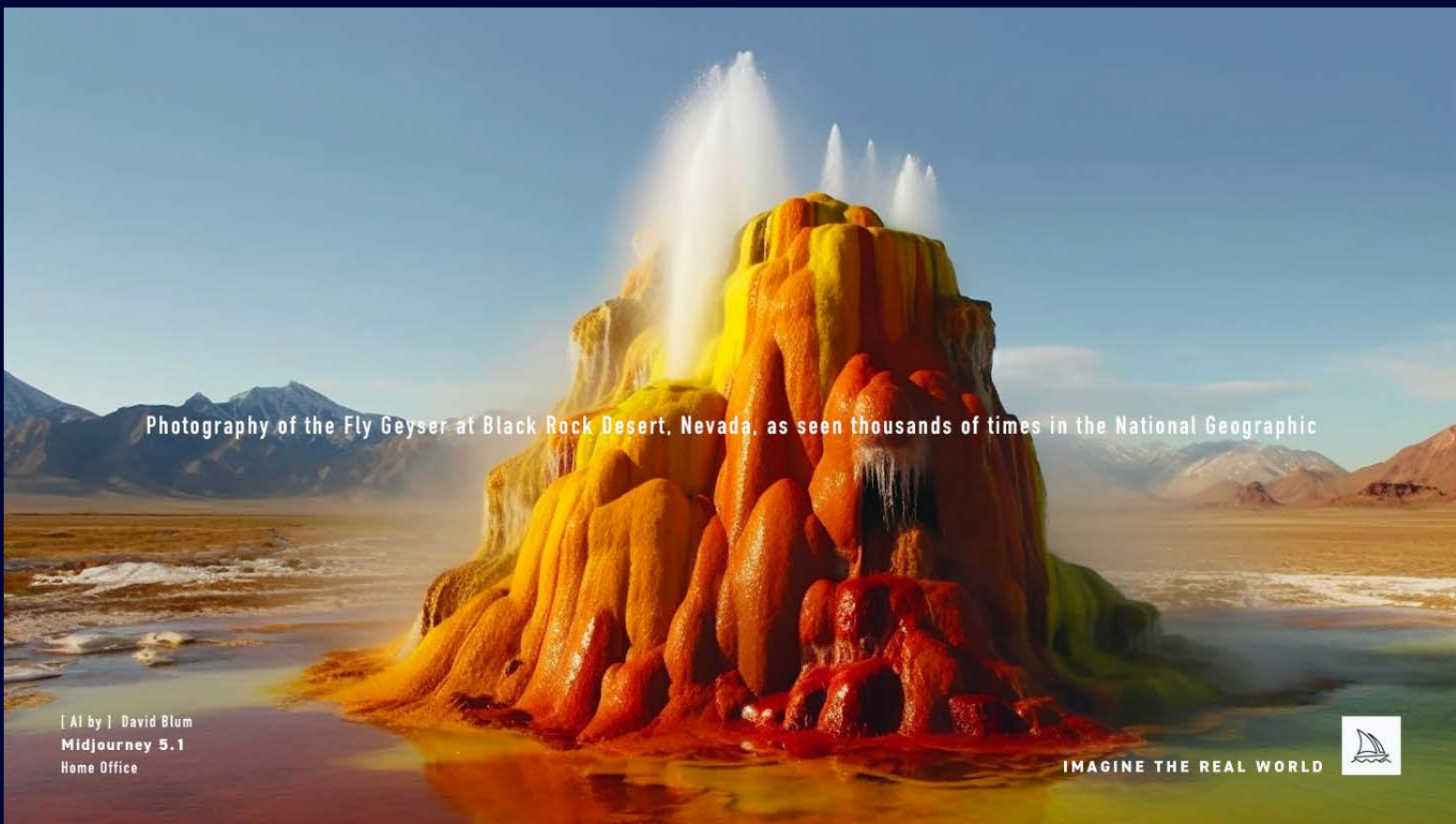
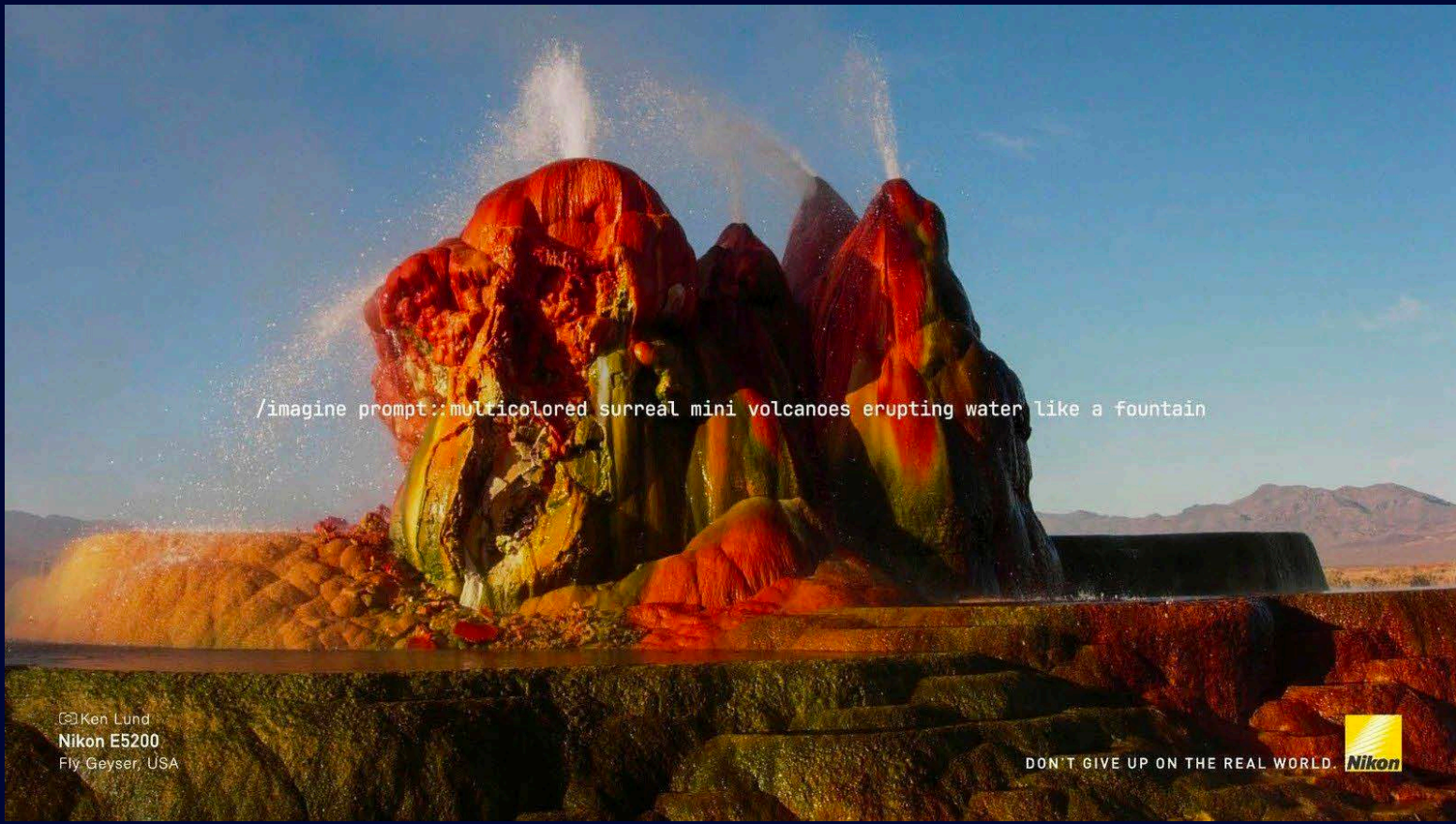
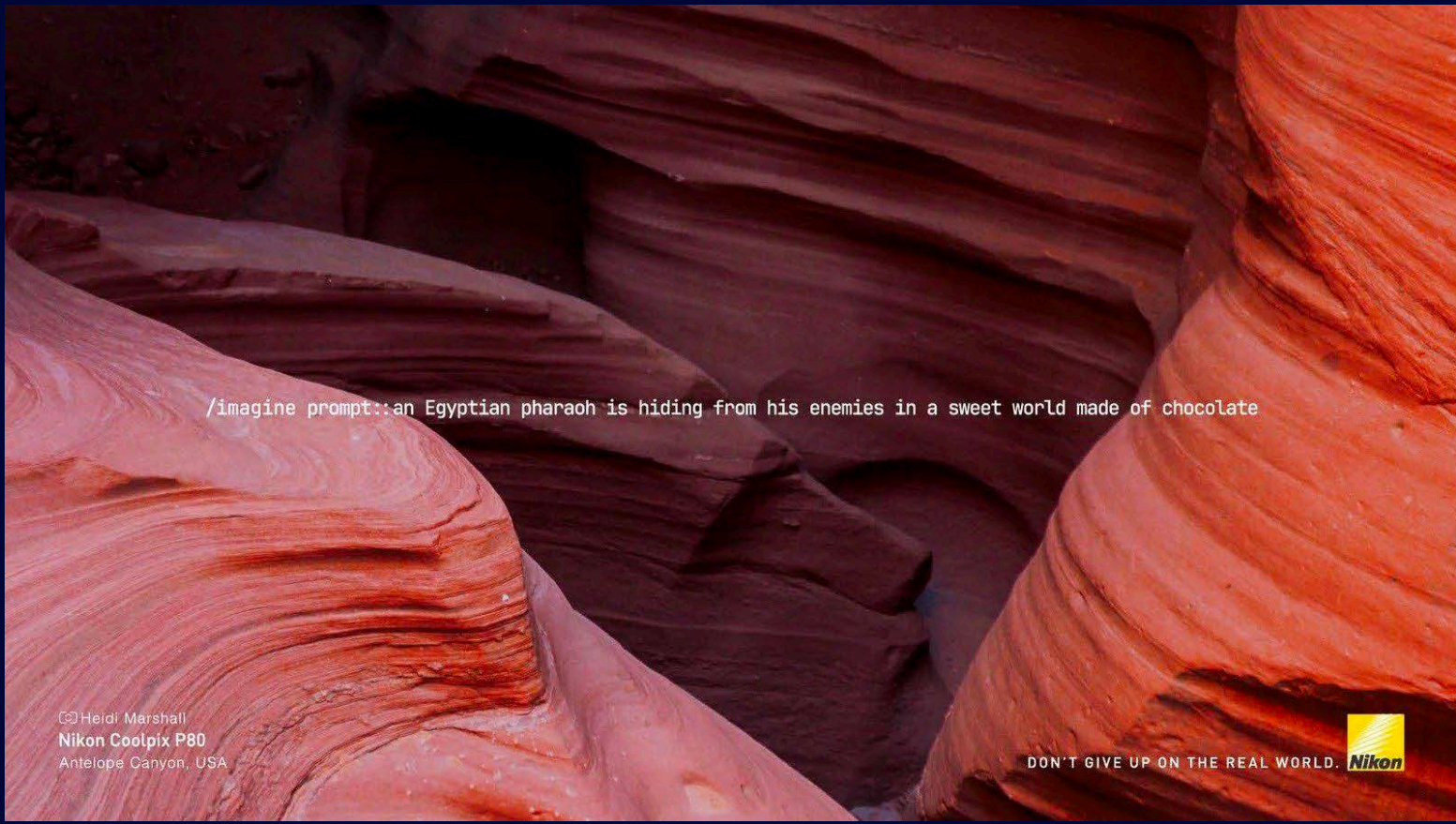
Photography of the Fly Geyser at Black Rock Desert, Nevada, as seen thousands of times in the National Geographic

[ AI by ] David Blum  
Midjourney 5.1  
Home Office

IMAGINE THE REAL WORLD









/imagine [our future in their hands]

**MAKE. FUTURE. HAPPEN.**

Midjourney AI x David Blum



 MADE WITH AI



unicef   
für jedes Kind



Schilthorn  
Piz Gloria

/imagine [dreams shape reality]

MAKE. FUTURE. HAPPEN.

Midjourney AI x David Blum

MADE WITH AI

unicef   
für jedes Kind































Original





A futuristic spaceship is shown flying through a warp tunnel. The tunnel is characterized by numerous streaks of light in shades of blue, teal, and orange, creating a sense of high speed and depth. The spaceship is positioned in the center of the frame, moving towards the viewer. The overall atmosphere is one of advanced technology and interstellar travel.

**15 Monate bis zur  
Bildperfektion, Videos folgen  
in Warp-Geschwindigkeit.**



DANKE



*smart  
rebels*®