Course title:

Reimagining 20th Century Hungarian and European Ads with Artificial Intelligence tools

Course instructor: Dr. Brigitta Iványi-Bitter PhD (info: akademia@mome.hu)

Course code:

B-KH-401-A-242501-06
M-KH-201-A-242501-06
M-KH-E-201-A-242501-06

A SHORT INTRODUCTION TO THE COURSE:

This course week not only introduces you to the world of Hungarian and Eastern European commercial films, but also helps you find creative ways of using the latest generative artificial intelligence (Gen AI) tools. The course explores how the style, subject matter and discourse of Hungarian advertising film changed between 1920 and 1980, influenced by different economic environments and client expectations.

Students will be introduced to more than 300 minutes of archival advertising films. The majority of the selection includes Hungarian commercials made with animation techniques, so that a variety of styles can be used as a starting point for further creative work. These films provide an inspiring starting point for your own creative work.

The commercials will be "reused" using the latest AI apps. In the process, you will not only learn how to use Gen AI tools, but also convey new, contemporary messages through the

transformed content. Participants will work together in groups to curate a set of 20th century ads, based on their individual perspectives, and then regenerate them with the use of AI tools.

DETAILED DESCRIPTION OF THE COURSE:

How many of you have ever heard of animated commercials made behind the Iron Curtain in the 20th century? Or the geniuses who started the early animation film industry in Hungary? Some went on to win an Oscar in Hollywood as a lifetime achievement award, like the author of Philips' early ads, George Pal, others like Gyula Macskássy were creating shorts for Tungsram. The course will use these outstanding early animated ads to inspire new content made with the help of AI tools.

The curriculum is based on a new research-based 8-part educational film series, edited and co-directed by the course leader. We will analyse these early (1930s/40s) advertising films, mainly made with animation techniques, and aim to reinterpret and transform them using Gen AI tools to convey new messages. On each day of the course week, we will watch 3 x 20-minute thematic selections of commercials, which will then form the basis for a workshop-like collaborative work of the students. From these historical curiosities, students will curate a set of films each day, which we will transform into contemporary content using Gen AI tools. Students will learn how to work with text-to-image, image-to-image, image-to-video, text-to-video methods in order to create their own content from old commercials. By using Gen AI tools, students not only learn new skills, but also gain the creative freedom to bring commercials from the past to life. Throughout the course week, they will learn to prompt effectively and discover how to translate century-old stylistic elements into today's visual culture.

Application
Number of participant: 15
(Preferred: Animation, Media Design, Graphic Design, Photography, IxD)

Schedule: Monday to Friday 9.00-12.50

Prerequisite for completing the course:
Attend and actively participate in each day's screenings and workshops.
Complete and present a final project (a set of still images or moving images) that showcases the transformation of vintage ads into contemporary media using Gen AI tools. The final presentation should highlight the use of AI techniques and the integration of early ad styles into contemporary visual culture.

Course recommendation
If you're interested in creative ways of using artificial intelligence and want to get actively involved in the reuse of advertising history, this course is for you!