

***Reimagining 20th Century
Hungarian and Eastern
European Ads with AI: A
Creative Journey***

Name

Tantermi ☐
Stúdió, műterem vagy műhely ☐
Külső helyszín ☐
Online ☐

Codes

B-KH-201-DI-242502-07, M-KH-201-DI-242502-07, M-KH-E-201-DI-242502-07

Host

Design Intézet

	Kurzus típusa	Kredit	Kontaktóra	Otthoni munkaóra	Tantárgy típusa	Félév	Melyik tantárgy része?
Basic info	Course week	-	30				

recommendation

This course not only introduces students to the world of Hungarian and Eastern European commercial films, but also introduces them to the latest generative artificial intelligence (Gen AI) tools. This course will show how the style, subject matter and discourse of Hungarian advertising film changed between 1920 and 1980, influenced by different economic environments and client expectations. The curriculum is based on a new research-based 8-part educational film series, edited and co-directed by the course leader. The National Film Archive provided rare ads, not seen for decades, for the making of the film. We will analyse these early advertising films, mainly made with animation techniques, and aim to reinterpret and transform them using Gen AI tools. On each day of the course week, we will watch 3x 20-minute thematic selections of commercials, which will then form the basis for a workshop-like collaborative work of the students. From these films, we will curate a set of films each day, which we will transform into contemporary messages 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. If you're interested in the creative application of artificial intelligence and want to get actively involved in the reuse of advertising history, this course is for you!

Short description

This course not only introduces students to the world of Hungarian and Eastern European commercial films, but also introduces them to the latest generative artificial intelligence (Gen AI) tools. This course will show how the style, subject matter and discourse of Hungarian advertising film changed between 1920 and 1980, influenced by different economic environments and client expectations. We aim to reinterpret and transform the ads using many different Gen AI tools. Students learn to prompt effectively and discover how to translate century-old stylistic elements into today's visual culture using AI tools.

Teachers

name	Email address	BIO	Office hours
Iványi-Bitter Brigitta	Brigitta.ivanyi@gmail.com	Brigittaivanyibitter.com	https://calendly.com/brigitta-ivanyi-bitter

Semester schedule

Course scheduling	Weekly class appointment
	Course week 2025 Spring

Alk.	Date	Daily content
1		Watching ads and reusing them with text-to-image gen AI tools, Research Diary.
2		Selecting ads and repurposing them using text-to-image and AI video tools.
3		Selecting ads and repurposing them to video ads and posters using text-to-image and AI video tools.
4		Selecting ads and repurposing them into video ads and posters using text-to-image and AI video tools. Preparing research diaries and new ads for presentation.
5		Final presentations of all in-class assignment documentations

Requirements and evaluation	Assignments	Evaluation criteria	Deadline	% in evaluation
	In-class assignments and Research Diary	Quality and attention to detail	Every day	50%
	Final presentation	Quality, concept, execution	Last day	50%

Mandatory readings	Sharakhina, L., Ilyina, I., Kaplun, D. et al. AI technologies in the analysis of visual advertising messages: survey and application. <i>J Market Anal</i> 12 , 1066–1089 (2024). https://doi.org/10.1057/s41270-023-00255-1
	Elgammal, Ahmed et al. "CAN: Creative Adversarial Networks, Generating Art by Learning About Styles and Deviating from Style Norms." <i>arXiv preprint</i> , 2017.
	AI Ads Can Look Weird. Brands Like Coca-Cola Are Making Them Anyway. https://www.wsj.com/articles/ai-ads-can-look-weird-brands-like-coca-cola-are-making-them-anyway-04331697?utm_source=chatgpt.com

Recommended readings	Berger, John. <i>Ways of Seeing</i> . (Penguin, 1972) – A foundational text on visual culture and art interpretation. Chapter 1.
	Colton, Simon, et al. <i>Computational Creativity Research: Towards Creative Machines</i> . (Springer, 2020)

Learnings	Knowledge	Use of AI tools, Planning creative workflows with AI tools
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Skills	Experimenting, Analyzing
Attitude	Collaboration, entrepreneurship, adaptation
Responsibility	Choosing Relevant topic of our time, transparency in using AI tools

Felmentés

- ☒ Nem adható felmentés a kurzuson való részvétel és teljesítés alól,
☐ Felmentés adható egyes kompetenciák megszerzése, feladatok teljesítése alól,
☐ Más, tevékenységgel egyes feladatok kiválthatók,
☐ Teljes felmentés adható.

Tantervi
kapcsolatok

Tantárgy	Kapcsolódó kurzusok (párhuzamosságok)	Kurzus érdemjegy aránya a tantárgyban
Befoglaló tantárgy címe	[Ez a kurzus]	
	Másik kurzus címe	
	Harmadik kurzus címe	
A kurzus előfeltételei	Szabadon választott esetén sajátos előfeltételek:	Szabadon választhatóként felvehető?

Egyéb
információ

Technology for in-class assignments: laptop or desktop, prepaid plans for AI tools (Midjourney, Ideogram, ChatGPT 4.o, Runwayml.com),

Max 15 students,

Priority: Fashion/textile, Animation, Photography, Media design, Design theory