

Conference Agenda

The Age of the AI-mage

Conference on Visual Communication for Young Researchers



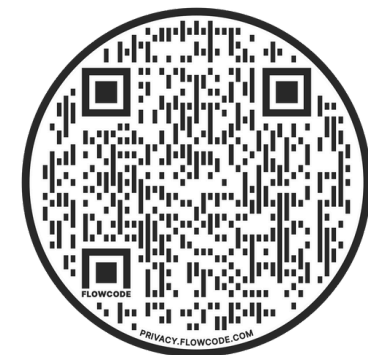
COCOCO
THE AGE OF
THE AI-MAGE



CORVINUS
UNIVERSITY
of BUDAPEST

The Age of the AI-mage
*Conference on Visual Communication
for Young Researchers*
31 May 2024

conference access: <https://tinyurl.com/2yrt2zhh>



08:25-08:30

Opening remarks

Andrea KÁRPÁTI
*Corvinus University of
Budapest*

Keynote 1: Michalle GAL
Chair: Jessie LABOV

08:30-09:00

Is AI in Aesthetics Really
New? The Visualist
Perspective

Michalle GAL
*Shenkar College of
Engineering, Design and
Art, Interdisciplinary
Design Graduate
Program, Ramat Gan,
Israel*

09:00-09:15

Discussion

Session 1: Artificial Intelligence: the Advent of a New Era in the Age of the Image?

Chair: Lajos KOVÁCS

| | | |
|--------------------|--|---|
| 09:15-09:30 | The Attraction of Restoration: Early Cinema and the Aesthetics of Artificial Intelligence. | Hugo LJUNGBÄCK <i>University of Chicago, US</i> |
| 09:30-09:45 | AI-maging and the The New Fictional Pact: Cinema in the Age of Abduction | Francesca BORGATO <i>University of Milan La Statale" and the University of Salento, Italy</i> |
| 09:45-10:00 | Generating "The General": a study of AI-powered visuals in music videos | Giacomo SCARDIA <i>University of Salento, Italy</i> |
| 10:00-10:15 | How does AI reshape visual storytelling? Challenges of creating visual narratives with Midjourney - case study | Viktória SZABÓ <i>Corvinus University of Budapest, Doctoral School of Sociology and Communication Science and Moholy-Nagy University of Art and Design Budapest, Hungary</i> |
| 10:15-10:30 | A Picture is Worth a Thousand Prompts: Topic Modelling of AI Art Subreddit Communities | Jing HAN & Andrew ILIADIS <i>Temple University, US</i> |

10:30-10:45

The Needs and Challenges of Utilizing Image-Generating AI Considering Aphantasia Characteristics: Insights from the Field of Visual Communication Education

Osamu SAHARA
Tokushima University, Japan

10:45-11:00

Disentangling the Role of Different Types of Empathy between the Valence Match of AI-generated Image and Text in Non-profit Appeals and Prosocial Behaviour

Bingrui LI
& Karolien POELS
University of Antwerp, Belgium

11:00-11:15

Discussion

11:15-11:30

Comfort break

Session 2: Deeper Deepfake in the Age of Post-truth?

Chair: József HUBERT

- | | | |
|--------------------|--|--|
| 11:30-11:45 | The Aesthetics of Believability: Harnessing Deepfake Technology for Visual Activism in Politics, Art, and Cinema | Anna MUNDET MOLES |
| 11:45-12:00 | Visual communication and post-truth: how deep is deepfake? | Camila FLORES-FERNÁNDEZ <i>Aalborg University, Denmark</i> |
| 12:00-12:15 | Seeing is Believing (or Not?): Deepfakes, Public Trust, and the Future of Turkish Democracy | Selin KÜÇÜKORUÇ <i>Bilkent University, Department of Communication and Design, Ankara, Türkiye</i> |
| 12:15-12:30 | Artificial intelligence fake news, images and videos, or the age of uncertainty | Dávid HORVÁTH <i>Ludovika - University of Public Service, Doctoral School of Military Sciences, Hungary</i> |
| 12:30-12:45 | Reconstructing the Past: #nostalgiacore and the Illusion of Authenticity | Sezen GÜNCE YÖNDEM <i>Bilkent University, Department of Communication and Design, Ankara, Türkiye</i> |
| 12:45-13:00 | <i>Discussion</i> | |

Keynote 2: Nick HOLLIMAN

Chair: Andrea KÁRPÁTI

13:00-13:30

Nick HOLLIMAN
*Professor in Computer
Science and Director of
the Centre for Urban
Science and Progress
(CUSP) at King's College
London and Visualization
Turing Interest Group,
The Turing Institute,
London, UK*

13:30-13:45

Discussion

13:45-14:00

Comfort break

Session 3: Social Media and Visual Communication

Chair: Evelin HORVÁTH

- | | | |
|--------------------|--|--|
| 14:00-14:15 | 'GO VIRAL': Understanding Memory Activism through Manipur Viral Video incident | Vishal SHARMA <i>Department of Journalism and Mass Communication, Chhatrapati Shahu Ji Maharaj University, Kanpur, India</i> |
| 14:15-14:30 | Machine Impressions – Visual Storytelling: contemporary take on an ancient genre | Adrienn Mária KISS <i>Hungarian University of Fine Arts, Doctoral School (Arts), Hungary</i> |
| 14:30-14:45 | Communicating crises with a purpose: digital teaching and learning material: social media, social responsibility, and social crime prevention | Erna FÖLDVÁRI-URICSKA <i>Corvinus University of Budapest, Doctoral School of Sociology and Communication Science, Hungary</i> |
| 14:45-15:00 | <i>Discussion</i> | |

Session 4: Art and Visual Communication

Chair: Andrea KÁRPÁTI

- | | | |
|--------------------|---|--|
| 15:00-15:15 | Shifting Perspectives: Evolution of Art-Based Research in Immersive Virtual Reality | Albert L. LEHRMAN <i>Charles University, Faculty of Education, School of Art Education, Czech Republic</i> |
| 15:15-15:30 | The needle and the (code) string - new imagery and new challenges for the fashion of the future | Michele VARINI <i>Università Cattolica del Sacro Cuore of Milan, Italy</i> |
| 15:30-15:45 | Artification in Fashion Communication | Judit ESKÜDT <i>Corvinus University of Budapest, Doctoral School of Sociology and Communication Science, Hungary</i> |
| 15:45-16:00 | New visual genres in communication: the visual identity of museums | Katalin SZÓKE <i>Corvinus University of Budapest, Doctoral School of Sociology and Communication Science, and Budapest Metropolitan University, Hungary</i> |

16:00-16:15

Beyond randomness:
creating meaningful
visual narratives from the
algorithmic chaos of AI
image generation

Cavell ORD-SHRIMPTON
Anglia Ruskin University, UK

16:15-16:30

What kind of "works" do
authors create at art
universities and how have
their copyrights been
evolving since 2019?

Judit REIJNDERS
*University of Szeged,
Doctoral School of Law,
and Political Sciences,
Hungary*

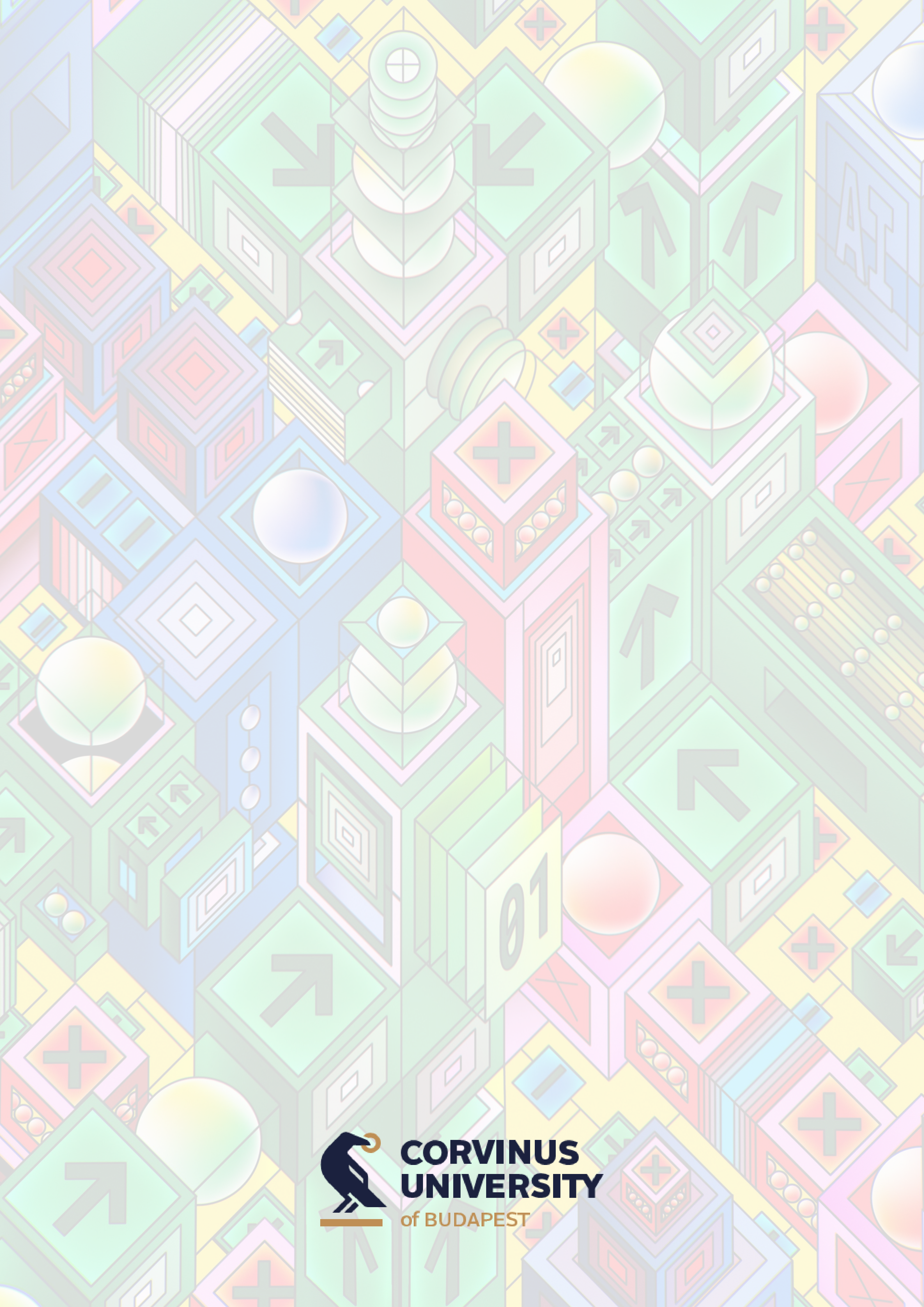
16:30-16:45

Discussion

16:45-17:00

Closing remarks

Andrea KÁRPÁTI
*Corvinus University of
Budapest*



**CORVINUS
UNIVERSITY**
of BUDAPEST