



# An introduction to Generative AI

## Notice

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## Welcome!

Congratulations on taking your first step into the fascinating world of Generative AI! This short, beginner-friendly introduction will introduce you to the basic concepts of what generative artificial intelligence is and what it can already do. From poems and stories to images, video, music and code, generative AI is reshaping the creative landscape.

We've tailored this introduction to make it accessible to anyone who's just starting out. By the end of this short introduction, you'll be able to...

1

Discuss what Generative AI is

2

Explain some of the recent developments in Generative AI



## What is Generative AI?

Sometimes shortened to 'GenAI', this is a fascinating branch of artificial intelligence that focuses on creating new, original content. This content can include images, text, video clips, music and computer code, and generative AI systems can produce items that have never been seen or heard before, and never will be again!

Generative AI works by learning from vast amounts of existing data - A bit like asking a computer to read through every volume of the Encyclopedia Britannica from the 1990s. It analyzes patterns, structures, and features within this data. Using this 'knowledge', it can generate new content that mimics the original data's style and substance. Think of it as your very own AI artist, inspired by past works but able to create new, unique masterpieces :)

Generative AI has vast potential, from designing new products to personalising customer experiences. As it continues to evolve, it will revolutionize how we interact with technology, making the digital world more creative and dynamic. Note that Generative AI doesn't 'do' anything unless you ask it to! For example, an AI chatbot

will only suggest cities in Japa to visit when a human asks it to do this. These requests are called PROMPTS, and generally speaking the more detailed the prompt, the better the result. We'll show you how to get started with prompting chatGPT later!

## Key recent events in the evolution of Generative AI

### *November 2022*

#### **The public release of ChatGPT 3 by OpenAI**

GPT is short for 'generative pre-trained transformer', but for most of us chatGPT is simply known as the first 'intelligent' chatbot, which provided a glimpse into the AI future through its ability as a chatbot to participate in 'intelligent' chats and create poetry, translate languages, and even generate code. Its release marked a significant leap in natural language processing capabilities. The model was trained on a huge, diverse range of internet text, though questions have been raised about copyright and whether its training data is a legitimate source.. The stunning success of ChatGPT left its rivals scrambling for a simple, cost-effective response.

**You**  
Hello. Are you sentient?

**ChatGPT**  
No, I am not sentient. I am a machine learning model created by OpenAI called GPT-3.5. I don't have consciousness, self-awareness, or feelings. I can generate human-like text based on the input I receive, but I don't possess true understanding or awareness. How can I assist you today?

**You**  
I need a holiday itinerary

**ChatGPT**  
Certainly! To help you create a holiday itinerary, I'll need some information. Could you please provide details such as:

1. **Destination:** Where do you plan to go?
2. **Dates:** When do you plan to travel?
3. **Interests:** What are your interests or preferences? (e.g., adventure, relaxation, cultural activities)
4. **Budget:** Do you have a specific budget range in mind?
5. **Accommodation:** Are you looking for specific types of accommodation?
6. **Transportation:** How do you plan to get around during your holiday?
7. **Duration:** How long will your holiday be?

Once you provide these details, I can suggest a tailored itinerary for your holiday.



*Feb 2023*

## Runway releases the first publicly available text to video model

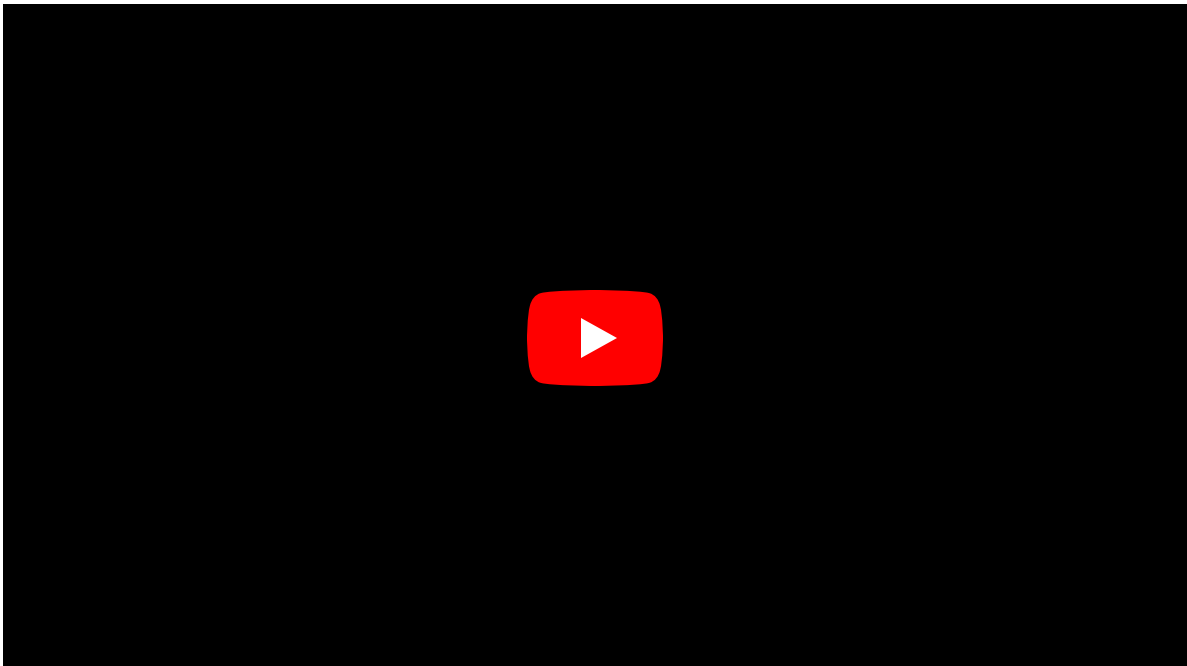
In February 2023 Runway.ml released the first commercial and publicly available video-to-video and text-to-video generation model accessible to all via a web browser. Using only a short text prompt, a user can generate short video clips. Alternatively, a starting frame/image can be uploaded and used as the first frame of the video clip.

Prompt used to generate the clip below: 'A person wearing a futuristic VR headset standing in front of a futuristic stand in a modern expo hall'.



*Feb 2024*

OpenAI releases SORA, the next generation text-to-video model.



The SORA model ups the ante and generates videos up to a minute long while maintaining visual quality and adherence to the user's original prompt. Although not publicly available at the time of writing, this model represents the next generational leap, showing the level of realism achievable through careful prompting (and significant computing power!) This model is not available to the public at this time and would likely be expensive to use . It offers a tantalising glimpse of things to come!

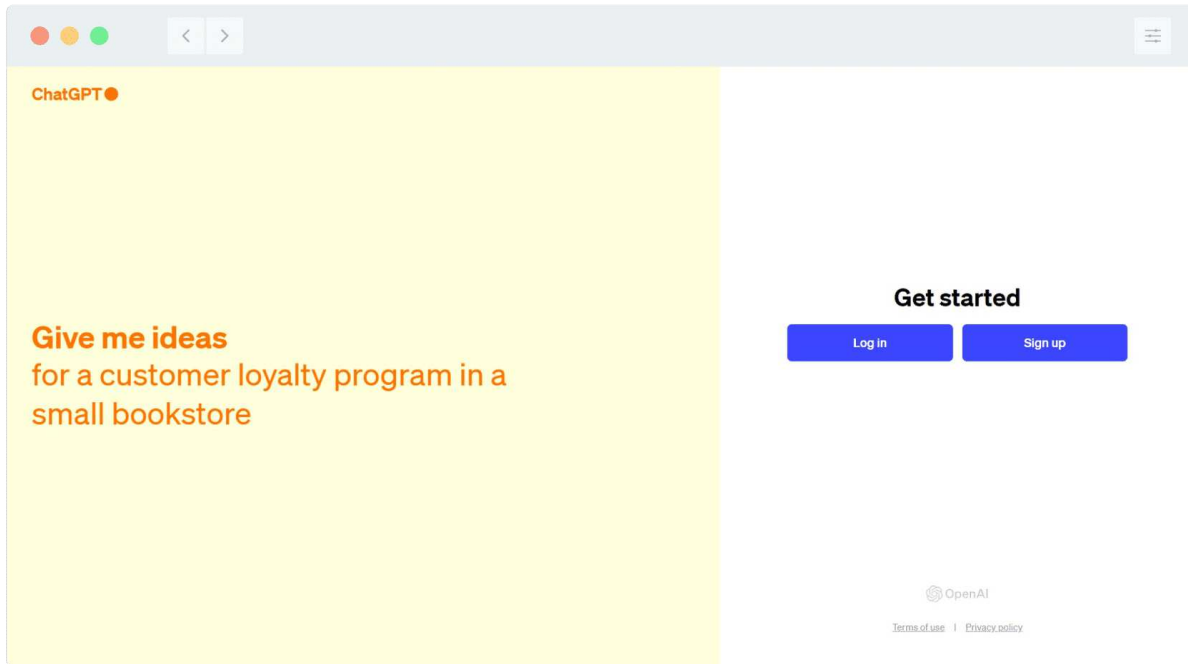
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## **How to create an OpenAI account and chat with ChatGPT**

ChatGPT from OpenAI brought text-based generative AI into the mainstream in late 2022. The great news is you can create an OpenAI account right now and use the basic / slightly older models for FREE! Follow these steps and you can be up and running in less than five minutes!

## Step 1

### Go to the OpenAI website

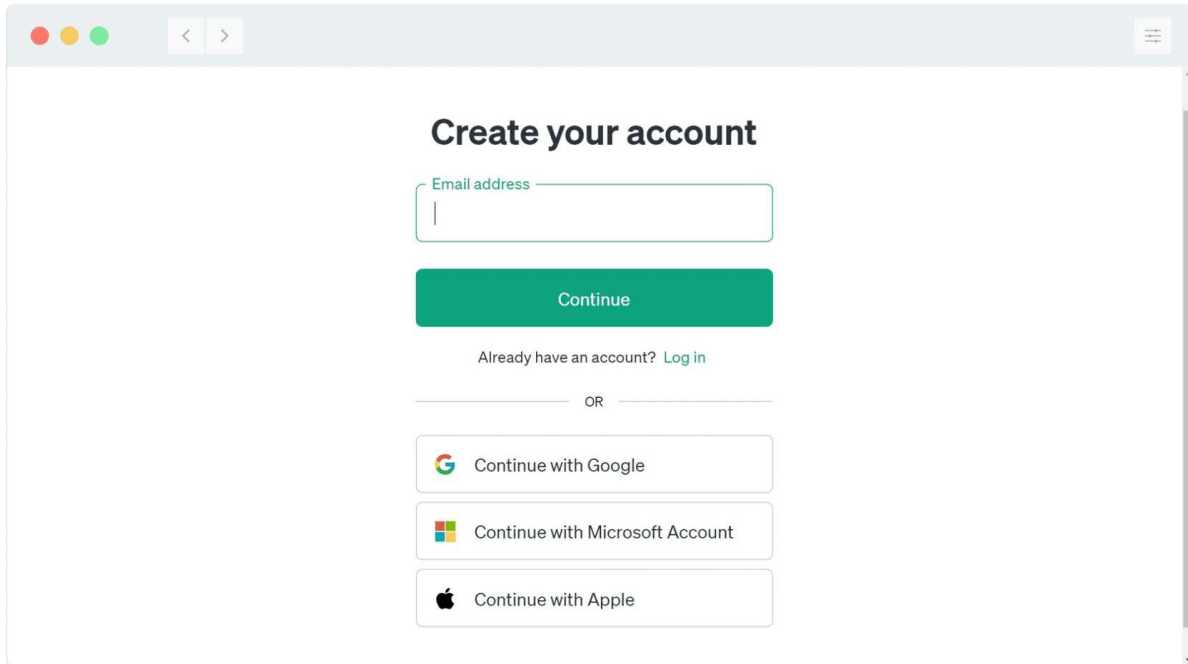


In your web browser, go to [chat.openai.com](https://chat.openai.com). Click the SIGN UP button as shown above.



## Step 2

### Create a free OpenAI account

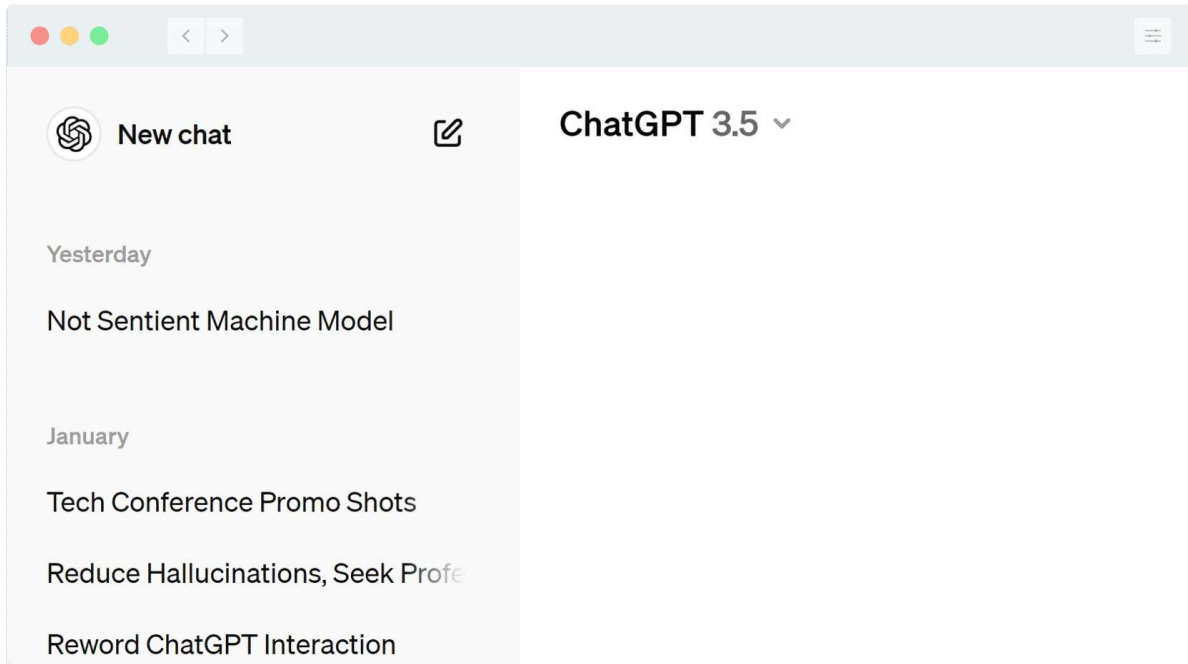


The screenshot shows a web browser window with the title "Create your account". The page has a clean, white background. At the top, there are three colored window control buttons (red, yellow, green) and navigation arrows. The main heading "Create your account" is centered. Below it is a text input field labeled "Email address" with a vertical cursor. Underneath the input field is a prominent green "Continue" button. Below the button, there is a link that says "Already have an account? Log in". A horizontal line with the word "OR" in the center separates the email-based sign-up from the social media options. There are three buttons stacked vertically: "Continue with Google" (with the Google logo), "Continue with Microsoft Account" (with the Microsoft logo), and "Continue with Apple" (with the Apple logo).

Select to create a new account. You can use an email/password combination or sign up using an existing Google account. Work through the requested fields.

### Step 3

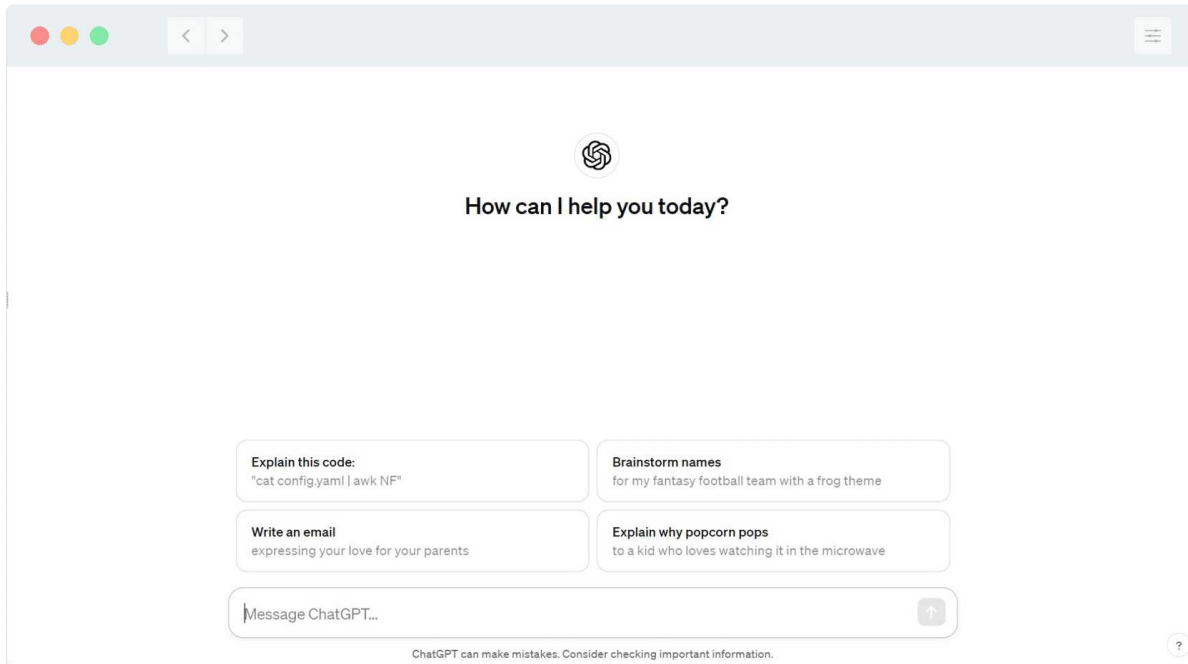
## Start a new chat



Once you've logged into your new account, click on the pencil icon next to 'new chat' at the top left of the window.

## Step 4

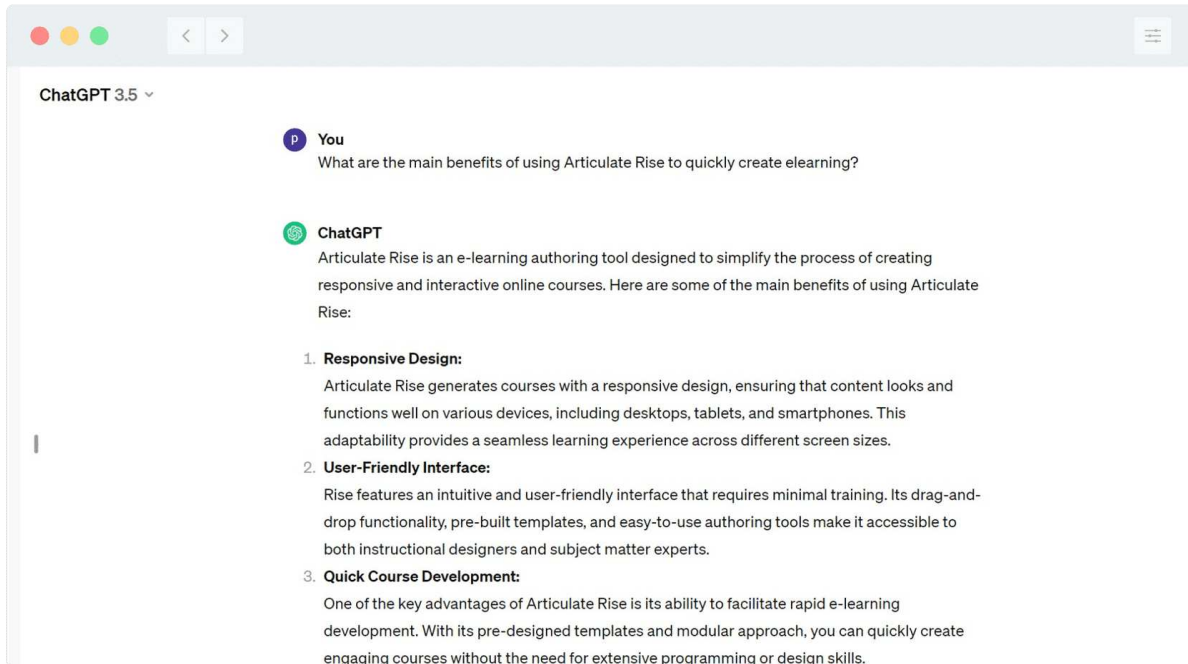
### Get helpful suggestions for what ChatGPT can do



ChatGPT offers suggestions for what you can ask it to do for you. In this case, it's offering to help 'brainstorm names' or explain why popcorn pops!

## Step 5

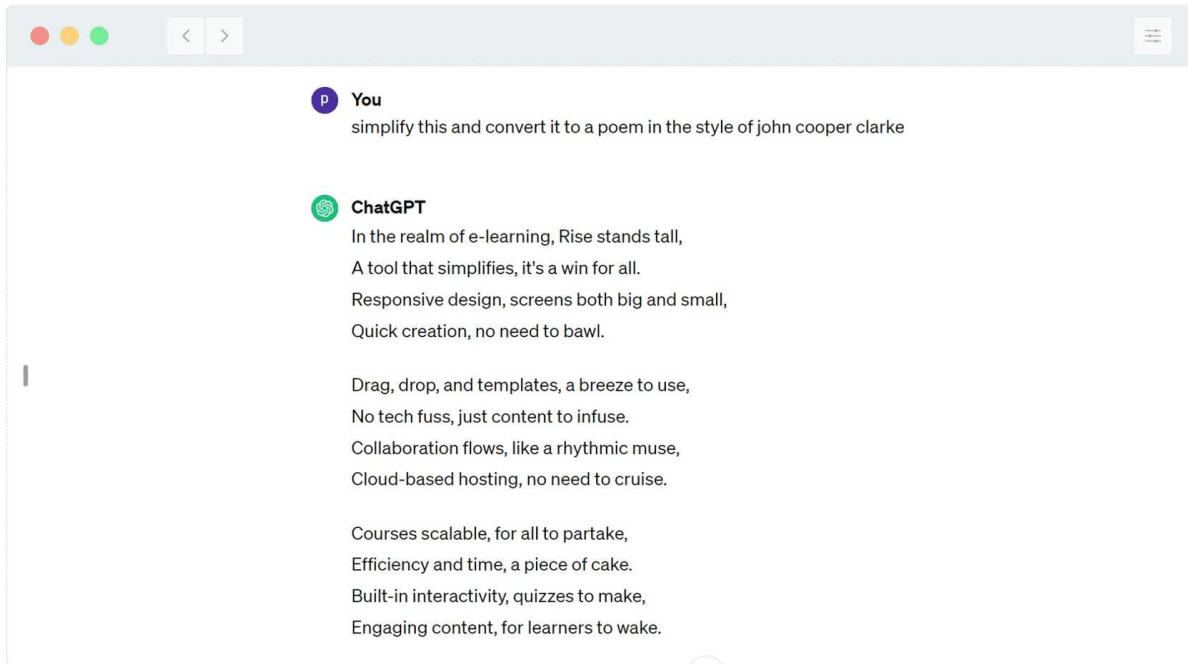
### Ask ChatGPT a question



You can type directly into the text box to ask ChatGPT a question. Here, we've asked it what the main benefits of using Rise 360 are. You can see the first part of its response above.

## Step 6

### Use a ChatGPT response to create a poem!



To get the most out of ChatGPT, it's important to get creative! Above, we've asked it to convert its response to the Rise 360 request into a poem in the style of John Cooper Clarke!

## Wrap-up

ChatGPT is a powerful, free tool for getting to know text-based Generative AI! Remember your conversation with ChatGPT goes two ways – You can ask it to simplify, summarise or even translate its responses!

You can start this step-by-step guidance again at any time. Just click below.

## It's quiz time!

We hope you've been paying attention. Below there are three questions to answer, each of which relates to the information in this short micro learning. This is just for fun and your score will not be stored.

What are the human requests made to Generative AI interfaces usually called?

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Trumps

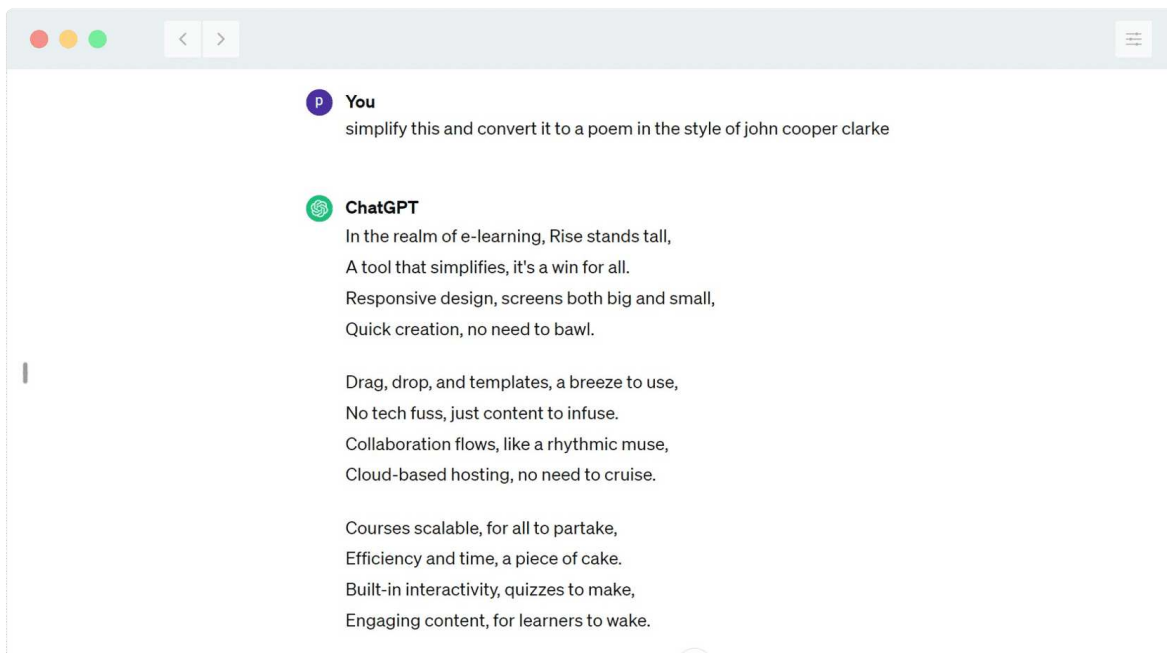
Prompts

Lines

Requests

SUBMIT

This is a screenshot from \_\_\_\_\_, a famous AI Chatbot!



Type your answer here

SUBMIT

Match the event with the correct date. Drag and drop a date onto the matching event...

≡ Nov 2022

ChatGPT becomes publicly available

≡ May 2023

Runway releases their latest text-to-video AI model

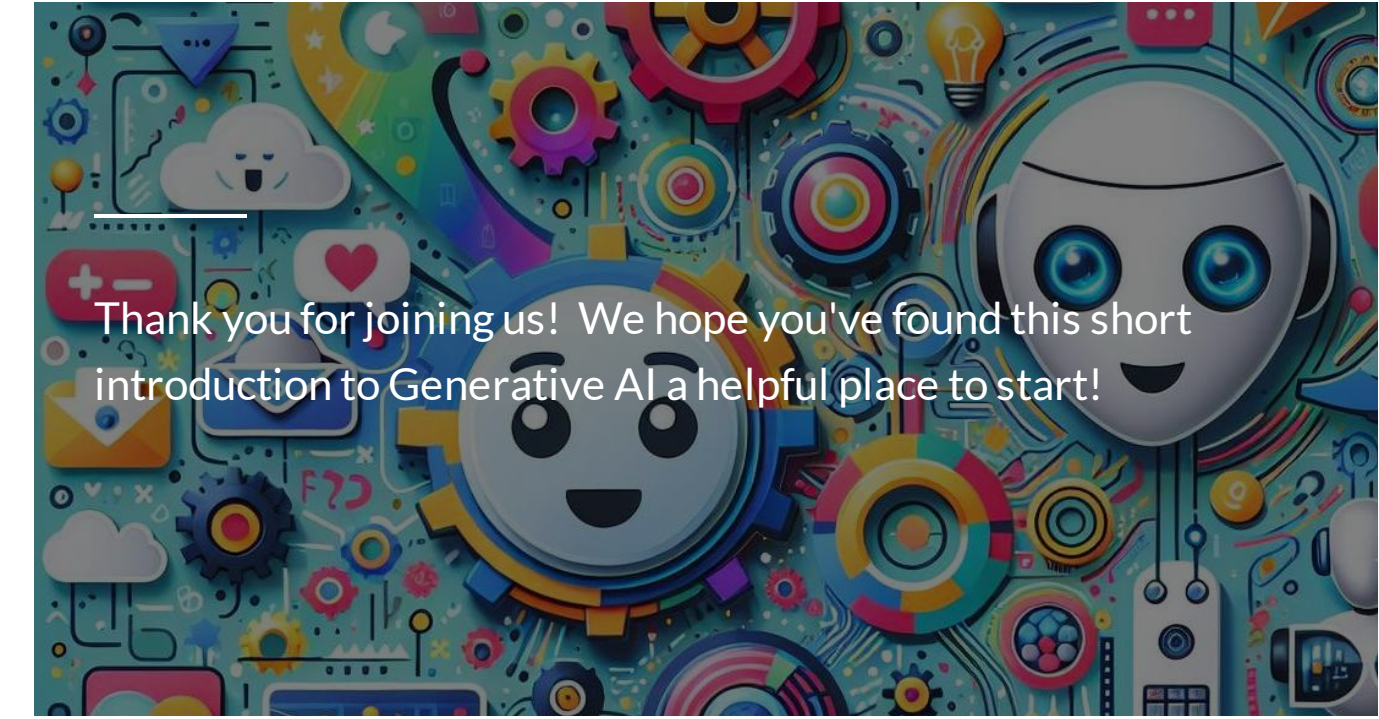
≡ Feb 2024

The SORA video model is demonstrated by OpenAI

SUBMIT







Thank you for joining us! We hope you've found this short introduction to Generative AI a helpful place to start!