Computational Creativity
The Case of Generative Fashion Design

Team Project: Chair of Professor Heinzl

Artificial Intelligence

*"Studies how to perform tasks which would be deemed **INTELLIGENT** if performed by a human"*

Computational Creativity

*"Studies how to perform tasks which would be deemed **CREATIVE** if performed by a human"*
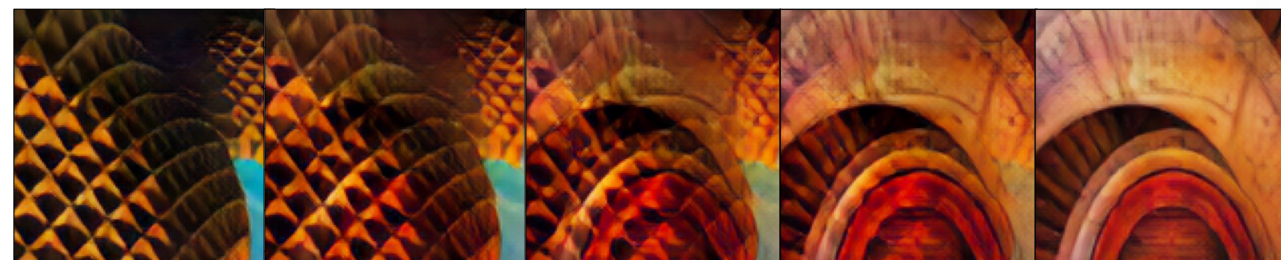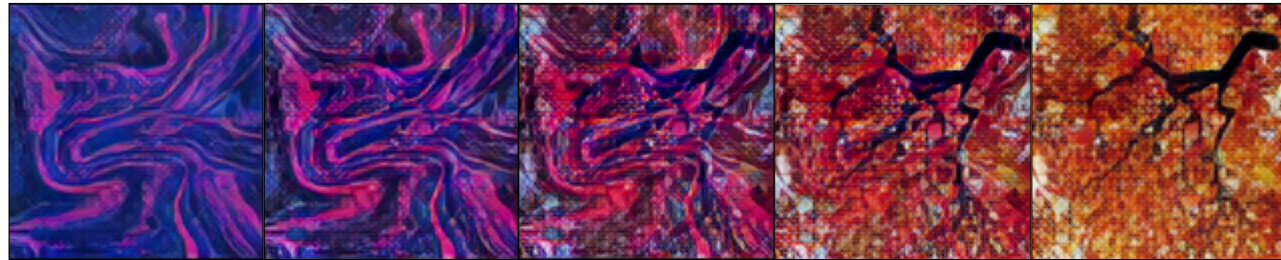
Generative Fashion Design

What can we learn from existing fashion designs? Is that enough?

How can we generate new creative fashion designs?

Goal of Team Project:

Derive requirements from design literature and develop a ML-based system for generative fashion design

Exemplified Designs of Current System

But much improvement possible…

Project Phases

Phase 1. Requirements elicitation

e.g.,

- How can the fashion design system generate creative ideas?
- How can the human designers interact with the fashion design system?

Phase 2. Build ML models.

Implement, optimize, and evaluate ML model for generative fashion design

Organizations

- 6 months team project
- Team of 4-6 students
- M.Sc. Business Informatics or M.Sc. Data Science
- Language: English

Prerequisites

- Experiences with Machine Learning
- Good programming skills
- Optional: Python

Questions?

Deborah Mateja

Chair of General Management & Information Systems

Office: L15, 1-6, 68161 Mannheim

Email: mateja@uni-mannheim.de