

00:00

Okay. Well, I've been like so unmotivated to play games though. Well, I will keep this shockingly brief because you've done the good work. I realize that these are, since they're posted on the website, technically we can find every time you've done this so far. So except for the one time where me, the digital media arts teacher, um didn't realize there was no audio. So I have a two hour long video that's just like a steady like

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So that's it, nothing else. So just a quick start off with, what is your current position? um What do you do with your job these days? I'm being more casual because we've known each other, we know each other now. So I am the art director of Lormons, screen printing and embroidery in Keysville. And it's a small business that focuses on plate manufacturing.

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soft goods and like car decals and signage things along those lines and I handle the graphic design, the general branding and the most the digital printing inside of the facility. That's crazy. Have you taken on more roles then since last time we did this? a year ago? Not really. I'm kind of just, that's kind of like all the things that I do. But that's a lot. Yeah. Yeah.

01:28

Yeah, it is. mean, also, I mean, I also do freelance and I've been doing a lot of other side games, which has been good. Right. And I might kind of want to ask you about so both your work at Mormon and as an independence, independence, sorry, freelance film. I'm an independence artist. I just draw Independence Day fan art. What would you say? uh

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has been the biggest change in your industry in the last year since we spoke and both for what you perceive to be the market as like a freelance artist and in your business capacity of professional design. I mean, I think it's the obvious one and it's AI inside the market in general and like competing with AI and freelance and then also like my like employer trying to implement AI through like either like how he has like a

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independent contractor that does like ads and stuff like that and them trying to use AI and me fighting against it or whatever and just how prevalent it is in all aspects of everything right now whereas I hit sent a lot of designs that are like even AI or as like we're not trying to do that like we don't really like you don't promote it in general but like people

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a of people who don't know the industry and don't know oh design at all are like sending us a lot of AI stuff. And that's been like, the biggest change this year is just getting bombarded with a lot of like, low quality art. And trying to then use or utilize any of that into the printing format or any kind of worldly format has been just like a chaotic, although it has like stopped in the last like month.

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It was really really busy over like since like I would say like all summer to the fall like it was like a lot of people were using it that was all that was going on like everywhere and then now it's starting to die down again which is good. And in your experience is it mostly kind of like these outsiders trying to do comparable work or is it is it at a point where you think it's like replacing

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human work and effort or not yet? I think a lot of it is people taking shortcuts and I think a lot of people are starting to realize that very quickly but I do think that it has been an over saturated and over utilized

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It's a good starting point. It's a horrible ending point, you know, yeah It's like it's like people are using it as a finished project and like that's when it Doesn't work out. Well, right and you sure question again exactly It was just about the well I was specifically building off of that I was wondering is like I think the main concerns at least me, you know for us is

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the replacement of human ingenuity and creativity, but also on a purely technical level, because we are in career tech school, so it's about preparing students careers. Is it to the point where it's replacing jobs outright? from what you're saying, it sounds more like it's I don't know. It's raising the I don't know. lot of people who like I think a lot of people who would have made their own clip art oh logos before.

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Like what did like make their own art like business cards and stuff like that or like utilizing a lot of AI and things like that rather than going to an artist. But I also think that personally freelance wise, it's kind of good for me because a lot of people like I don't want AI and they come to me and like actually people have been seeming to want to even like paying more to not have AI, which is really good. Yeah. So it's it's an interesting like dynamic right now.

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where I think that like, almost with how oversaturated the market with like AI is, it does show like people that have real skills are doing better. Well, like, it's also just like, I don't know, it's a very like, interesting thing to see inside of like, the art world in general right now. Like, um, don't know, like Adobe tries implementing it so much.

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Photoshop yeah, and like Adobe Illustrator and like I Don't know. I don't really think it's there. I just think that it's like It's everywhere. It's not like they're where it's like Totally functional because it's not but it's like it's just very that's the main big change this year that I've seen like that's really the only thing that's like really massive besides just yeah, I would just say it's just AI and

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people not understanding how to utilize it and especially like people who are like layman's. know if they're like people who don't really know, but you know what I mean? It's, uh, certainly increased their ability to, I don't know, produce.

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I guess I'm saying, I'm trying to say like put ideas into some visual form, but yeah, I think the thing that I even bump up against though is that

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I think there's a disconnect between people perceiving, I told the chat GPT this and it gave me this, therefore this is what I was imagining. When it's not, it's a computer software's interpretation of what you said. It's not what was in your head. That was not what you were thinking of. You divorce these words from anything about me and give me an image.

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issues that we're running into is like when people send us this logo that they say that they made and it's clearly AI but they are saying that they like made it themselves like oh I paid an artist and we're like all right well can you guys a vector format so that we can scale it up and then they're like oh like no it's not possible this is all I have and then we're like oh well like did you like pay for it like did you who do you have somebody like yeah I paid the artist so like it's a lot of like that kind of stuff yeah

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I don't really know. I don't really know exactly where I would be going with this. I'm not saying it's a good thing that's changed in the industry. I'm saying it's something that's a big thing. Yeah, it's a but that's a big thing. It's not necessarily a good thing, but it's a big thing. like, I would say that it's very important to be able to tell when you're dealing with AI. It's also very important to like know like, like that to be

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If you're going to be using AI, it's not going to be vectorable. It's not going to be scalable. And you're not going to be able to reproduce the image easily or change it easily. And it's like getting to the point where it's like, I think a lot of people that don't understand those points then realize that they're actually creating a brand mark that's uncopyrightable that they do not own the rights to. Like somebody sent me a shoe design the other day. There's like a shoe logo, but it was full color and it was like all these shoes and they were all like Jordans and some of that.

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I was like, that's not legal. We actually shouldn't be using this. We're not going to use this. Get somebody to make your logo, kind of thing. So it's like, I don't know. It's very frustrating, the prospect of the industry right now. But I also think it's something that's important to understand. then, therefore, you can almost protect yourself while working with it.

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not working with it, but like, when somebody is giving it to you, like knowing what you're dealing with is very important, I think, too. And not being easily fooled. Like, there's a lot of people right now that are going out and paying for stuff that are being tricked into getting AI logos that are generic. So like, that's a very interesting thing, too. Like, as a filmmaker, I would say like, yeah, you could go out and be like, Hey, can I like freelance this? Like, you know, like

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Can you edit this really quickly or could you like change the, could you make a logo or like put this on a shirt or whatever? And then somebody Als your product and then you don't even own it. You're to be like pretty upset. Yeah. And then, I mean, like I, I find it to be a scary concept for the industries we're in, but it does seem like there might be a little bit of a bust kind of coming like a bubble pop because

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the proliferation is kind of out of control and like you said it only really works I mean again the thing that is insane to me is how much and I guess this is true with any convenience to corporation that everybody's just like yep this is the normal now all right well what can we do like the ever like everybody just like rolled up and showed their bellies and I was like ah what can we do and I'm like anyone could have put up a little bit of resistance at any point

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will say that I have seen AI implemented in actual not as horrible ways, which is like upscaling your photo if you have a low pixel image and using AI to actually regenerate where your pixels are. That's not technically the worst use. I've seen where people have, in Photoshop, if you have an image that's cropped to a square but you need it be a rectangle, it will generate a blurry...

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faded background to like continue your background. So therefore you're not stealing someone else's work. You're using your own photos generation, which is okay, it's a little bit better. But there's also ways that I've seen it implemented where people create their own like algorithms and things like that that create like very like in depth like wave and title pattern patterns and like things like that. That's more like you actually programming, programming like machine learning, which I think is like

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also has its place inside the art still if you're programming your own machine learning that's pretty interesting and like writing your own code is really interesting as well as i've also seen like ai almost like collage but like used as references in certain things and that can also be interesting i just think for the most part i'm not very for it but i do think that there are certain places in the art world for it but uh for the most part right now it's it's definitely

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created a lot of chaos for me in file handling, and that is certain. um Other than that, in the industry, I would say that always printing techniques are getting better, and technology's getting better in general, but I think a lot of it, a lot of the technology pushes inside the industry right now, especially with software, are also AI-oriented, so.

12:46

I think that's going to be the biggest thing. I think that's going to be a big thing that people are going to be talking about for a while here. And I think the thing I've been brushing up against is like, sure we talked about this time last year that I was totally like, no, we're not doing it at all. Period. Yeah. And I remember everybody being like, yeah, cool. But like, I feel like a lot is I mean, kind of an oxymoron to be like a lot has changed.

13:16

I mean, a lot of things. Well, in film, one of the things I know is an issue is people have all these AI filters that can instantly turn your film grain into some retro digital filter kind of thing very quickly. it's like, Yeah. Generate people. Generate sets. Generate stories. I think what's really necessary is deciding when like.

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it's using a tool and when it's cutting corners. But obviously using a tool is cutting corners usually. I think it just like... Well, I think there's a difference between a tool that's literally your mind to your movement versus the interpolation of something because like you could say that it's like, know, Illustrator isn't the same as picking up a pencil.

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but you're like point pen tool, point tool, and it's me going boop, boop, boop. It's not me saying do this and then someone is, the AI thing's like a little bit basically like a game of telephone. Yeah, you're saying this. There's also very simple things where it's like you use like an AI filter to make it sepia tone, which then you could have just used just like a sepia tone lens on your camera or a filter in Photoshop. Yeah, or just a light or something.

14:44

I just don't really know. There's certain things where I'm just like the argument of, I don't know, it mixes. I'm very against it myself, Yeah, very much as well. I just think there's very much like a, there's a point of understanding it. And I think that there's, should not tell people not to play with it. I don't really want people to play with it, but I feel like people should at least have like a, you should at least read about it. Yeah.

15:14

Like almost read about how it's being used and like, you can, or at least, or look at examples because like being, you can be easily manipulated into thinking something's not AI when it is. Right. So it's like, it's important to like, like honestly, at this point with how much I've like read

and like looked at like AI images over like the last few years, I honestly am starting to feel like a professional in telling the difference between when something is AI and when it's not.

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And it's getting like, it's really useful because like, when things are sent to me or sent to my boss or something like that, and I can easily pick out their AI, it makes us like less likely to sometimes work with a client that will be terrible or like things like along those lines. So like it has been like use like useful to like, be able to quickly decide for like what makes something hit or not. And like also just you can tell like what prompts people use.

16:11

They're pretty generic. I don't I don't really want to rant about AI too much, but I would say that that is the biggest thing that I've been noticing. Well, yeah, we can pivot away from it. I was going to say really the only tool I've thought of it for that doesn't, I feel like, have intense implications is a research assistant, like finding real

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resources and links and information and not just being like, hey, what is this? And says this, but like, give me some articles about this movement or give me some books on this era of history, but like not like taking its word, but taking its links that it finds. I think when I first interacted with chat, GBT, one of the things was I was like telling it about like some of the

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like, you know, the artistic movements and like philosophical movements that I liked. And it actually gave me like a philosophical individual from the Zoua, Zoua as Terris, Ascetarian movement, and like early Persia. And I was like, okay, and I started reading his like teachings. Okay, that's like, but not I wasn't telling Chechnya to read it. Yeah, one thing that I should go research, right? think that was like one of my early interactions.

17:34

I was like, okay, that can be good, like you said, as an actual research tool, but it hallucinates so much. There's so much fake stuff. There's so much nonsense. It's like, it's not a good tool to be putting any faith into. But it's definitely, I don't know, it's definitely gonna be something that we're gonna see a lot more, a lot more. And I feel like that's gonna be inevitable in a weird way. I just hope it's utilized correctly. I do wonder because right now- cans can make food better.

18:03

Yeah, I wonder because right now it's pretty everybody's aware that it's like being forced into every single thing everywhere and I wonder if certain things are just gonna fall away that it's just like That like it's it's just gonna be like this doesn't feel right for everything. I don't know. It's hard to be an optimist and also be 30. I Seen too much in our day our short day, but

18:34

Open AI is saying they're going to do with universal income and saving the world kind of stuff. Hopefully they're not lying. Let's get Musk on it. He's got some ideas. Yeah, good luck. Anyway, well, let's get on. just so as we're always trying to improve the program, we're looking for either new skills, new physical um equipment or digital software.

19:04

And when I say skills, I mean soft or hard skills. Like I'm very hard on the importance of collaboration, feedback, and client communication. So from, and we can just, we can just put the whole AI thing to bed. Like I know that's, me and John also got into it on that. uh But with that broad brush of imagining a student graduating senior year with the intent to either seek higher education in the arts or.

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Maybe pursue a position like yours. What would be meaningful things for them to work on or produce in their year of school here? So uh actually two things I've been thinking about myself. oh One is marketing, like advertising yourself and like, you know, being able to like really sell your skills also, but also just present your work in a correct way and like a good way. Have like a really like solid.

20:01

brand to yourself or at least like a visual identity that you like enjoy for promoting yourself. So like when you're like doing your socials or, you know, like your portfolio or a website, like having a consistent theme, also learning how to promote them, even like using financial like devices like sponsoring them on like websites and social media and paid advertisements and so on and so forth is always important. And then secondarily to that,

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um would be finances, like almost like learn your accounting. Like if you're going to go into the arts and you're going to be in like films and stuff like that, you're going to make like either film or even your independent art like prints or tabling or anything like that, it takes capital or it takes like, you know, some sort of like a loan or any kind of thing like that in the first place, some kind of debit. And you have to be able to, and you have to be able to like actually

21:00

Keep track of those things and make sure that you're staying above water and that you're able to afford like your creative endeavors Because I mean nobody wants to be a starving artist. It's a good cliché, but like yeah There's ways to work around that and there's like a lot of once you learn some financial literacy It definitely helps you in a lot more ways than you would imagine. I mean, that's great. Honestly. I'm like, I don't know why I never thought of that

21:27

Because it's supposed to do embedded math anyway, so I think that that's a great post-port post IRC may may unit Yeah, I think when I was in college like my drawing professor actually said like if you don't have your own account and like learn accounting so that you could actually like

because like the art world is Crazy expensive and it takes a lot of you know, it takes a lot of planning. So I mean today I was

21:56

planning because yeah, that's excellent. Yeah, I think I tried to, in May the students in my class, they have to submit a professional arts portfolio for like review at a state level by the other arts teachers and it's a very odd process but uh afterwards and they have one school tech project there's like this run before basically it's goodbye that I try to think of like

22:27

things that aren't about deliverable pieces but more like post-school career skills so I think that would really fit quite nicely because yeah like today I was going through a book on producer and producer em about film financing and budgeting and like I was highlighting stuff and I'm like oh my god how are we gonna get like equity and equity investors or like that and I'm like that probably be that was never something that like I mean I can

22:57

can have mixed thoughts about my own time and my arts degree, but yeah, that never came up. All right. It's not something lot of people think about. Yeah, and you're right. is the... Like, for me, there's the... You move to LA and you eat ramen and you, you know, work 16-hour days and you hustle and then maybe in, you know, 10 years you're a junior exec giving yes or no to the...

23:24

I don't know, Spongebob movies or something, like, but I was obviously like, I don't want to suffer, but what is the equivalent of still being, you know, the finance of it is clearly. And there's also like also just like to go off that there's so many grants out there and things that you can apply for. Yeah. Yeah. Yeah. Money in those ways. Like, but once you get that grant money and also to get that grant money.

23:53

You should have to either prove that you can handle your finances and have a budget ready, or you're gonna have to budget it correctly and use it in the right way in the first place. All those things apply a lot. Money skills, definitely important. Even in the trades, our ag students, they have to write grants for farming and land use. There is a good amount of grants in Vermont. They generally really want to focus on highlighting

24:23

non-traditional or diverse voices so I thought I'm gonna sneeze but I guess I'm not. Cuts. But those though, I'm not just gassing you up that's actually really good I'm gonna try to see if I can put something together for them instead of next year I think I'm gonna try to do this before the end of the year because I have three...

24:52

I have four graduating seniors, one who's switching programs, so he's basically, he'll be out there. Yeah, so anyway, I think that'd be great. Yeah, definitely. And I guess my last question, because I promised to keep it under 30 for you, is what still inspires you or gets you excited about making art these days? Oh, like everything.

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I don't know, I'm just such an inspired artist. ah I've been just, maybe, yeah, I don't even know. Anything from TikTok reels to like, Instagram reels to like, I went to the art museum and all across the country earlier this week and that was awesome. And I saw a bunch of Cardinals, so I'm gonna draw a Cardinal. So like, I don't know. Also, I guess the big thing for me is I just feel like I...

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I'm giving back to the world in a weird way when I create and I think that that is like my biggest inspiration is that I'm giving something of myself back and you I mean you consume a lot in this world so it's nice to sometimes produce something for other people to consume not in like a total consumer way but like, you know. It be a nicer place if everybody did. Yeah, no it's well put and uh. back more than you take is always good.

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That's something a computer can't do. Yeah, exactly. And um that's my biggest inspiration is just giving back to the world. But I don't know. I've been getting a lot of inspiration from movies and video games and I started reading Ernest Hemingway. oh That's pretty insane. And I don't know, there's been, I think it helps you through the bad times and...

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it makes the good times better. Awesome. Alright, well, Dane, thank you so much. That was one of the best, one of the best of these yet. And again, I'm not gassing you up, you just, it's great to hear someone so passionate talk about this stuff. So anyways, I'm going to stop the recording and then I'm going to berate you off the record. Yeah, sounds good,

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I'm sorry, do you know how to use OBS? Yeah. Yeah. I shouldn't have tried to use OBS. I'm sorry. I love your background. Thanks. can. it for free. You what? I Google had it for free. Oh. Do you need me to help you set up OBS? No, I'm just doing it on old school here. just, I was trying to on my school computer and then it, um.

00:59

There's the setting that it's like, we need permission to record your screen. And I'm like, of course. And it was like, contact an IT administrator to do it. And I am not an IT administrator, but like I use the most computers. Anyway, I don't want to waste any more of your time. Are you getting on the discord with them in a little bit? Yeah, probably. OK. Well, I'll.

01:27

I um... I appreciate you. You were the only person I've gotten so far. um After... have no idea what to talk about. Oh, I got it. Well, we got this down to a science. So, uh, and this is all you. It's the John Show. I do not have anyone else jumping on this evening. So, you get focused. We're Gibby-maxing. If you whiff the parlance of the day. We're straight Gibby... uh

01:57

Gibby, Aura, Farming, I don't know. Stimming, 6, 7, I don't know. And I want it to be fully transparent that the bad news is I do have to produce transcripts of all these calls. The good news is that that will be on record now forever in the state of Vermont. So that I said that stuff, I mean. So this goes to the Library of Congress. Well, it does. So it's like they have to be posted online.

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and then it has to be like a video and a transcript component and then they get kind of like bundled up each fiscal year with like all the like reportings and as far as i can tell nobody has ever once looked at them because i tried this whole thing last fall and i tried a different group of folks because they because you didn't do it in the fall for me right or did you i think i did

02:56

I did with Keegan once, we did like a group video. Yeah. I think that's the last one I did. But that might have been a year ago. Anyway, I'm trying, well, I try to break it up so it's not so demanding on just one of you guys, because I appreciate your time. when I went to it's because I'm, you know, it's a little awkward because I'm the camera guy, quote unquote. And I set up just like literally a

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camcorder kind of thing to record me watching the screen. So like, it's like a filming of me on a computer. And I forgot to check if the mic was working. So it has no audio. Oh, good. And then I was like, you got the frame. Yeah. And then I, I did. But then I got like an email that was like everybody and was like, Hey, you have not yet sent IT your

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video record your meeting recording and your transcript um this is a part you know putting us on blast a little bit and i was like uh so i sent him this video with no audio and and just basically my transcript was just like instead of like the normal thing which is pages of you know text that i go through remove the swears from before i send it i um it was just

04:21

that blank recording in a document that said something like, know I am the AV person, I made a mistake, there is no audio, I can do my best to tell you what happened if anyone asks. So right now there's just this- Great news for you, there's an AI tool we just used at work that can read lips, so to give you a transcript of what we're saying. that's as good a segue as ever, so. Yeah.

04:50

So Mr. John Gibbons, can you start off for the record just because things change? What is your current role and what is your business? And I'll get better at asking the questions. Yeah, I'm currently a production manager now. uh

05:14

What was the second part of the question? What's it? Where do you work? What business do you uh work at? Yeah, I work in the corporate events business. And how long you been doing that for now? Twenty... eighteen. So eight years. John, can't just be like, how long you doing that? Twenty! And I'm like... You are not that old, sir. It's still the single digits. Let the...

05:44

Let the record reflect I met John Gibbons almost 12 years ago at this point. Put that in writing. Write that down, write that down! Yeah, you're just like saving Private Ryan, you just... Or no, even worse, when someone confronts you with how long they've known you, you do the Oscar, the picture of Dorian Gray thing, or you just like get really old all of sudden. I was born in the late 1900s.

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It was a simple time. We wrote letters by candlelight and threw them to each other in bionicle cans. Only the light of the DS lit up and... DS in 90s? No, that's funny. I got through one question. I really am trying. Okay. And I'm like, I gotta get you in and out of here, because you already waited on me, like, so I gotta get you in and out. Alright.

06:42

So you have spoken for the record here before. This always sounds like it's a legal thing. It's not, but the record is merely that I'm making a record of our conversations. ah In your business, what is, have you noticed changed the most in the last year in terms of either demands from customers, technology used, and basically generally any major changes that are just kind of affecting the way you work and your others in your industry work as well.

07:13

Yeah, I think we, I think we've done, I think like two prongs kind of happened where we're, we're headed toward like business as usual, but also world events and AI have kind of also disrupted things in that trajectory. uh I work in corporate events. anything any corporations talking about is AI and they want to advertise how much they're trying.

07:43

utilize AI and everything. And that puts pressure on us as well to also be utilizing AI in ways. So that's usually in our world, it's kind of usually more like AI photo booths and like just like trying to do fun things at events that can utilize this tool that also lets companies kind of showcase, yeah, we can use this neat tool and stuff. um But then we're also trying to internally work with it like with Co-Pilot.

08:13

uh Microsoft Office tools and everything that try to slowly get it more integrated in our workflows and see what works, see what doesn't. uh It certainly helped with certain uh aspects of AV as well, because anything digital is pretty much up for some kind of augmentation or replication. uh So yeah, it's been a wild, wild time.

08:42

There's also been a lot of consolidation in the industries as well. A lot of hotel companies and AV companies and everything have kind of been buying each other. Some scenic companies are kind of buying each other and merging and all this other market force stuff going on. interesting times. Mass overview. Yeah. And does, um, in your opinion, I guess therefore have this

09:09

skills required to succeed in your particular industry? they changed? Has new ones been added? Or... Well, I'll save my second part, but then like, because obviously you've always done a jack of all trades. We here at the Tech Center have spoken to you for almost two years now on this topic. So, joking aside, uh seriously though, like, yeah, like, you talk about AI, I talk about...

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I tend to over-explain my questions, but that's my question.

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Any, sorry. Yeah. I'm like, Hey, there's my question. And you're like, I already went on too long. Has these changes resulted in there needing to be new skills that either you have learned or others have had to learn to continue to succeed in your industry? Yeah. I wouldn't, I wouldn't say there's necessarily new skills. I'm still getting more into environmental design. So I'm learning soft CAD softwares and things like that to kind of build out spaces and get a

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a sense of what a room will look like with your event in it before anyone even gets on site, all those kind of pre-production aspects now. Where it's kind of, so learning all that and doing all that hasn't changed much on the fundamental level. It's more of like, I'm say I'm building a space and I have like this, there's like a complex chandelier in the room. And, you know, my job isn't necessarily to make that chandelier exactly as it needs to. It's not part of

10:41

my building plans or set design I'm trying to make in that room. It's just a piece of like, I wish that could be accurately represented, semi accurately represented. So that's when me and my tutor, guess you'd say, uh in environmental design, you were looking at AI tools to say like, here's a picture of this hotel that we're going to, and this is the room we're gonna be in. Can you make a chandelier that will fit in that

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And it will, anything that kind of helps us make certain parts of it go faster without wasting too much time on non-essential parts ah is really, you know, helps us, business overall, just speed and quality and lets us focus on the things that we need to focus on, like dimensions of the set, layouts of the room and other technical aspects that are more ingrained in our job and not having to worry about the chairs over there.

11:42

the texture of the wallpaper, stuff like that we can't really change. So, just a slight example, but yeah. It's just adding tools and adding certain speeds to things to help us focus on the stuff that we need to worry about. And are you conscious of trying to not hand over core aspects of your job to AI tools or is it really this is still just kind of

12:11

Wild west of what can it do? Let's see what it can do. Can it do this? Can it do that? Or is there a real separation in your opinion? Yeah, I think it depends what department you're in. Um, so it's like certain things that I do, I'll do, there might be, there's definitely technical aspects that I'm like, it's almost like checking if an intern did something correctly. Like you need to check this, this happened or you just need to do this part yourself to make sure it's correct.

12:39

Because if we send wrong dimensions of something to a fabricator and all this stuff, and we have to get a logo designed, it's not going to be good if we just say, hey, AI, do this, send it. It's not going to come out right. And the brand police will be all over us, and we're not going to lose that business. ah So certain aspects is always going to be a human focus. We need this done this way, and we have our workflow that does that the correct way. ah

13:08

IT I know has been doing some stuff and they're the ones kind of like helping integrate certain things and always making sure whatever is breaking is they're fixing. ah But uh yeah, think there's always, right at the moment, it's definitely the Wild West, but it's slowly getting to a more integrated area and then people know what this is good at and ignore what it, and not even try.

13:36

certain things that they know it's not gonna work if they try to use that as a tool. They focus on what they know works. ah But yeah, it's always constantly evolving and changing too. So we're always, we're trying to stay on the cutting edge and paying attention to what's improving and what's not working, know, moving on. Right. so obviously in the program, we don't like have one set like

14:05

focus like we used to, like it used to be called digital filmmaking and that was clearly more in my wheelhouse for the whole program and then there was a change to digital media and there's kind of this, I don't know, this is a massive scope but I, my point in bringing that up is because I kind of still filtered all of the things that we cover under the realm of like human creativity.

14:34

I kinda had a blanket, well I did not kinda, I did, I had a blanket like, don't use the AI. Because I was worried for especially students, because you're speaking from the mixed perspective of a uh trained adult who is now given this tool, not someone starting out and being given it at the same time, where the temptation of taking easier route, for example, might be hard to resist.

15:02

But I do contend that, you know, if you are not the first to mention that the entire corporate world is like, hey, this is the king's bananas or whatever. Like, this is... They're beating it like a dead horse. It's gonna be... Yeah, and uh I fundamentally do wonder if there's gonna be a little bit of a bubble burst on it because it seems like it's...

15:32

There's too many being asked to too many things. But my point is, should the, do you think therefore in their, either in instruction or in practice, should there be some type of AI integration in what is a media program without one clear traditional path for when you're done, but something to at least cover?

16:02

Yeah, I think in your field, it's going to be, in the learning space, I see it is definitely a problem. And the biggest problem I can see is learning how to critically think. So I already have some coworkers that over rely on AI. They will ask it anything.

16:28

They the slightest inconvenience of they don't know how to do something or something and they'll just like quickly get a prompt at some kind of answer, whether it's right or wrong, and they just take it right with it. um But to in the learning environment, you're supposed to be challenged to critically think and kind of analyze your own mind and work through problems, work through the creative process, see where you get influences from all this stuff. So I do feel for

16:59

for the education system right now. And just having the giving kids that space to critically think for themselves and being having that meat. But also, if you're not exposed to it, in general, you're not going to have that media literacy in the future. So there's some kind of line that has to be drawn where you're able to think and create things on your own, but you're also paying attention to the world right now and maybe using tools like

17:29

Like if you're trying to storyboard something, you're like, Oh, it'd be great if I had a nice background to this sketch I'm doing. Like little things like that can help you, help you in your creative process without it overtaking your mind and overtaking your own ideas and everything.

Um, so exposure, not takeover I'd say in the education realm. That's the thin line that's going to have to be shredded. And I think the

17:58

struggle for me was just like many things in this world how quickly people just kind of rolled over and accepted it like without a single fight it was just like you know a dangerous it could be dangerous technology on tap you know unexplored or on the ramifications certainly and then it was like everybody was like well it's the new normal what can you do and like what what

18:24

Don't even some new normal. It wasn't here yesterday. You can't be like, you can't just be like, ah, what do you do? Here you go. It's it's bingus AI or something. And it's like, it's perfect at collating, listening to your grandmother's like stories and removing the racist bits or something. like, um yeah, I just I struggle. I thought.

18:51

absence was the way of it at first I suppose and just complete but then I I mean clearly they're using it you know what I mean because like someone I hear like made like a sound sample for their you know music uh beat project I don't know what you call like a bunch of beats together song I guess I'll just say song or that one of them was like

19:18

He said he was writing a story, but he was kind of like role-playing with the like AI where he's like, here's what I am. I am a wealthy blah, blah, blah. Like, what do I do? And he's like, things like you do this. And he's like, so I do this. And he's like, here's what happens. And he's like, then I do this. So it's like just kind of playing like a old school video game you do with your imagination, I guess. But I don't know. I think my, sometimes my frustration or stubbornness would just.

19:47

how quickly the world just bowed to certain things without question makes me want to kind of be that one rock in the stream and I don't want to give up on my principles of course but it certainly seems like you know if you're sounds like you're dealing with it or hearing about it every week and that's that's that's reality that's not a yeah I the headlines and the every every day

20:13

And then, yes. Yeah. So what would... um

20:19

What would, in your opinion, if anything, be good ways to healthily utilize it? Not quite as an education tool, because I know that's technically supposed to be my realm of experience. But in your career, day to day, you mentioned it, but if you could just give some examples, like what do you think are some ethical uses of it, or some reasonable uses of it, like said, designing a storyboard.

20:47

piece or dimensions for a stadium? Yeah, think it can be a useful tool in ideation. you're not good at drawing or you're not good at certain aspects, oh you can have it generate certain things or certain looks. And you're like, oh, this is the vibe I'm going for. This is something to help me sketch something out and whatnot. uh You can kind of start telling now.

21:17

like the people who over rely on it. And, you know, you probably can see like all over LinkedIn, all the like corporate jargon of people that have no idea what they're actually talking about. It's just marketing people trying to send their paragraph blurb and sound smart. It's not, you'll, you'll as you get exposed to it more, you'll quickly learn who knows what they're talking about. Who knows nothing.

21:47

uh No original thoughts in that line. uh yeah, if, yeah, there's, there's, there's, it's again, the Wild West. So there's going to be a lot of lines blurred and a lot of lines crossed. uh And unfortunately, we won't, some of them, we won't even know those lines until they are crossed. And we say that should not happen again. So again, we're going to have, especially in

22:17

in corporate world. we have, we have, we had an event, like looking on it now, it feels cringe. Looking on it later, it's going to feel really cringe. We had, it was like a private, it was a non public facing event. Yeah. It was a non public facing event. You know, it's like inside of private space and everything, but we, they, they wanted

22:42

uh AI generated like Snoop Dogg and Martha Stewart to be like virtual hosts. And we were like, okay. Oh, Yeah, so we they, yeah, we we ended up, it took a lot of human brainpower to devise how to make use these tools to make these video clips look like these people, but only eight seconds at a time, but also make it look seamless. It's like it was like

23:12

It was a lot of thought that went through it and...

23:18

But yeah, there's gonna be some blurred areas for sure. And is that something that those two have licensed themselves out to do? be generated? this is all free access. There's videos of YouTube, of Snoop Dogg, and all these famous people. Anyone can grab those clips from the internet, make their likeness, and then now they're... ah

23:46

And yeah, anyone in the world can do that. And anyone can use those kinds of content for nefarious purposes. And it's not all going to be all the harmless stuff like we do for a sales team

or something. It's going to, like, there's going to be world is going to be doing some easily terrible things with this technology. I'm hoping humanity will pull through. ah

24:14

It's blurry time right now. Well then I'll just bring it back to two quick questions then, specifically tech related, and let you go. um So this year we're looking at upgrading gear and equipment, so it's got me kind of thinking about what we use, and I'm specifically thinking that you guys work with, correct me if I'm wrong, some cameras, probably a lot of webcasting equipment.

24:44

um... audio mixing i was just curious that if you could kind of boil down to for your particular career what are some physical not you know programs digital what are some physical either tools resources things like you know sound boards mixing that you use regularly that would be helpful to have students hands-on with before they leave the program what would you say

25:13

Yeah, absolutely. I think there's two kind of worlds you can be a part of in that gear relation wise and they're kind of getting intermixed as well as time goes on. But they're still fairly defined with like, filmish video production and TV and film and everything, you know, you'll have like, people shooting in 24 frames a second, like the very, like, cinematic look, which is a of love.

25:42

ads and everything want. But in broadcasting and TV, you still have people wanting to see every frame of the football getting thrown in a field. you're running at 60 frames, 100 frames a second, like broadcast codecs and things like that, which isn't necessarily your uh filmed like raw codec that would take hours and hours to render. Get yourself some motion. Yeah, one's kind of spilt around.

26:10

quality and look, one's built around speed and efficiency. They're both kind of intermingling in certain areas. yeah, there's definitely, know, Black Magic has a whole slew of both film and broadcasting equipment. So we own a lot of broadcasting cameras like the Ursus. And, you know, there's DaVinci Resolve that you film and then you can all that. In terms of sound,

26:39

I would highly recommend them getting into Dante. Dante by Audinate is networking audio, and that's gonna be the future. No one's gonna be doing a lot of analog XLR cables as much, probably in the next 10, 20 years. It's gonna be Dante networking. So it'll be part IT networking knowledge, which they have certificates. You can take some courses and get your Dante certificate. uh And yeah, it'll be...

27:08

It'll certainly be interesting. But yeah, we use like Yamaha QL5s, QL1s and things like that. And they're already natively built in with the Dante capabilities and stuff. So that I would definitely

recommend. Is Dante a program or is it like Bluetooth, like a thing that gets used? Yeah, I guess you can equate it to Bluetooth in a way. It's like its own kind of protocol license that's specifically for audio. uh

27:37

people can buy network cards that have Dante enabled. then people can oh patch them into computers, and companies put them in their soundboards and all these other things. And then it'll only talk on that network. then you have a whole matrix that you can manage all these devices on and all this stuff. So that's how we're patching in all this stuff instead of relying on analog audio that will.

28:06

deteriorate over time it's pretty much immediately digital and you can go as far as you want with this audio you won't lose quality of the sound because already been digitized. Well that's great yeah I'm just pulling it up now I think I'll have to absolutely look into that so well anyway um John that's that's more than what I was hoping for so I you're always an excellent

28:32

well was feeling most of the actual market excellent guest we love you folks can we have around the cause for john mason's like you know least there so much is yeah uh... right now you have enough to get up and pressurized thank you for that my half for half against a i'd yeah also use it here is that the three ever have to look back and all these in a row to see you slowly being like

28:59

Well, the AI made that crab robot last week. I didn't like how I talked about it last It's filming. Yeah, I'm just gonna make, you know, I'm gonna do it like a Jordan. I guess I should. I'll make a compilation that makes it just, just highlight the most cringe parts just for you. But. Healthy skepticism. There's nothing wrong with healthy skepticism. You should get more skepticisms.