





# Computational Creativity: Progress and Prospects

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ICAART 2010

Valencia, Spain

# + Why Computational Creativity?

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# Why Computational Creativity?

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- Global economy:
  - Need for quick adaptation to user/society/market
  - Differentiate... Innovate
  - Foster creativity:
    - at the individual level
    - at the corporate level
    - at the societal level



# + Why Computational Creativity?



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- Promotion of creative abilities:
  - long-standing and strategic endeavour in organisations
  - one of the primary motivations for the scientific study of creativity
  - potential for considerable impact on business and educational contexts



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- Promotion of creative abilities:
  - long-standing and strategic endeavour in organisations
  - one of the primary motivations for the scientific study of creativity
  - potential for considerable impact on business and educational contexts
- Role of computational environments:
  - provide knowledge in context
  - provide collaboration and sharing channels
  - share experiences
  - intervene actively and pro-actively in the creation process

# + Is it viable?



# Is it viable?

- Can programs exhibiting forms of creativity be of any value?
- Is it plausible to build programs that we could classify as creative?
- ... or programs that might (at least) promote human creativity?

*"Creativity is a puzzle, a paradox, some say a mystery. Artists and scientists rarely know how their original ideas came about. They mention intuition, but cannot say how it works. Most psychologists cannot tell us much about it, either. What's more, many people assume that there will never be a scientific theory of creativity - for how could science possibly explain fundamental novelties?"*

Margaret Boden, *The Creative Mind*, 1990

# + Views of Creativity

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- Inspirational

- Creativity is mysterious, superhuman
- Plato: divine origin
- After twenty centuries, this view keeps being commonly accepted...



# + Views of Creativity

## ■ Inspirational

- Creativity is mysterious, superhuman
- Plato: divine origin
- After twenty centuries, this view keeps being commonly accepted...

## ■ Romantic

- Innate talent: *intuition*, or *insight*.

# + Views of Creativity

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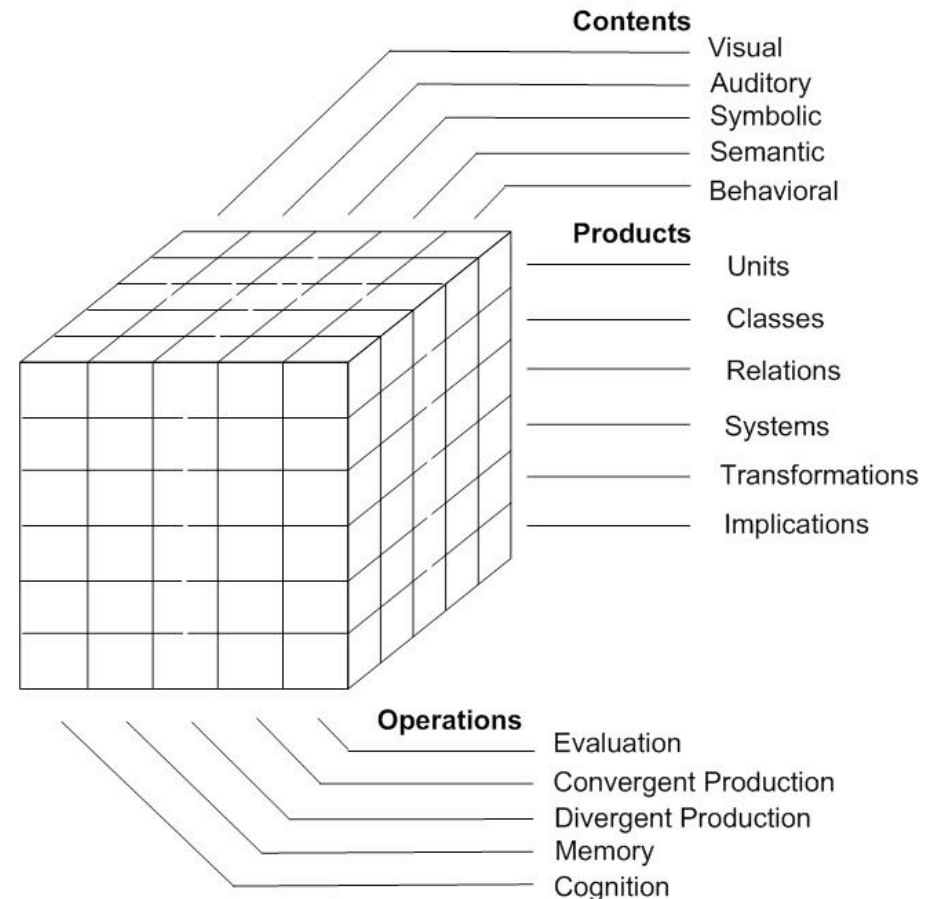
## ■ Scientific

- Creativity as an essential trait of human intelligence
- Creativity may be stimulated and improved
- Creativity can be measured



# Guilford: Structure of Intellect

- Intelligence is not monolithic
  - A multitude of factors to take into account
  - There is no unique measure of intelligence
- Creative production:
  - General ability
  - Most relevant operation: DP



# + AI and Creativity

10



# AI and Creativity

10

- Creative solutions (“The Process of Creative Thinking”, Newell, Shaw and Simon, 1963):
  - The answer has novelty and usefulness (either for the individual or society).
  - The answer demands that we reject ideas we had previously accepted.
  - The answer results from intense motivation and persistence.
  - The answer comes from clarifying a problem that was originally vague.



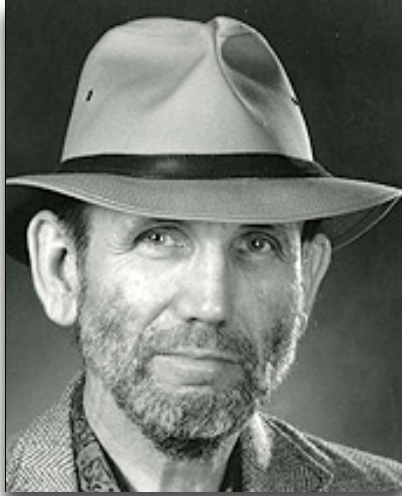
# AI and Creativity

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- Creative solutions (“The Process of Creative Thinking”, Newell, Shaw and Simon, 1963):
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  - The answer results from intense motivation and persistence.
  - The answer comes from clarifying a problem that was originally vague.
- Alternative view for Computational Creativity (Wiggins, 2006)
  - The performance of tasks [by a computer] which, if performed by a human, would be deemed creative.







David Cope



## ■ Experiments in Musical Intelligence

- Deconstruction – analysis and identification of building blocs
- Signature Identification – retain the features that are a trait of a given composer
- Compatibility – reorder the identified blocs taking into account compatibility among them



# Contents

- Dimensions of Analysis
- Computational Approaches
- Characterising Creative Systems
- Evaluating Creative Systems
- Conclusions



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# + Dimensions of Analysis

14

- Four components (Brown):

- The Process
- The Product
- The Individual
- The environment

- Perspectives (Boden):

- P-Creativity
- H-Creativity

- Operational View (Boden):

- e-Creativity
- t-Creativity

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# + The Creative Process

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- Sources of inspiration:
  - Models from Psychology and Cognitive Science
  - specially those adopting an information processing approach
- Natural Evolution
  - nature is creative

# + Problem solving models

16

# + Problem solving models

16

## ■ Some examples

- Dewey (1910), Poincaré (1913), Wallas (1926), Rossman (1931), Koestler (1964), Guilford (1968), Csikszentmihalyi (1996)...



# + Problem solving models

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- Dewey (1910), Poincaré (1913), Wallas (1926), Rossman (1931), Koestler (1964), Guilford (1968), Csikszentmihalyi (1996)...

- Wallas' 4 steps model (Creative Production)

- Preparation + Incubation + Illumination + Verification

# + Problem solving models

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## ■ Some examples

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## ■ Wallas' 4 steps model (Creative Production)

- Preparation + Incubation + Illumination + Verification

## ■ Csikszentmihalyi

- Preparation + Incubation + Insight + Evaluation + Elaboration



# Other contributions

- Guilford
  - Divergent Production
  - Transfer Recall
- Koestler
  - Bissociation (“The Art of Creation”, 1964)
- Turner and Fauconnier
  - Conceptual Blending

# + Biological Inspiration

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- Natural Selection:
  - Production of a great amount and diversity of solutions for a common problem (survival)
- Evolutionary processes:
  - Great potential for innovation

# + Dimensions of Analysis

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# Operational View

20

- Distinction between
  - Exploratory Creativity, or “e-Creativity”:
    - creativity as exploration of a conceptual space
  - Transformational Creativity, or “t-Creativity”:
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More on this later...



# + Dimensions of Analysis

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  - Novelty
  - Value
- ... but the Surprise it causes is also a distinctive characteristic!

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- Quality of a product:
  - Novelty
  - Value
  - ... but the Surprise it causes is also a distinctive characteristic!
- Evaluation may assume two perspectives:
  - P-Creativity
  - H-Creativity





## Surprise

## Novelty





**Surprise****Value ?****Novelty**



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# Creative Systems: a Possible Taxonomy

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- Creativity Supporting Tools
  - The user is the author of the artwork and responsible for the generation of the idea



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- Creativity Supporting Tools
  - The user is the author of the artwork and responsible for the generation of the idea
- Computer Aided Creativity, Technology-Enhanced Creativity
  - The idea rises from an interaction between user and computer.



# Creative Systems: a Possible Taxonomy

- Creativity Supporting Tools
  - The user is the author of the artwork and responsible for the generation of the idea
- Computer Aided Creativity, Technology-Enhanced Creativity
  - The idea rises from an interaction between user and computer.
- Authors
  - The computer is responsible for the process



# Computational Approaches

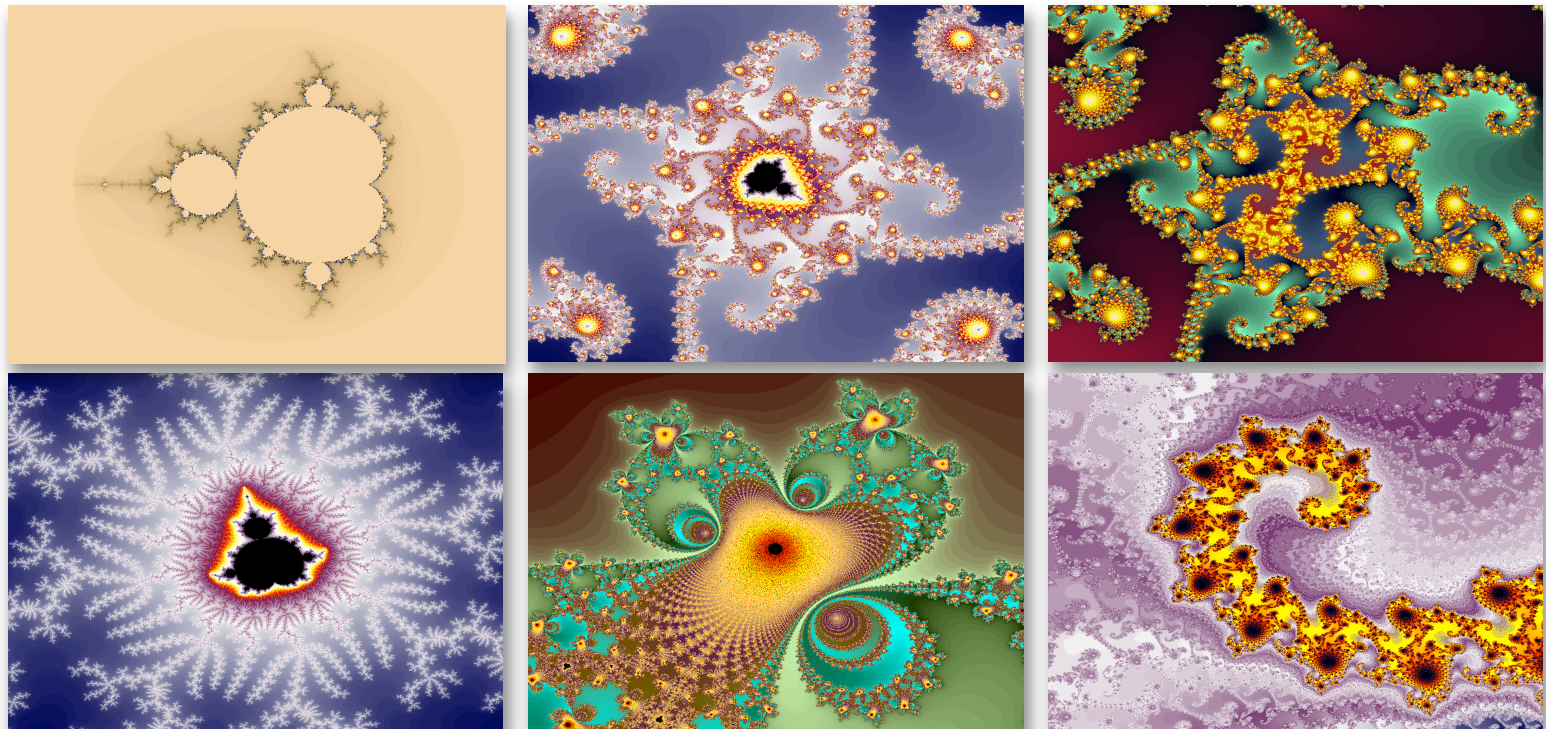
26

- Mathematical Models
- Rule-Based Systems
- Case-Based reasoning
- Generative approaches
- Evolutionary approaches

# + Mathematical Models

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## ■ Mandelbrot Set

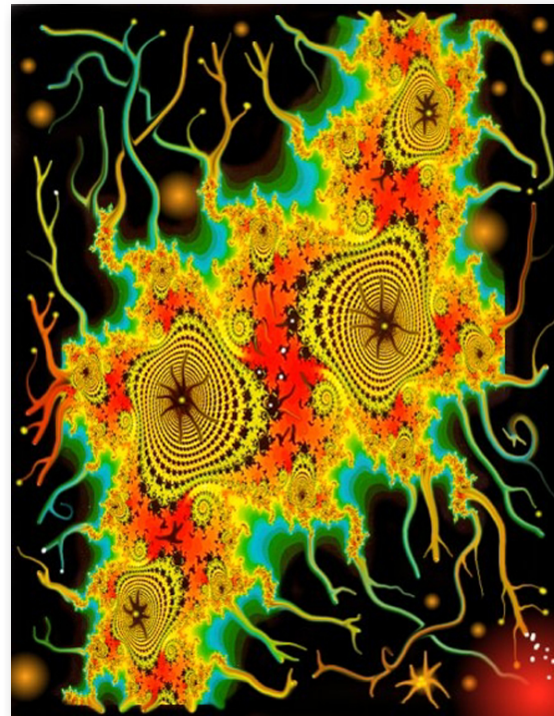
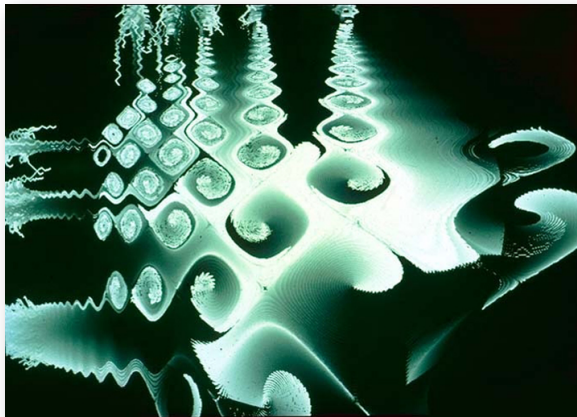


Fractint - <http://www.nahee.com/spanky/www/fractint/fractint.html>



# + Mathematical Models

- Jeffrey Ventrella
- Clifford Pickover
- Helaman Ferguson



$$\begin{pmatrix} x \\ y \end{pmatrix} \mapsto \begin{pmatrix} \alpha x + \beta y \\ \gamma x + \delta y \end{pmatrix}$$

<http://www.ventrella.com>

<http://sprott.physics.wisc.edu/pickover/home.htm>

<http://www.access.digex.net/~helamanf/gallery/index.html>



# Computational Approaches

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- Mathematical Models
- **Rule-Based Systems**
- Case-Based reasoning
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# + AARON

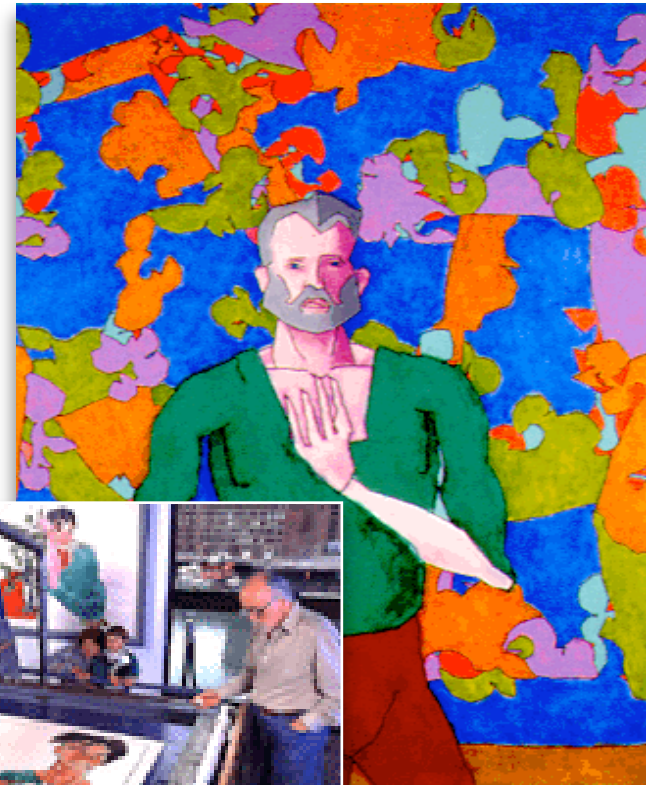
- Representative phase (1985)
- Rules about real world behaviour
- Humans and Plants get a more detailed description



# + AARON

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- Representative phase: new version:
  - KB: from 2D to 3D
  - Description of decoration motifs
  - Drawings in 2 stages:
    - Create a 3D model
    - Create a 2D representation of the model





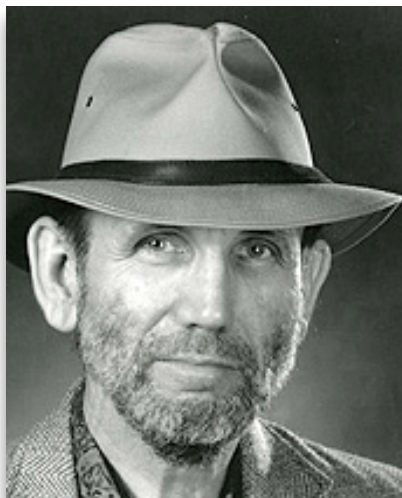
# HR (Simon Colton)

32

## ■ Concept invention:

- Program (re)invents concepts for explaining given number sequences:

Sequence	HR's definition	Number type
2,4,6,8,...	divisible by 2	even
2,3,5,7,...	2 divisors	prime
2,9,10,12,...	nbr 0s = nbr 1s	balance
4,5,7,9,...	primes + 2	
4,6,9,10,...	2 prime factors	semi-prime



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# Computational Approaches

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- **Case-Based reasoning**
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# + ASPERA (Pablo Gervás)

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- Rule and CBR-based system
  - 'tercetos' generated with the guidelines: short, fully rhymed, formal poem, with a rural setting and positive mood

Gervás, P.: "An Expert System for the Composition of Formal Spanish Poetry". Journal of Knowledge-Based Systems, Volume 14, Issue 3-4, June 2001, Elsevier Science, pp 181-188



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*Ladrará la verdad el viento airado  
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al arbusto que volais mudo o helado.*

*Andando con arbusto fui pesado  
vuestras hermosas nubes por mirarme  
quien antes en la liebre fue templado.*

Gervás, P.: "An Expert System for the Composition of Formal Spanish Poetry". Journal of Knowledge-Based Systems, Volume 14, Issue 3-4, June 2001, Elsevier Science, pp 181-188



# PRINCE - Cross-Domain Analogy

(Hervás, Pereira, Gervás and Cardoso, 2006)

- Improve stylistic quality of texts generated by an NLP system by using Analogy
  - Build texts for simple fairy tales
  - Interaction between two domains (the vehicle and the tenor)
  - Structure mapping algorithms + WordNet



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A princess lived in a castle. She loved a knight. The princess was the daughter of a king



A princess lived in a castle. **She was the Aphrodite of royalty.** She loved a knight. The princess was the daughter of a king.



# Computational Approaches

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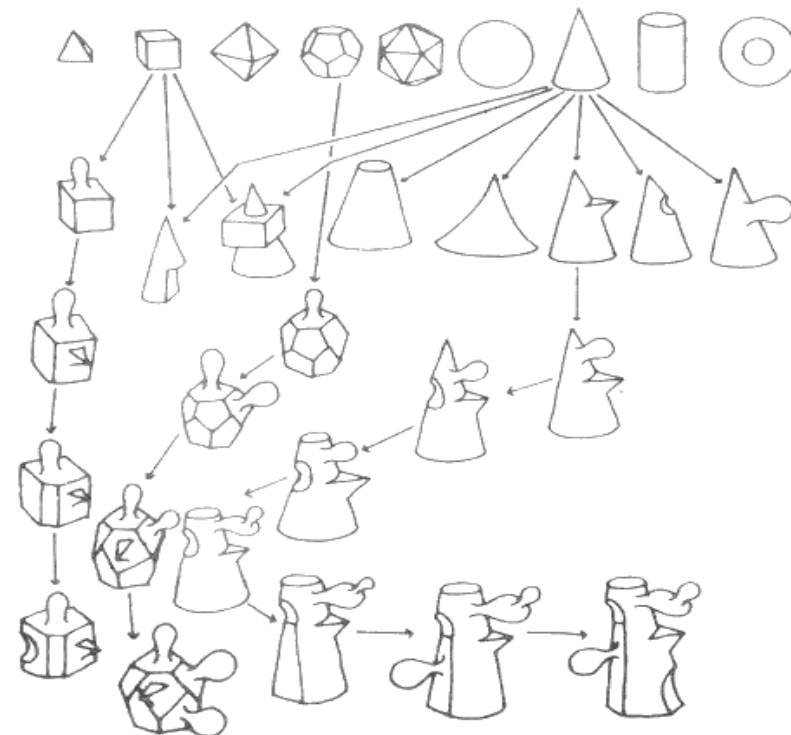


# William Latham

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## ■ Inspiration

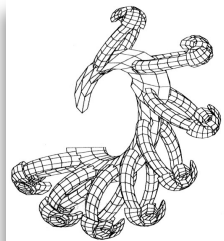
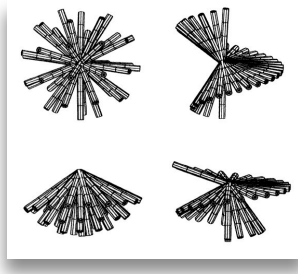
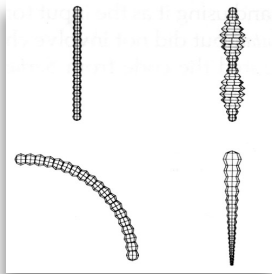
- Crystal Growth
- Repetition of simple steps



<http://www.artworks.co.uk>

# + William Latham

## ■ Primitives



## ■ Combination



```
hh1: = horn ribs (20)      /* make a horn with 20 ribs */
      sphere (0.4)        /* out of spheres */
      stack (12) twist (400,2) bend (60); /* deformed thus */
```

```
hhorn: = (horn ribs (20)   /* another horn */
         sphere (1)       /* uses three input forms */
         sphere (1.5)     /* two sphere of different size */
         (csg (hh1) xrot (90)) /* and the old horn */
         stack (40) twist (400) bend (40))
c       /* This makes a list of horns */
(horn ribs (40)           /* that joins this one */
 ellipsoid (1, 0.5, 0.3) /* to the tail of the other. */
 stack (20) twist (400,4) bend (40))
```

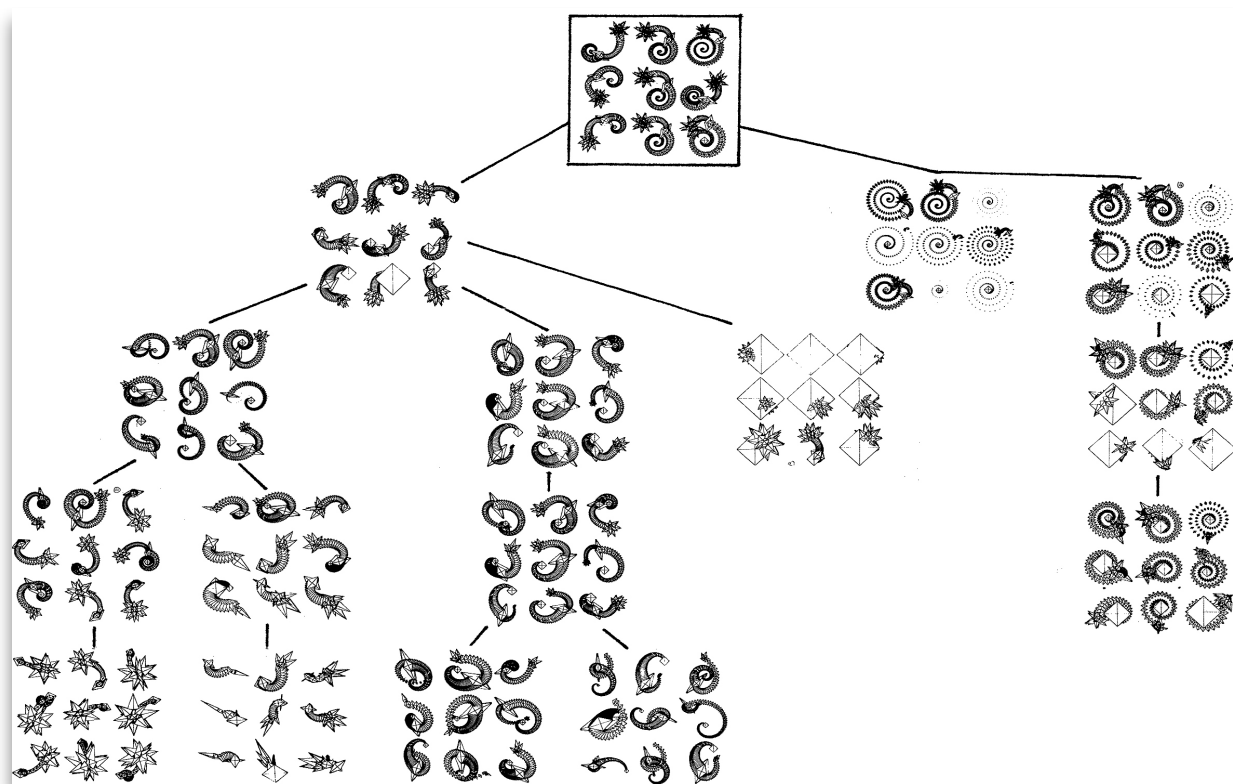
<http://www.artworks.co.uk>



# William Latham

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## ■ Exploration

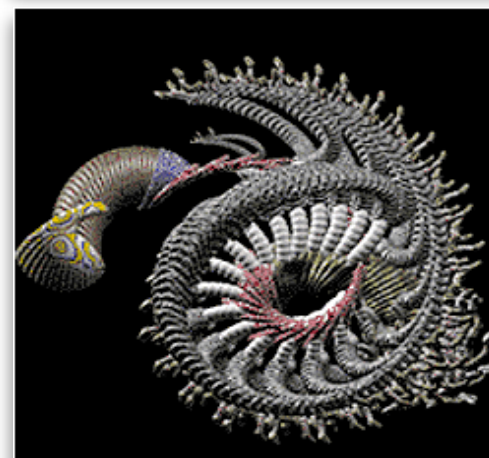
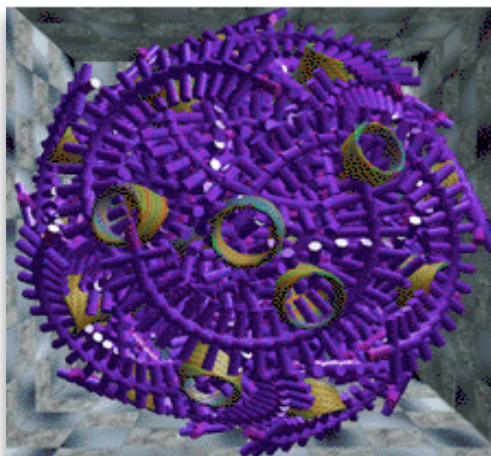


<http://www.artworks.co.uk>



# + William Latham

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# + Ray Whorley, G. Wiggins

42

- Given a soprano part, add alto, tenor and bass such that the whole is pleasing to the ear.
- Uses statistical models of four-part harmony

Quarteto

$\text{♩} = 50$

1 2 3 4

5 6 7

8 9

The image displays a musical score for a quartet in 8/4 time, with a tempo marking of quarter note = 50. The score is divided into three systems, each with a soprano part (treble clef) and three-part harmony (alto, tenor, and bass staves). The first system (measures 1-4) features a soprano part with a green vertical line at the first measure. The second system (measures 5-7) and the third system (measures 8-9) continue the composition. The key signature is three flats (B-flat, E-flat, A-flat).

# + Ray Whorley, G. Wiggins

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The image displays a musical score for a quartet, labeled "Quarteto" on the left. The score is written in 8/4 time, with a tempo marking of  $\text{♩} = 50$ . It consists of three systems of staves. The first system shows a soprano part (treble clef) and three-part harmony (bass clef). The second and third systems show the same parts continuing. The score is numbered 1 through 9 at the bottom of each measure. A green vertical line is drawn through the first measure of the first system.



# Computational Approaches

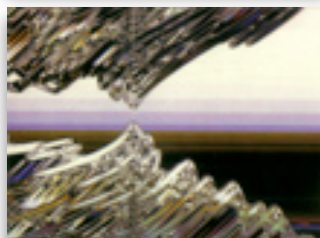
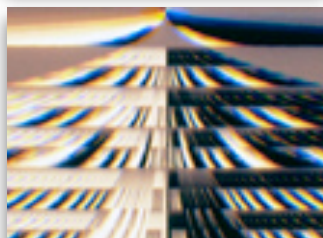
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- Mathematical Models
- Rule-Based Systems
- Case-Based reasoning
- Generative approaches
- Evolutionary approaches



# Karl Sims

- Genetic Programming
- Evolves programs that generate images.



<http://www.biota.org/ksims/>

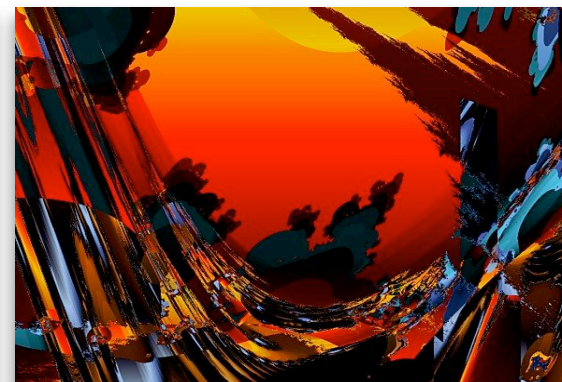
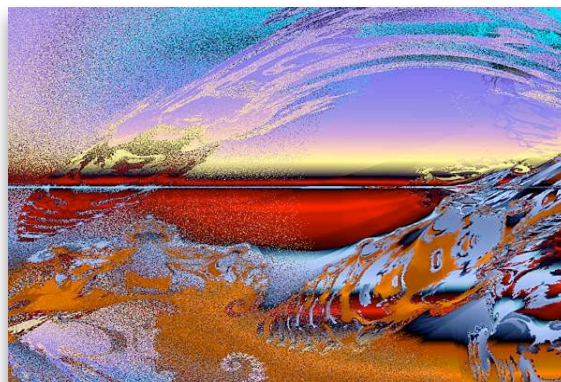
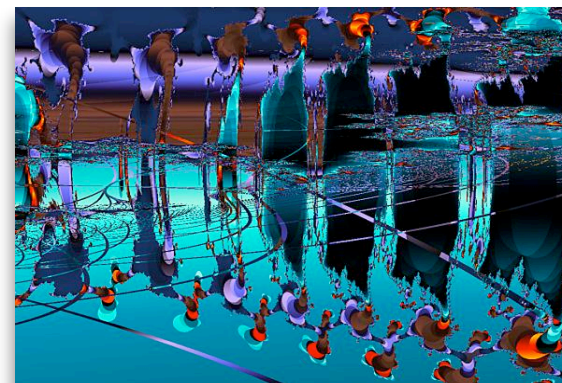




# Steven Rooke

45

- Similar to Karl Sims work
- Uses fractal primitives





# NEvAr - Interactive Evolutionary Art

(Machado and Cardoso)

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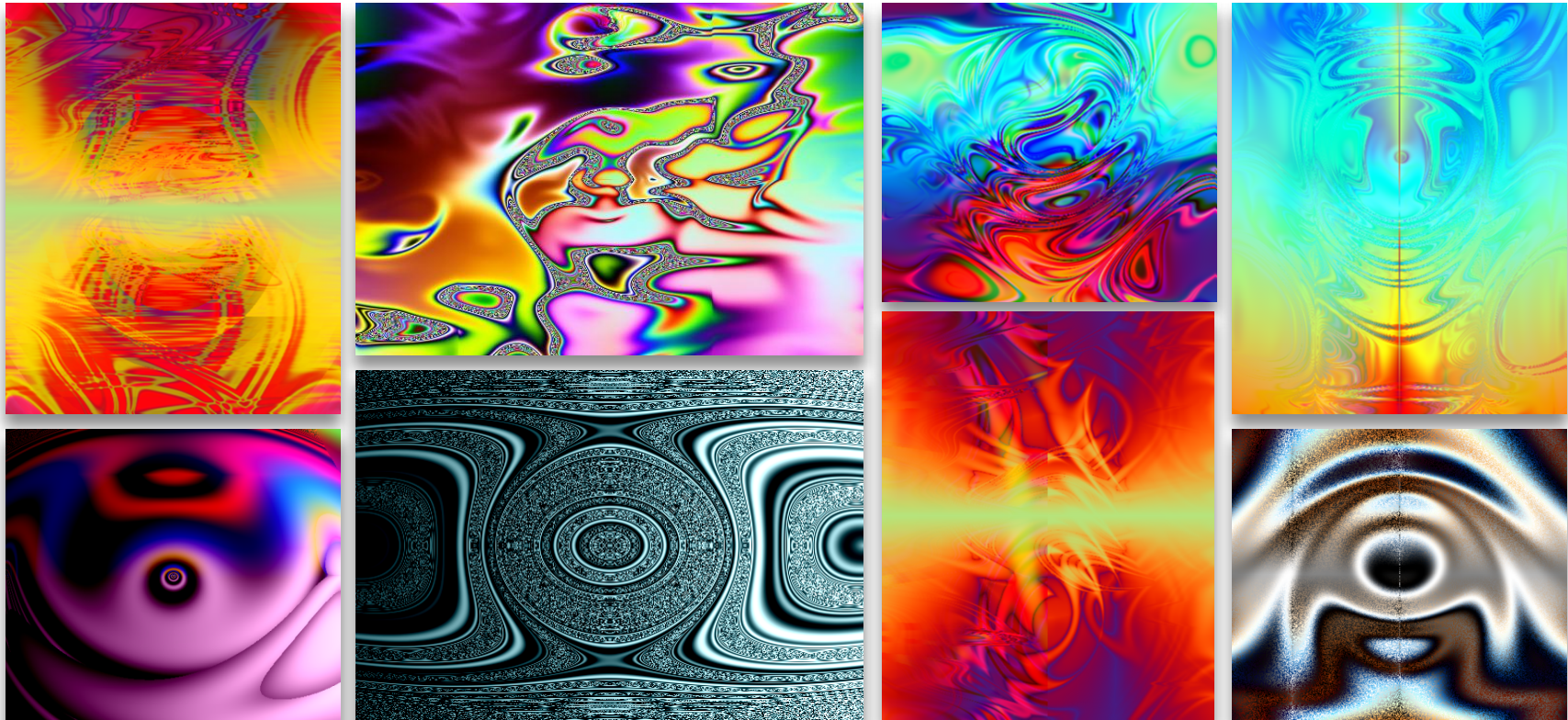
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# NEvAr - Interactive Evolutionary Art

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# + NEvAr – Representation

- The individuals are trees

- Function Set

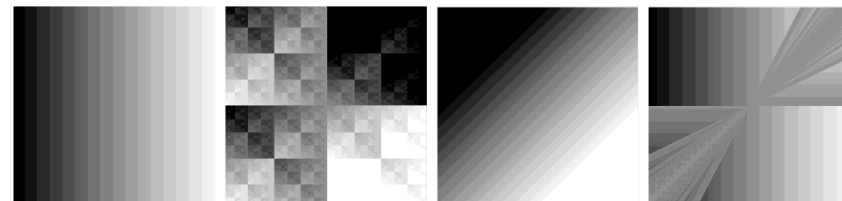
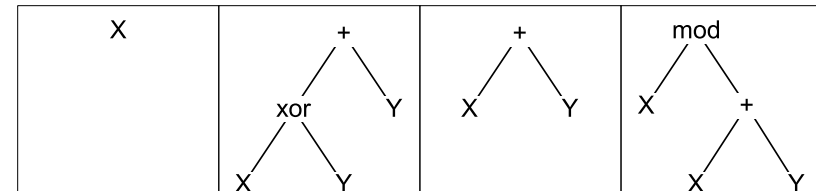
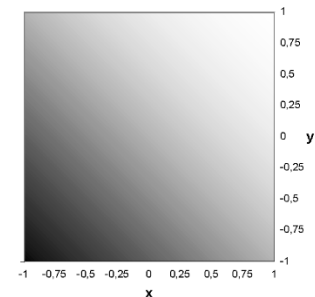
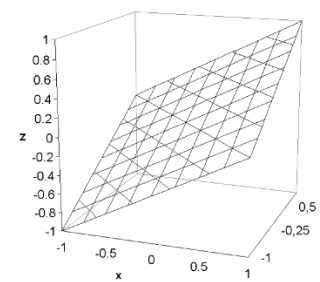
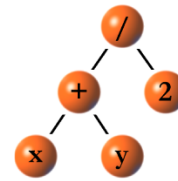
- $+$ ,  $-$ ,  $\times$ ,  $\%$ ,  $\sin$ ,  $\text{if}$ ,  $\text{xor}$ , ...

- Terminal Set

- $x$ ,  $y$ , Constants
    - 3d-vectors (for color)

- Example :

- $f(x,y) = (x+y)/2$





# NEvAr (Penousal Machado)

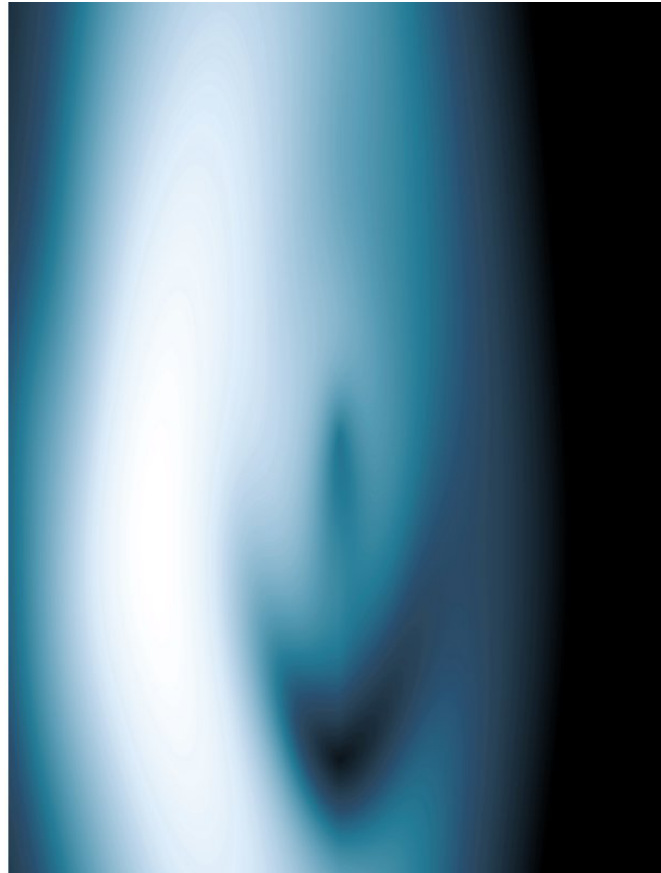
48

- What image corresponds to the following formula?
- `(- (sin (hypot (if (expt X) (round -0.902219 0.205664 0.594897 0.721305) (atan (-  
-0.902219 (- (if (expt (* X (- (sin (hypot (if (expt (abs Y)) 0.195410 -0.523118  
0.917722 (atan (- Y (- (if (expt (* Y (max (atan (hypot (if (abs X) 0.195410 -0.523118  
0.917722 (atan (- Y (- (if (expt (* (if (pow (tan X) 0.283853) (and (mod X X) (if  
-0.578784 Y -0.082064 0.779778 0.665456)) (warp -0.820978 0.326090 X)) X))  
0.195410 -0.523118 0.917722 (atan (- (sin (hypot 0.205664 0.594897 0.721305 Y))  
X))) Y)))) X)) X))) 0.195410 -0.523118 0.917722 (atan (- (sin (hypot (sin X) Y)) X)))  
Y)))) X)) (+ (expt X) (max (round -0.902219 0.205664 0.594897 0.721305)  
-0.190344 0.713248 0.436567)))) 0.195410 -0.523118 0.917722 (atan (- (sin (hypot  
(sin X) Y)) (expt (abs X)))) Y)))) X)) (+ (expt X) (max (round -0.902219 -0.190344  
0.713248 0.436567) -0.190344 0.713248 0.436567))))`



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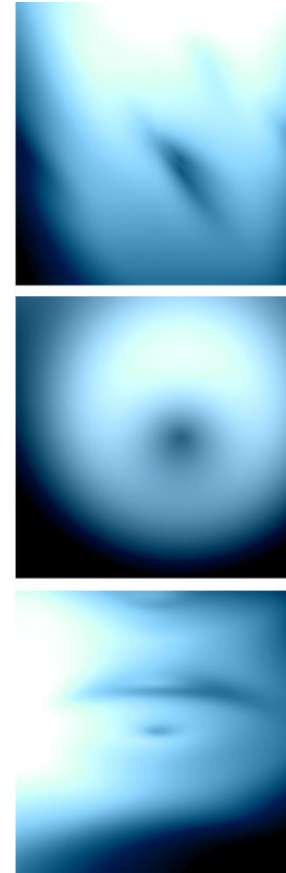
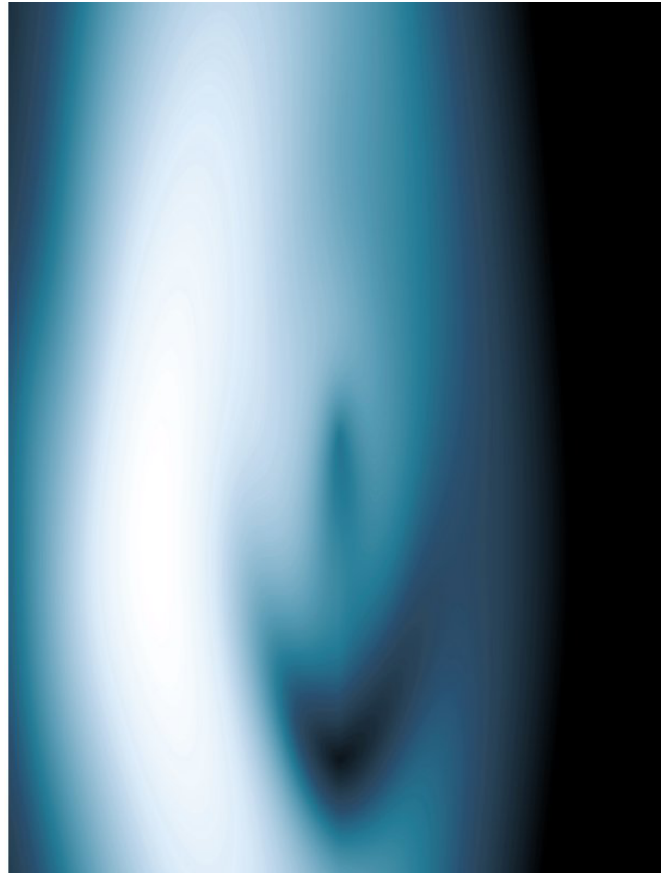
49





# NEvAr (Penousal Machado)

49



# + Evolving Assemblages

Fernando Graça and Penousal Machado

## ■ Inspiration:

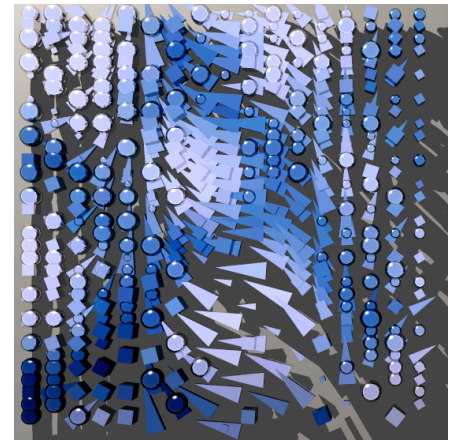
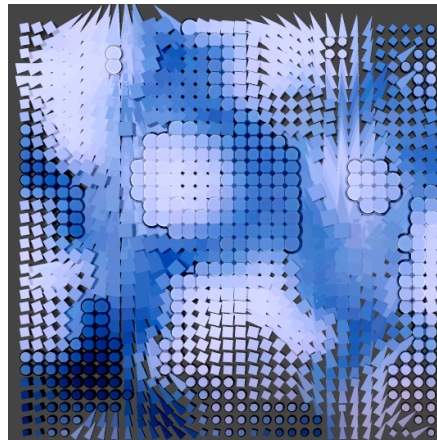
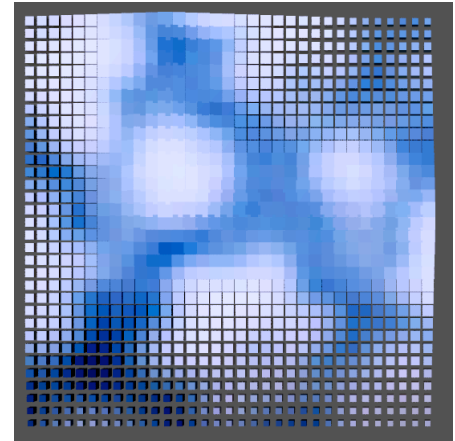
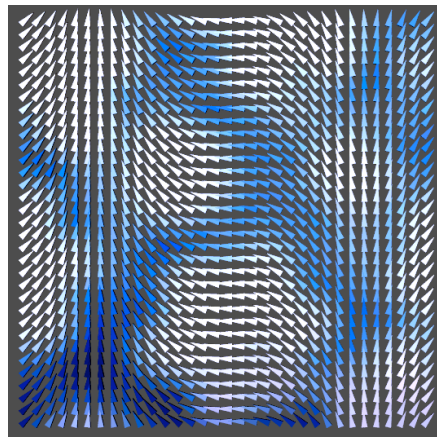




# Evolutionary Pointillist Modules

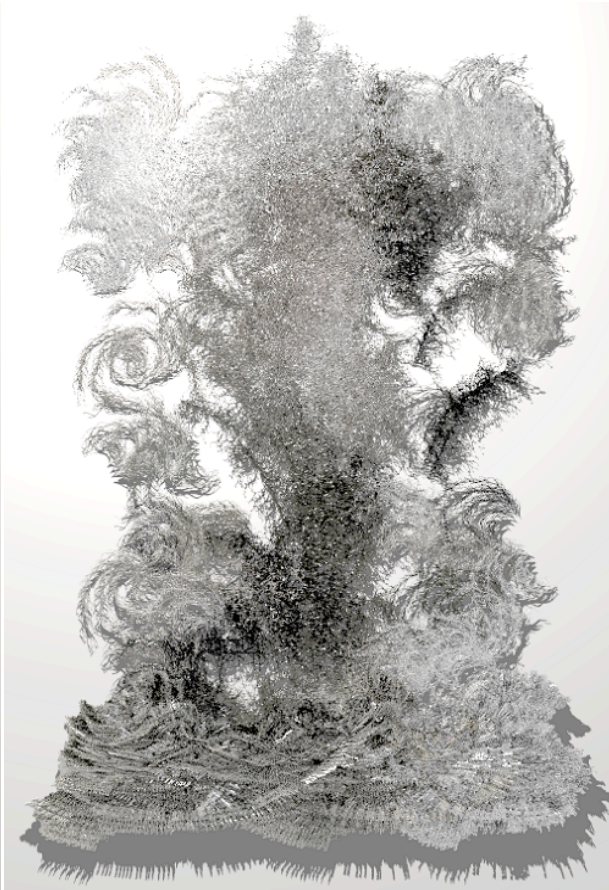
## Evolving assemblages of objects

- Evolve the:
  - type
  - rotation
  - size
  - position
- of the objects that will be placed on the virtual canvas
- Use the colour of a source image





# +Experimental Results









# + Experimental Results





# +Experimental Results





# + AI Biles

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## ■ GenJam

- Real-Time Jazz improvisation
- Interactive Genetic Algorithm



Explorations in Computer Science

The AI Biles Virtual Quintet

FEATURING THE EVOLUTIONARY IMPROVISATIONAL JAZZ COMPUTER GENJAM

Thursday, November 16  
Red Pit • 4:15 PM  
One Night Only!

Free Admittance  
Refreshments will be served



<http://www.it.rit.edu/~jab/GenJam.html>

# + AI Biles

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- Dimensions of Analysis
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# Characterising Creative Systems (Wiggins 2006)

- Formal distinction between
  - Exploratory Creativity, or “e-Creativity”
    - creativity as exploration of a conceptual space
  - Transformational Creativity, or “t-Creativity”
    - creativity as transformation of the conceptual space

# + Exploratory Creativity

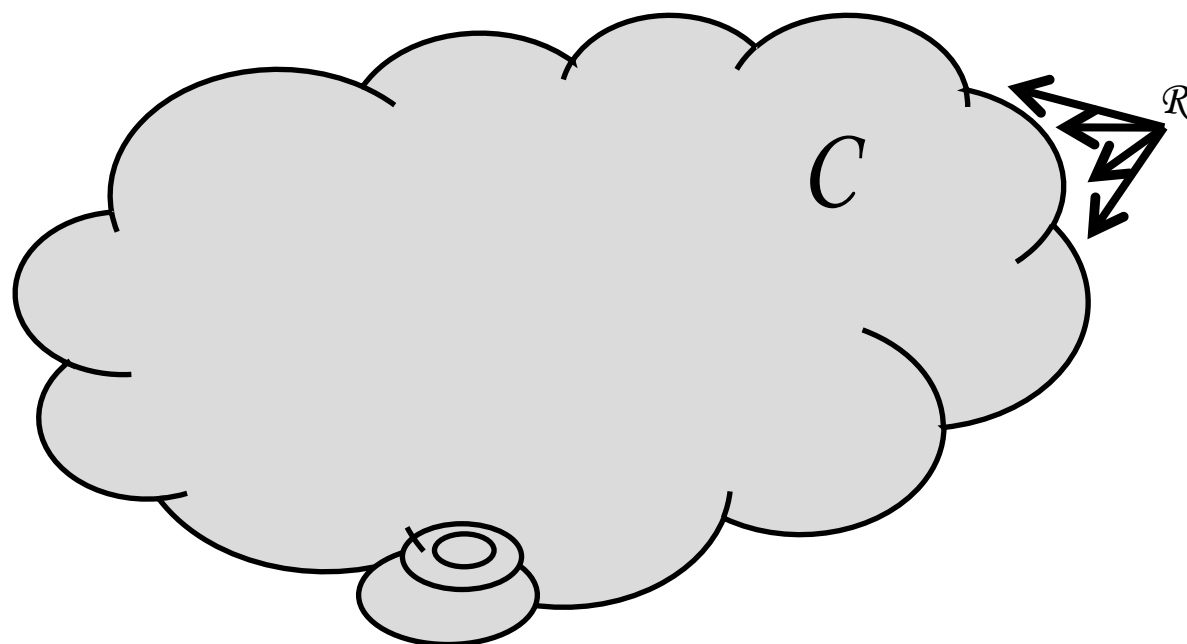
59

- Conceptual Space  $C$ :
  - distinct concept - distinct point in the space
  - defined in a generative way:
    - a set of rules  $\mathcal{R}$  determine membership of space  $C$
- Search in  $C$ : guided by rules  $\mathcal{T}$
- Evaluation: rules  $\mathcal{E}$

*Search in conceptual space  $C$  constrained by  $\mathcal{R}$ , using a strategy codified by  $\mathcal{T}$ , and evaluating products with  $\mathcal{E}$ .*

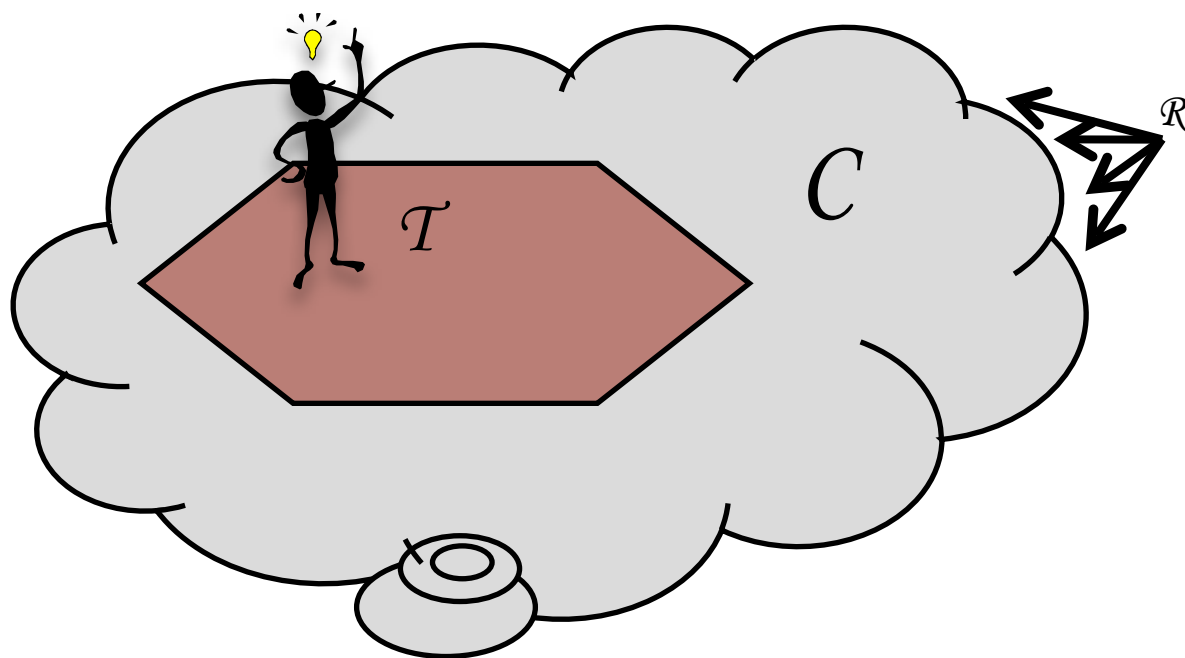
# + Exploratory Creativity

60

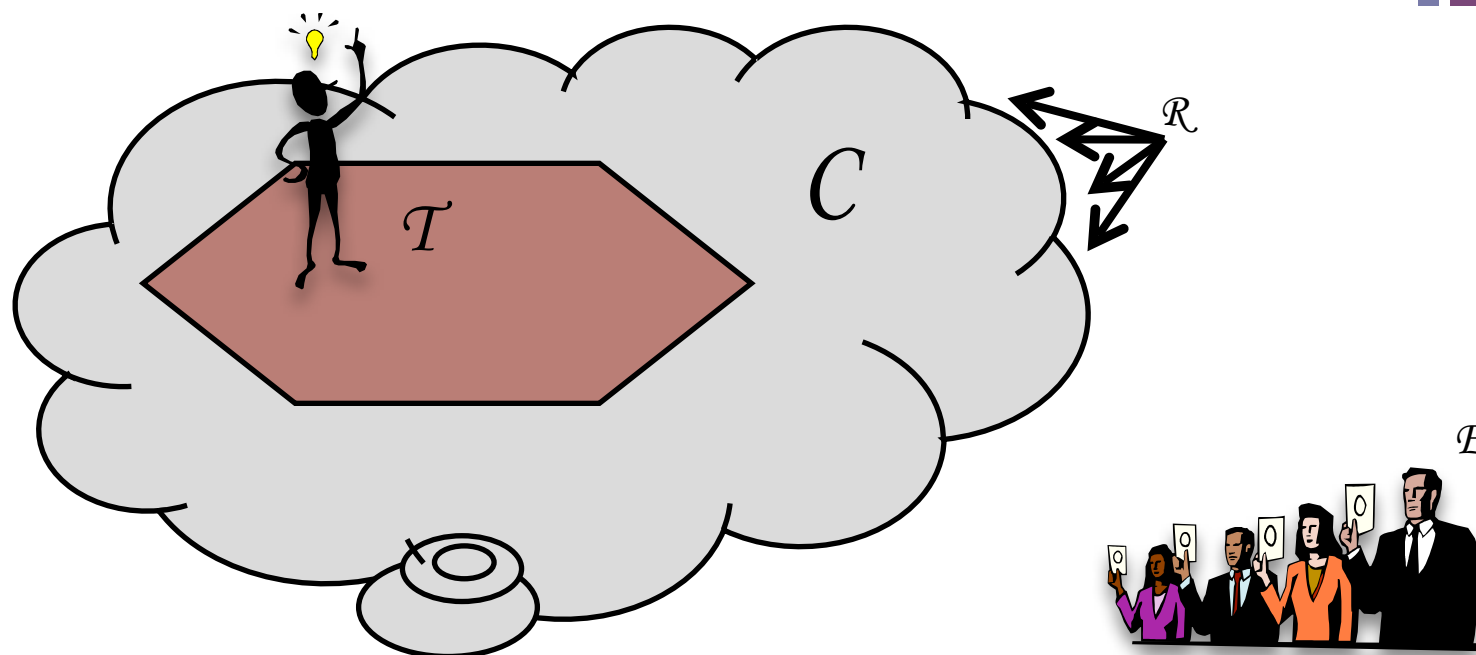




# + Exploratory Creativity



# + Exploratory Creativity



# + Exploratory Creativity

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# + Exploratory Creativity

$$\langle \mathcal{U}, \mathcal{L}, [[\cdot]], \langle\langle \cdot, \cdot, \cdot \rangle\rangle, \mathcal{R}, \mathcal{T}, \mathcal{E} \rangle$$

- $\mathcal{U}$  a universe of possible concepts, both partial and complete
- $\mathcal{L}$  an alphabet from which to build rules
- $\mathcal{L}^*$  a language, derived from  $\mathcal{L}$ , in which to express rules
- $[[\cdot]]$  a function generator, which maps a subset of  $\mathcal{L}^*$  to a function which selects elements of  $\mathcal{U}$
- $\langle\langle \cdot, \cdot, \cdot \rangle\rangle$  a function generator, which maps three subsets of  $\mathcal{L}^*$  to a function which generates new elements of  $\mathcal{U}$  from existing ones
- $\mathcal{R}$  (a subset of  $\mathcal{L}^*$ ) Set of rules that define membership to the conceptual space
- $\mathcal{T}$  (a subset of  $\mathcal{L}^*$ ) Set of rules that define a search strategy
- $\mathcal{E}$  (a subset of  $\mathcal{L}^*$ ) Set of evaluation rules

# + Exploratory Creativity

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*Search in conceptual space  $C$  constrained by  $R$ , using a strategy codified by  $\mathcal{T}$ ,  
and evaluating products with  $\mathcal{E}$ .*

# + Exploratory Creativity

*Search in conceptual space  $C$  constrained by  $R$ , using a strategy codified by  $\mathcal{T}$ , and evaluating products with  $\mathcal{E}$ .*

- Conceptual Space:

- Concepts of  $\mathcal{U}$  selected by function  $[[\mathcal{R}]]$ :

$$C = [[\mathcal{R}]](\mathcal{U})$$

# + Exploratory Creativity

*Search in conceptual space  $C$  constrained by  $R$ , using a strategy codified by  $\mathcal{T}$ , and evaluating products with  $\mathcal{E}$ .*

- Conceptual Space:

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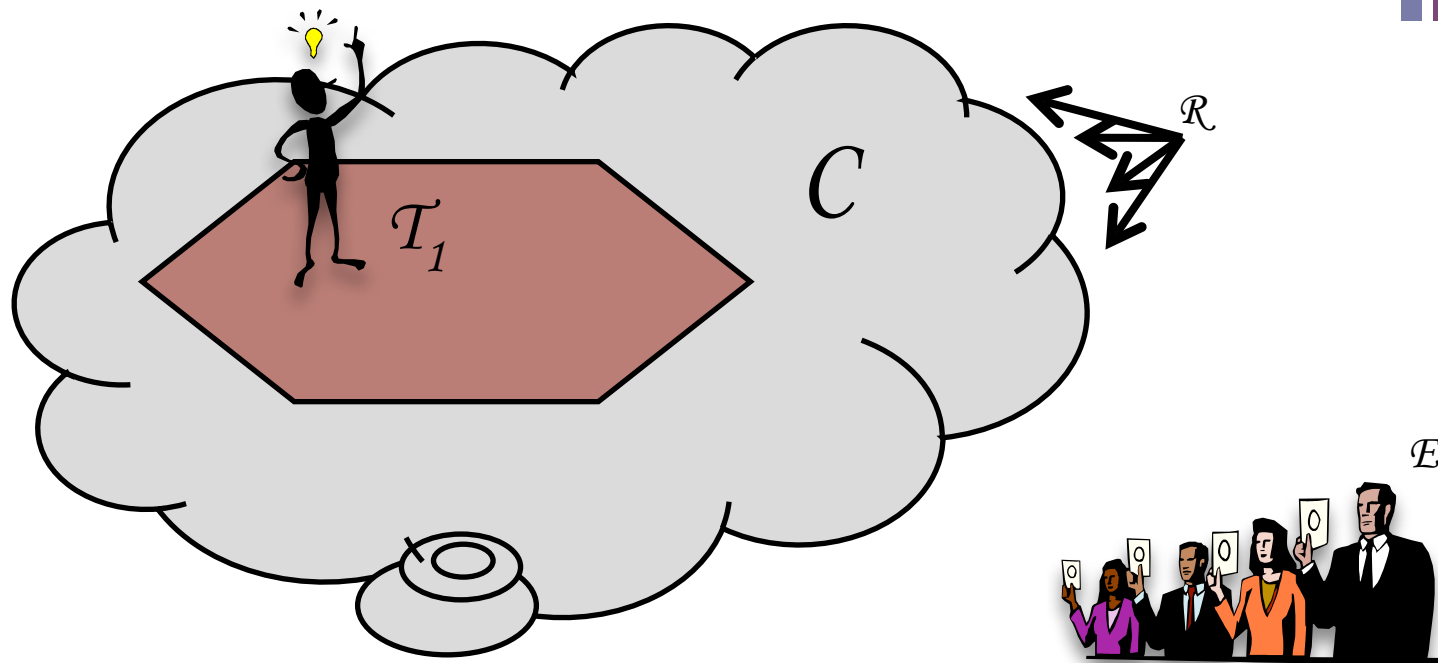
$$C = [[\mathcal{R}]](\mathcal{U})$$

- Exploration of  $C$ :

- Iterative process governed by function  $\langle\langle\mathcal{R}, \mathcal{T}, \mathcal{E}\rangle\rangle$ :

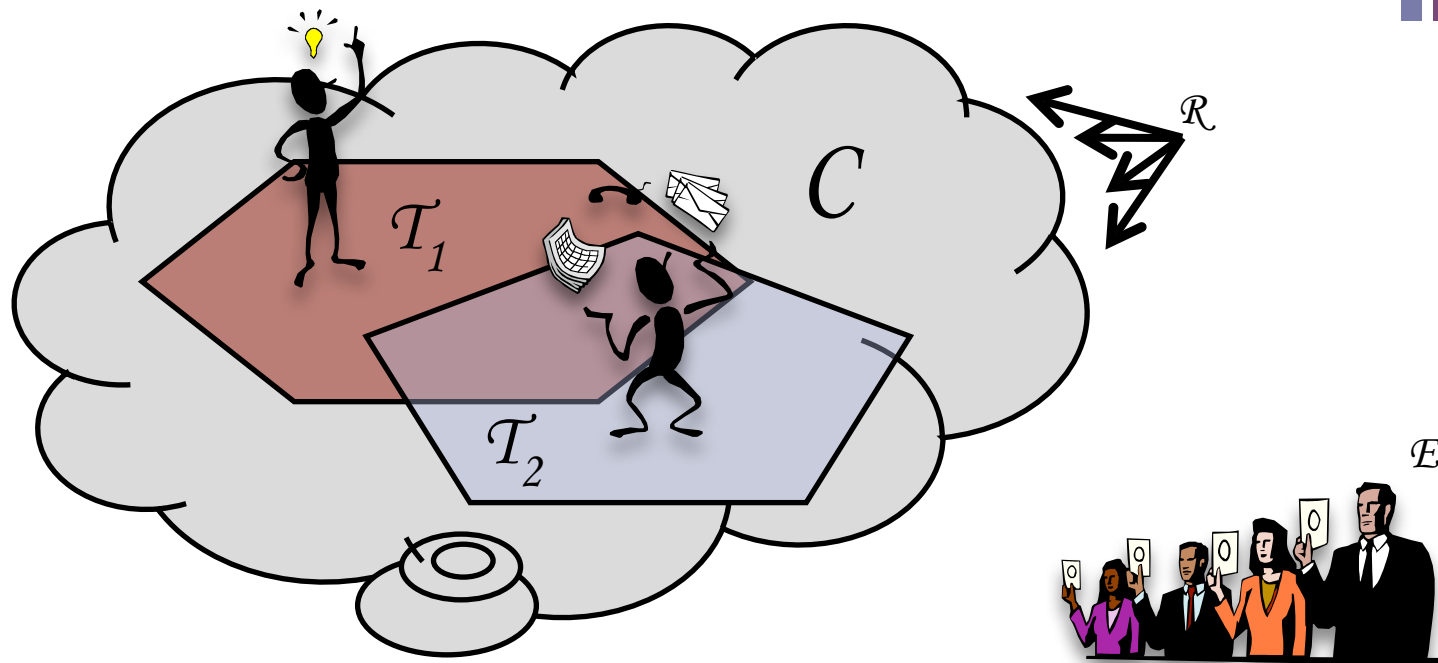
$$c_{\text{out}} = \langle\langle\mathcal{T}, \mathcal{R}, \mathcal{E}\rangle\rangle(c_{\text{in}})$$

# + Exploration Strategies



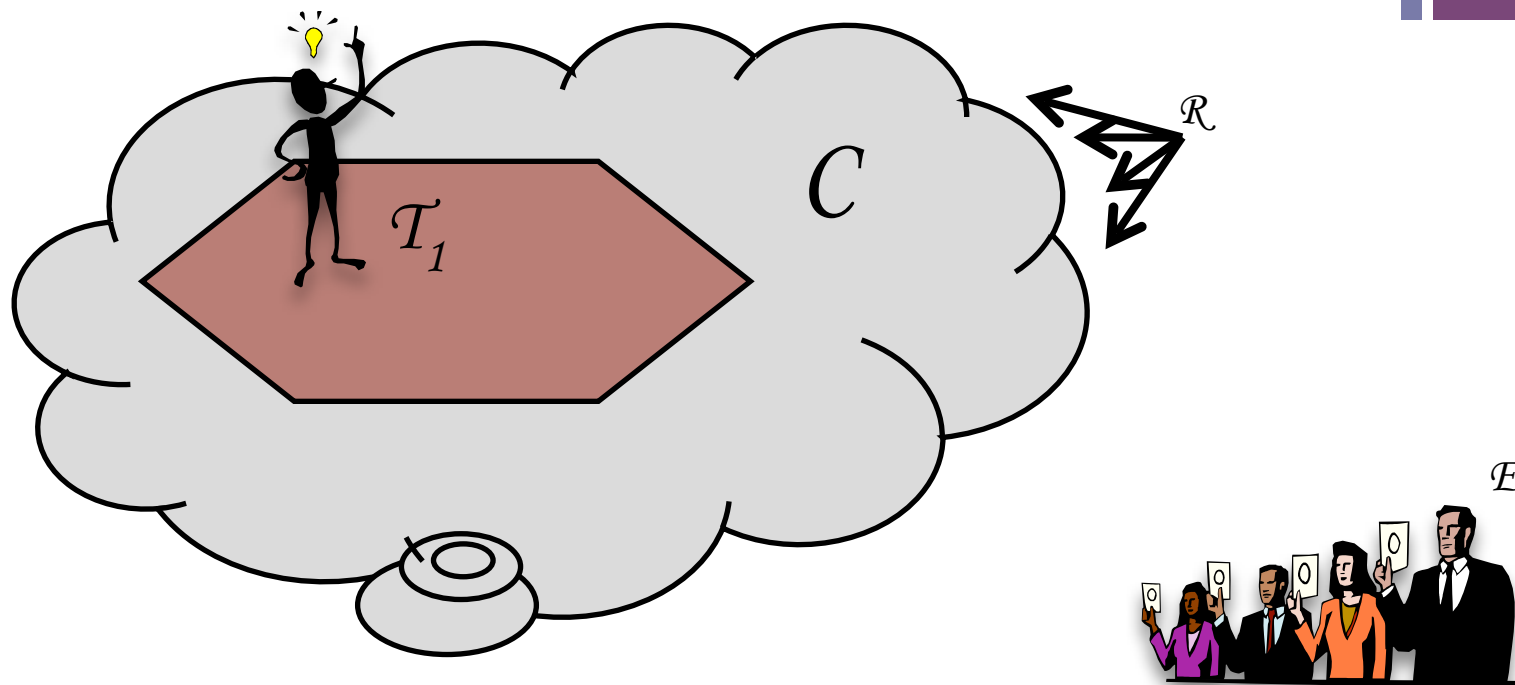


# + Exploration Strategies

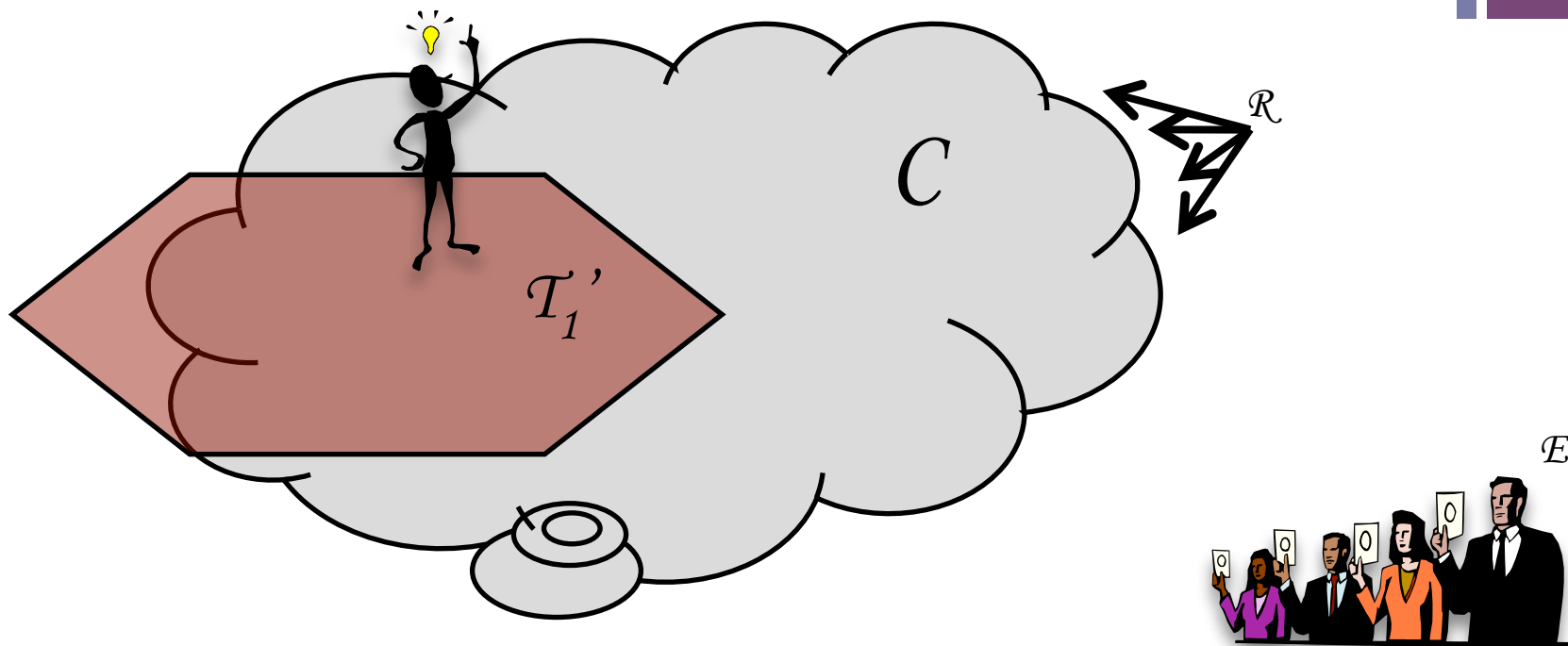


example: same genre, different styles

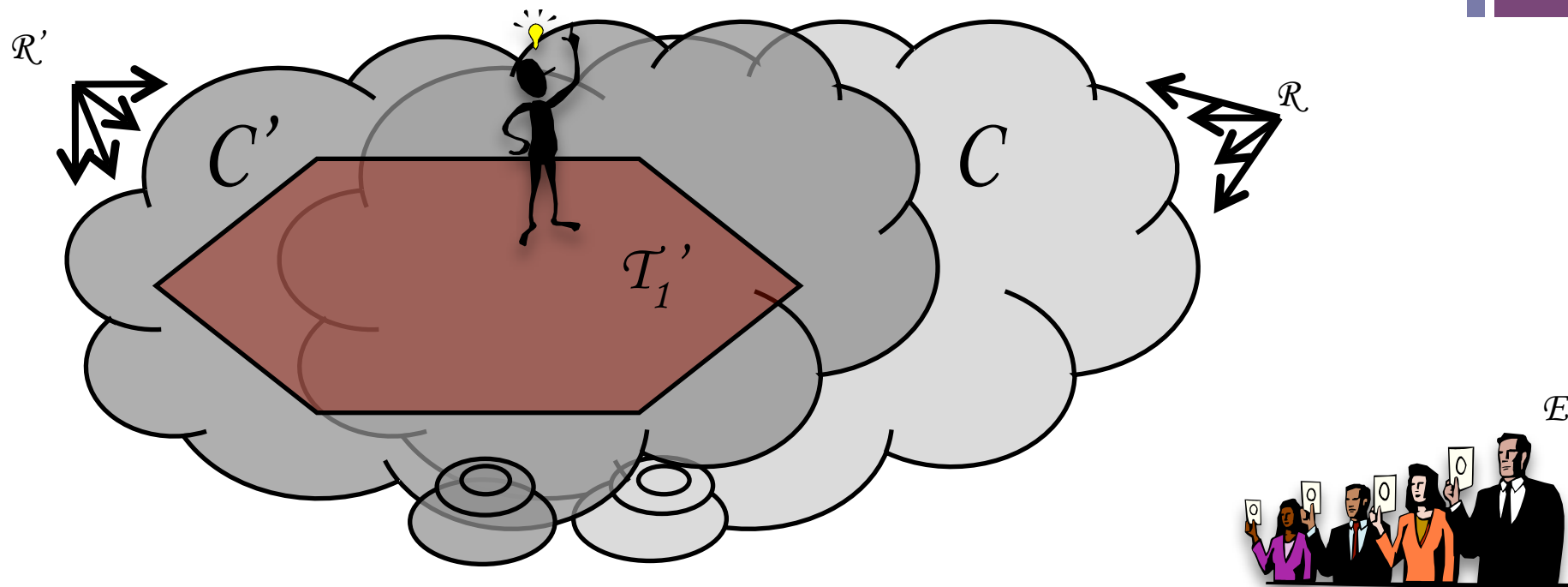
# + Transformation



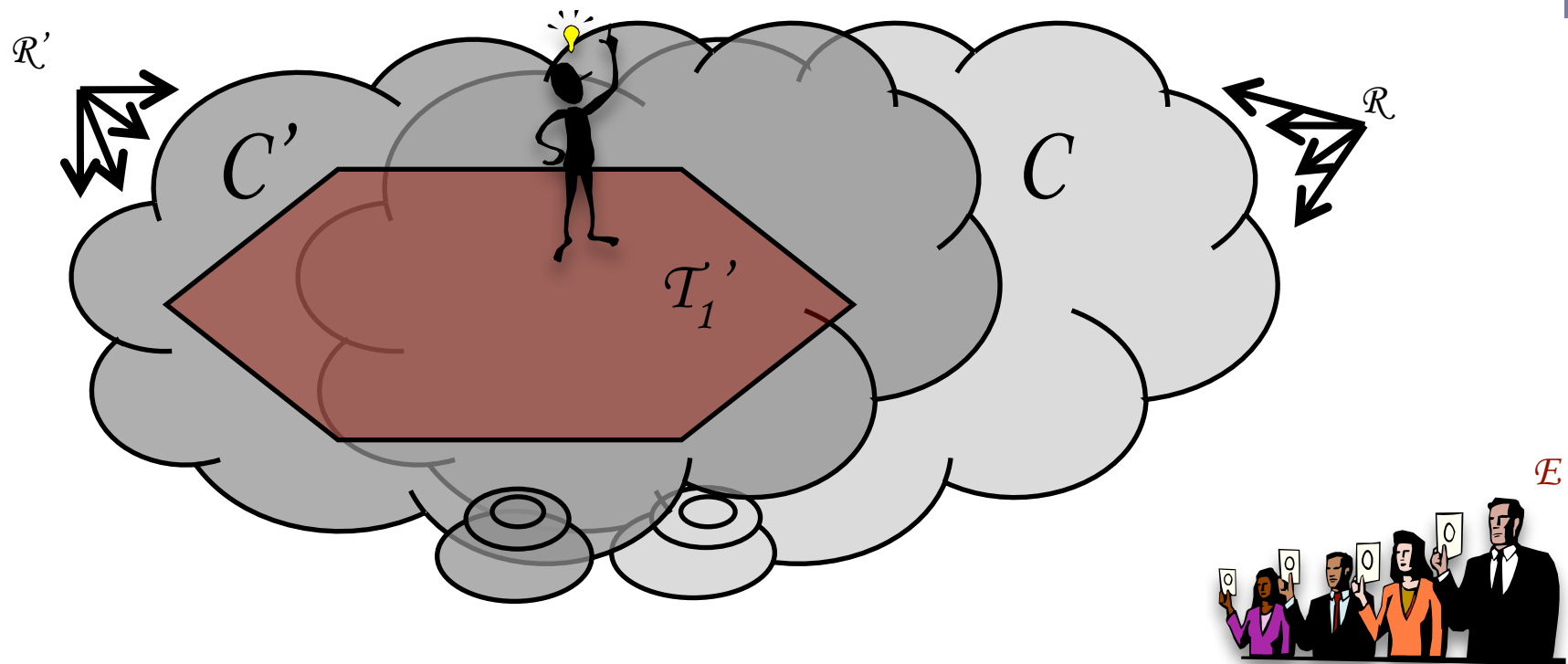
# + Transformation



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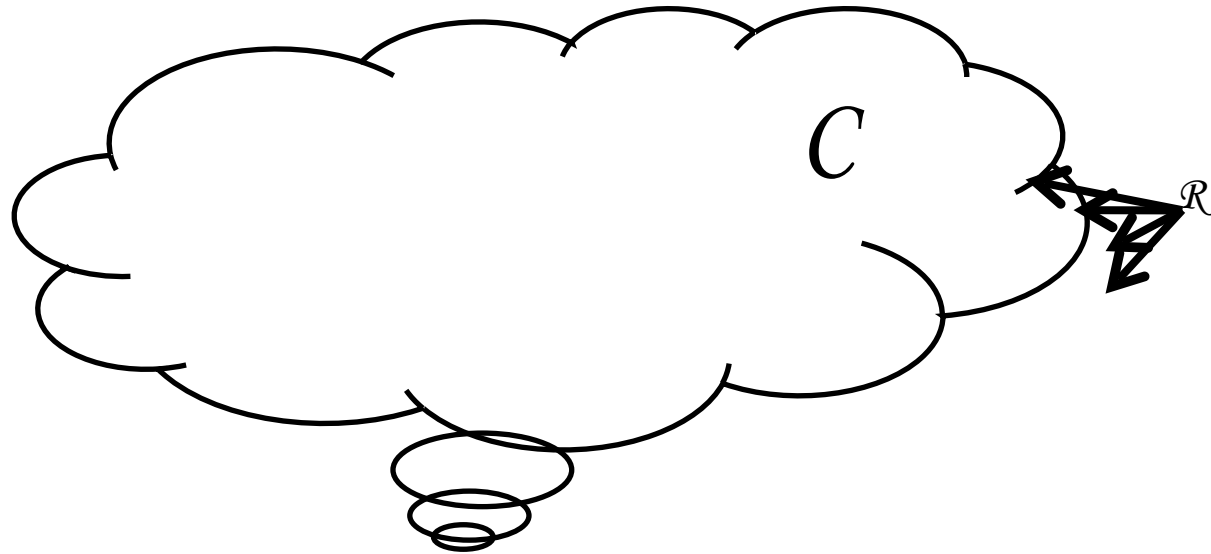
# + Transformation



Transformation of  $R$ : creator explores new space

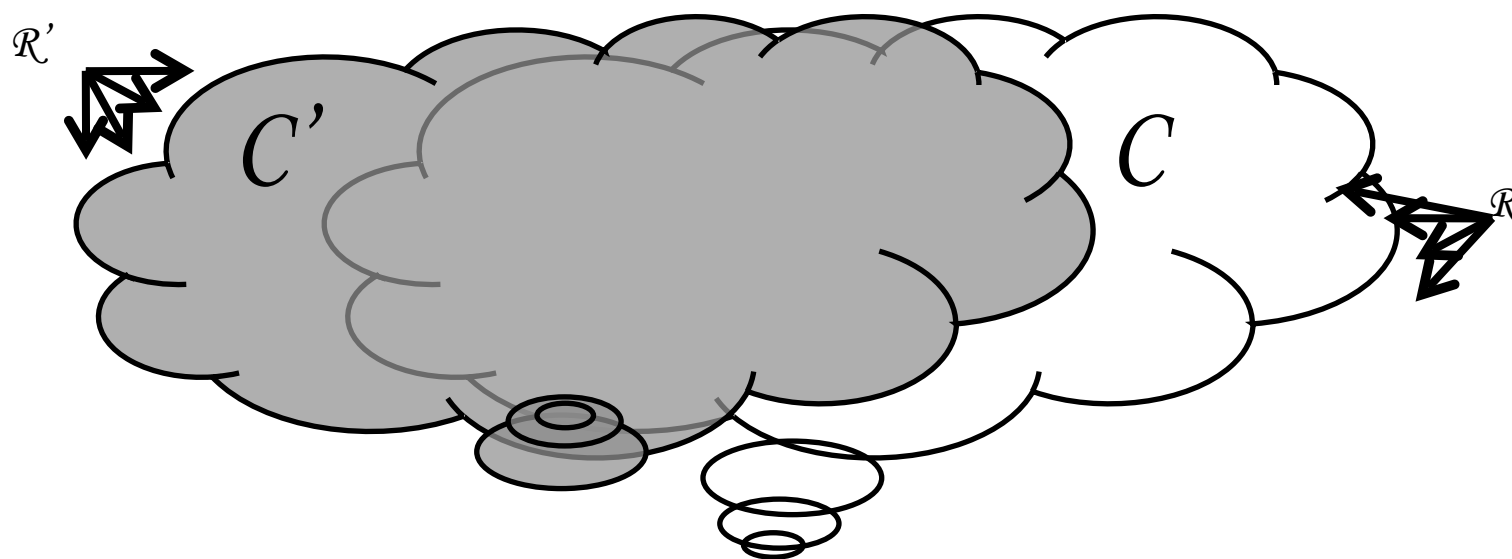
# + Transformational Creativity

- Change of  $\mathcal{R}$  into  $\mathcal{R}'$ :
  - Corresponds to Boden's notion of *t-Creativity*



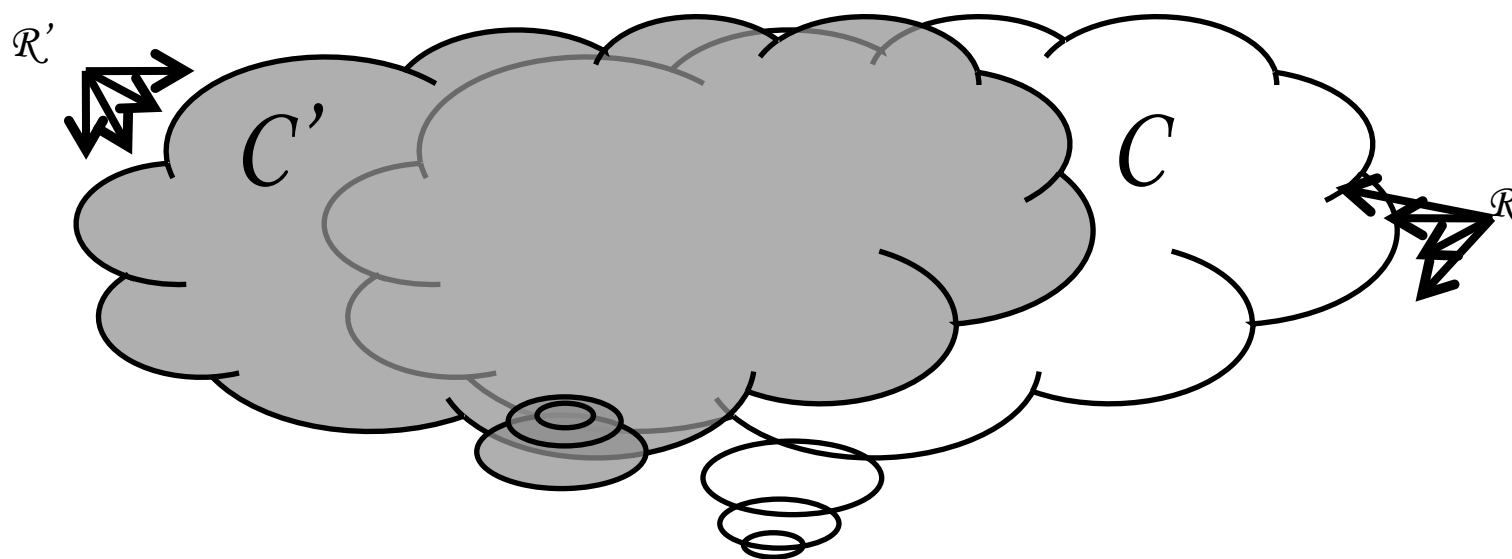
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*Search in a Universe of Concepts of new conceptual spaces  $C'$ ,  $C''$ ...  
constrained by  $\mathcal{R}'$ ,  $\mathcal{R}''$   
(Exploratory Creativity at a meta-level)*





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# Assessing Creative Systems

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- Graeme Ritchie (2001, 2007)
  - Features for Assessing Creativity

- Rating schemes:
  - Typicality
  - Value



# Assessing Creative Systems

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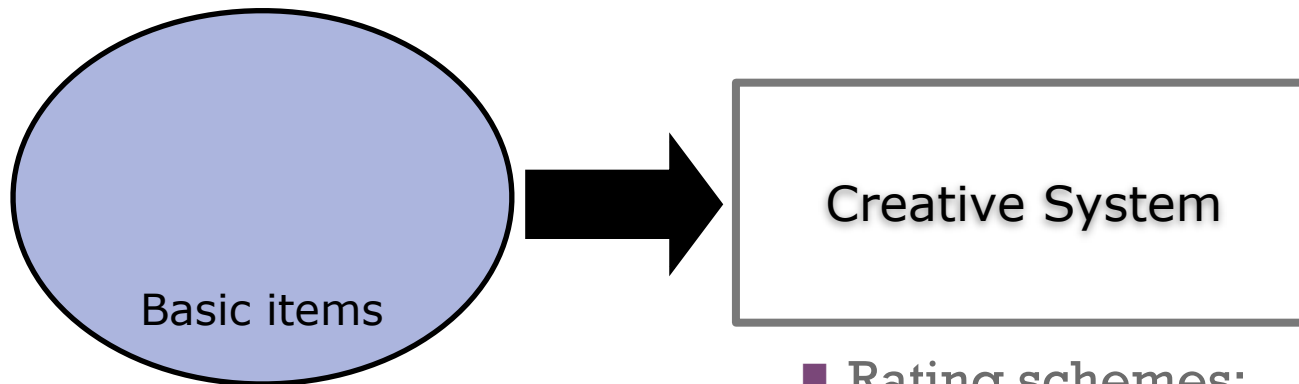
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# + Assessing Creative Systems

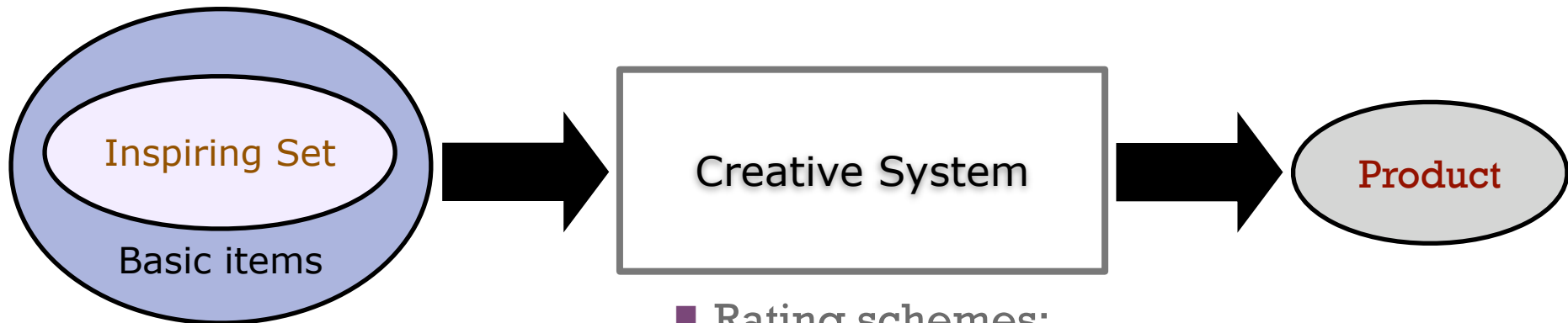
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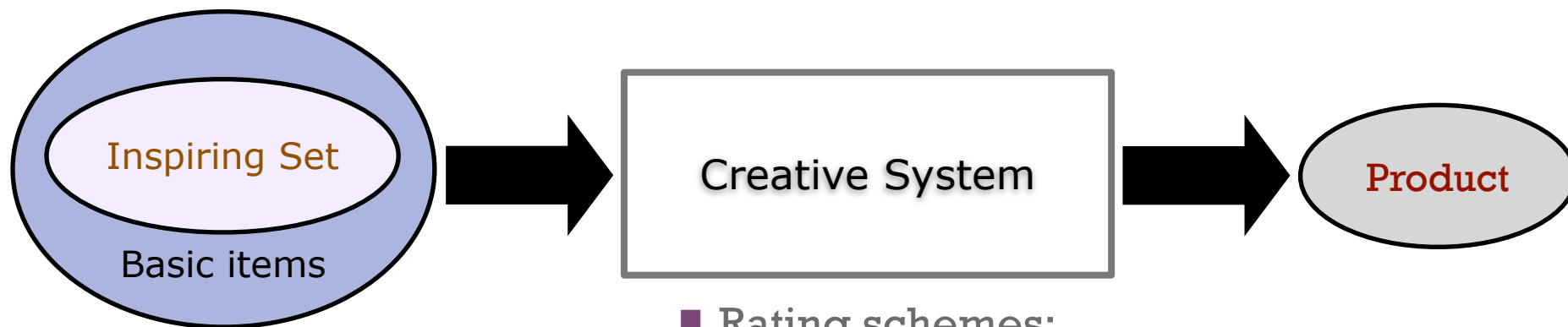
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# + Assessing Creative Systems

- Graeme Ritchie (2001, 2007)
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- Rating schemes:
  - Typicality
  - Value

What about surprise?

# + Evaluating Aesthetics

- What makes an image aesthetically appealing?
- Are there any Universal Aesthetic Principles?
- How to replace the user?



# + Evaluating Aesthetics

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## ■ Some influential works::

- Aesthetic Measures - Birkhoff (1928)
- Information Aesthetics - Bense (1965)
- Chaos and Art - Arnheim (1966)
- Algorithmic Aesthetics - Stiny and Gips (1978)
- Computing Aesthetics - Machado and Cardoso (1998)
- Fractal Aesthetics - Taylor et al. (1999)
- Neurological Basis - Ramachandran & Hirstein (1999)
- Inner Vision: An Exploration of Art and the Brain - Zeki (1999)
- Emergent Aesthetics - Ramos (February 2002)
- Exact Aesthetics - Staudek (July 2002)
- Learning Aesthetic - Machado and Cardoso (2006)





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# + Computational Creativity

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# + Computational Creativity

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- To model, formulate or replicate creativity using a computer, to achieve one of several ends:
  - to construct a program or computer capable of human-level creativity (Authors)
  - to better understand human creativity and to formulate an algorithmic perspective on creative behaviour in humans
  - to design programs that can enhance human creativity without necessarily being creative themselves (computer-aided creativity, technology-enhanced creativity - TEC, ...)



# Computational Creativity

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## ■ Motivation:

- More effective computational tools for artistic, architectural technical and scientific applications
- Support processes of innovation in business and educational contexts
- Interesting, Multidisciplinary research work
- Contribute to understand human creativity

# + Future

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## ■ Challenges:

- Evaluation
- Convergence (models, taxonomies)
- Society
- Applications
- Critical Mass

+ EU FP7

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- European funding and priorities for ICT research (2007-2013)
  - Although the ICT sector is itself worth 6-8% of the EU's GDP, their importance goes well beyond that - ICTs are also vital to:
    - meeting the globalisation challenge by boosting innovation, creativity and competitiveness throughout the economy; (...)

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  - Although the ICT sector is itself worth 6-8% of the EU's GDP, their importance goes well beyond that - ICTs are also vital to:
    - meeting the globalisation challenge by boosting innovation, creativity and competitiveness throughout the economy; (...)
- Objective 4.2, “Technology-enhanced Learning”
  - Target outcomes:
    - (...) Reinforce the links between individual and organisational learning, and creativity: embedding learning experiences in organisational processes and practices, through innovative systems embracing talent, knowledge, workflows, collaborative innovation and competency management; (...)



# + Some related FP Projects

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## ■ COLLABORATION 4 INNOVATION

- A study on Collaborative Work: Productivity, Creativity and Innovation Impacts and Implications
  - <http://www.cdt.ltu.se/projectweb/4329536d76129/Index.html>

## ■ id-Space

- Build an environment to aid distributed teams of innovators who want to collaborate on product design by making use of earlier results by themselves or even others.
  - <http://www.idspace-project.org/>

## ■ CReATE - ICT Innovations in Creative Industry

- Creating a Joint Research Agenda for promoting ICT-Innovations in

# + Some related FP Projects

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- CReATE - ICT Innovations in Creative Industry
  - Creating a Joint Research Agenda for promoting ICT-Innovations in Creative Industries across Europe
    - <http://www.lets-create.eu/>
- DESIRE: Creative Design for Innovation in Science
  - Initial Training Network
  - Bring together expertise in human computer interaction, psychology, arts and design
    - <http://www.comp.lancs.ac.uk/%7Ecorina/DESIRE/>
- U-CREATE - Creative Authoring Tools for Edutainment Applications
  - <http://www.u-create.org/>



<b>AISB Symposia on AI and Creativity in Arts and Science</b>	<b>Workshops on Creative Systems</b>	<b>EvoMusArt, EuroGP</b>
Edinburgh, UK, 1999		
Birmingham, UK, 2000		
York, UK, 2001	ICCBR'2001, Vancouver, Canada	
London, UK, 2002	ECAI'2002, Lyon, France	
Aberystwyth, UK, 2003	IJCAI'2003, Acapulco, Mexico	Colchester, UK, 2003
1st. IJW on Computational Creativity 2004, EWCBR, Madrid, Spain		Coimbra, Portugal, 2004
2nd. IJW on Computational Creativity 2005, IJCAI, Edinburgh, UK		Lauzanne, Switzerland, 2005
3rd. IJW on Computational Creativity 2006, ECAI, Riva del Garda, Italy		Budapest, Hungary, 2006
4th. IJW on Computational Creativity 2007, London, UK		Valencia, Spain, 2007
5th. IJW on Computational Creativity 2008, Madrid, Spain		Napoli, Italy, 2008
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**2nd. Int. Conf. on Computational Creativity 2011, Mexico City**

# + Shameless promotion...

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