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# Intelligent design of multimedia content in Alibaba

**Key words:** Multimedia content; Alibaba; Artificial intelligence; Design; Business application

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# Motivation

- Numerous commodities and large-scale promotions have a great demand for multimedia content.
- There are many problems in the production and dissemination of multimedia content, such as techniques, lead time, and high cost.
- With the rapid development and maturity of AI technology, the combination of AI technology and traditional design will become an inevitable trend.

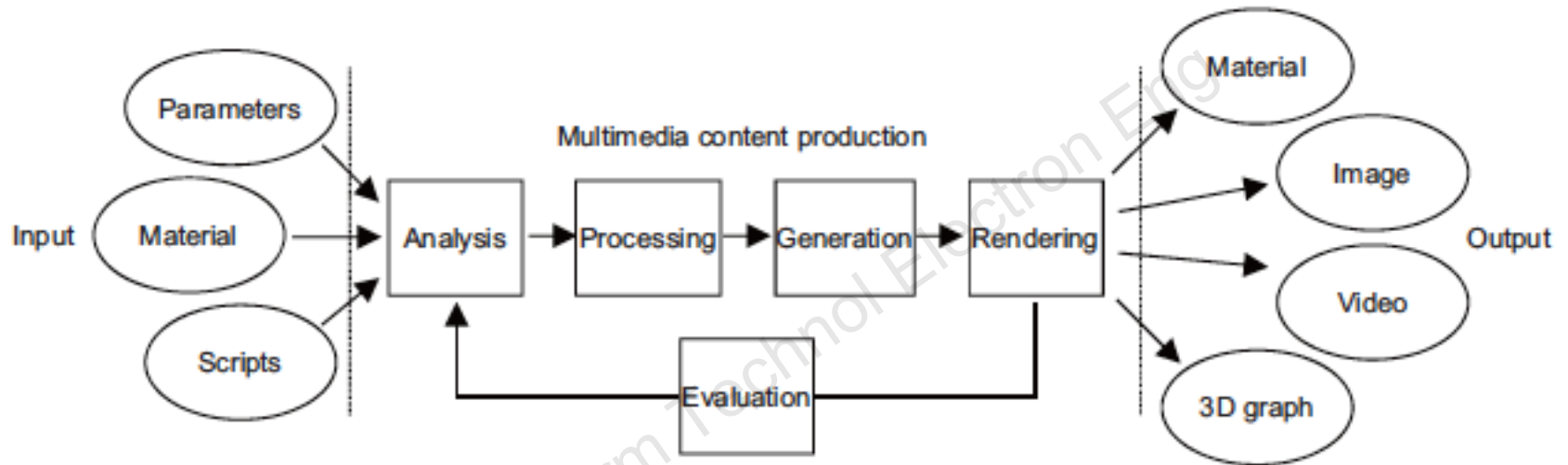
# Main content

Alibaba multimedia content generation assisted by AI

- General pipeline of AI-assisted production tools
- AI-assisted production tools for design material
- AI-assisted production tools for design productivity

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# 1. General pipeline of AI-assisted production tools

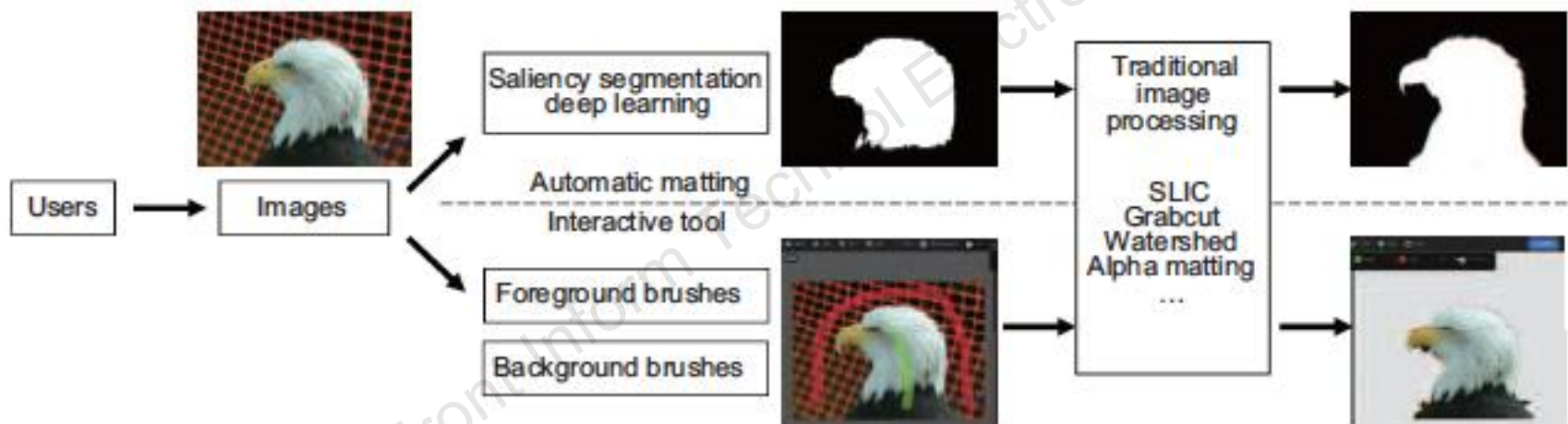


## Five modules

- I. Analysis
- II. Processing
- III. Generation
- IV. Rendering
- V. Evaluation

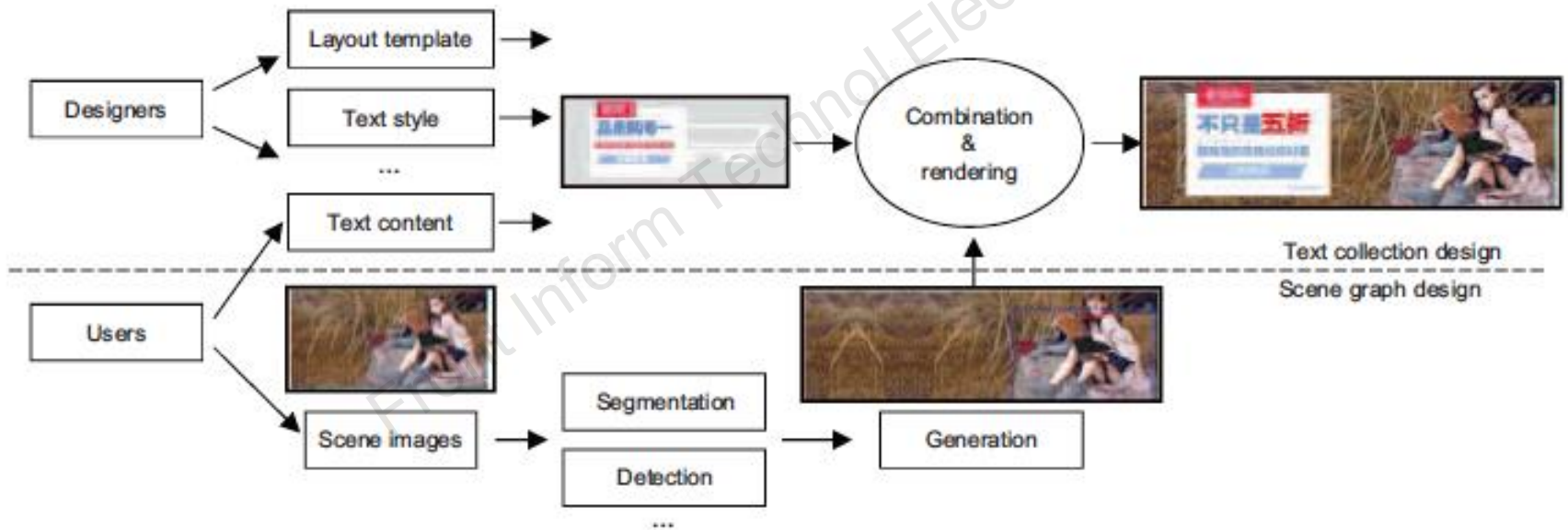
## 2. AI-assisted production tools for design material

### Matting — Wantoo Product



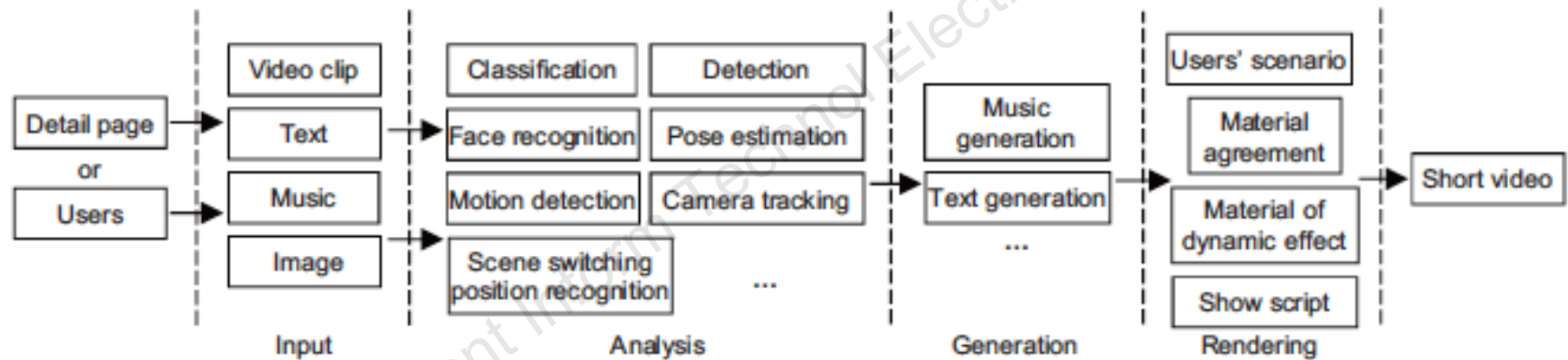
# 3. AI-assisted production tools for design productivity

## Intelligent graphic design — Luban Product



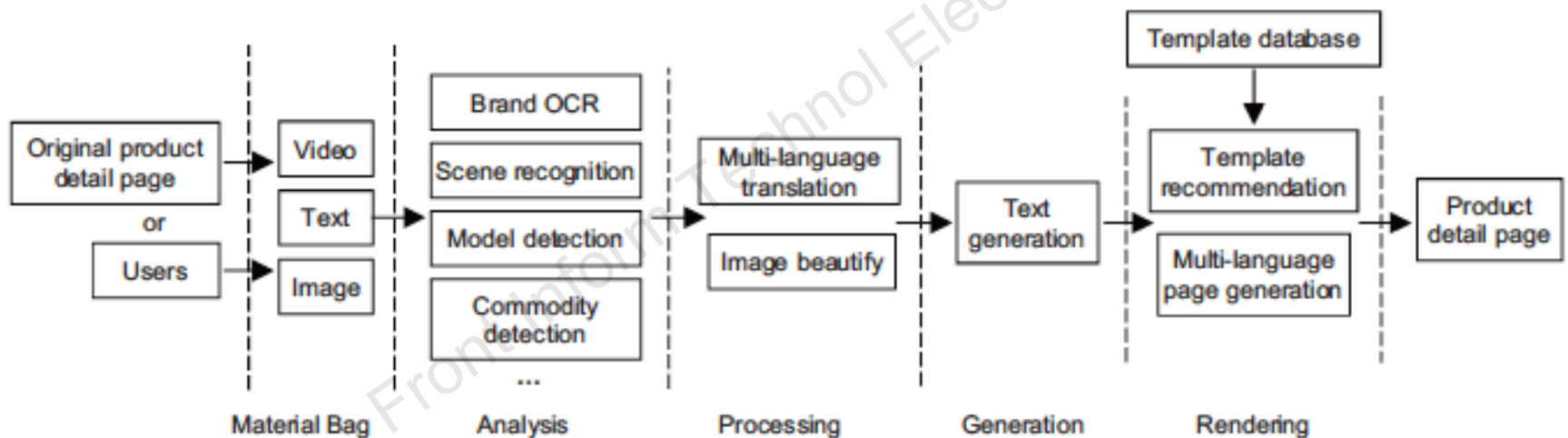
### 3. AI-assisted production tools for design productivity

#### Intelligent video generation — Alibaba Wood Product



### 3. AI-assisted production tools for design productivity

#### Product detail page production — AI-detail Product



# Future work

- Personalized design
- Emotional computing
- 3D implantation

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