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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

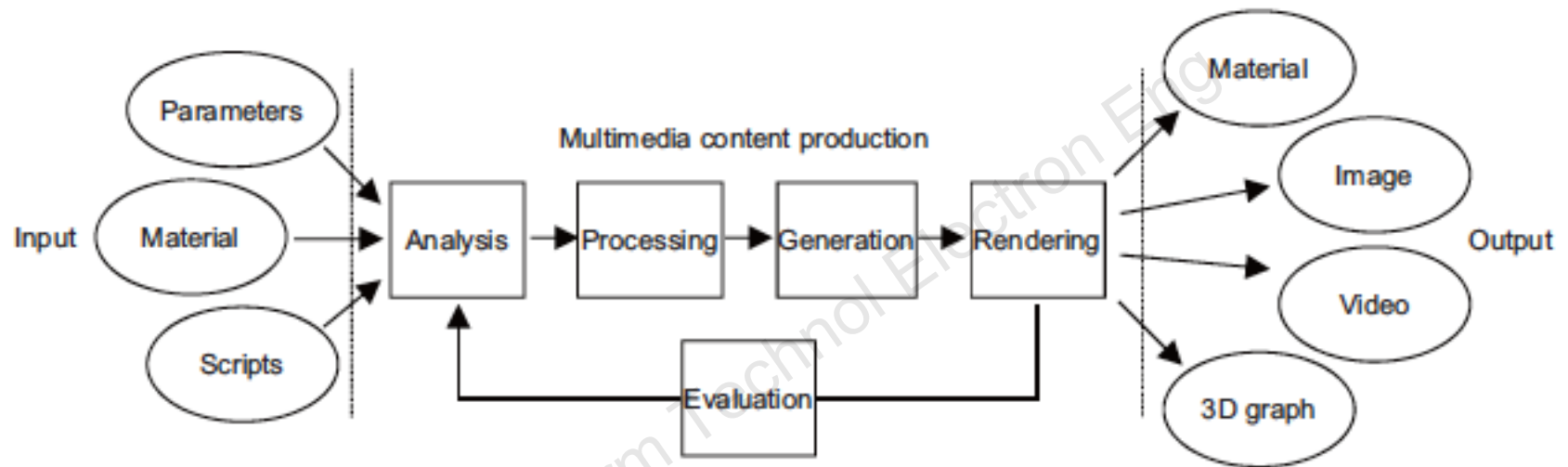
- Numerous commodities and large-scale promotions have a great demand for multimedia content.
- There are many problems in the production and dissemination of multimedia content, such as techniques, lead time, and high cost.
- With the rapid development and maturity of AI technology, the combination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

1. General pipeline of AI-assisted production tools

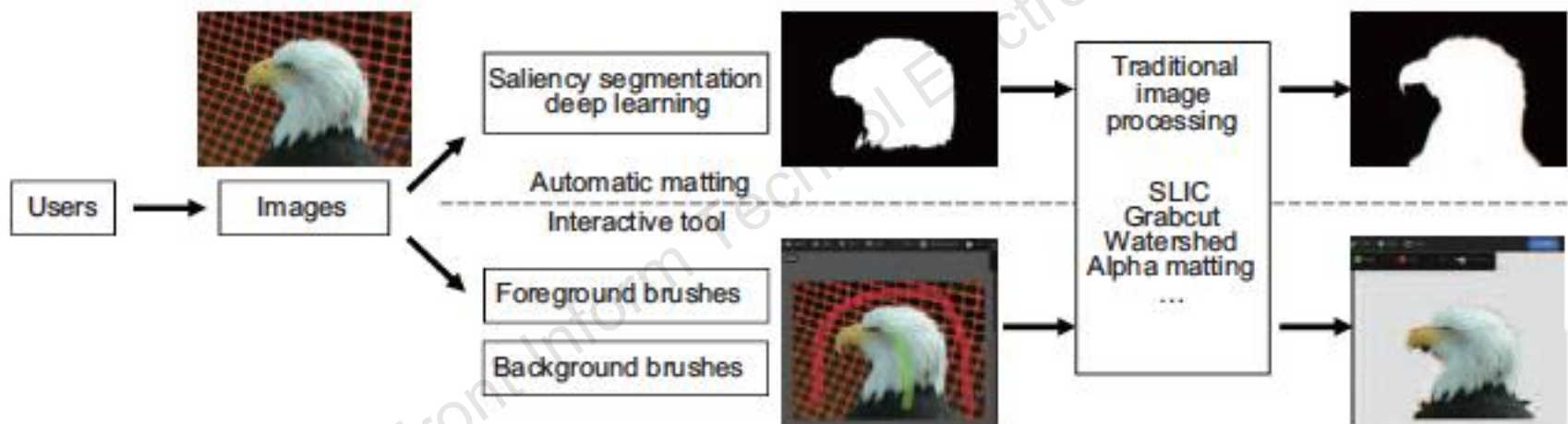


Five modules

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

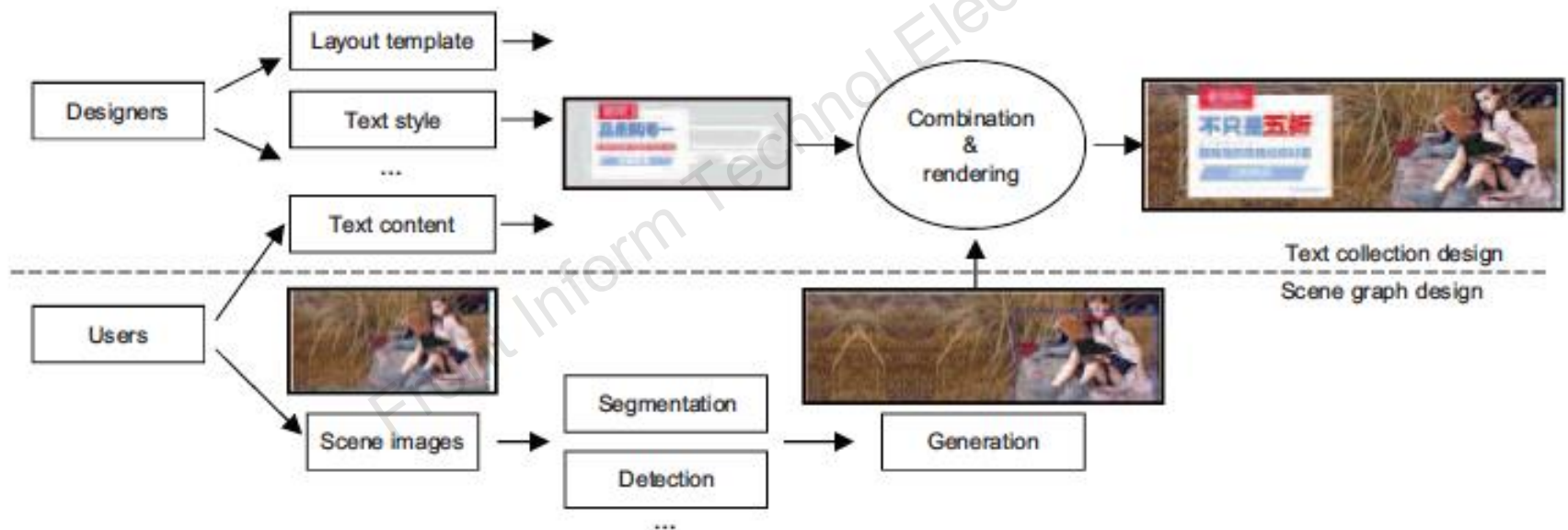
2. AI-assisted production tools for design material

Matting — Wantoo Product



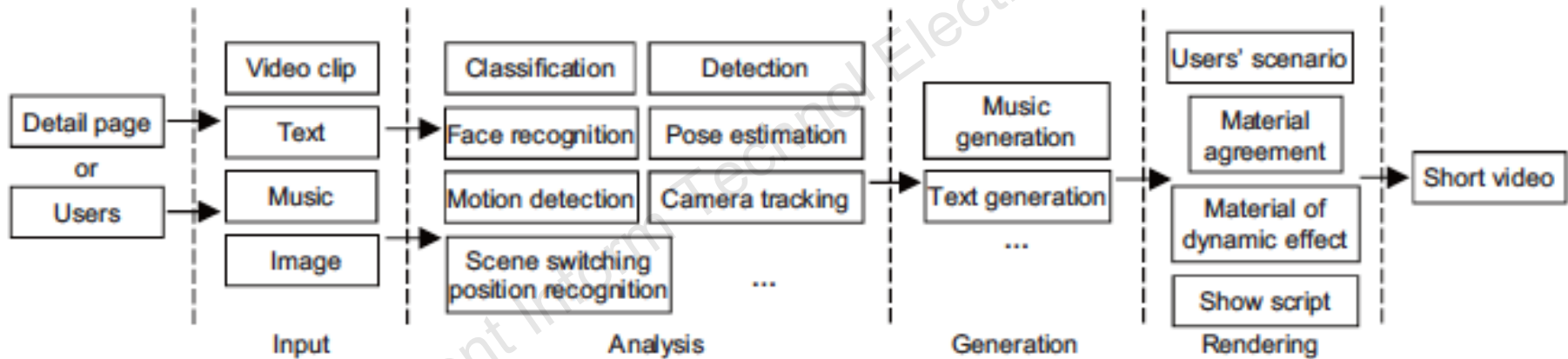
3. AI-assisted production tools for design productivity

Intelligent graphic design —— Luban Product



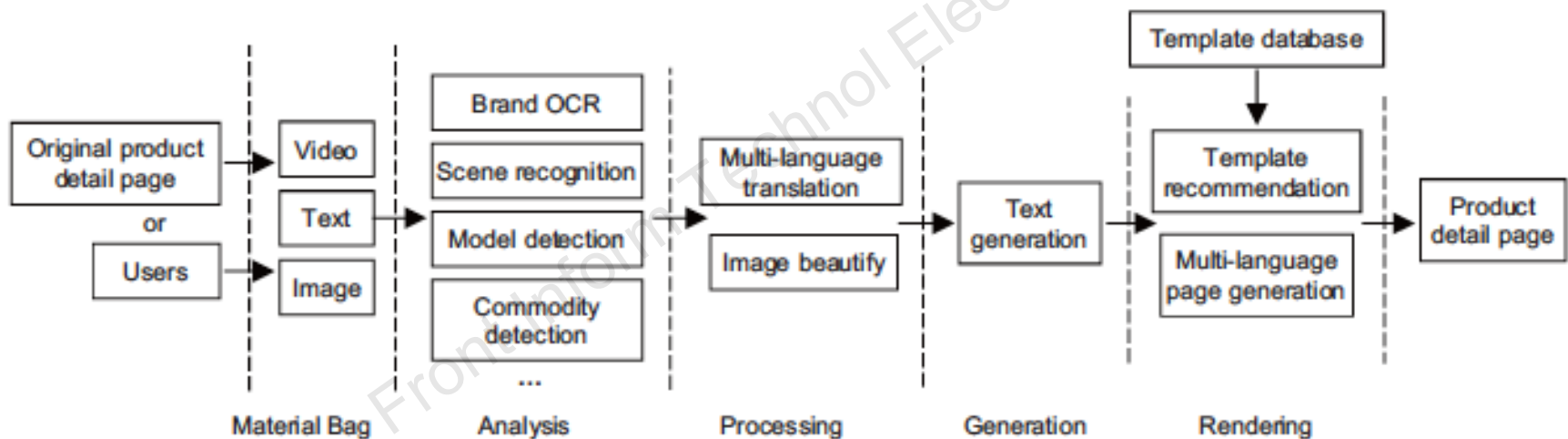
3. AI-assisted production tools for design productivity

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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