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Project Title:

The Advances of GPT Technology and Its Implementation to Product Design Development



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Chapter One

Introduction

Introduction

- ❖ Generative Pre-trained Transformers (GPTs) are a type of artificial intelligence (AI) model that utilizes natural language processing (NLP) to understand and communicate like humans.
- ❖ Practical Examples of Product Design using GPT Platform:
 - ✓ Writing product briefs.
 - ✓ Writing product pages.
 - ✓ Writing marketing copy.
 - ✓ Visual design ideation.
 - ✓ Writing code for product pages.



GPT

EVOLUTION OF GPT MODELS



2018: GPT-1

- The first GPT model.
- Introduced by OpenAI.
- Contained **117 million parameters**.
- Trained using an unsupervised learning technique.
- Made to predict the next word in a sentence.

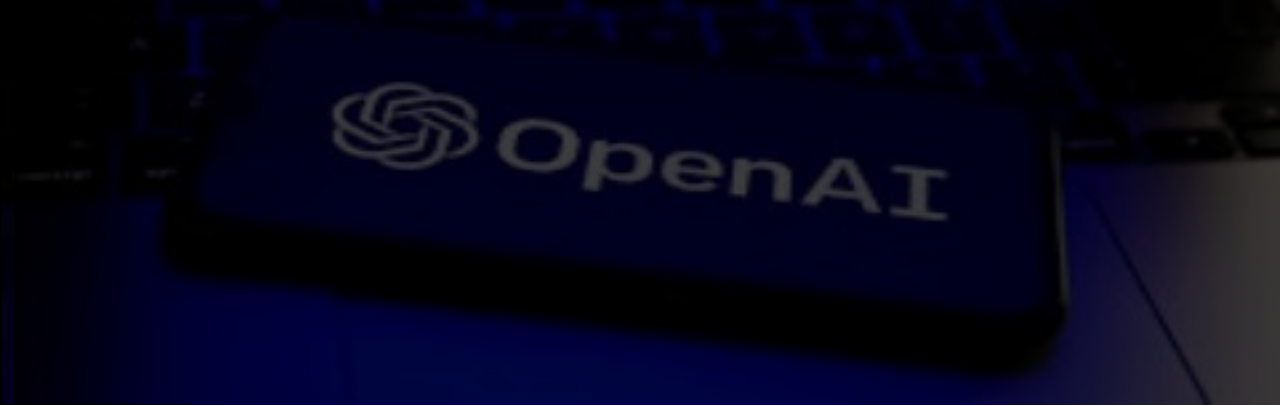
2019: GPT-2

- The second iteration, GPT-2.
- Contained **1.5 billion parameters**.
- Made to generate longer and more coherent text

2020: GPT-3

- Introduced by OpenAI.
- Contained **175 billion parameters**.
- Capable of generating text.
- Applied in natural language processing, text classification, and chatbots.

EVOLUTION OF GPT MODELS



2022: GPT-3.5 Turbo (ChatGPT)

- Significant development in the field of natural language processing.
- A conversational AI model that can engage in human-like conversations with users.
- Released by OpenAI.

2023: GPT-4

- A multimodal large language model.
- Created by OpenAI
- Pretrained to predict the next token.
- Fine-tuned with reinforcement learning.
- Can take images as well as text as input.



Chapter Two

GPT Technology

How Does GPT Work?



Pre-training

Fine-tuning.