Publishing Forms

01

Project 1

The Birth of Artificial Intelligence

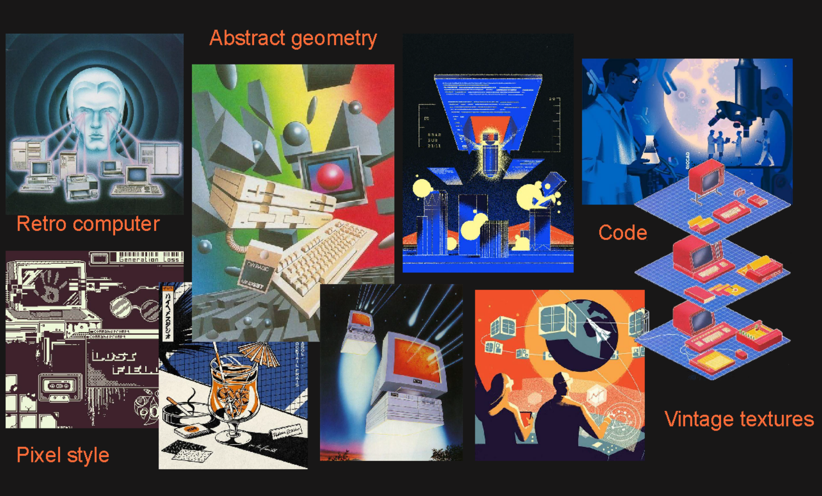
This essay showing how comparing the human brain to an "information-processing system" helped drive AI's development.

Scan code view, preferably with ipad or computer device, can be viewed in full screen.

/
Bi Wu

Retro-futurism style

Mood images



PIXEL FONT

Let people feel the nostalgia of the past, but also full of infinite imagination for the future.

The blue colour symbolises the scientific and technological origin of AI, which is calm and deep; the orange colour means the future of AI, which is full of vitality and hope.

Contents

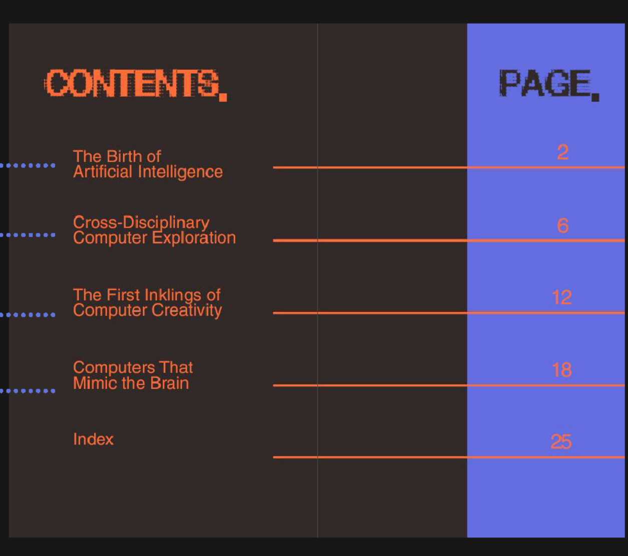
Because the article is mainly about the development history of AI, I have divided it into four parts:

The development of AI and its key figures.

Key figures and theorems in mathematics and astronomy.

Computer creativity in art and its pioneers.

Neural networks and the link between computers and the brain.



CONTENTS. PAGE.

Design idea

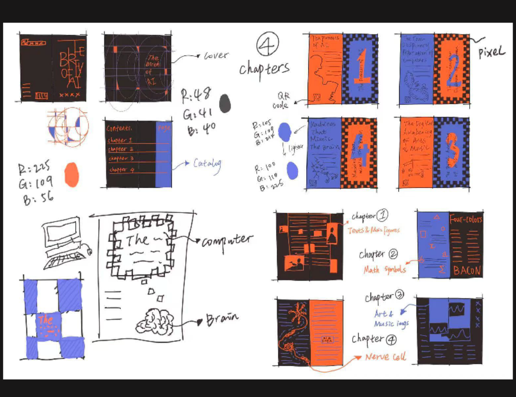
The book adopts the design of "text + illustration +AR" to explore the birth and development of AI.

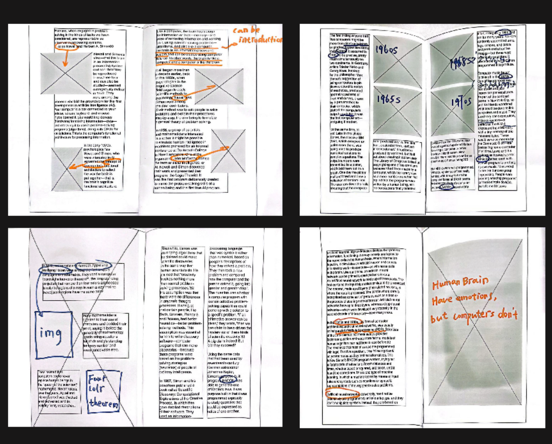
Since the content is theoretical, the text layout is designed to be clear and structured for easy reading.

To enhance the reading experience, I combined AR technology to add a page of interactive illustrations to each chapter, breaking the static nature of traditional books and making abstract AI concepts more intuitive and engaging.

Typography

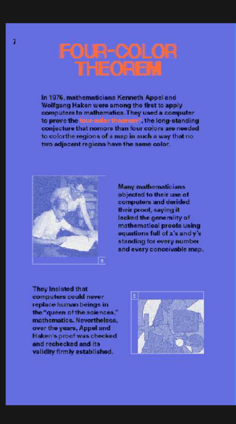
The use of cross-page, sidebar, embedded typesetting, so that text and visual elements combine more naturally.



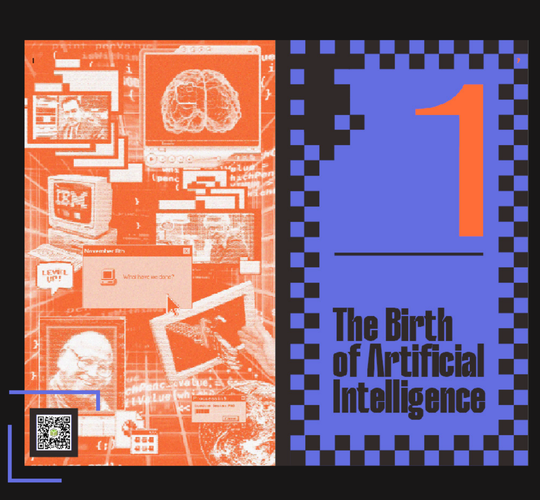


Text illustration

Based on the images of the key people or events mentioned in the article, the concepts they mentioned are highlighted in color.



AR's Interactive Flow - example for chapter 1

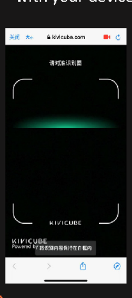


Note: Different QR codes for different chapters

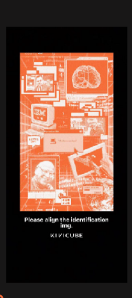
① Scan the QR code with your device

② Click to start

③ Allowed to use camera

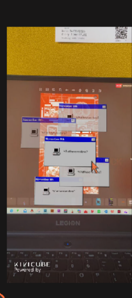


④ A scan window will pop up



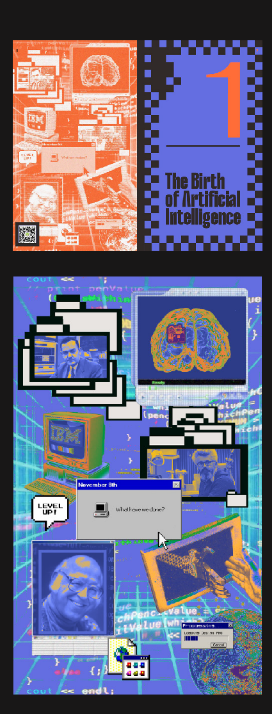
Please align the identification img.

⑤ Scan the current full image



⑥ AR Interactive will pop up

Chapter Pages



The development of AI and its key figures.

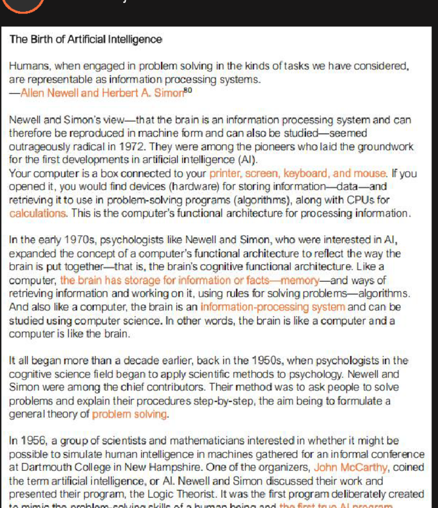
The theorems in mathematics and astronomy.

Computer creativity in art and its pioneers.

Neural networks and the link between computers and the brain.

Production process - example for chapter 1

① Find keywords



The Birth of Artificial Intelligence

Humans, when engaged in problem solving in the kinds of tasks we have considered, are representable as information processing systems.
—Allen Newell and Herbert A. Simon[80]

Newell and Simon's view—that the brain is an information processing system and can therefore be reproduced in machine form and can also be studied—seemed outrageously radical in 1972. They were among the pioneers who laid the groundwork for the first developments in artificial intelligence (AI).
Your computer is a box connected to your printer, screen, keyboard, and mouse. If you opened it, you would find devices (hardware) for storing information—data—and retrieving it to use in problem-solving programs (algorithms), along with CPUs for calculations. This is the computer's functional architecture for processing information.

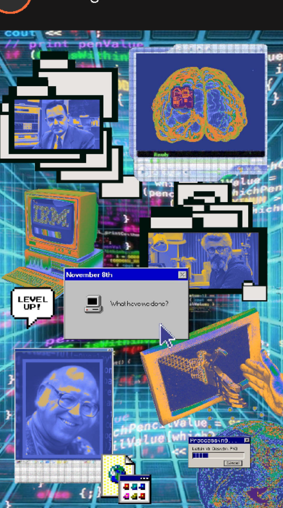
In the early 1970s, psychologists like Newell and Simon, who were interested in AI, expanded the concept of a computer's functional architecture to reflect the way the brain is put together—that is, the brain's cognitive functional architecture. Like a computer, the brain has storage for information or facts—memory—and ways of retrieving information and working on it, using rules for solving problems—algorithms. And also like a computer, the brain is an information-processing system and can be studied using computer science. In other words, the brain is like a computer and a computer is like the brain.

It all began more than a decade earlier, back in the 1950s, when psychologists in the cognitive science field began to apply scientific methods to psychology. Newell and Simon were among the chief contributors. Their method was to ask people to solve problems and explain their procedures step-by-step, the aim being to formulate a general theory of problem solving.

In 1956, a group of scientists and mathematicians interested in whether it might be possible to simulate human intelligence in machines gathered for an informal conference at Dartmouth College in New Hampshire. One of the organizers, John McCarthy, coined the term artificial intelligence, or AI. Newell and Simon discussed their work and presented their program, the Logic Theorist. It was the first program deliberately created to mimic the problem-solving skills of a human being and the first true AI program.

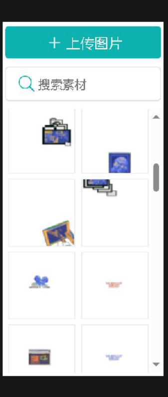
② Find suitable resource images

③ Collage combination

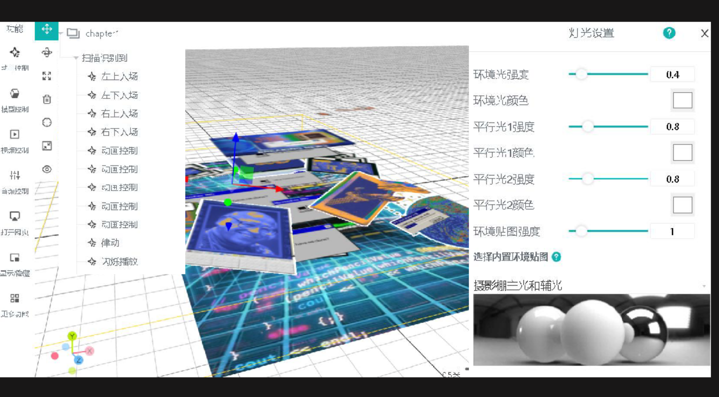


Production process - example for chapter 1

④ Distinguishing layers

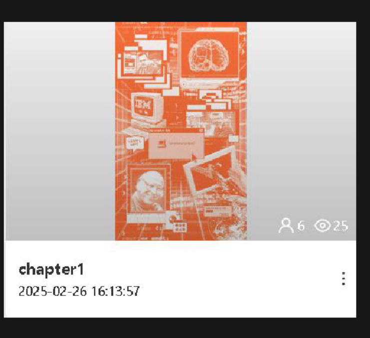


⑤ Adjust the position and size, set the animation effect and parameters



环境光强度 0.4
环境光颜色 ☐
平行光1强度 0.8
平行光1颜色 ☐
平行光2强度 0.8
平行光2颜色 ☐
环境贴图强度 1
选择内置环境贴图
摄影棚三光和辅光

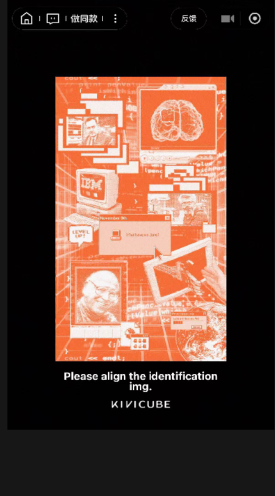
⑥ Set up AR scan identification img and generate QR code



chapter1
2025-02-26 16:13:57

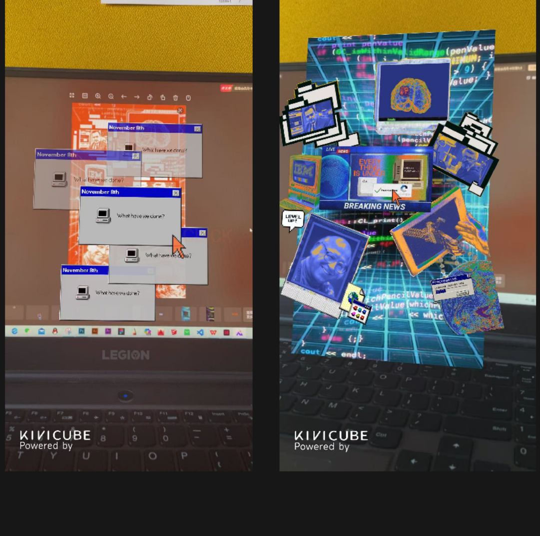
Production process - example for chapter 1

⑦ The display after scanning the QR code points the phone at the identification map



Please align the identification img.

⑧ Display screen, music appears, interactive click, and then there will be a dynamic effect of each screen



Reflection

In this book design project, I learned how to use layout and composition effectively to guide the reader's attention. To make the experience more interactive, I incorporated AR elements, allowing the content to go beyond the printed page and extend into digital space. This approach helped me see the book not just as a static object, but as a dynamic tool for communication and engagement.

What I found especially interesting was seeing how different classmates approached the same theme in completely unique ways. This exchange of ideas and perspectives was inspiring — a reminder of how powerful creative diversity can be.

Thank you