

GENERATIVE AI

IT DEPENDS...

**Text to
Speech**

**Music
Creation**

Text to picture

**Picture to
Video**

**Extend
photographs**

Video Avatars

Text to Video

Voice Cloning

MEDIA OPTIMIZATION

A HUGE TIMESAVER

**Optimizing
audio**

**Sharpening
pictures**

Voice Dubbing

Color grading

**Text Based
Editing**

Captions

Music-Remix

Upscaling

Transcription



Markus Tischner

- Friedrich-Alexander Universität Erlangen-Nürnberg FAU
 - Innovation in Learning Institute
 - Unit for Digital Education
 - Head of Media Production
 - www.ili.fau.de
- frisbee medien
 - Freelance Filmmaker
 - Educational Media Production
 - Science Communication
 - www.frisbee-medien.de

AI Tool Aggregators

- Theresanaiforthat
- Top AI Tools

Research / Concept

- Structural Outline
 - Tutor AI
 - Synthesia
 - AI Video-Script Generator
- Complete Course
 - Minicoursegenerator
 - Coursebox
- Interactions
 - H5P / Smart Import
- Research Content
 - Maekersuite
 - Ject.ai

Generating Audio

- Voice
 - Text to Speech
 - elevenlabs
 - TTS Maker
 - Voice Cloning
 - Voice Dubbing
- Music
 - Generating Music
 - Suno
 - Soundraw
 - Magix Music Maker
- SFX
 - Text to SFX
- Podcasts
 - Text to Podcast
 - Google NotebookLM

Optimizing Audio

- Speech Enhancement
 - Adobe Podcast / enhance speech
 - Adobe Premiere Pro - Enhance Speech
- Music editing
 - Adobe Premiere Pro - Audio Remix

Optimizing Video Editing

- Text based editing
 - Transcription
 - Captions
- Video upscaling
- Color match

Generating Video

- Complete Videos
- Footage Clips
 - Text to video
 - picture to video
- Generating Video / Photo Avatars
 - Heygen
 - Synthesis
 - others

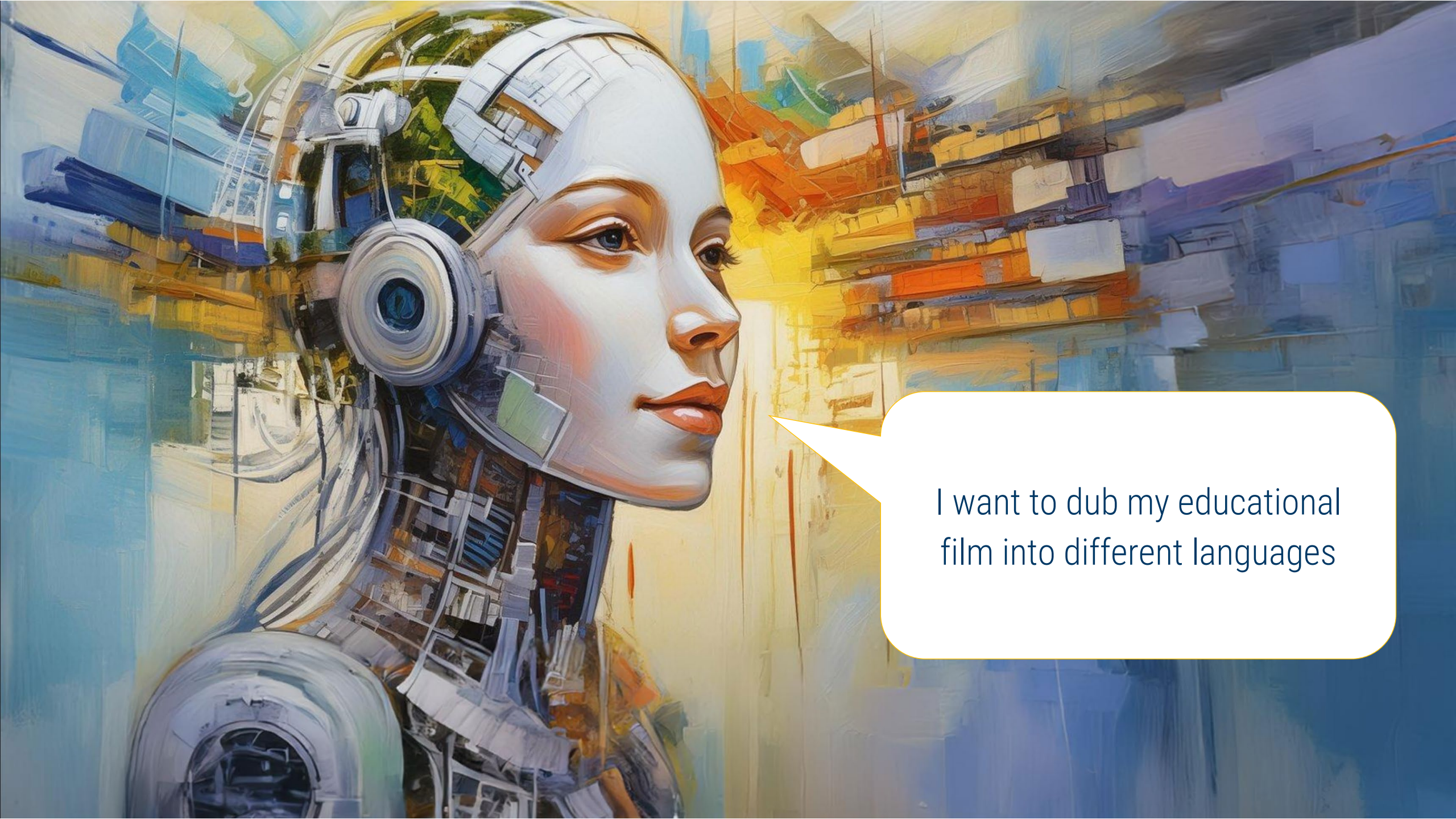
Optimizing Photo / Graphics

- Change Properties (Change Frame Size, Create objects, remove objects)
 - Topaz Photo AI
 - Hitpaw
- Photo upscaling
 - Topaz Photo AI
 - Hitpaw
- Photo sharpening
 - Topaz Photo AI
 - Hitpaw

Generating Photo / Graphics

- Adobe Photoshop / Firefly
- Dall-E (Chat-GPT)
- Midjourney
- Stable Diffusion
- Canva Magic Studio





I want to dub my educational film into different languages

Voice Dubbing

Automatic translation combined with voice cloning



[Original Film \(en\)](#)

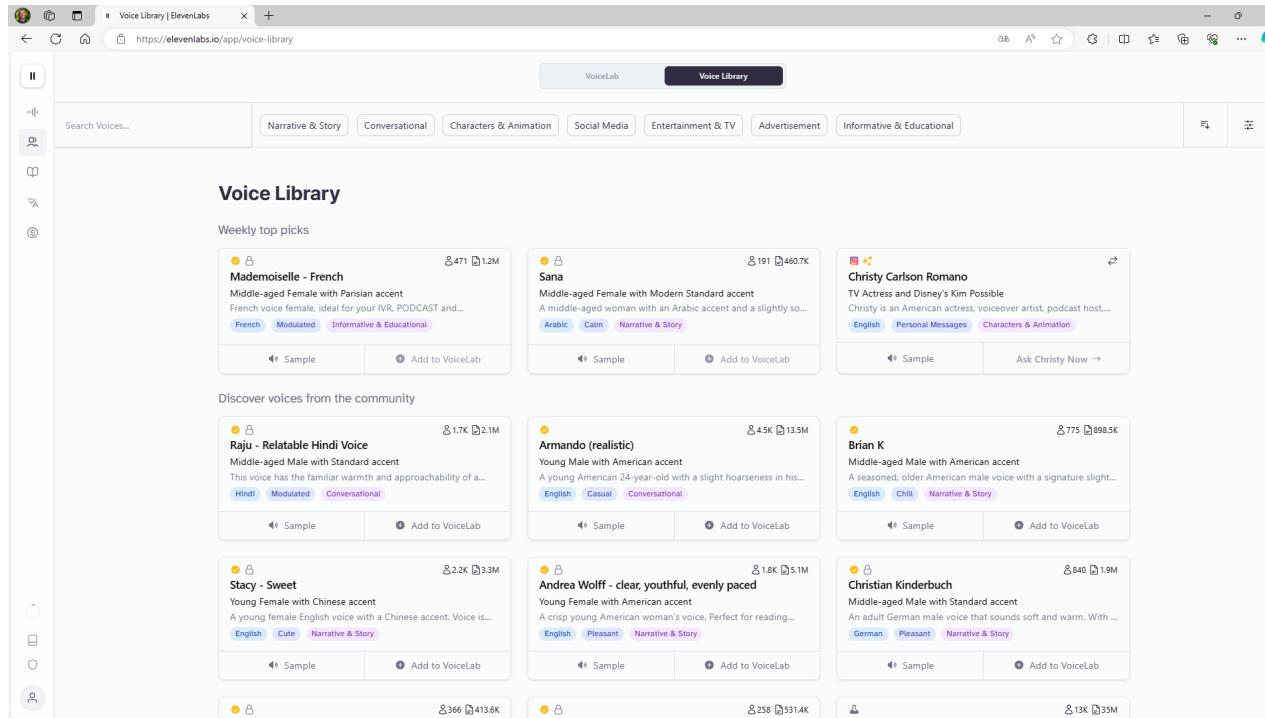
[Dubbed Film \(ger\)](#)

[Dubbed Film \(por\)](#)

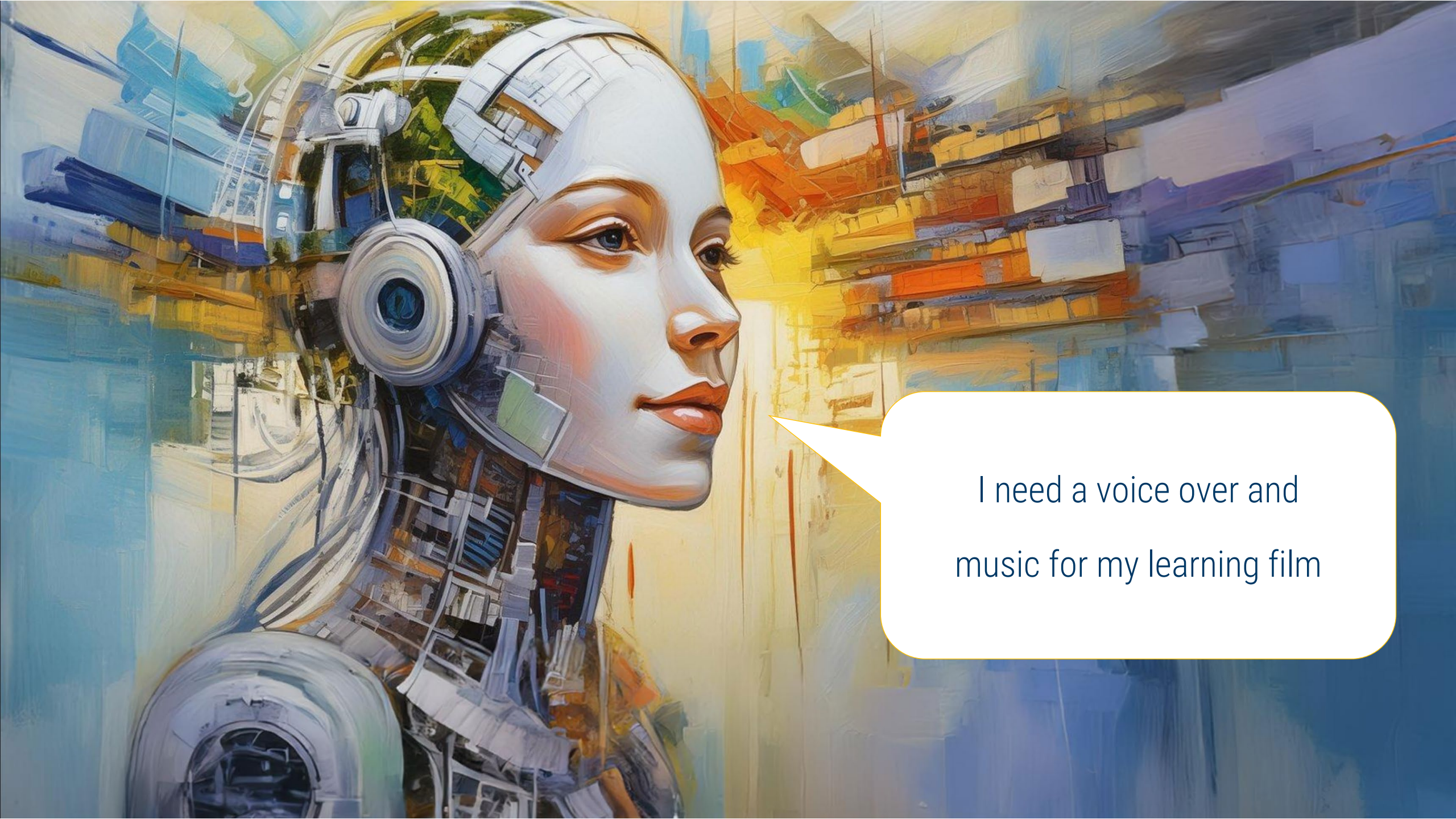
elevenlabs.io

Elevenlabs

Professional Text to Speech Generator / Voice Cloning / Dubbing



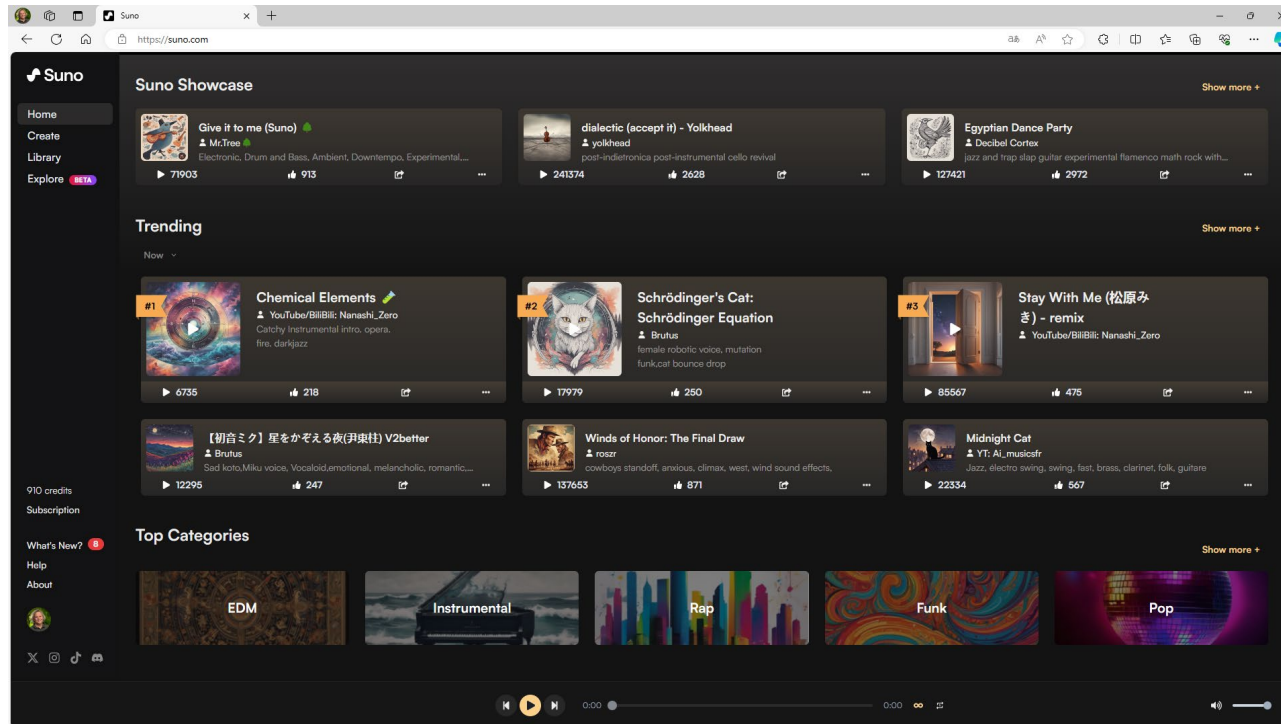
elevenlabs.io



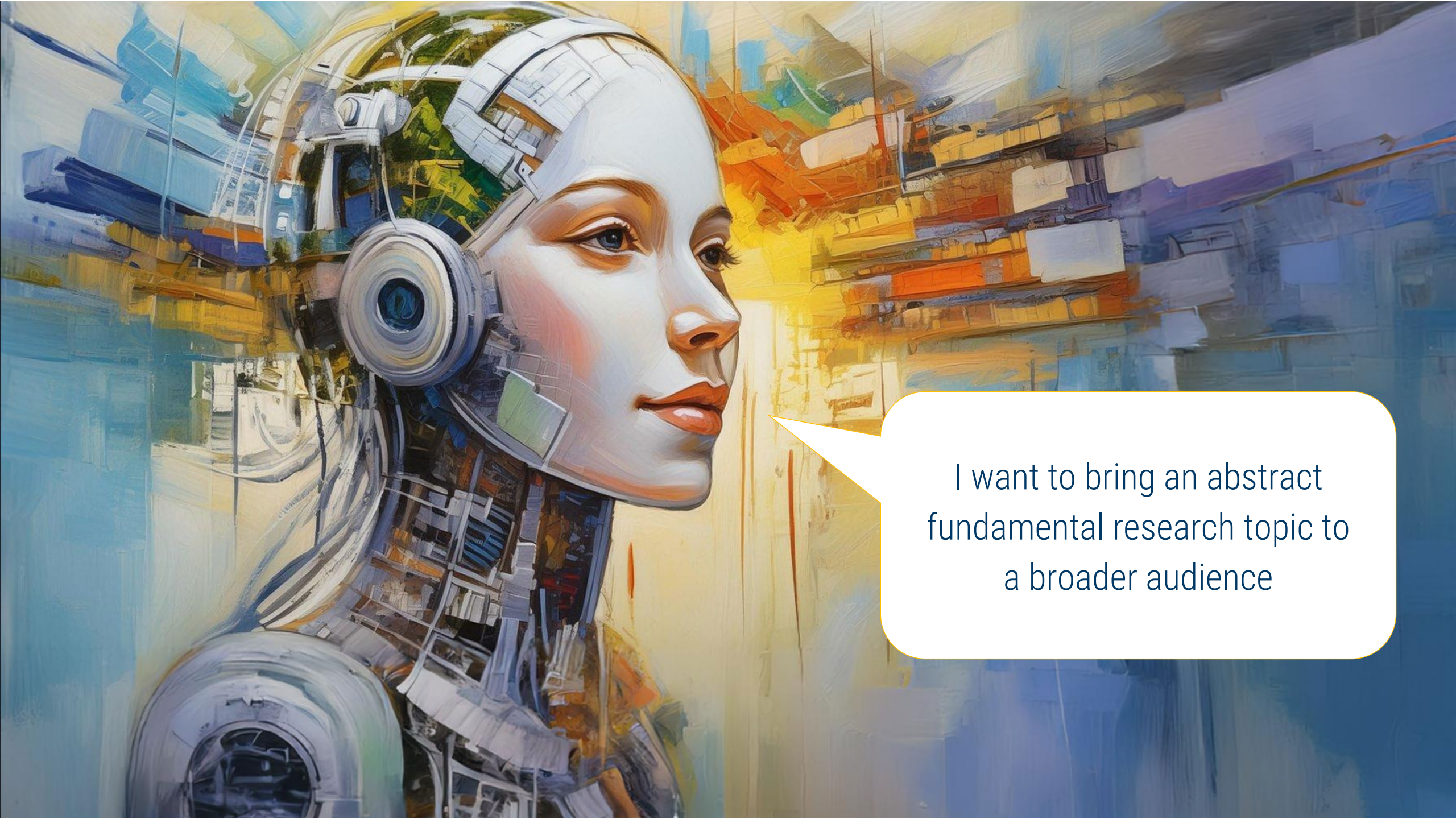
I need a voice over and music for my learning film

Suno

AI Music-Generator



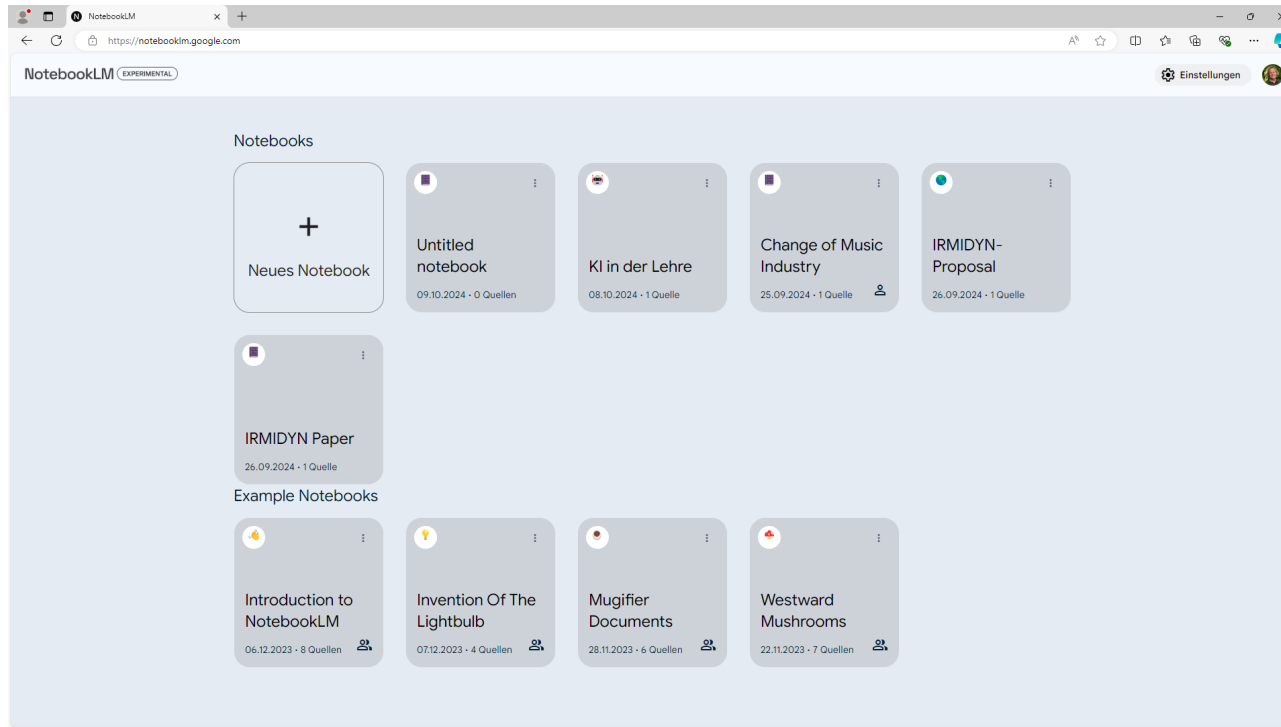
suno.com



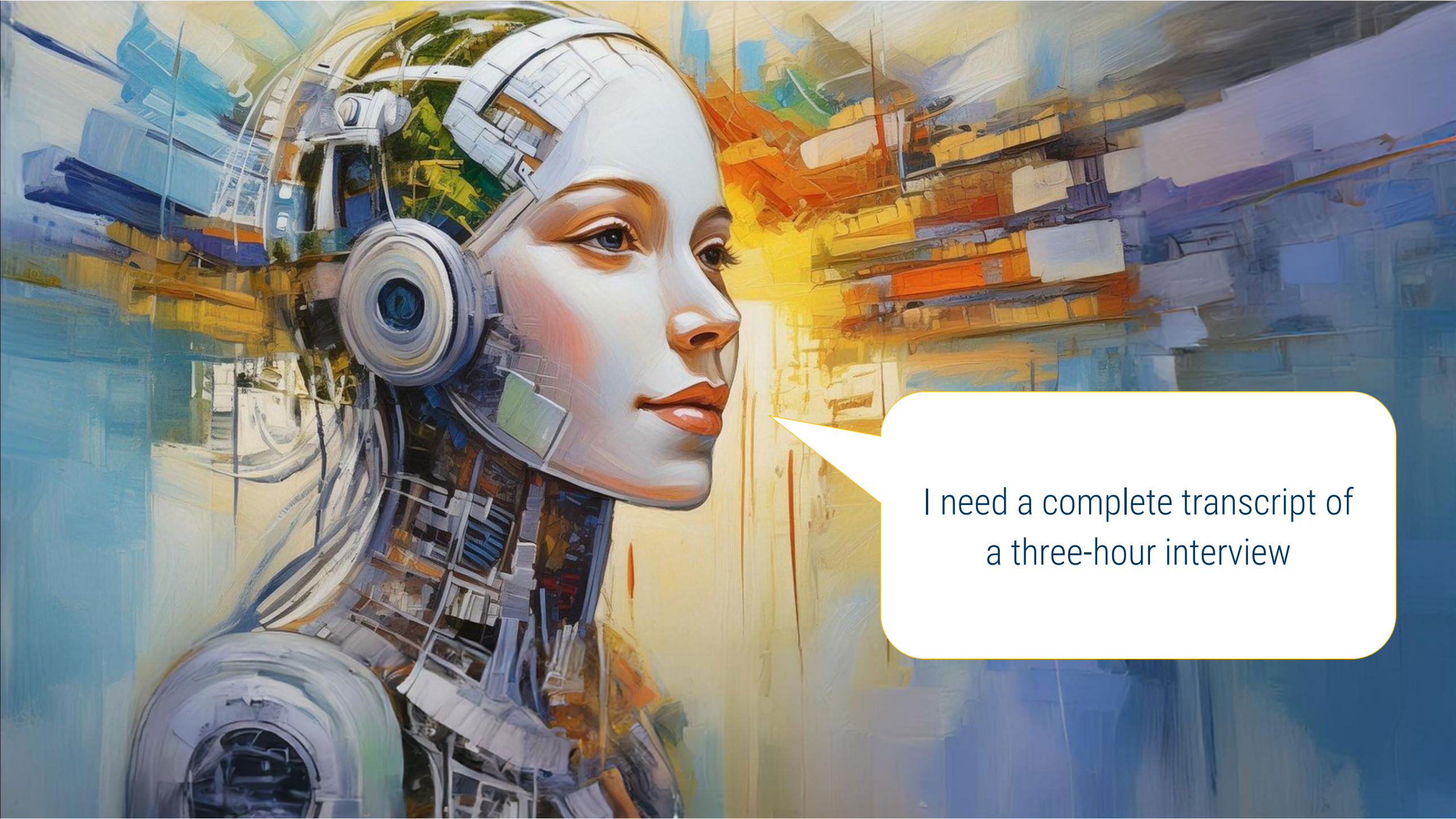
I want to bring an abstract fundamental research topic to a broader audience

Google Podcast LM

Online service produces podcast



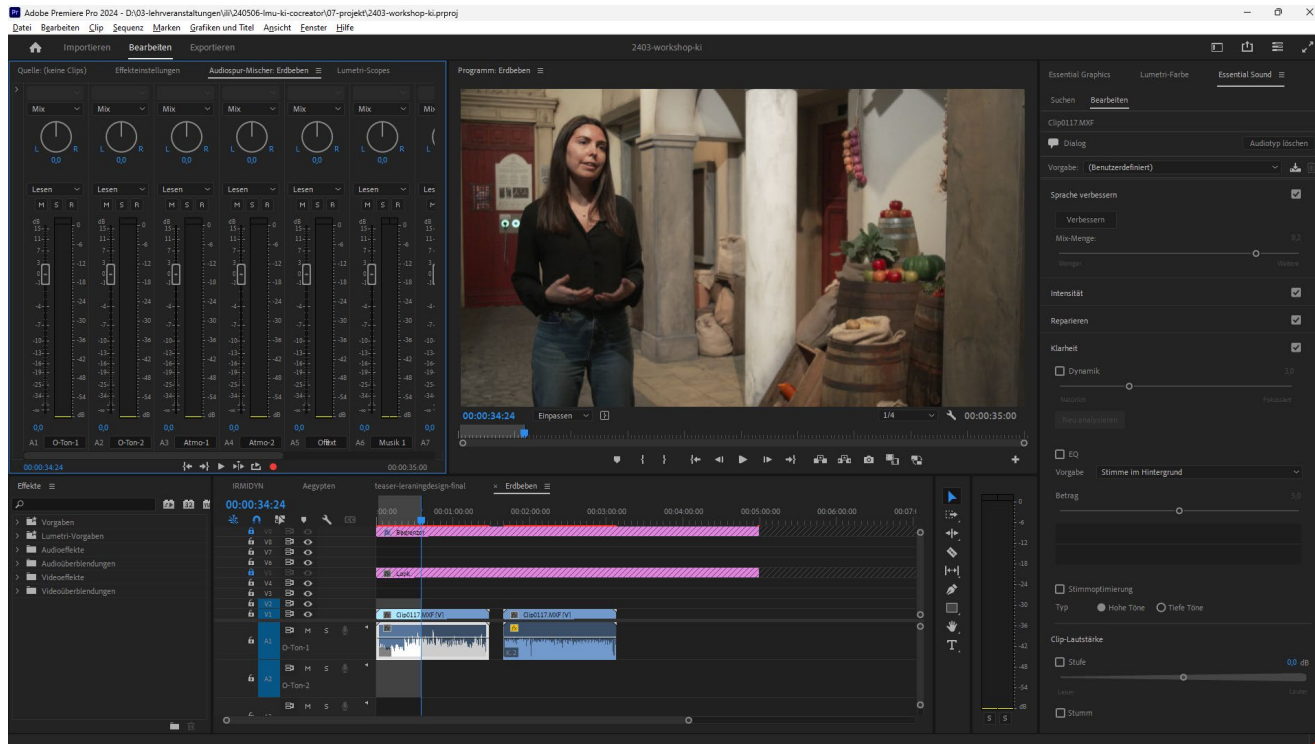
notebooklm.google.com



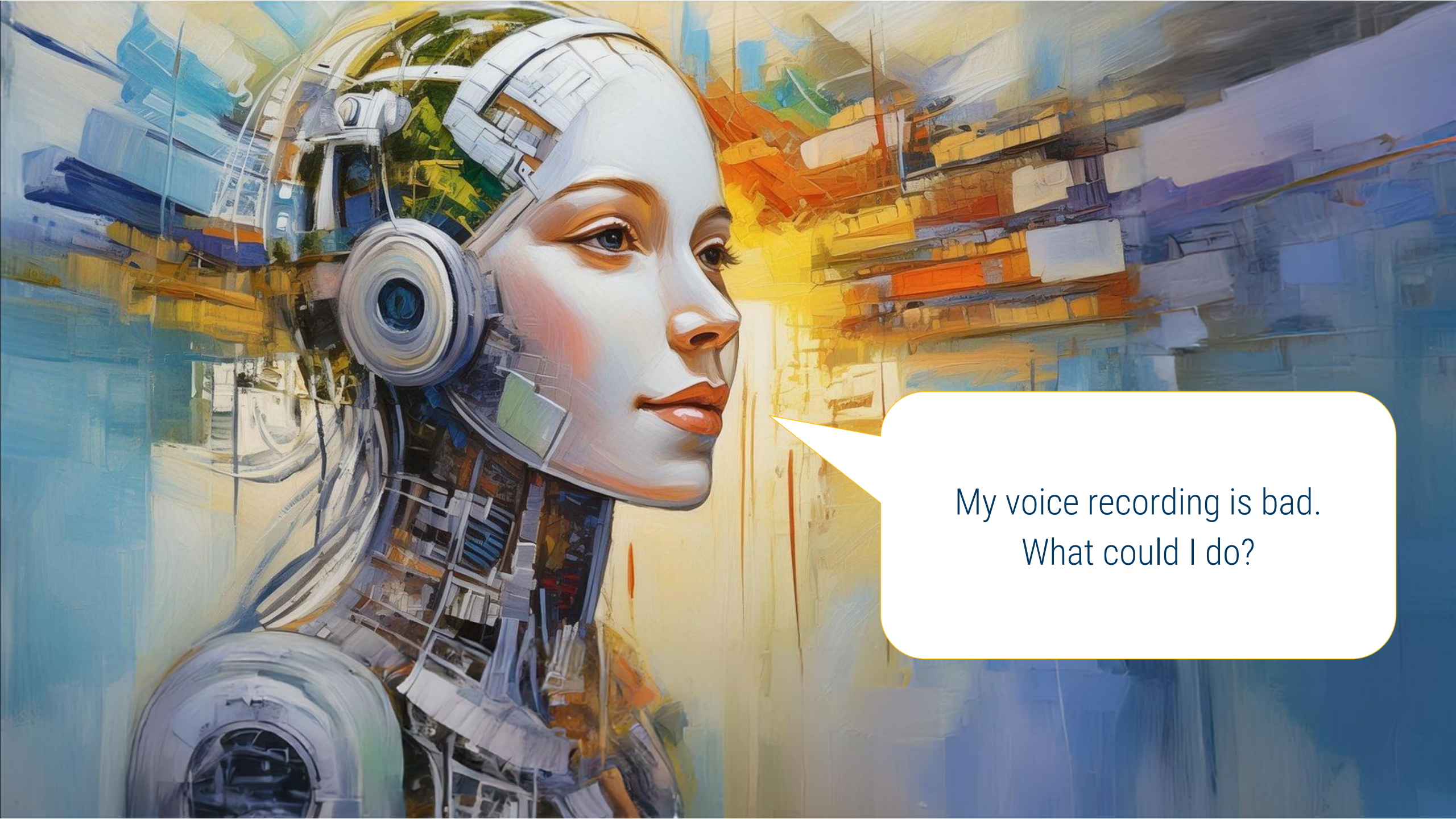
I need a complete transcript of
a three-hour interview

Optimizing Video Edits

Audio-Enhancement, Transcription, Text based editing, Captions, Music-Remix, etc.



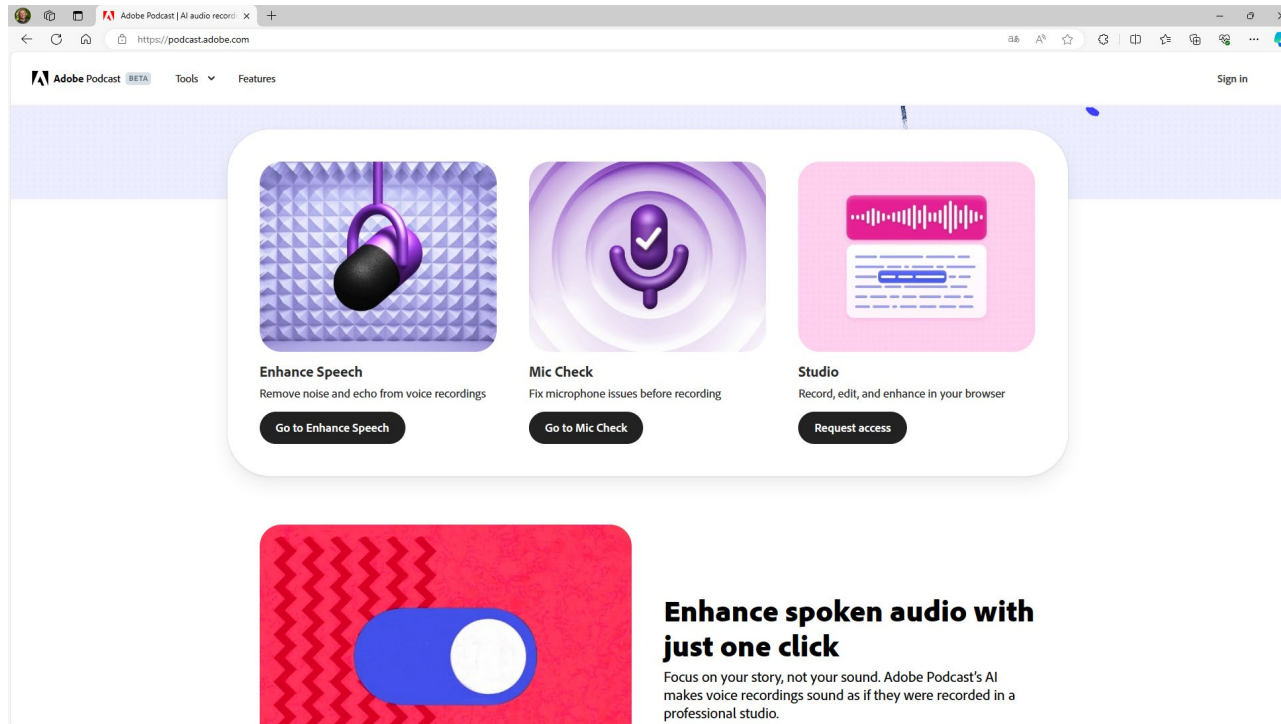
[adobe.com](https://www.adobe.com)



My voice recording is bad.
What could I do?

Audio Enhancement

Adobe Podcast - Online Service for enhancing audio



The screenshot shows the Adobe Podcast website interface. At the top, there is a navigation bar with the Adobe Podcast logo, a "Tools" dropdown menu, and a "Features" link. A "Sign in" button is located in the top right corner. The main content area features three prominent cards:

- Enhance Speech:** Represented by a microphone icon in a purple acoustic foam background. The text below reads "Remove noise and echo from voice recordings" and includes a "Go to Enhance Speech" button.
- Mic Check:** Represented by a microphone icon with a checkmark inside a purple circle. The text below reads "Fix microphone issues before recording" and includes a "Go to Mic Check" button.
- Studio:** Represented by a pink card with a waveform and a document icon. The text below reads "Record, edit, and enhance in your browser" and includes a "Request access" button.

Below these cards, there is a red background with a blue toggle switch. To the right of the toggle, the text reads: "Enhance spoken audio with just one click". Below this, a smaller line of text states: "Focus on your story, not your sound. Adobe Podcast's AI makes voice recordings sound as if they were recorded in a professional studio."

podcast.adobe.com/



Ich want to produce a learning film about the concept of Scaffolding in higher education

Prompt

for Invideo

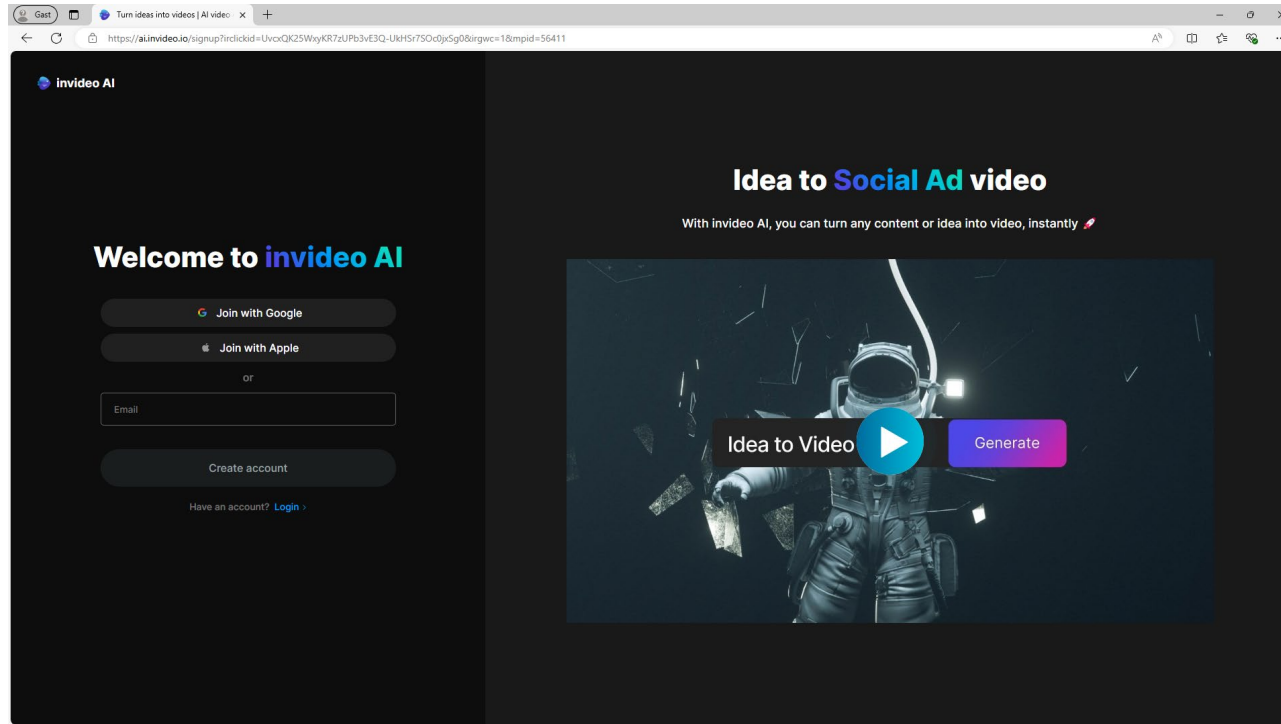
Create an explainer film on the practical application of Gilly Salmon's "Scaffolding" model in higher education teaching. Your target group is young university lecturers who already have some experience in university teaching. The film shall last three minutes

First, the model shall be introduced. Then, every stage of the five-stage model shall be presented. After that, the challenges and possible solutions in practical teaching for the five-step model shall be demonstrated. The film should convey the content in an informative tone. The sentences should be kept as simple as possible so that more complex ideas can also be easily understood.

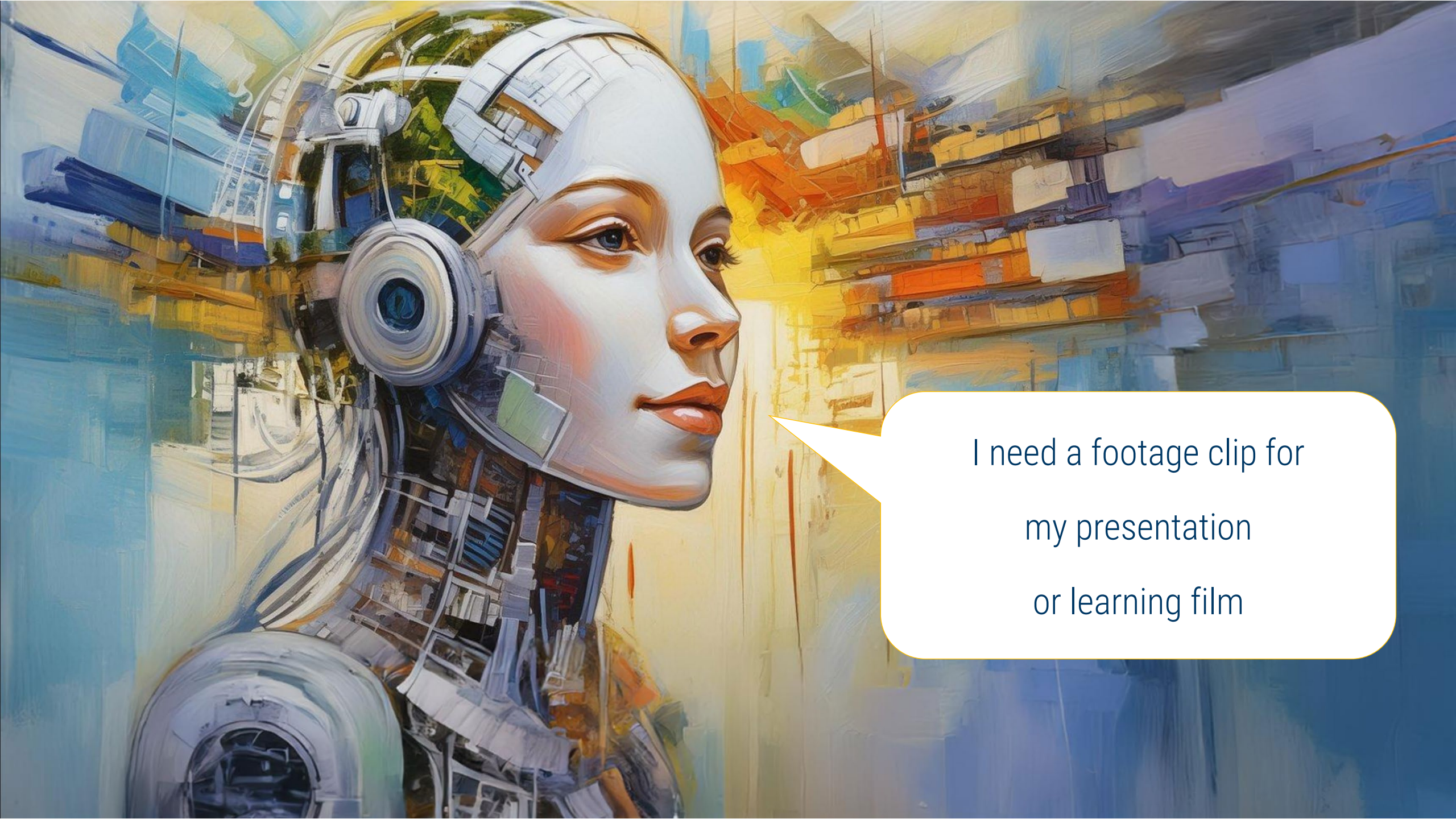
Result

Invideo

AI text to video generator (Footage)



ai.invideo.io



I need a footage clip for
my presentation
or learning film

Prompt

for Lunalabs Dream Machine

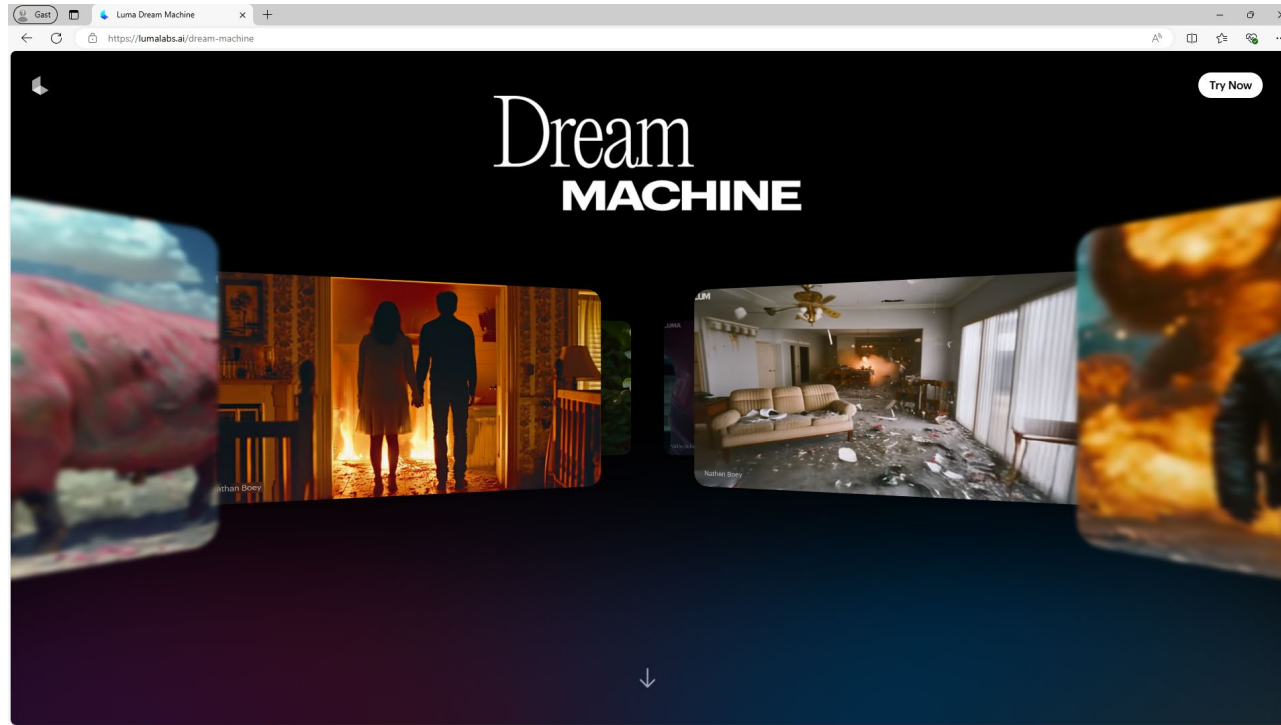
A group of 6 students is discussing in a classroom. They are sitting around a big round table in the foreground of the frame. In the background, a lecturer is supervising the discussion. He is not talking to the students. The classroom is a modern style room with big windows and a interactive whiteboard on the wall.

Result 1

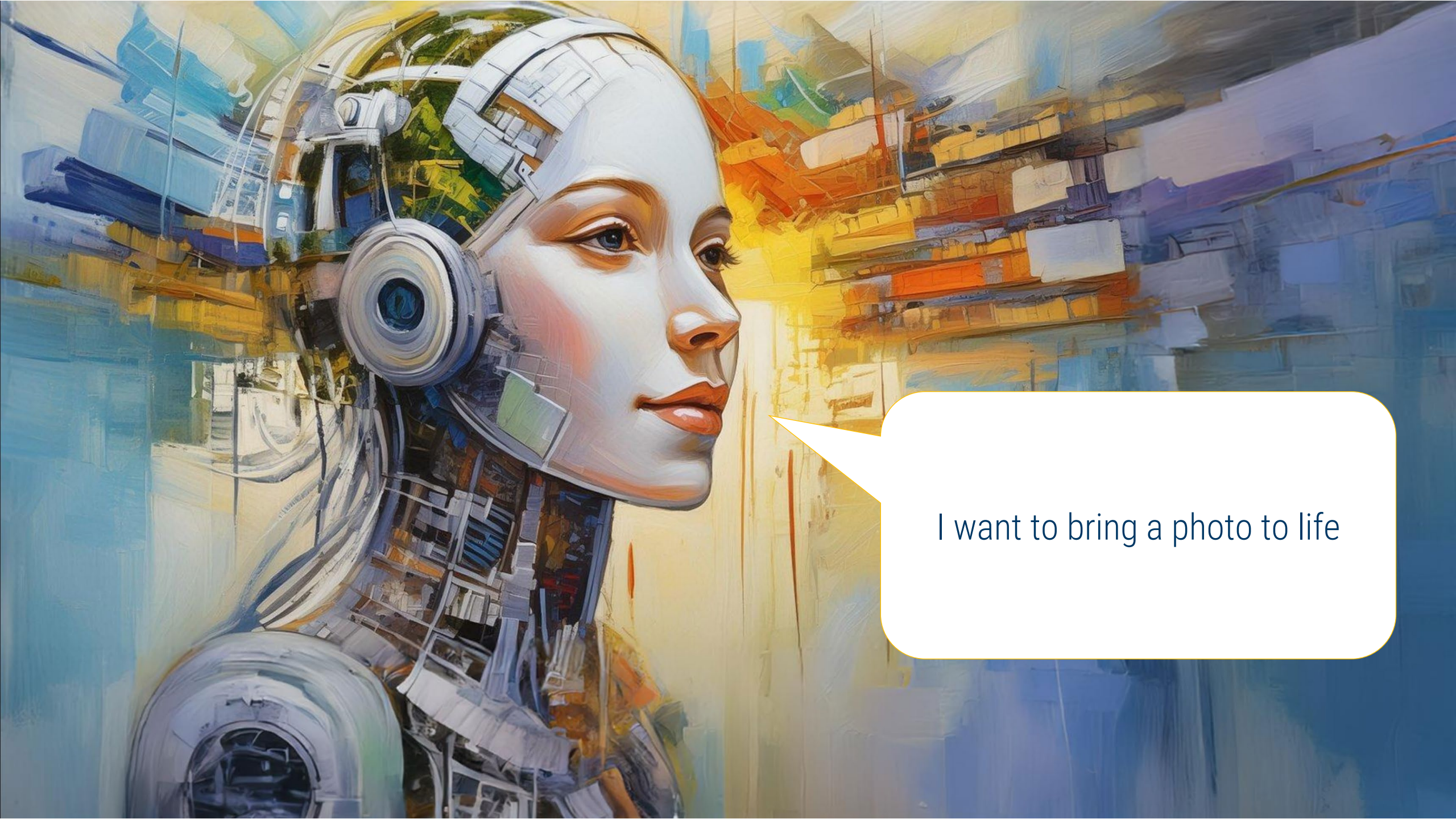
Result 2

Lumalabs Dream Machine

AI text to video generator



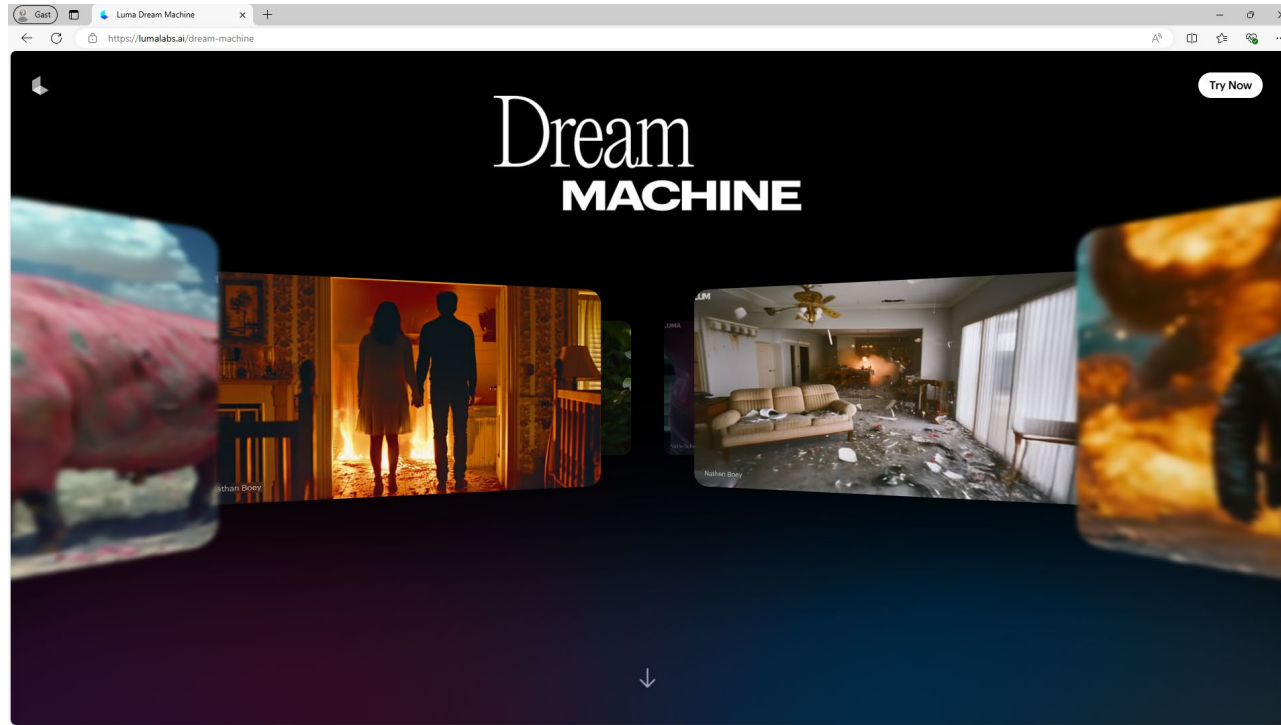
Lumalabs.ai



I want to bring a photo to life

Lumalabs Dream Machine

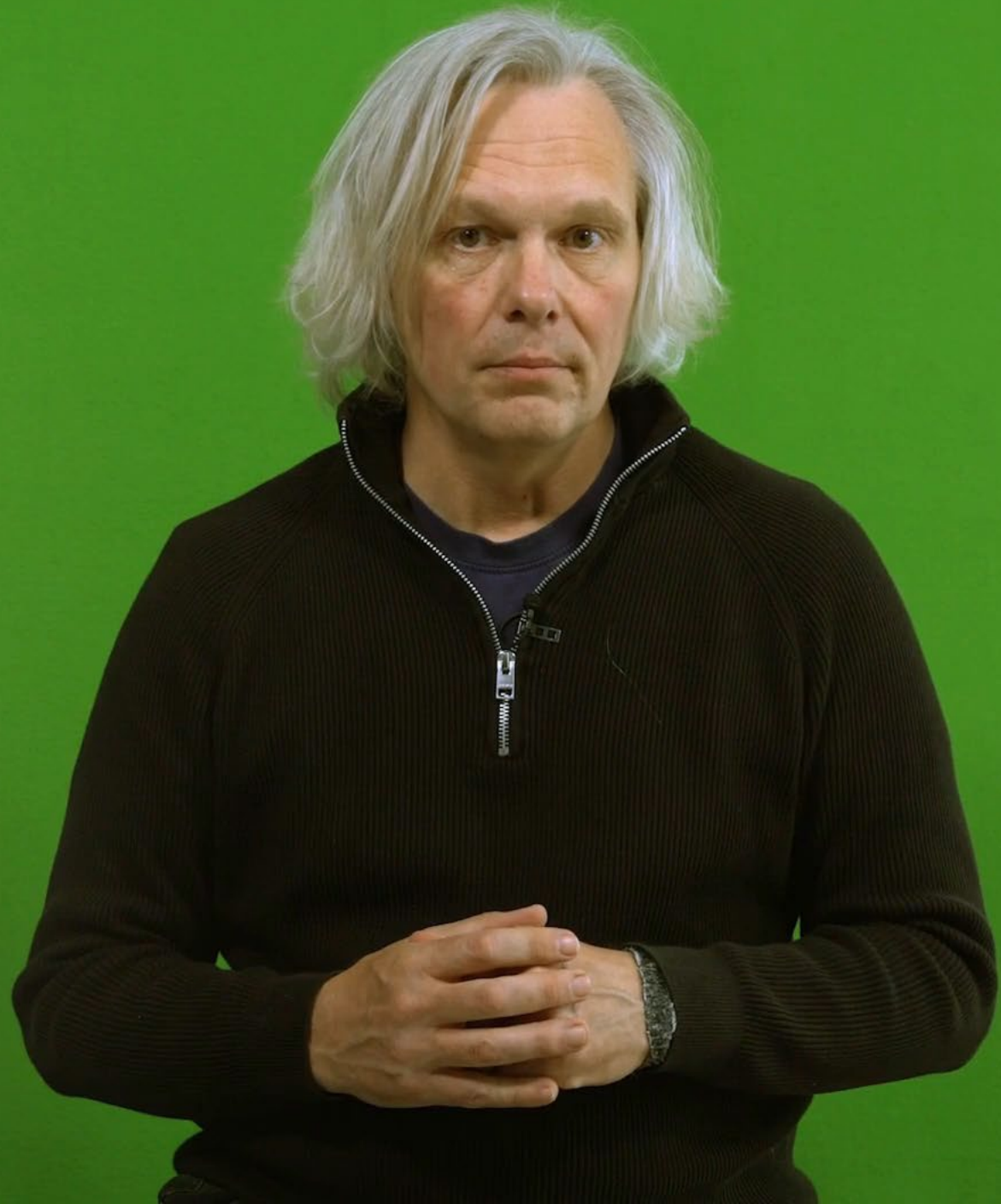
AI picture to video generator



[Lumalabs.ai](https://lumalabs.ai)

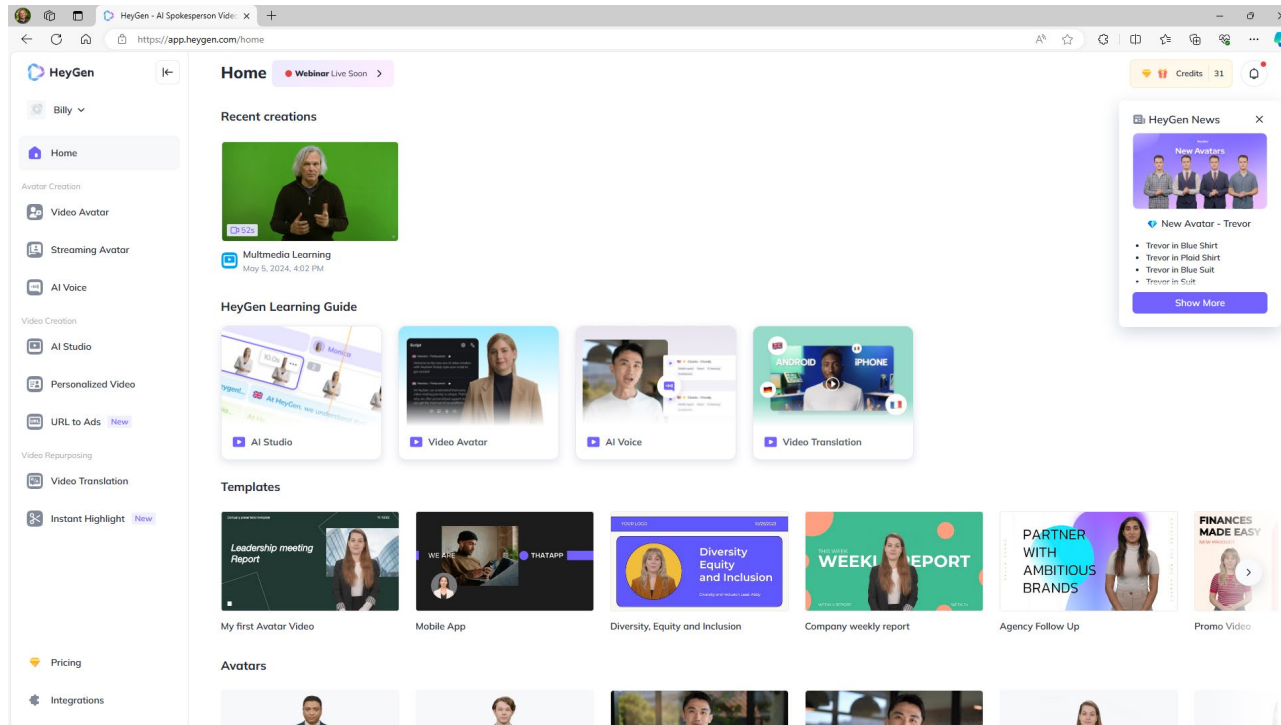


I need a Talking Head Video
for my online course

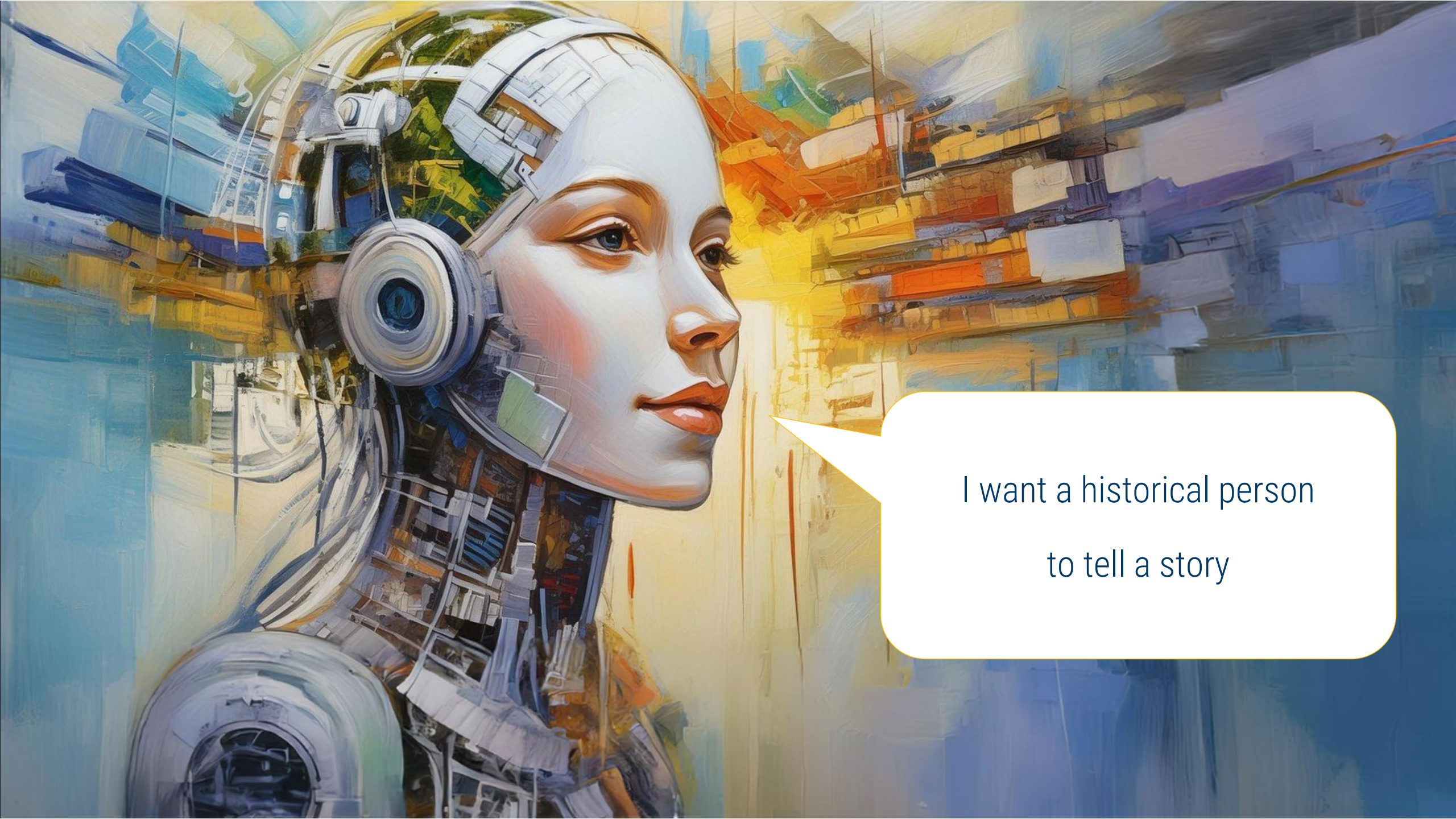


Heygen

AI Video Avatar Generator



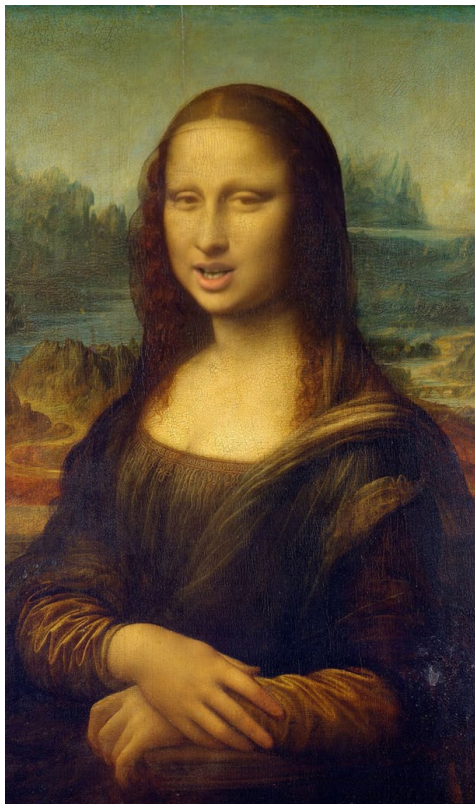
heygen.com



I want a historical person
to tell a story

Heygen

AI Photo Avatar Generator



Hello, I am Mona Lisa, known for my mysterious smile. Painted by Leonardo da Vinci in the early 16th century, I reside in the Louvre Museum. My enigmatic expression has captivated viewers for centuries. Welcome to my world of intrigue and art!

heygen.com

... commentary in snack-sized mouthfuls



"I want AI to do my laundry and dishes so that I can do art and writing, not for AI to do my art and writing so that I can do my laundry and dishes."

Author and videogame enthusiast **Joanna Maciejewska** nails it (although bathroom cleaning goes ahead of laundry and dishes)

"I'm sure I deserve a lot of criticism"



Markus Tischner

markus.tischner@ili.fau.de

www.ili.fau.de

THANKS

For your attention!