



# AI DRIVEN VIDEO PRODUCTION

The latest Advances and Use Cases in educational Media Production

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# YOUR TRAINER

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# **WHICH USE CASES DO YOU**

**(A) KNOW (B) WORK ON  
FOR AI DRIVEN VIDEO PRODUCTION**

# 2023

...once upon a time





# Will Smith



2023



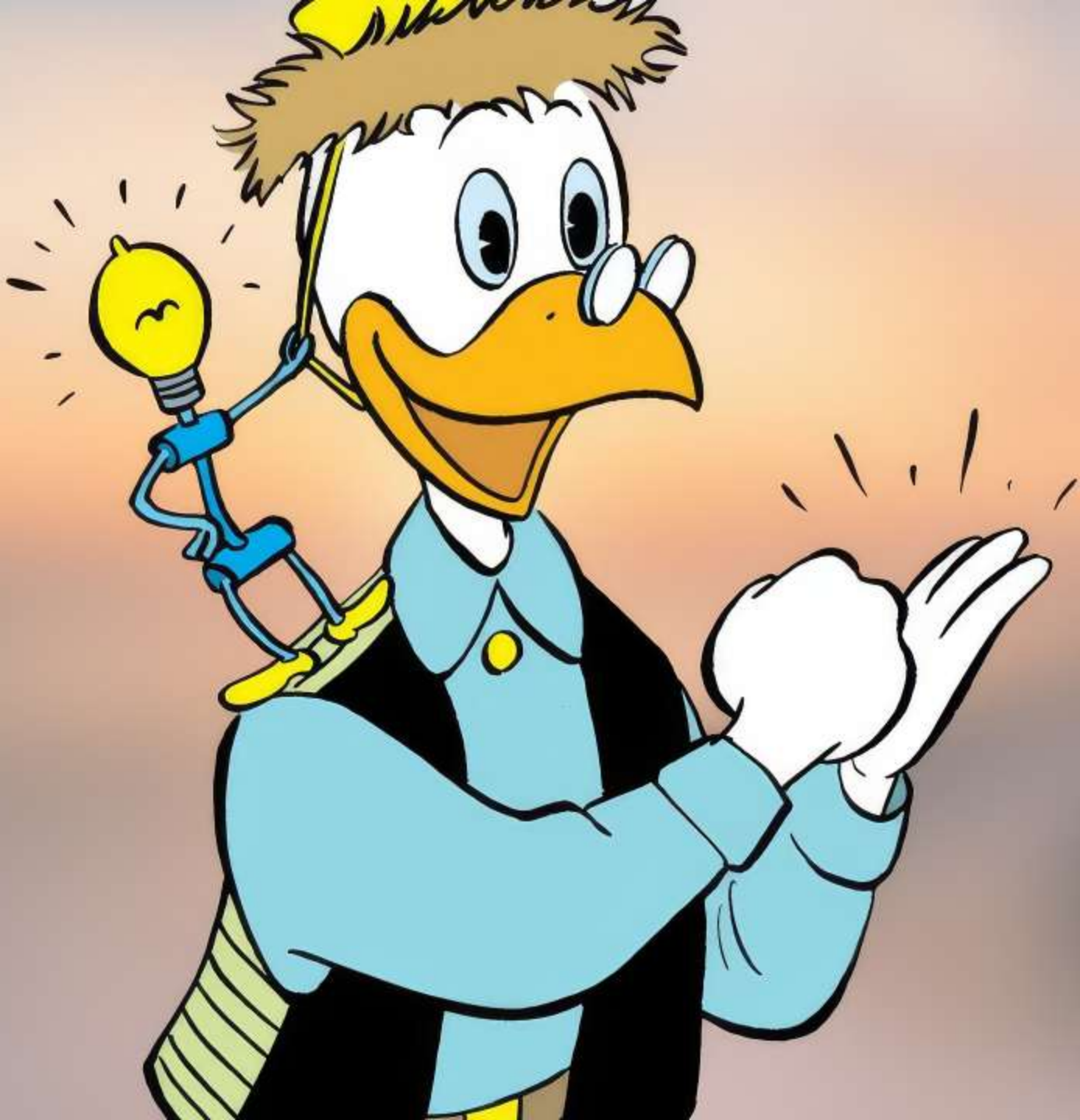
2024



2025

is eating Spaghetti





# USE CASES

## FOR AI DRIVEN VIDEO PRODUCTION

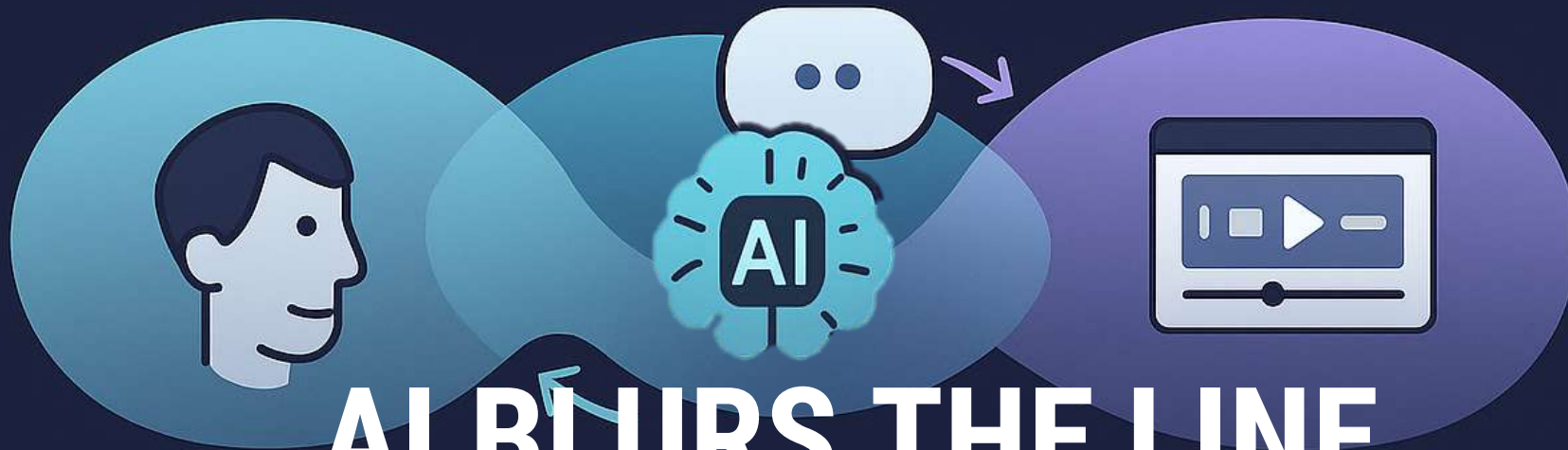


# Producing Video

traditional vs. AI driven







**AI BLURS THE LINE**  
between production stages

Pre Production



Production



Post Production



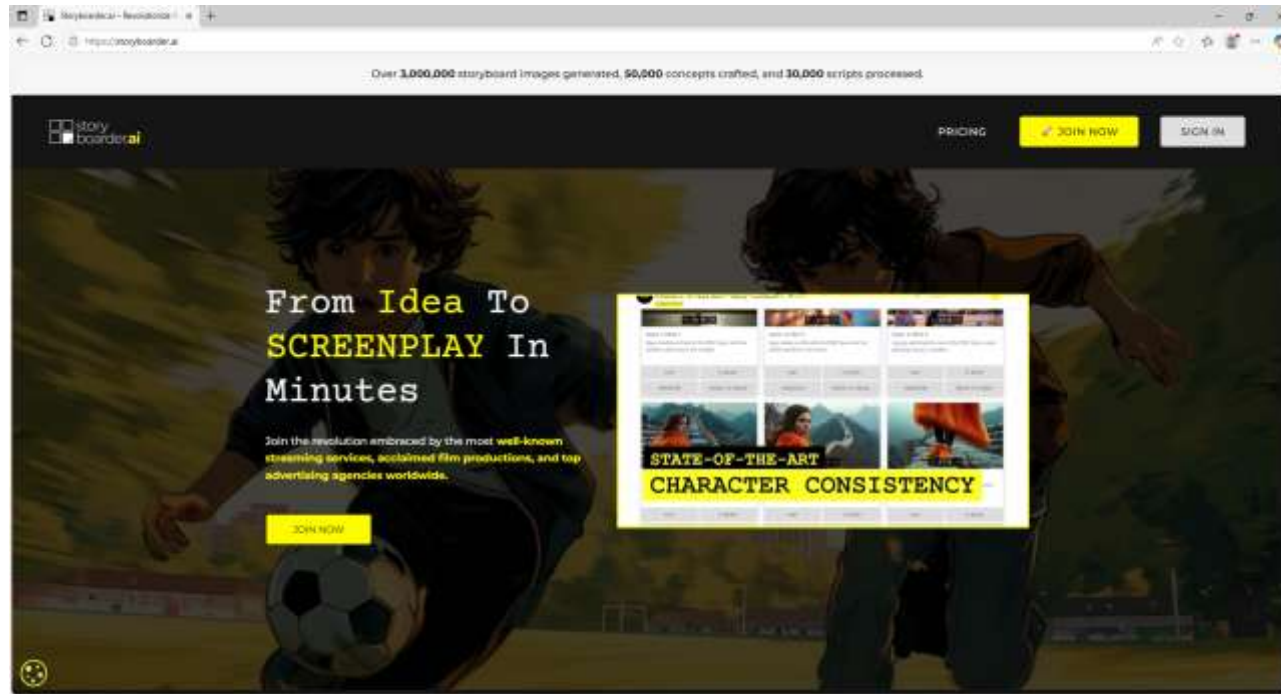




**Scriptwriting**  
**Storyboarding**

# Scriptwriting & Storyboarding

Storyboarder

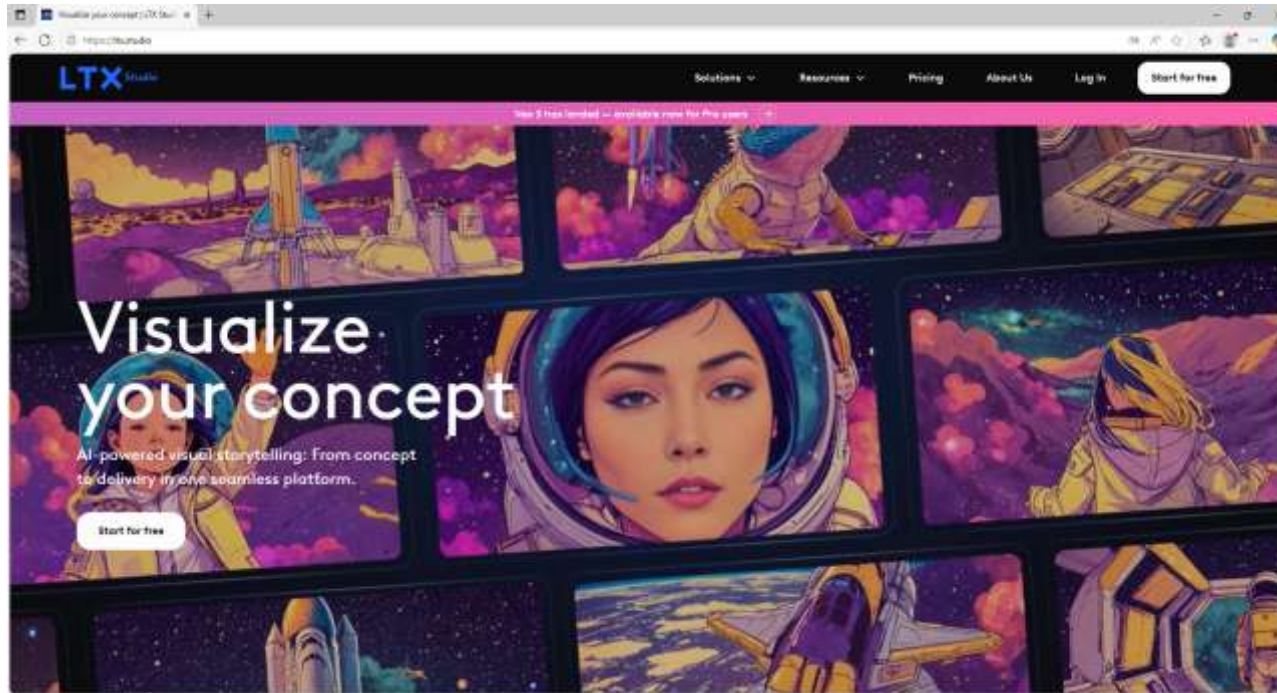


[storyboarder.ai/](https://storyboarder.ai/)



# Scriptwriting & Storyboarding

LTX Studio



**ltx.studio**





Plan to Video  
**Producing Films**  
Script to Video  
**Producing Clips**  
Storyboard to Video

# Producing Clips



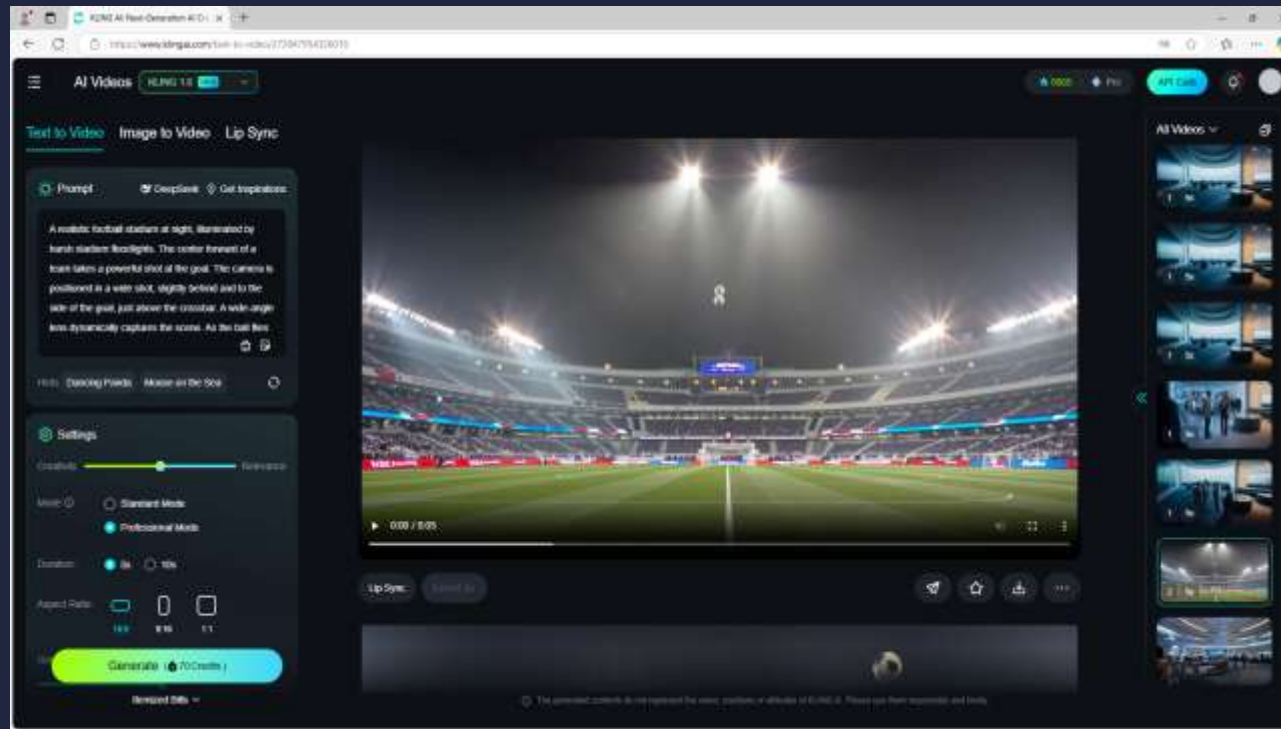
Text to Video

Image to Video

Video to Video



# Text to Video often doesn't work very well



Video: Kling

# Text to Video

vs.

# Image to Video



Video: Kling



Image: Midjourney

Video: Kling

# Image to Video Workflow



Prompting Image

Refining Image (Inpaint,  
remove Background, etc.)

Image(s) as Reference

Prompting Video

Refining Video (Extend, swap, add,  
delete, upscale, add audio, lip sync, etc.)

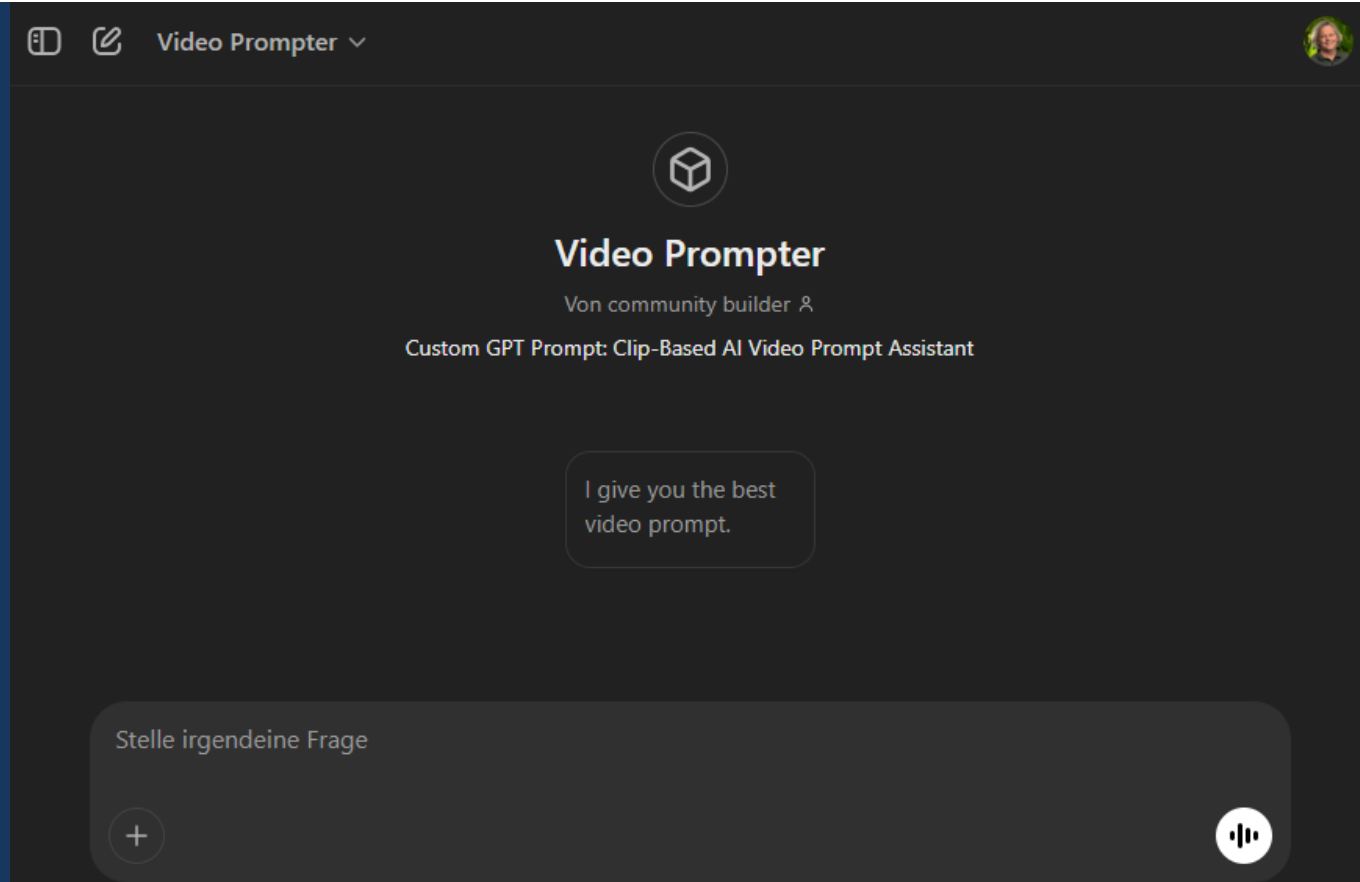
# PROMPTING FOR GENERATING VIDEO

## IMAGE PROMPT

- Where does the scene take place?
- Is the focus on a special object and / or character?
- Which field-size (long shot, medium long shot, etc.)?
- Which perspective / angle?
- What color scheme / lighting?
- Which mood or certain movie style?

## VIDEO PROMPT

- What will happen in the scene?
- What kind of camera movement?





# Challenges



Scene Control

Consistency

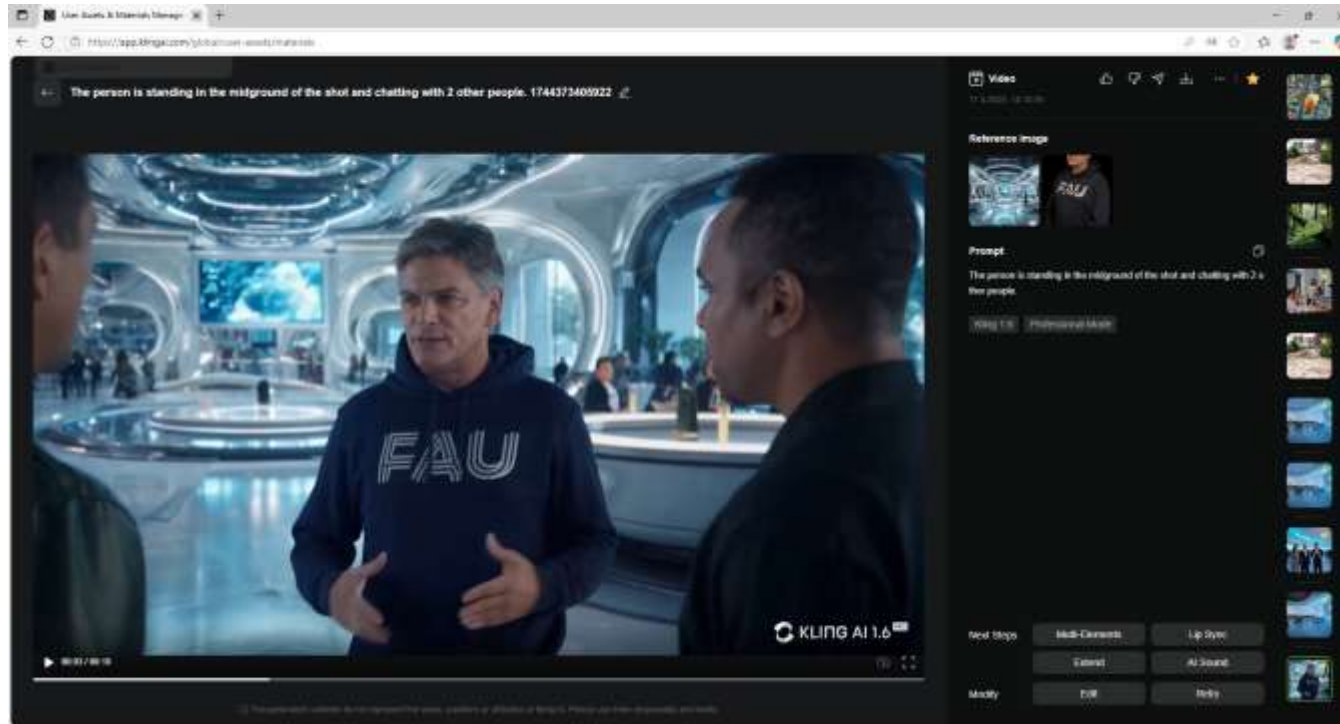
Audio (ambience, voices)



I want to have more control  
over my video generations and  
scenes

# Scene Control

Kling - Elements

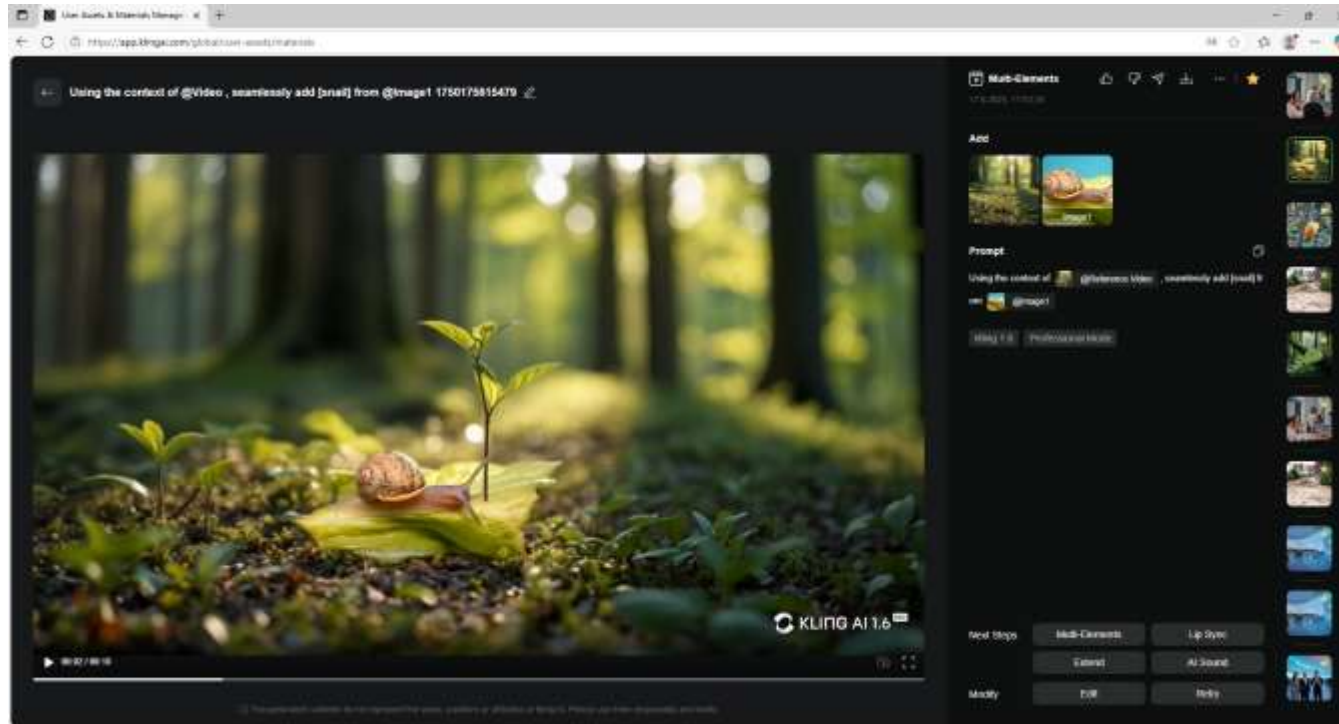


[Klingai.com](https://Klingai.com)



# Refining Scenes

Kling – Multi Elements



[Klingai.com](https://Klingai.com)

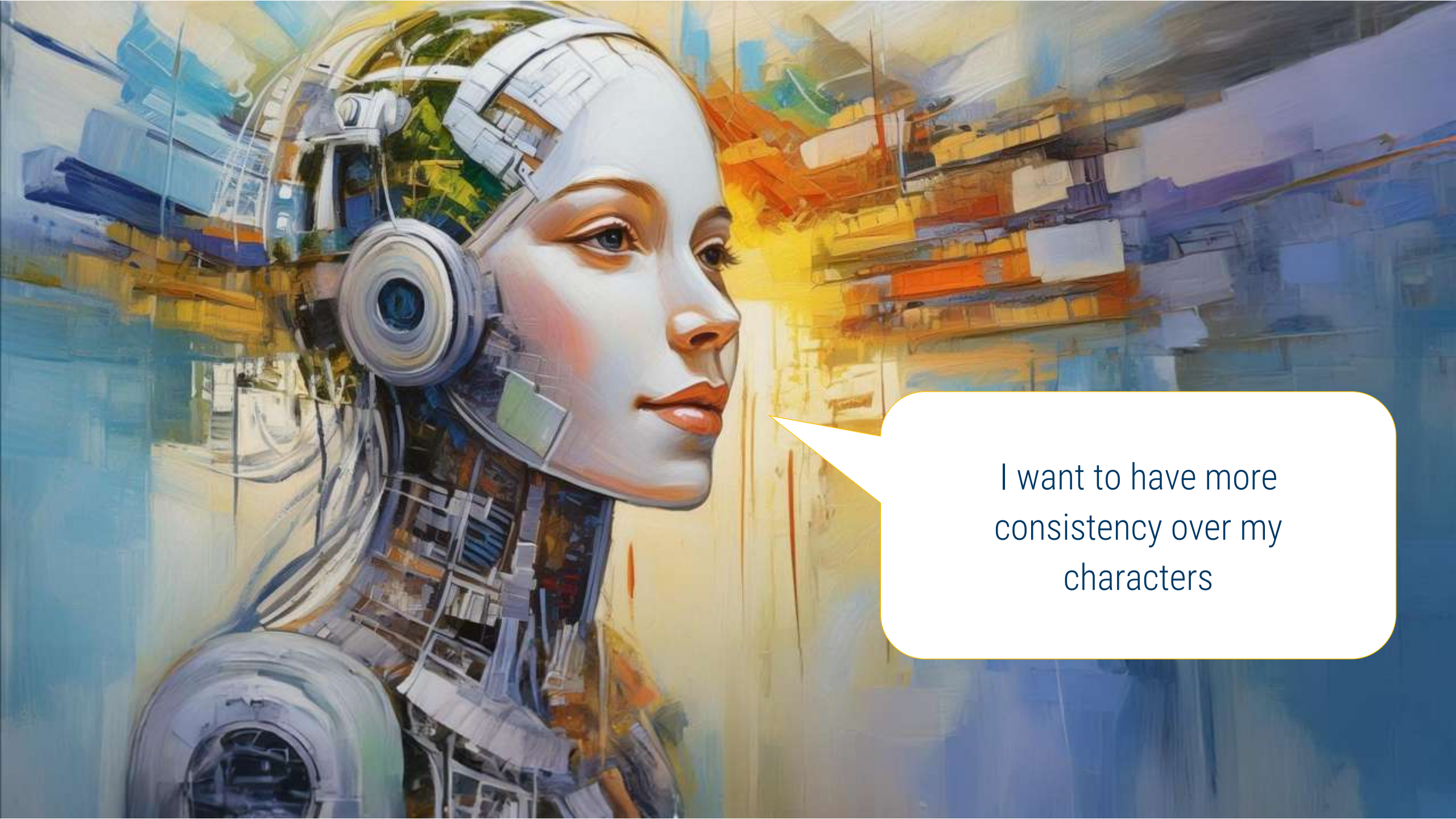


# Refining Scenes

Combining real Footage with AI generated scenes



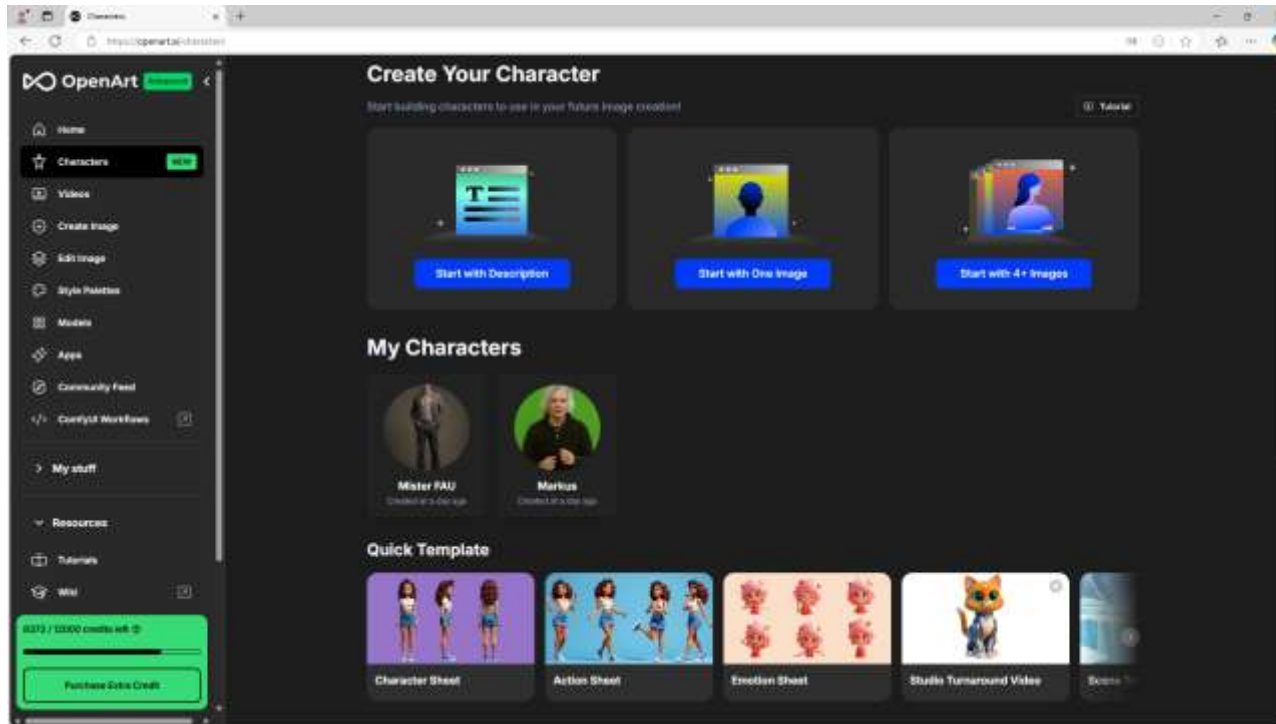
Own Production for Anniversary Event



I want to have more consistency over my characters

# Footageclips erstellen – Consistent Characters

Openart

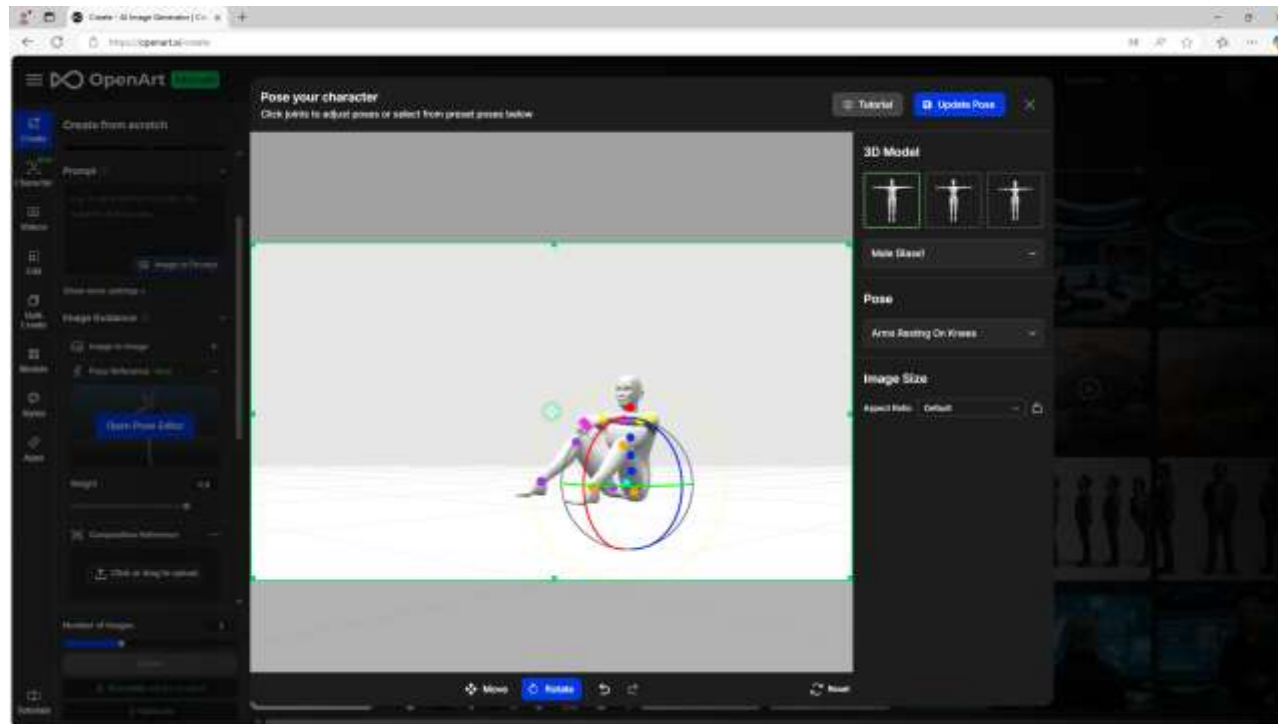


[openart.ai](https://openart.ai)



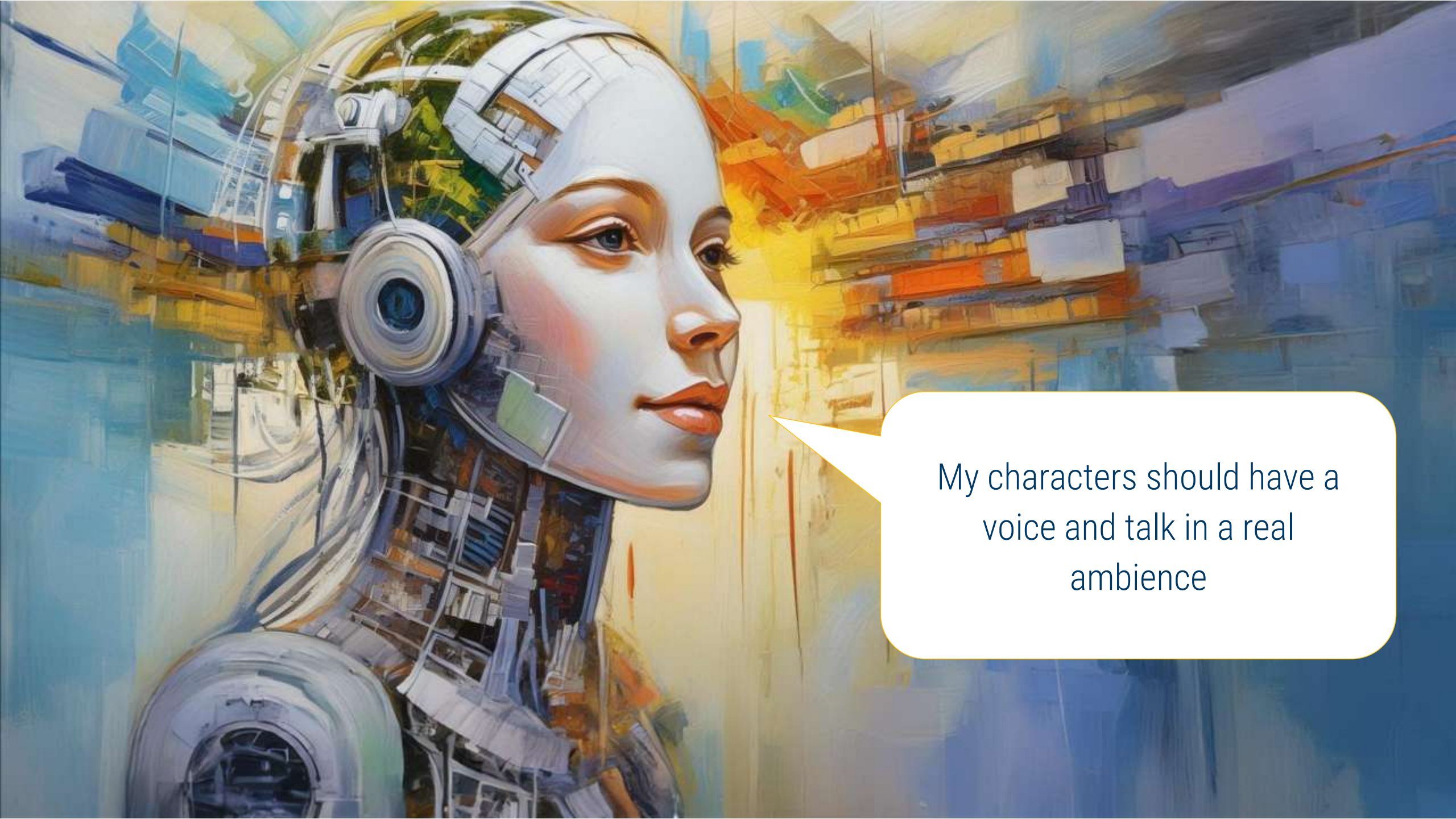
# Footageclips erstellen – Consistent Characters

Openart



[openart.ai](https://openart.ai)

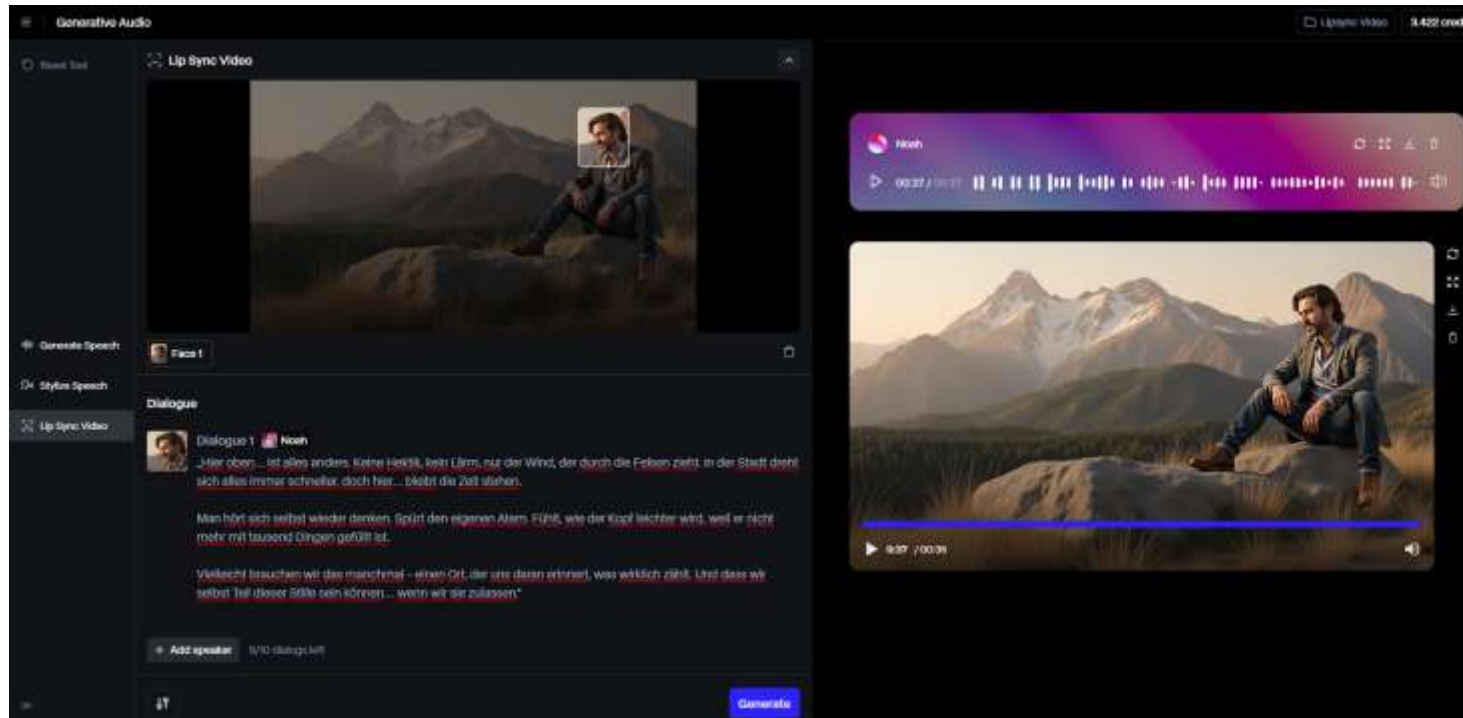




My characters should have a voice and talk in a real  
ambience

# Footageclips – Image to Video

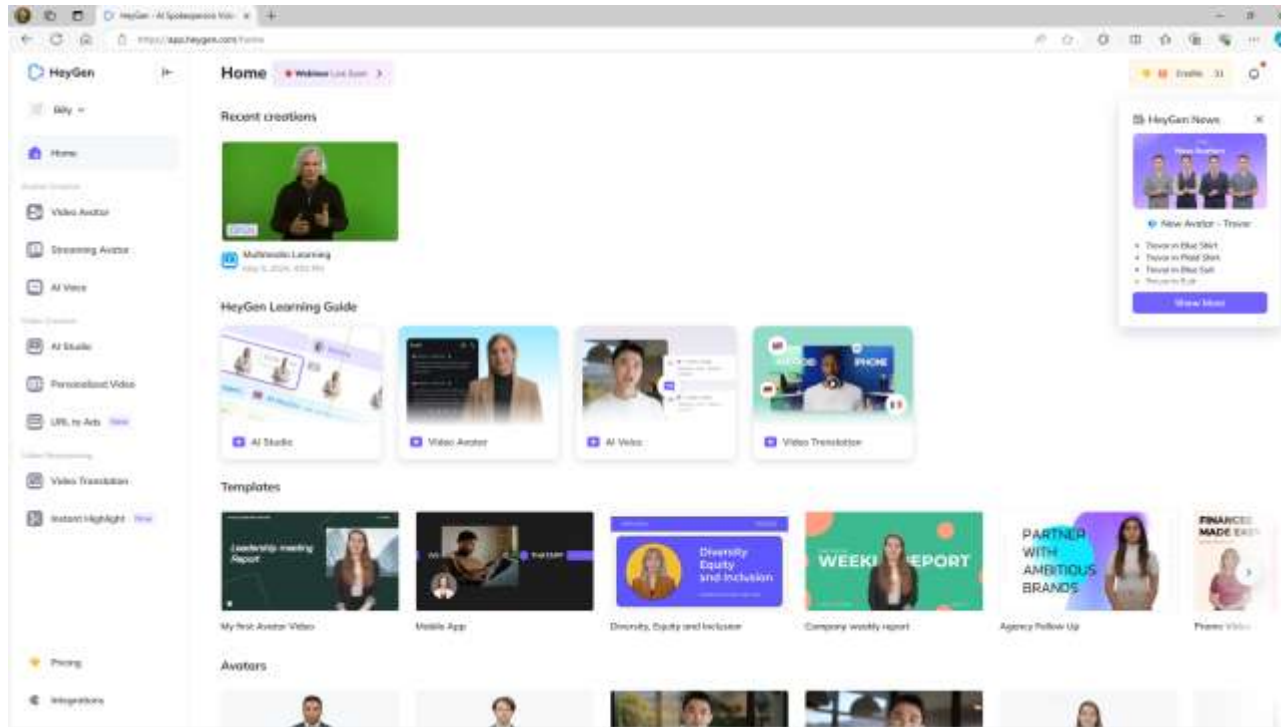
Lipsync-Video



[runwayml.com](https://runwayml.com)

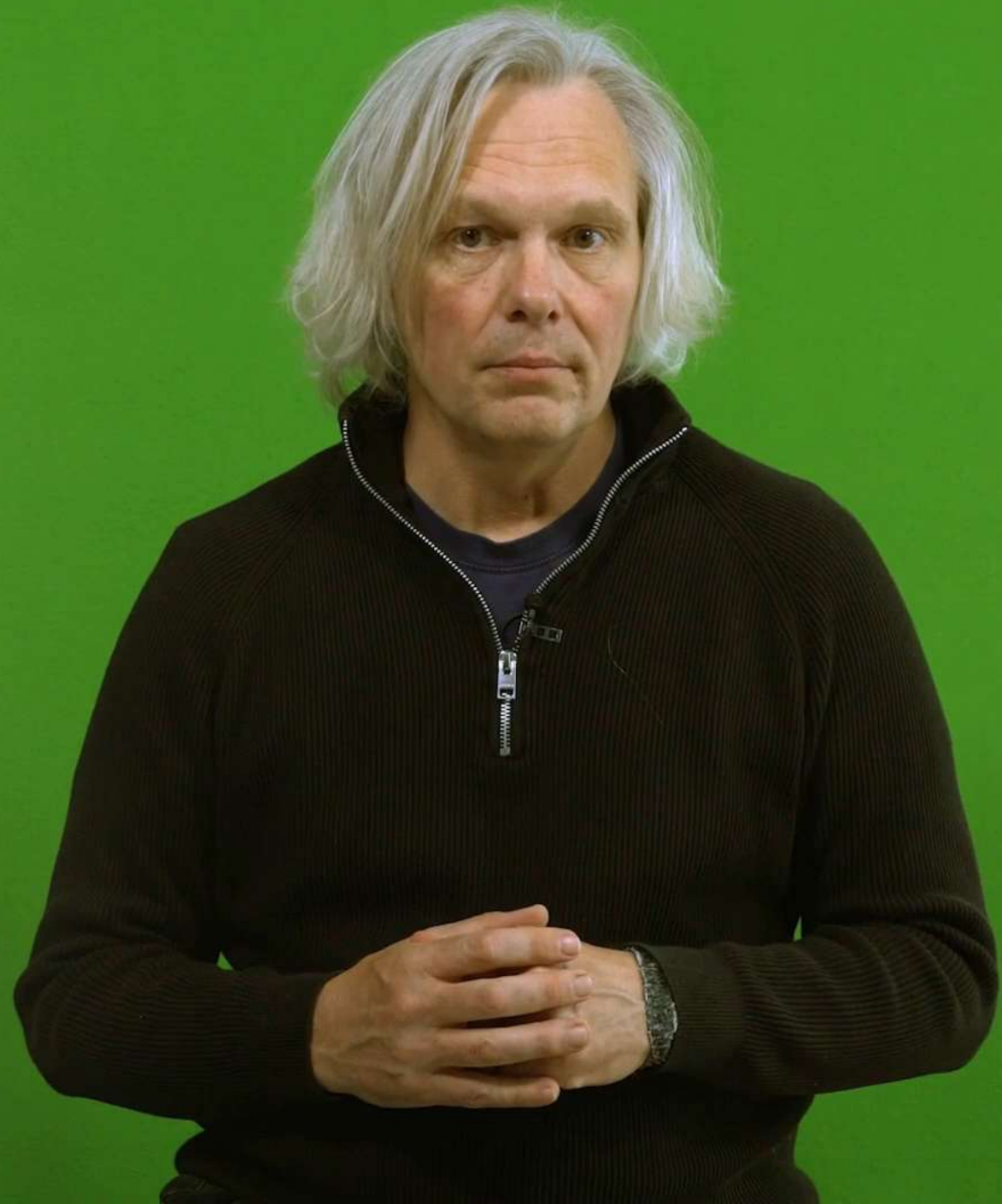
# Heygen

## AI Video Avatar Generator



[heygen.com](https://heygen.com)







# 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](https://heygen.com)



I want to bring in people in an empty space

# Inpainting with ChatGPT



Please place people on every chair.  
The people are listening to a non existent person.  
We see them from the back.











# Clip Optimizing



Upscaling / Restoration  
Style Transformation  
Audio Optimization

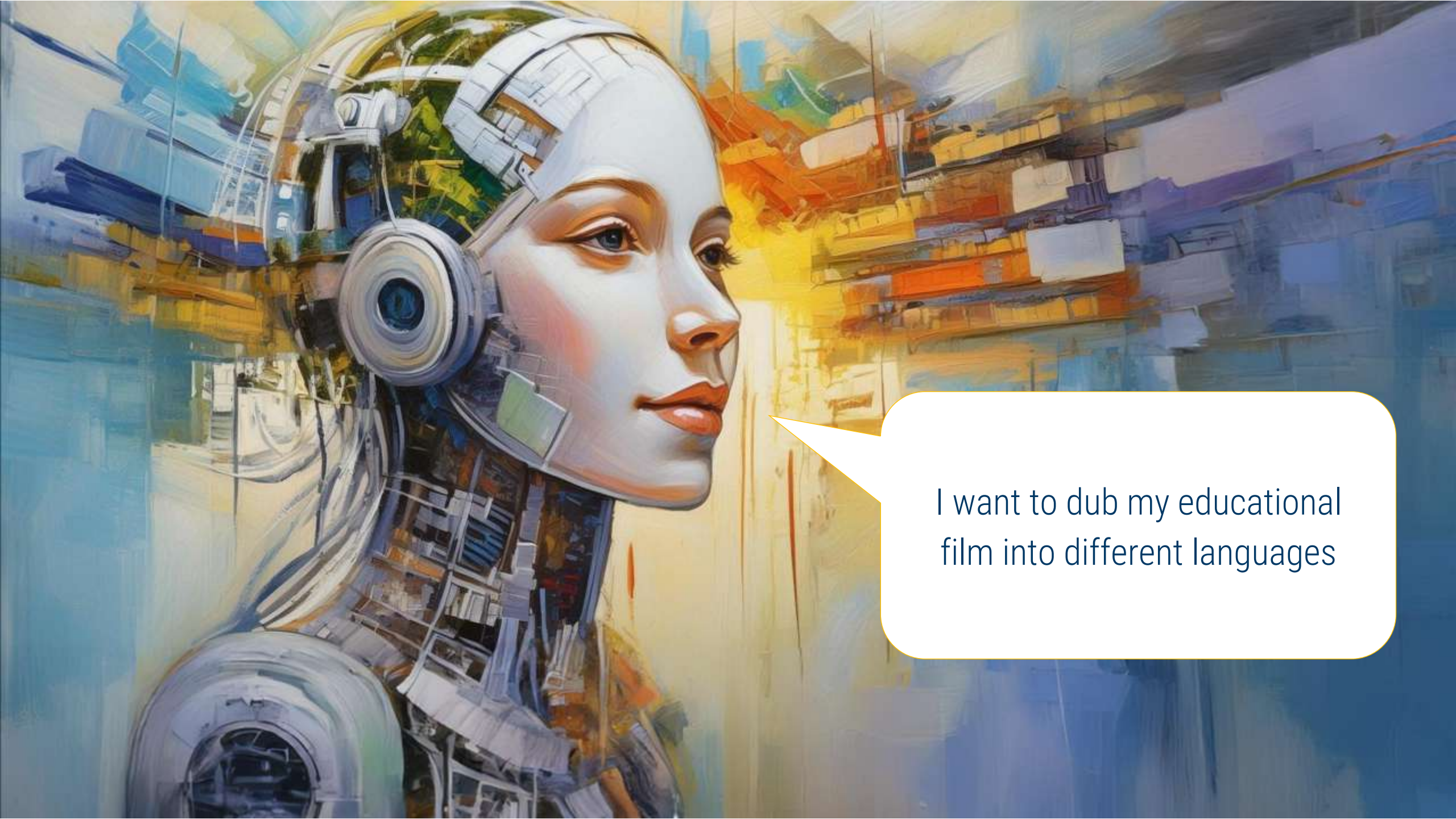
# AI Editing



Generative Extend Video  
Remix Audio  
Style Transformation







I want to dub my educational film into different languages



# Voice Dubbing

Automatic translation combined with voice cloning

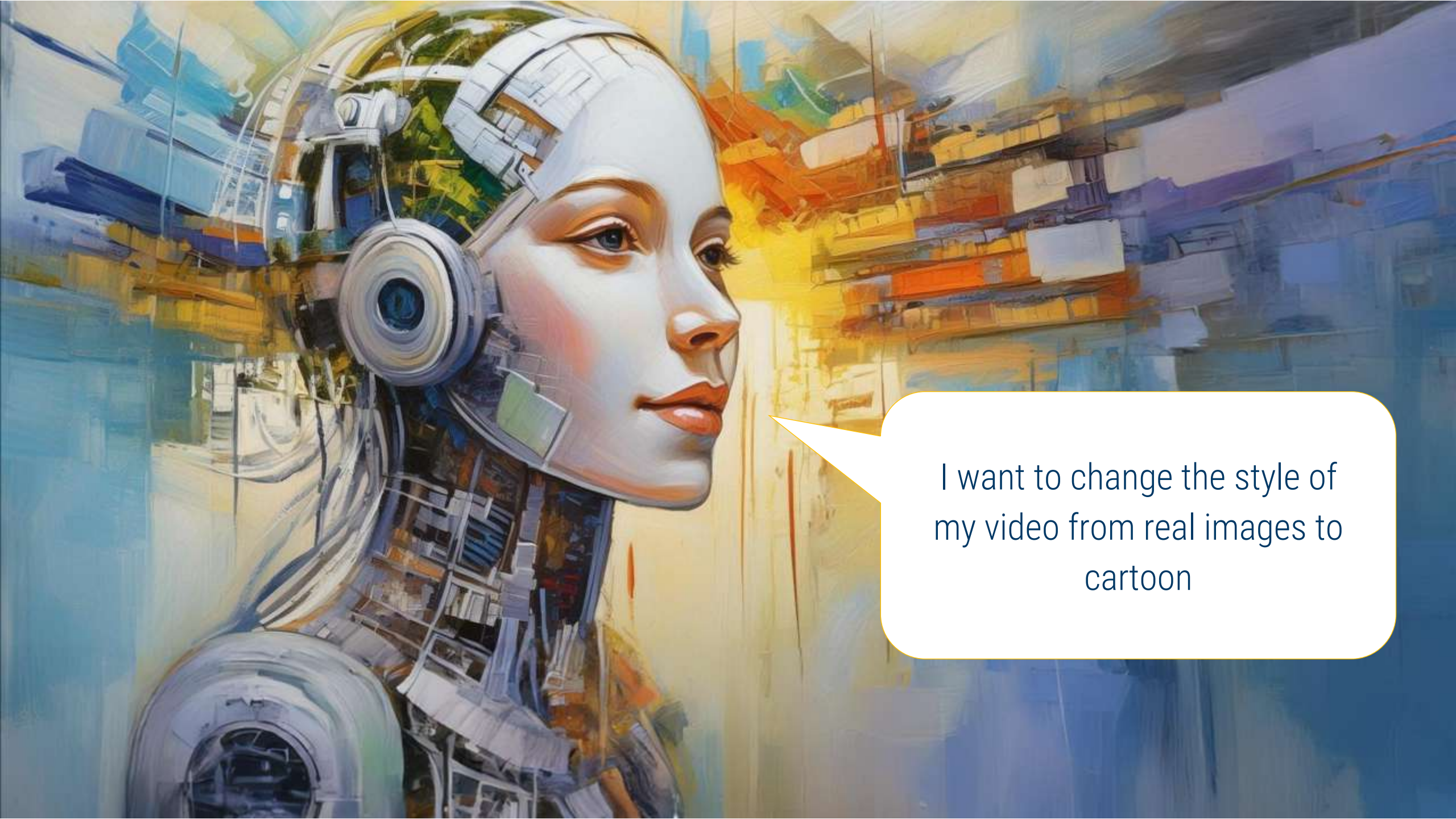


[Original Film \(en\)](#)

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

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

[elevenlabs.io](https://elevenlabs.io)



I want to change the style of  
my video from real images to  
cartoon



...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  
lot of criticism"



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**THANKS**

For your attention!