The background is a vibrant blue grid filled with various white and yellow icons. These icons include film reels, a brain, a hand, a clapperboard, a camera, a laptop, a chair, a desk, a calendar, a globe, and several instances of the letters 'AI'. The overall theme is the intersection of artificial intelligence and media production.

AI DRIVEN VIDEO PRODUCTION

The latest Advances and Use Cases in educational Media Production

Markus Tischner

Competence Centre Education, Friedrich-Alexander Universität Erlangen-Nürnberg

YOUR TRAINER

MARKUS TISCHNER

Head of Media Production
FAU, Competence Centre Education

Freelance Filmmaker
frisbee medien

Learning Media Production

Science Communication

[linkedin.com/in/markustischner](https://www.linkedin.com/in/markustischner)





WHICH USE CASES DO YOU

(A) KNOW (B) WORK ON

FOR AI DRIVEN VIDEO PRODUCTION

2023

...once upon a time



Will Smith



2023



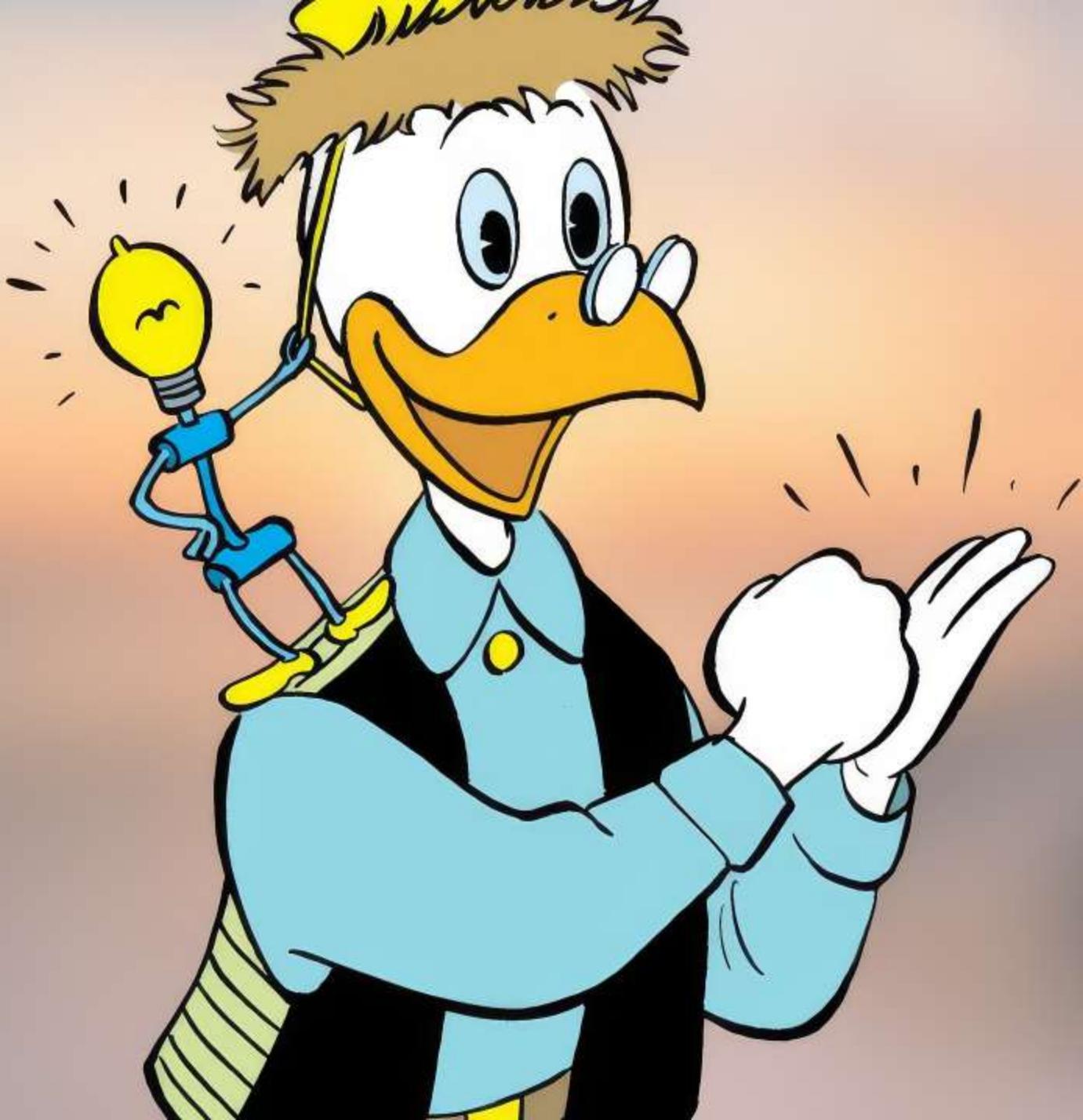
2024



2025

is eating Spaghetti





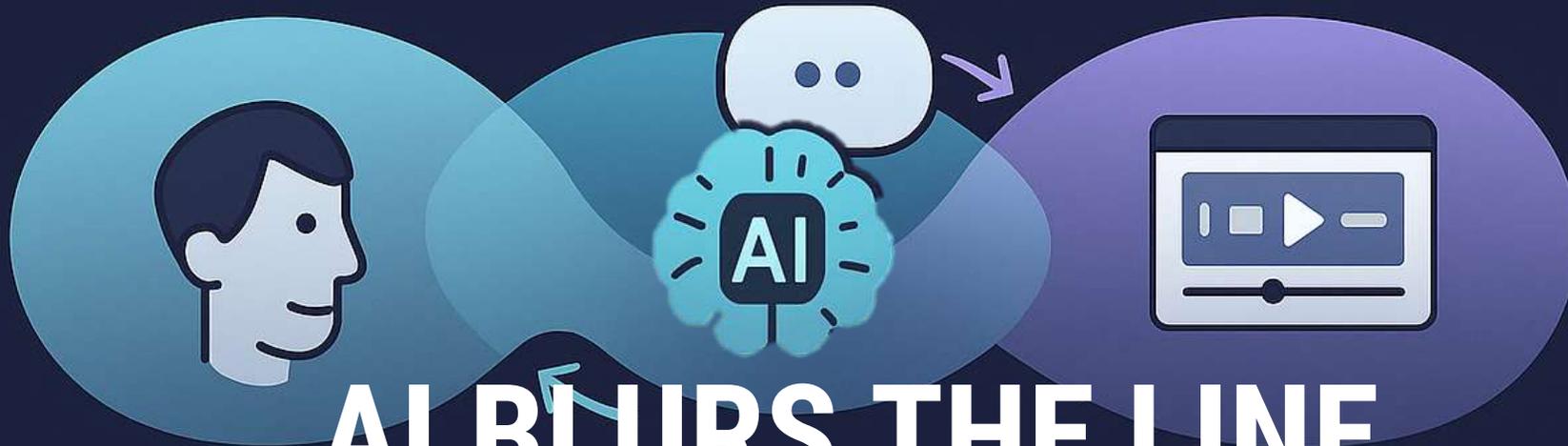
USE CASES

FOR AI DRIVEN VIDEO PRODUCTION

Producing Video

traditional vs. AI driven





AI BLURS THE LINE
between production stages

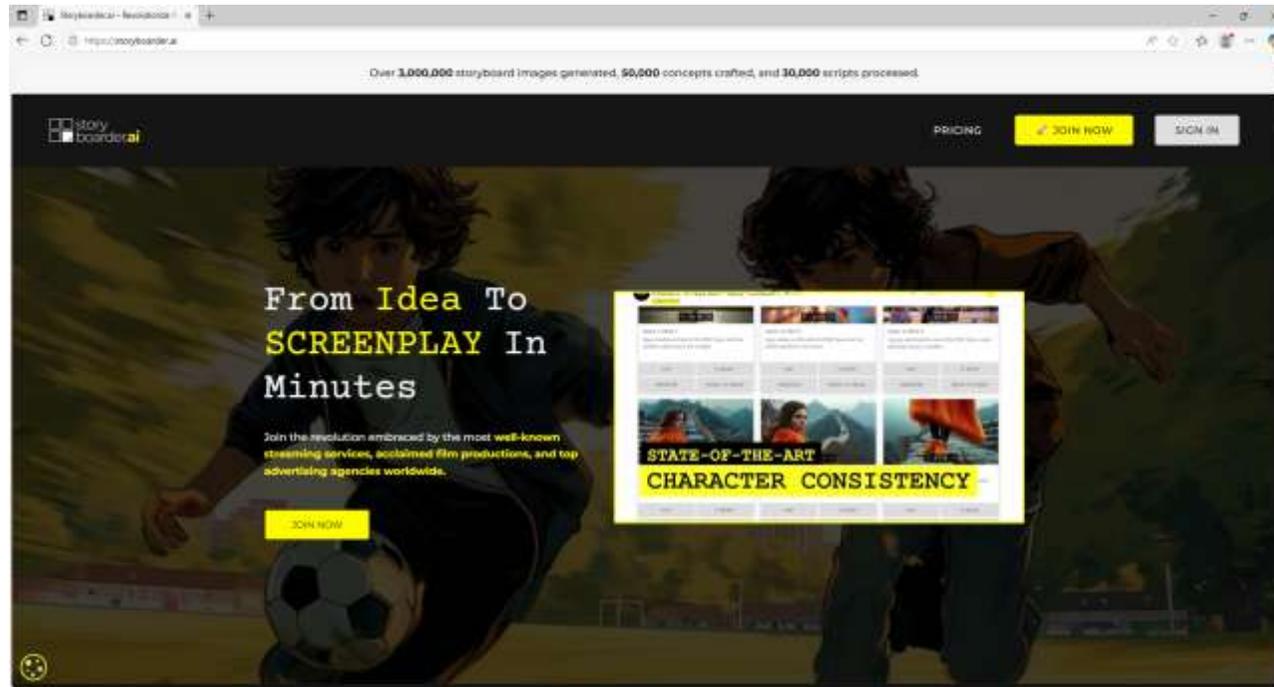




Scriptwriting
Storyboarding

Scriptwriting & Storyboarding

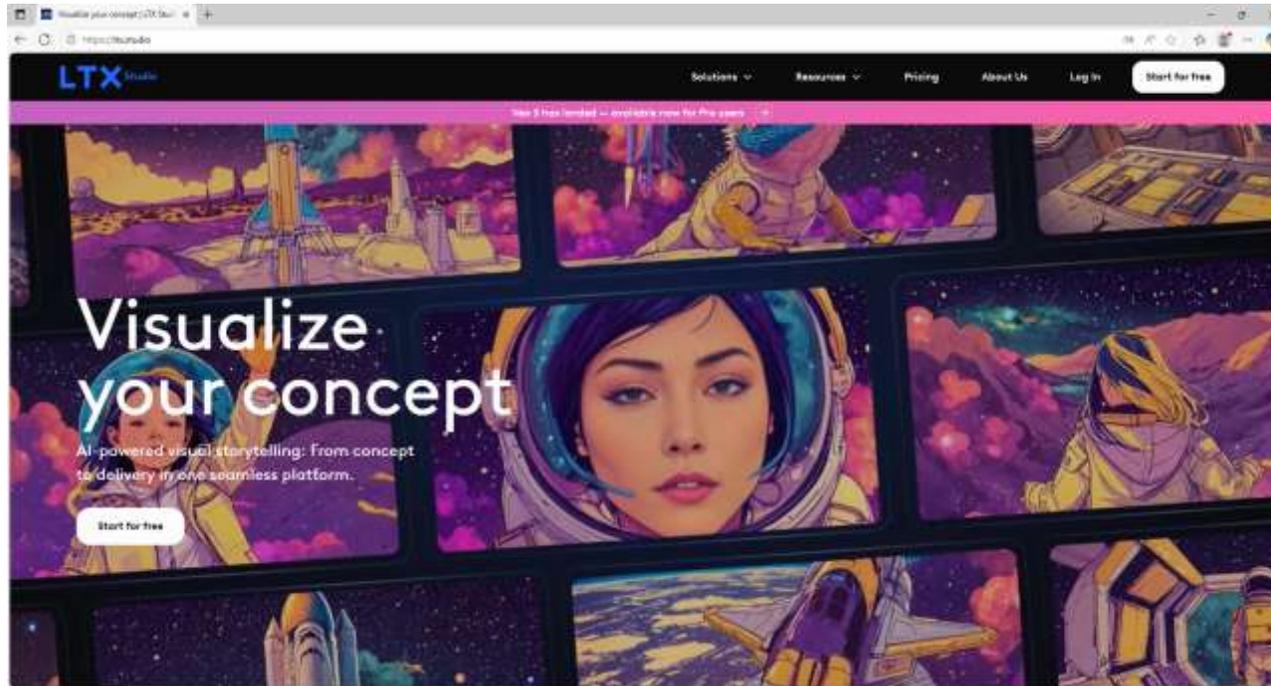
Storyboarder



storyboarder.ai/

Scriptwriting & Storyboarding

LTX Studio



ltx.studio





Idea to Video
Producing Films
Script to Video
Producing Clips
Storyboard to Video

Producing Clips

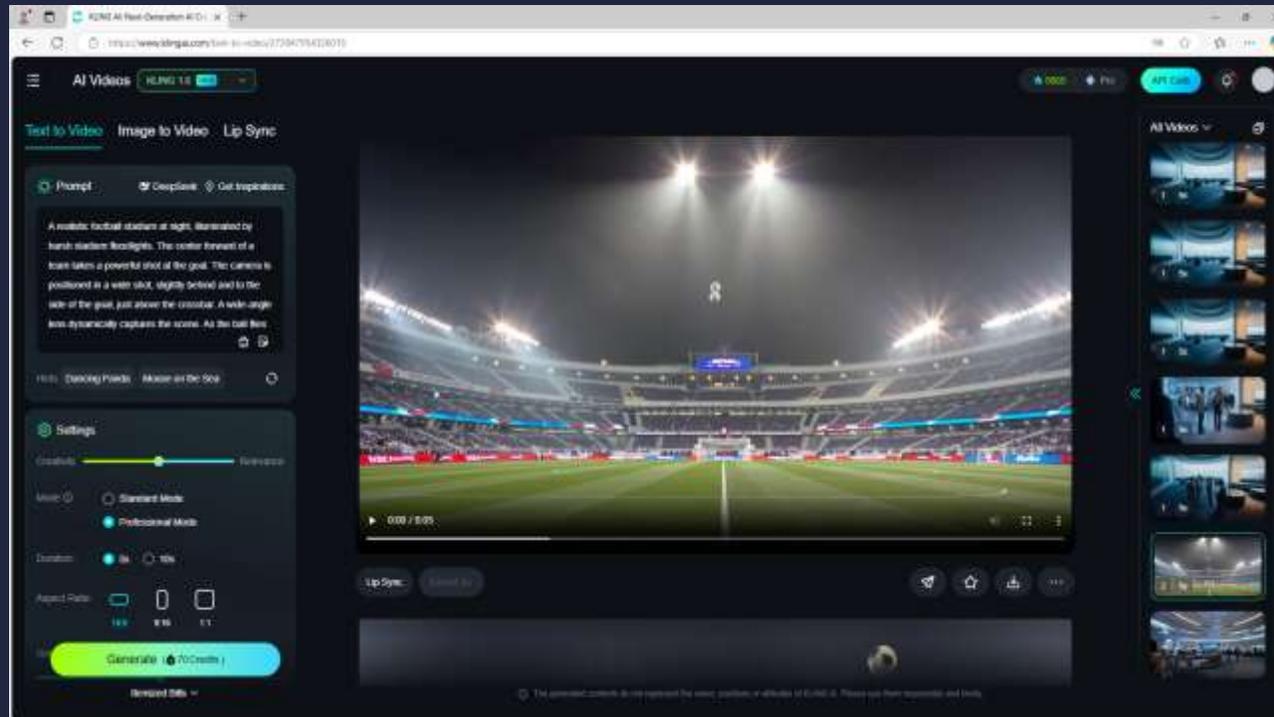


Text to Video

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.)

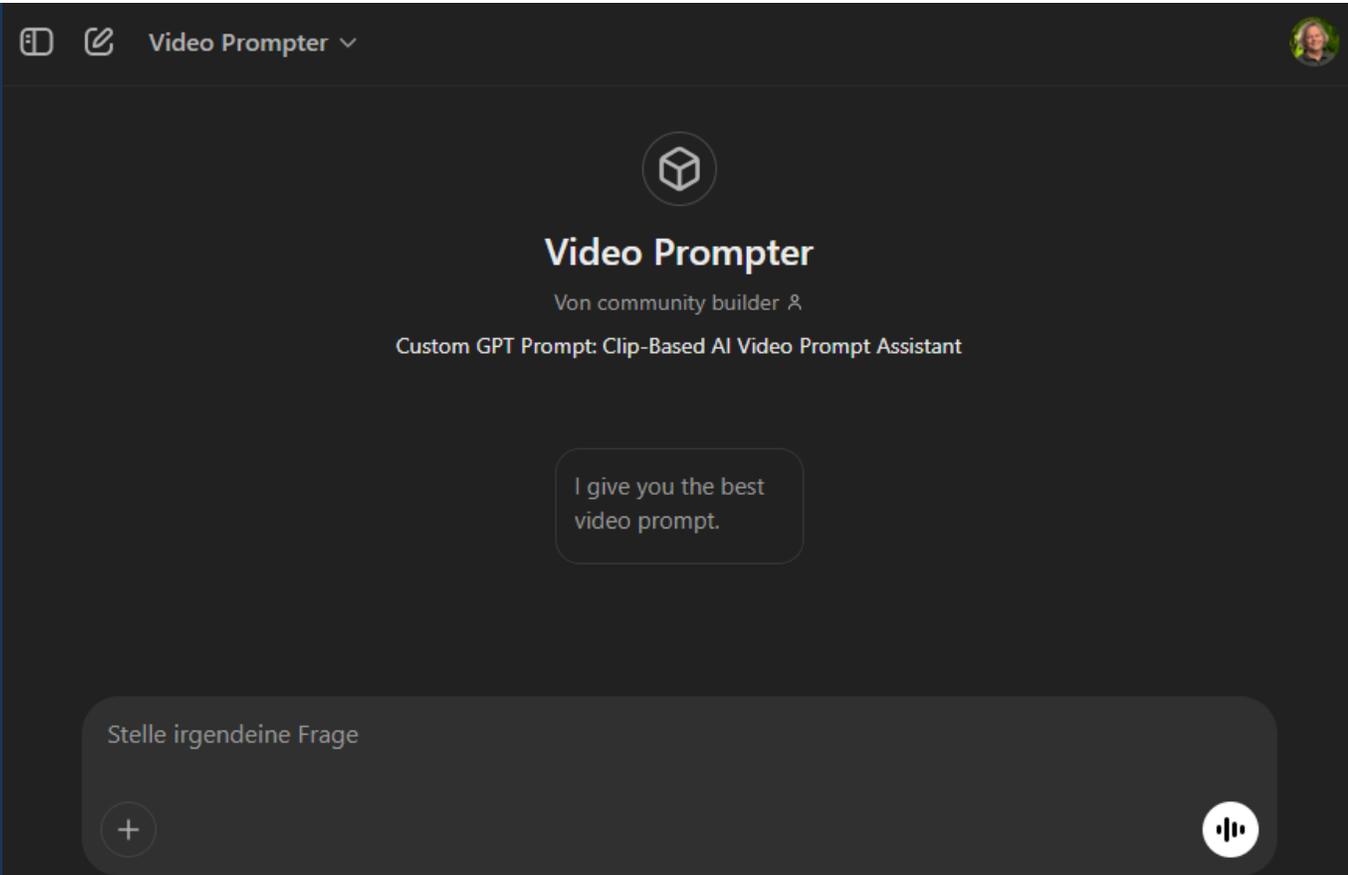
PROMPTING FOR GENERATING VIDEO

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?



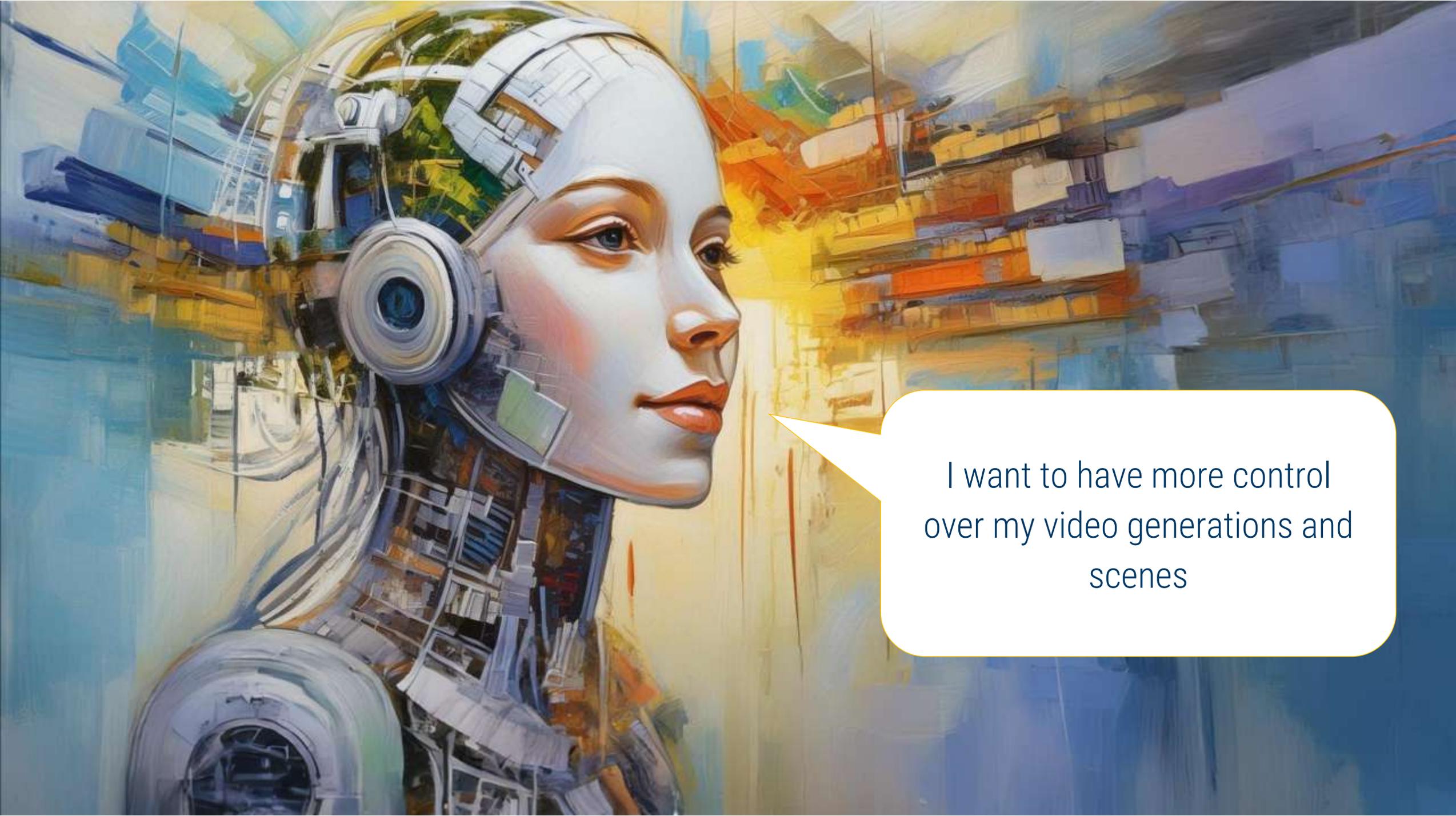
Challenges



Scene Control

Consistency

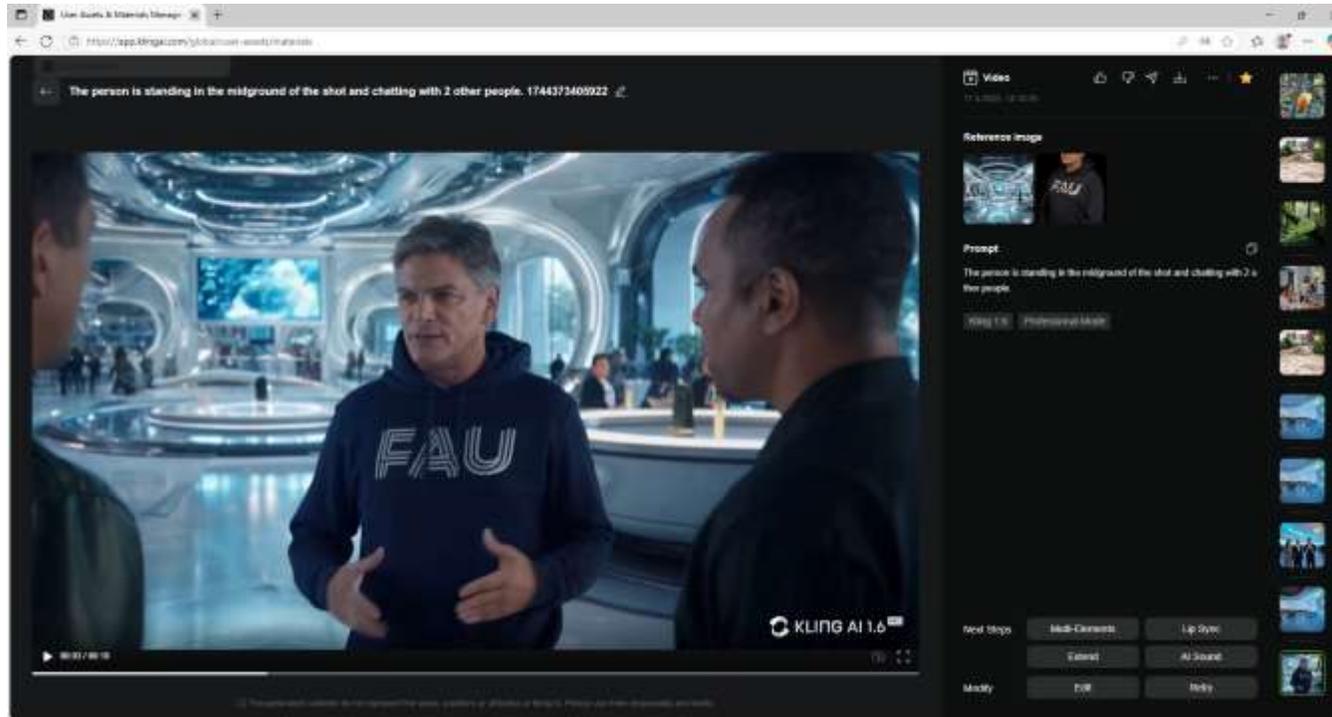
Audio (ambience, voices)



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

Scene Control

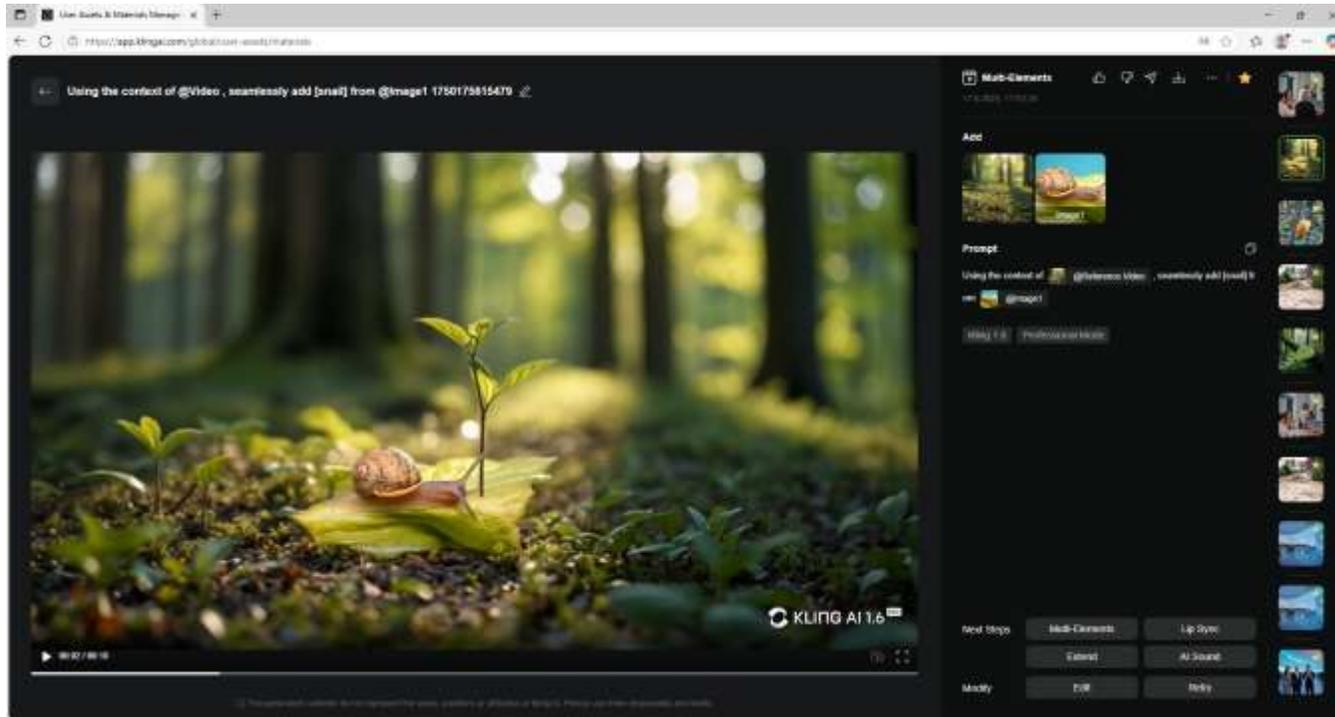
Kling - Elements



Klingai.com

Refining Scenes

Kling – Multi Elements



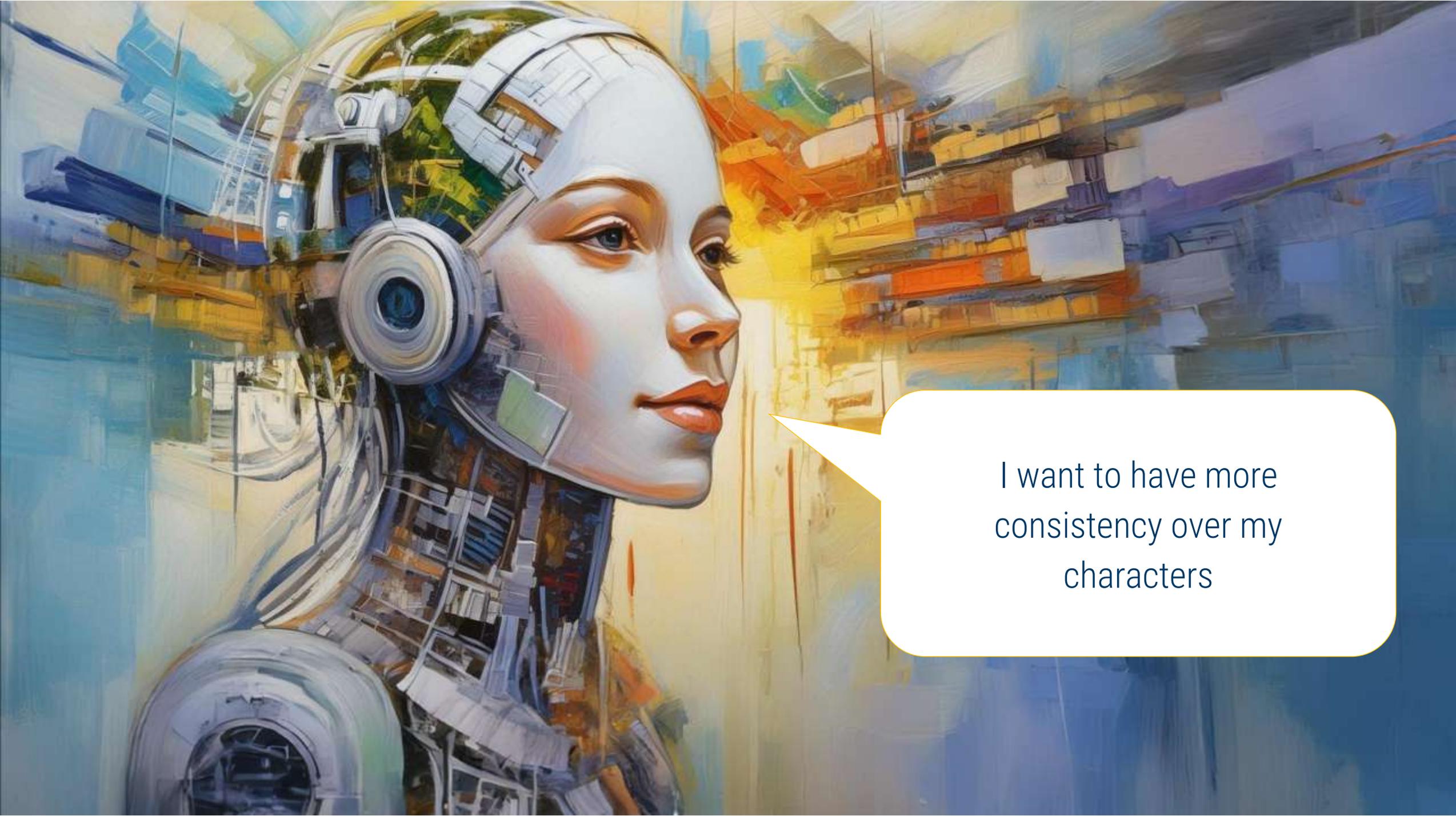
Klingai.com

Refining Scenes

Combining real Footage with AI generated scenes



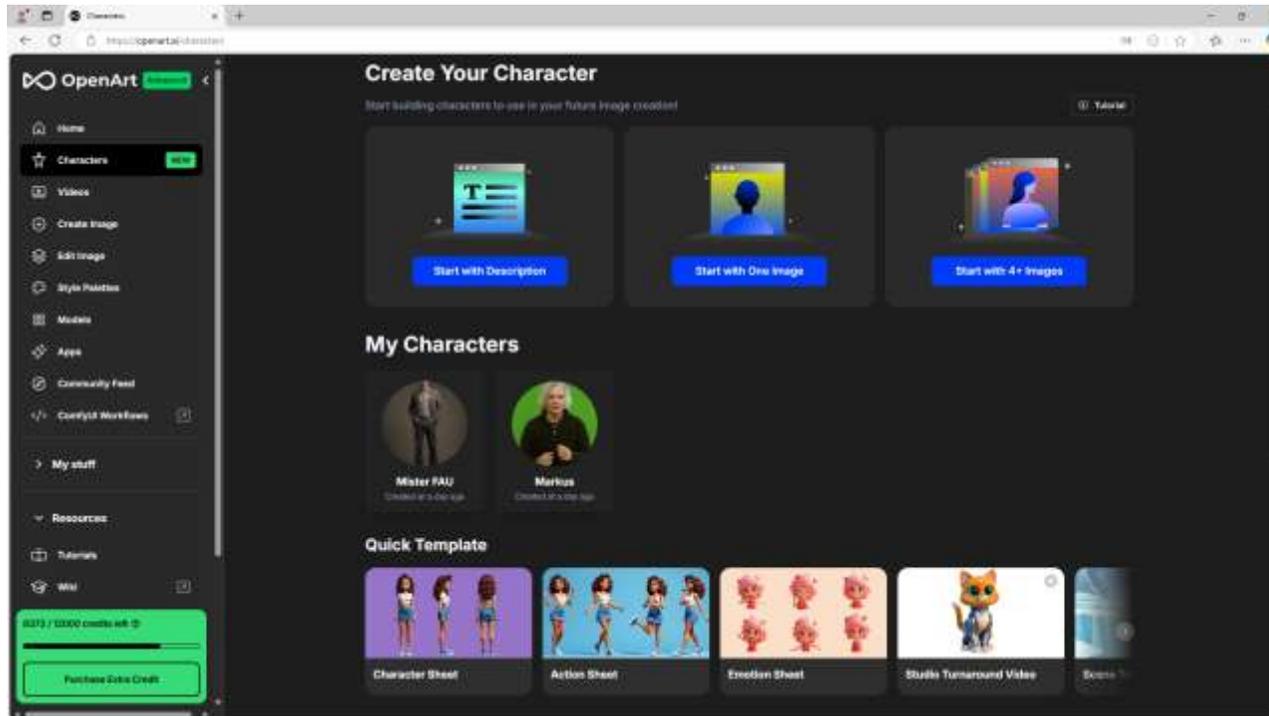
Own Production for Anniversary Event



I want to have more consistency over my characters

Footageclips erstellen – Consistent Characters

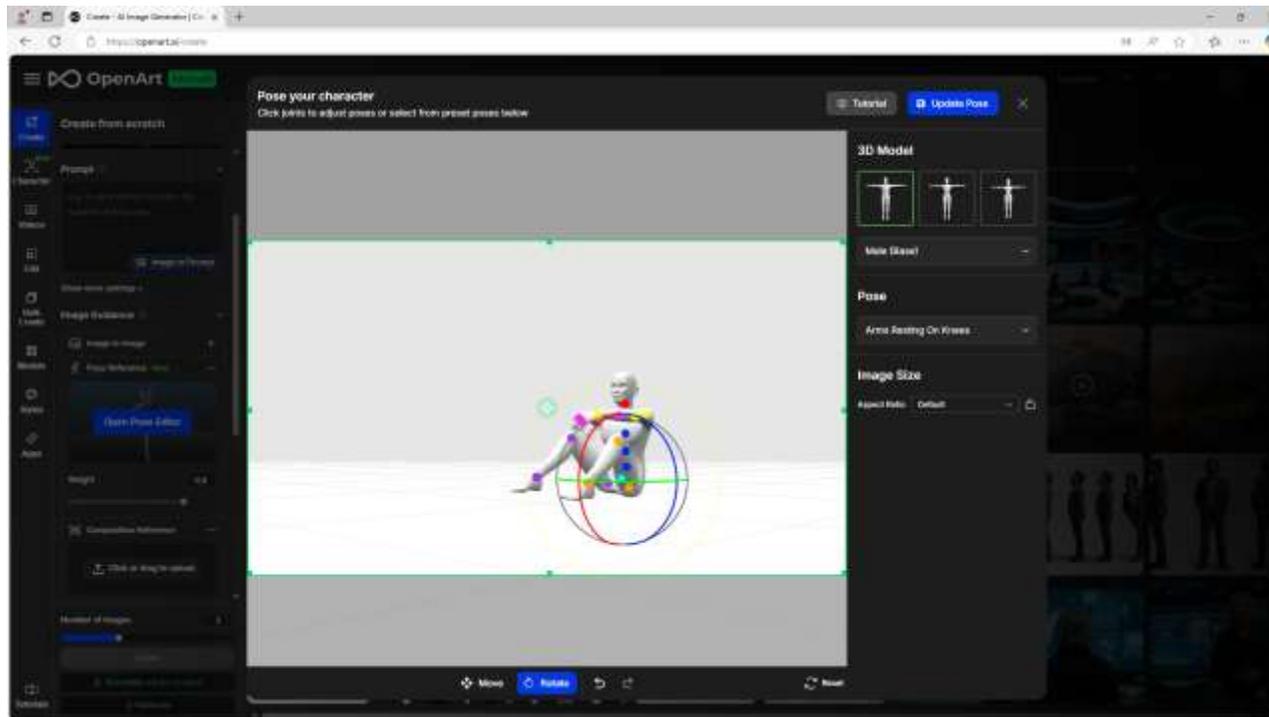
Openart



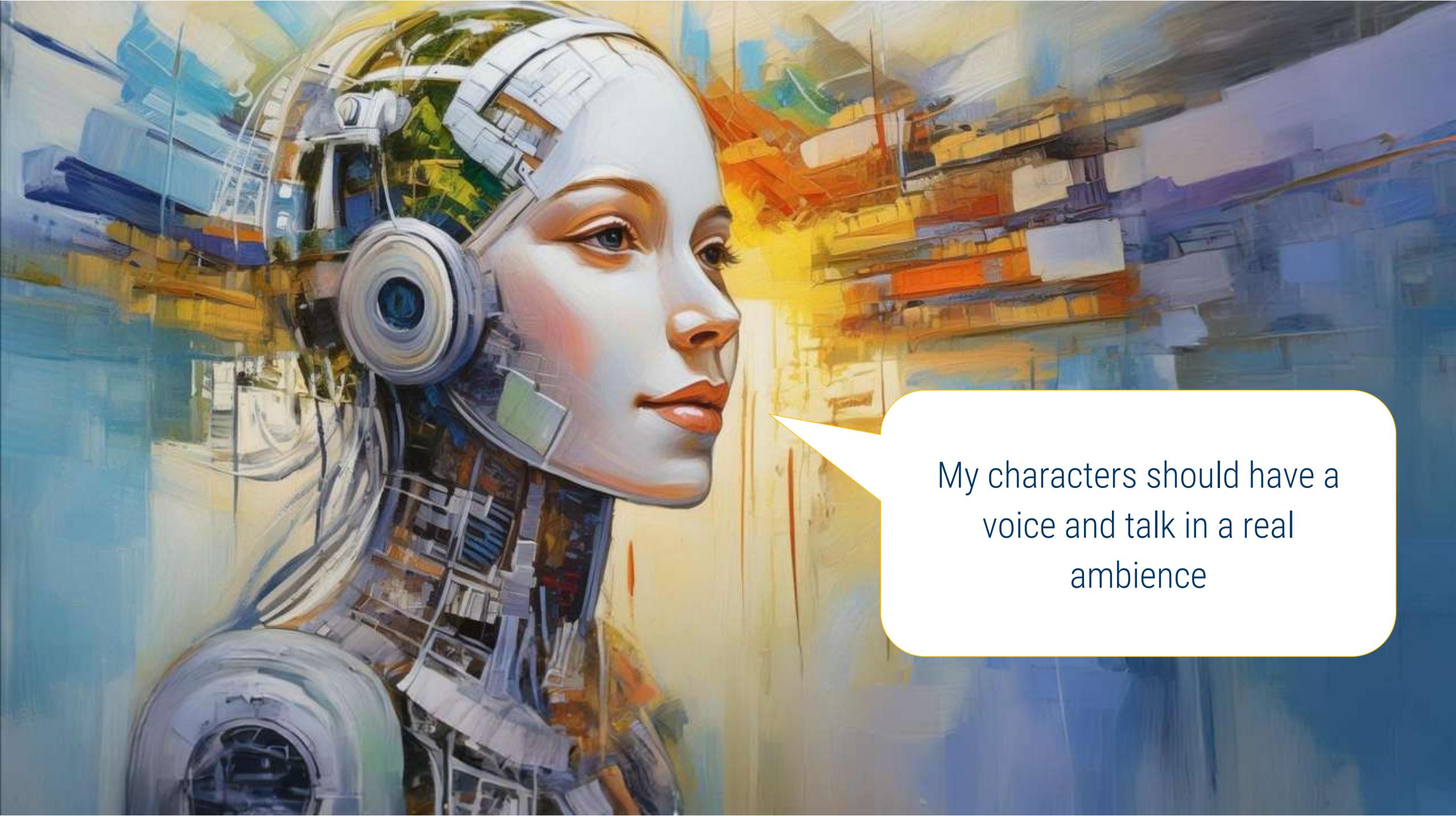
openart.ai

Footageclips erstellen – Consistent Characters

Openart



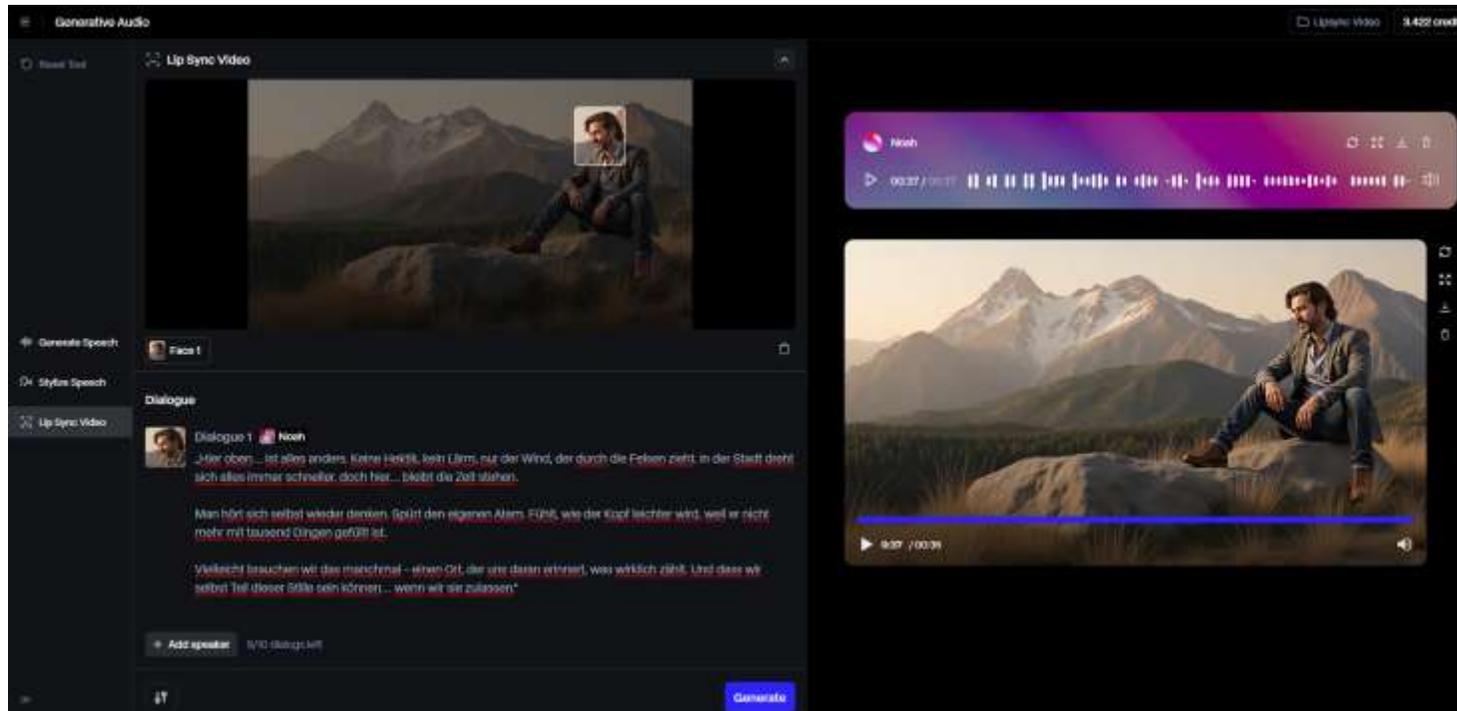
openart.ai



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

Footageclips – Image to Video

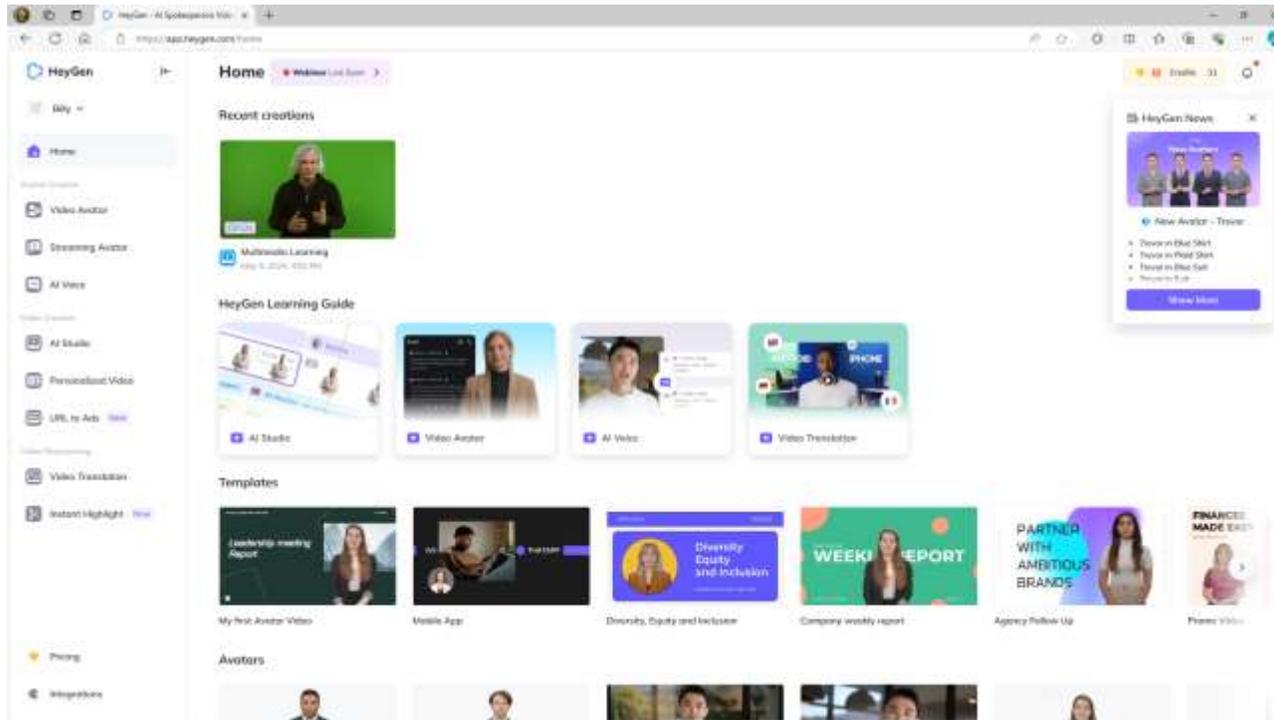
Lipsync-Video



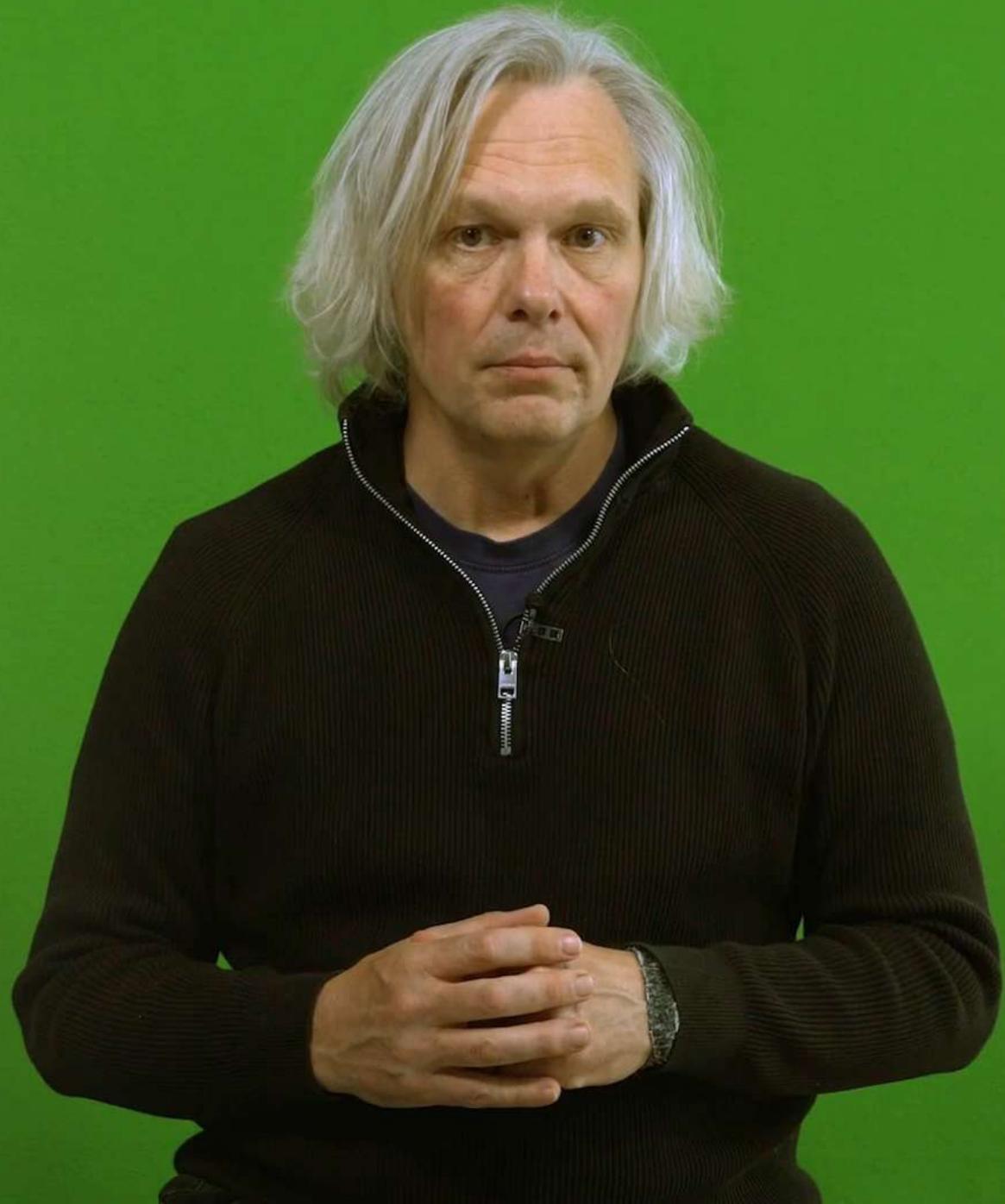
runwayml.com

HeyGen

AI Video Avatar Generator



heygen.com



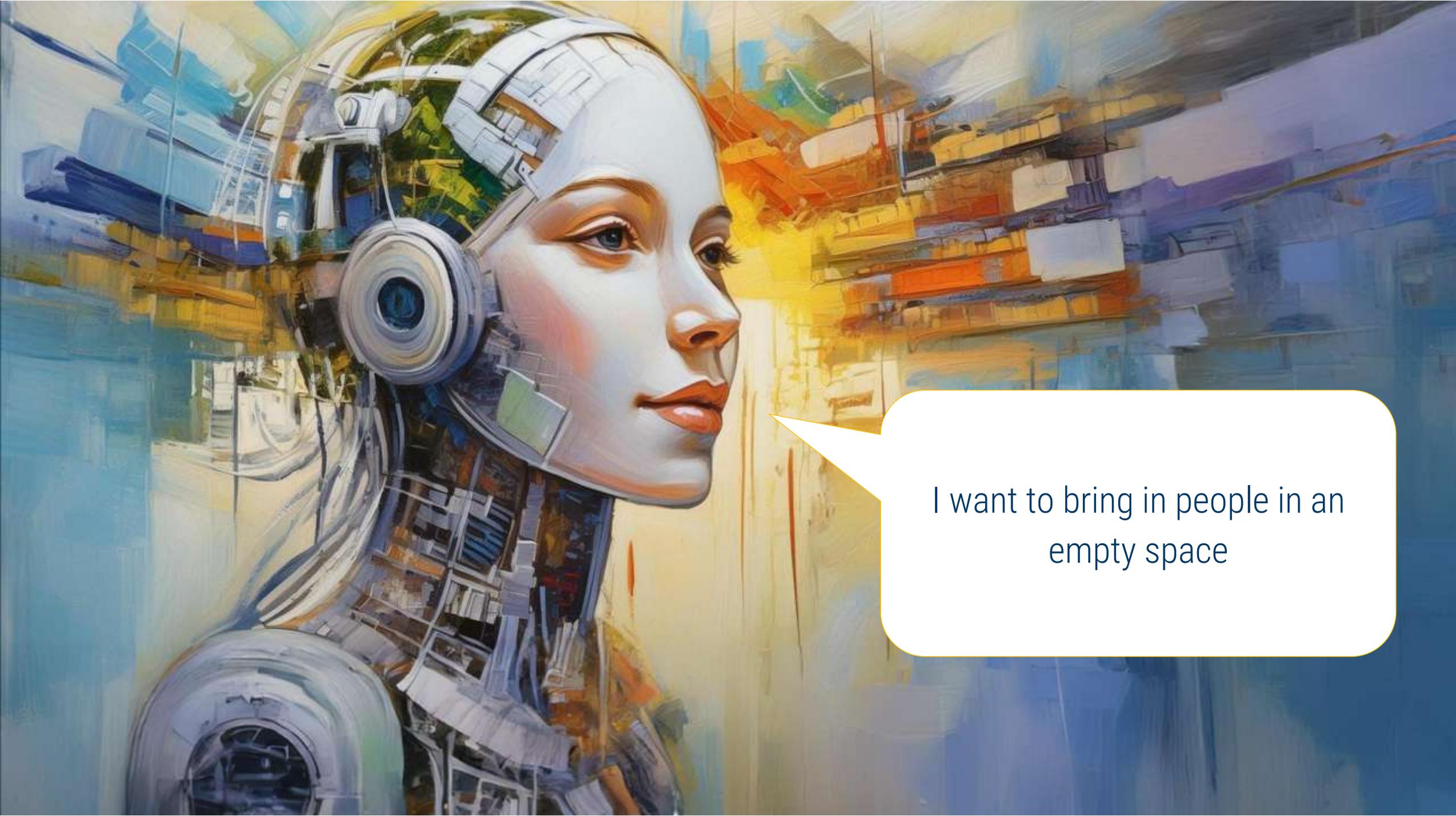
Heygen

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



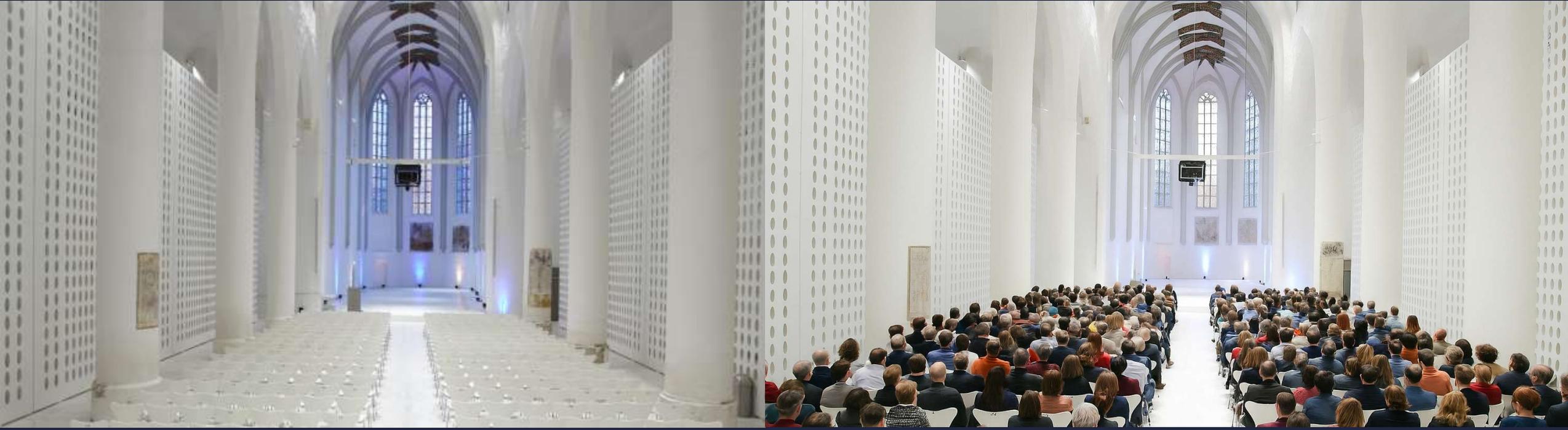
I want to bring in people in an empty space

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

- Free mode
- Home
- Search
- Free signup
- Just launched
- Featured
- Popular
- Requests
- Tasks
- Timeline
- Find a Job New
- Job impact
- Events

- NOW
- DEC
- NOV
- OCT
- SEP
- AUG
- JUL
- JUN
- MAY
- APR
- MAR
- FEB
- 2023
- 2022
- 2021
- 2020
- 2019
- 2018
- 2017
- 2016
- 2015
- #

- Submit / Advertise
- Forum
- Newsletter
- Contact us

Sign in to save AIs for later (it's free!)

*Also available at TAAFT.com

THERE'S AN AI FOR THAT®*

37,071 AI tools for 13,576 tasks and 4,995 jobs

#1 AI aggregator. Updated daily. Used by 30M+ humans.

New Check out our brand new jobs section!

37,071 AI tools for 13,576 tasks and 4,995 jobs

Just Launched

v1.0.1 released 4h ago



Cosupport.ai

Customer support

No pricing | 16 | 5.0

v1.3.0 released 4h ago



Scisummary

Scientific article summ...

Free + from \$6.99/mo | 2,326 | 4.6



Introhook

Video introductions

Free | 4 | 5.0



PrometAI

Business plans

Free + from \$29/mo | 659 | 4.6



Relit

Image editing

From \$48/yr | 2 | 5.0



Voicely: AI Note T...

Note-taking

No pricing | 2



RetroFix - Old Pic...

Image restoration

Free + from \$9.99/mo | 3



Cimphony

Legal advice

Free + from \$100/mo | 261 | 4.8



Gensmo

Outfit recommendatio...

No pricing | 6 | 5.0



AI Chatbot: AI Im...

Content

No pricing | 16 | 4.0



Hootz

Productivity

No pricing | 5 | 5.0

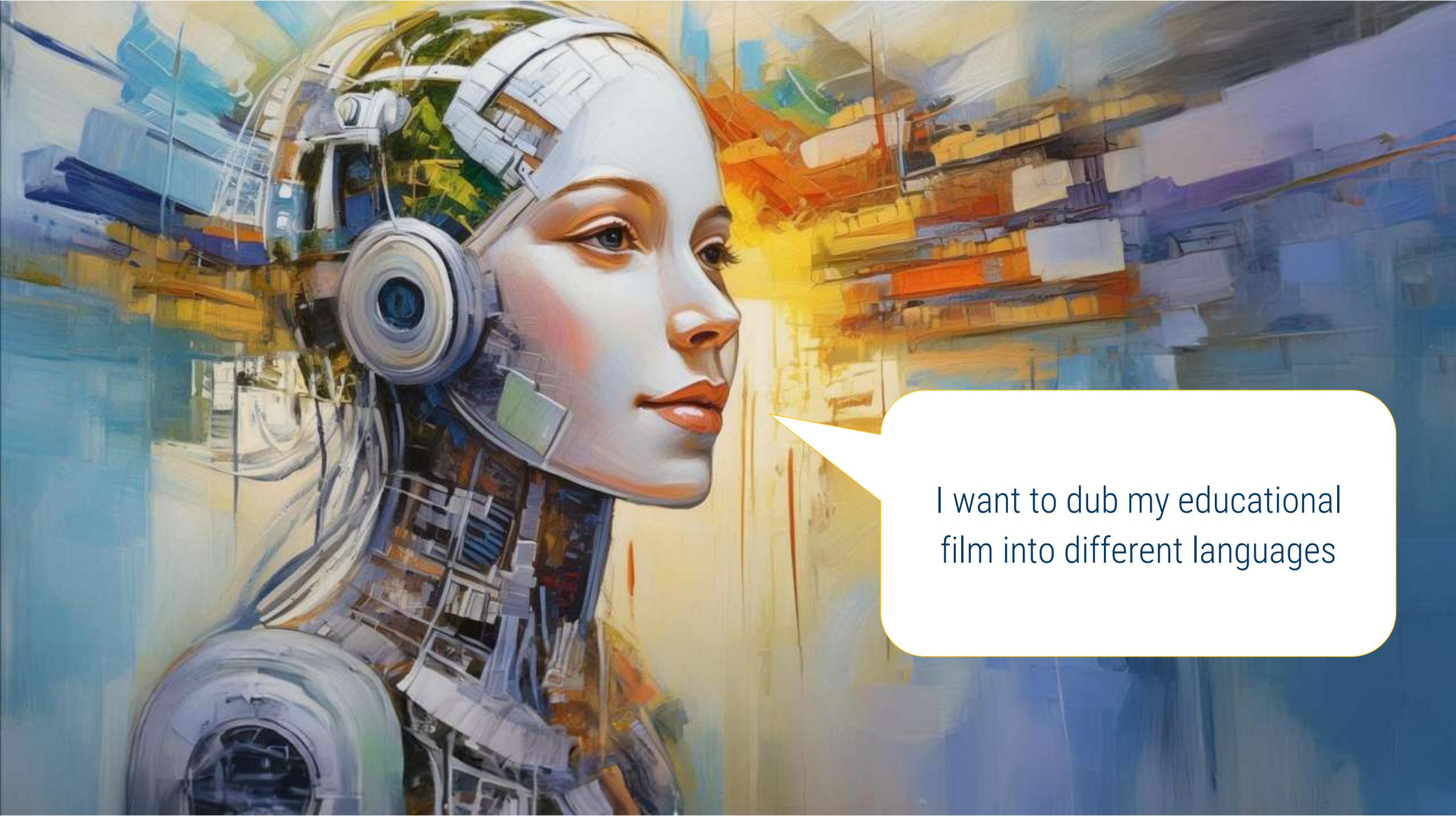


Favikon

Influencer marketi...

Free + from \$63.24/m... | 211 | 3.9





I want to dub my educational film into different languages

Voice Dubbing

Automatic translation combined with voice cloning

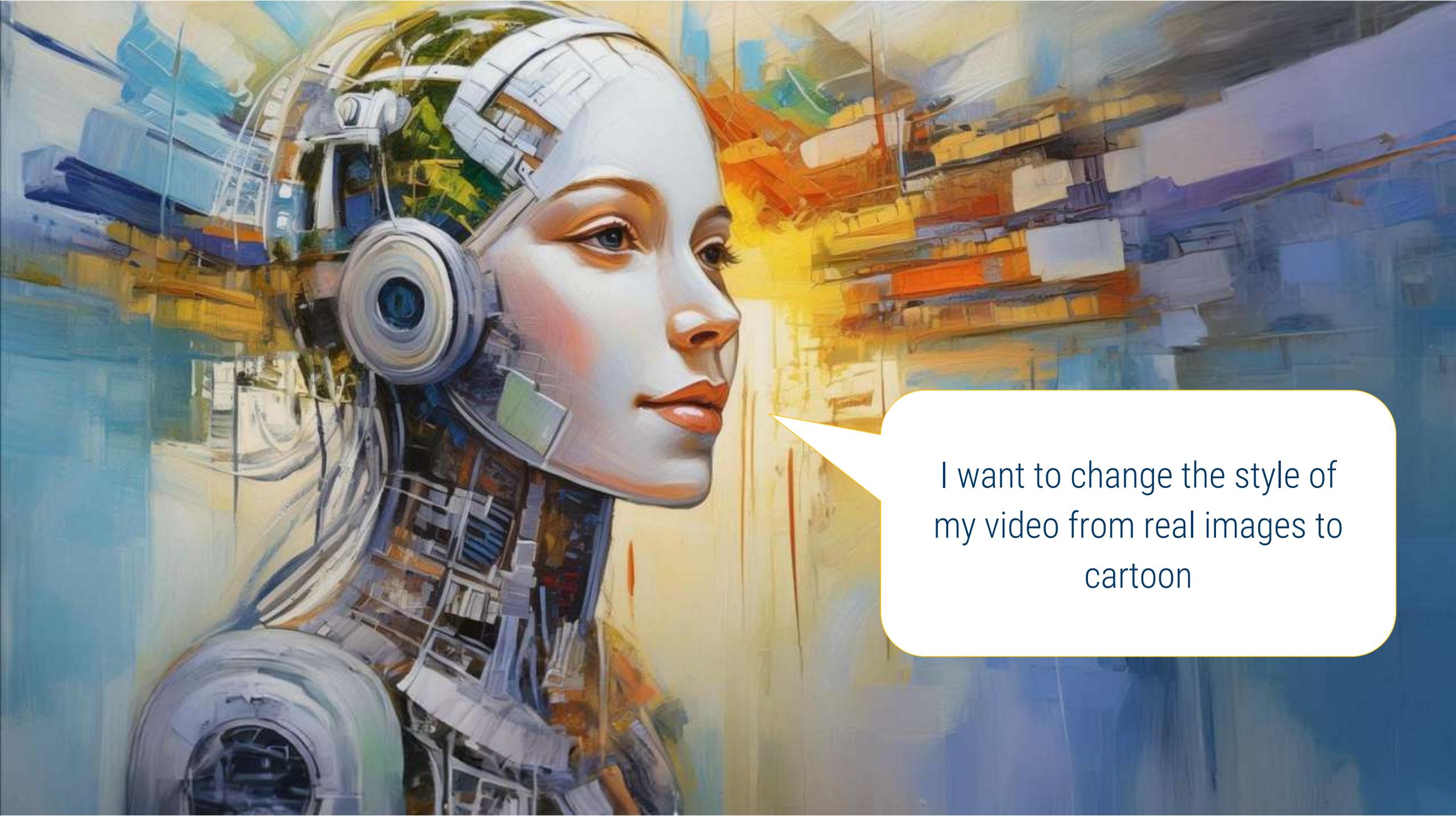


[Original Film \(en\)](#)

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

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

elevenlabs.io



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 a lot of criticism"



Markus Tischner

markus.tischner@fau.de

www.lehre.fau.de

THANKS

For your attention!