

# AI for graphic design and images

## Comeos

07.11.2024





## Rebeca De Dobbelaer

7 years in digital

Started her career as freelance journalist, PhD in Communication Sciences and assistant in statistics and digital media at Ghent University.

Changed the academic fortress for digital marketing and worked both in-house and in agencies.

Specialized in social advertising, content marketing, artificial intelligence and customer journey research mixed with statistics.

# Online trainings

# Some ground rules

- Microphone off
- Camera on
- Questions? Raise your digital hand or just interrupt my talk
- Slides follow after the training

# Training overview

- AI for copywriters (new)
- AI for marketers (new)
- Web analytics en dashboarding in e-commerce (new)
- Social media content marketing (new)
- Technical marketing - 2 half days training (update)
- Conversion rate optimization essentials (update)
- **AI for graphic design (new)**
- **How to tackle experimentation & growth hacking in your corporate environment (new)**

# Agenda for today

# Agenda for today

- Introduction to AI
- Adjusting your images or creating images with the help of AI
  - Dall-E
  - Microsoft Designer
  - Canva magic editing tool
  - Adobe after effects
  - Illustrator
- Creating video with AI
  - Canva Magic Studio
  - Runway Gen
- Audio and AI
- Practical exercise: bring visuals, video and audio together with AI
- Ethical issues with AI images and legal aspects of AI concerning content creation

# Short introduction into the world of AI

# A short theoretical recap

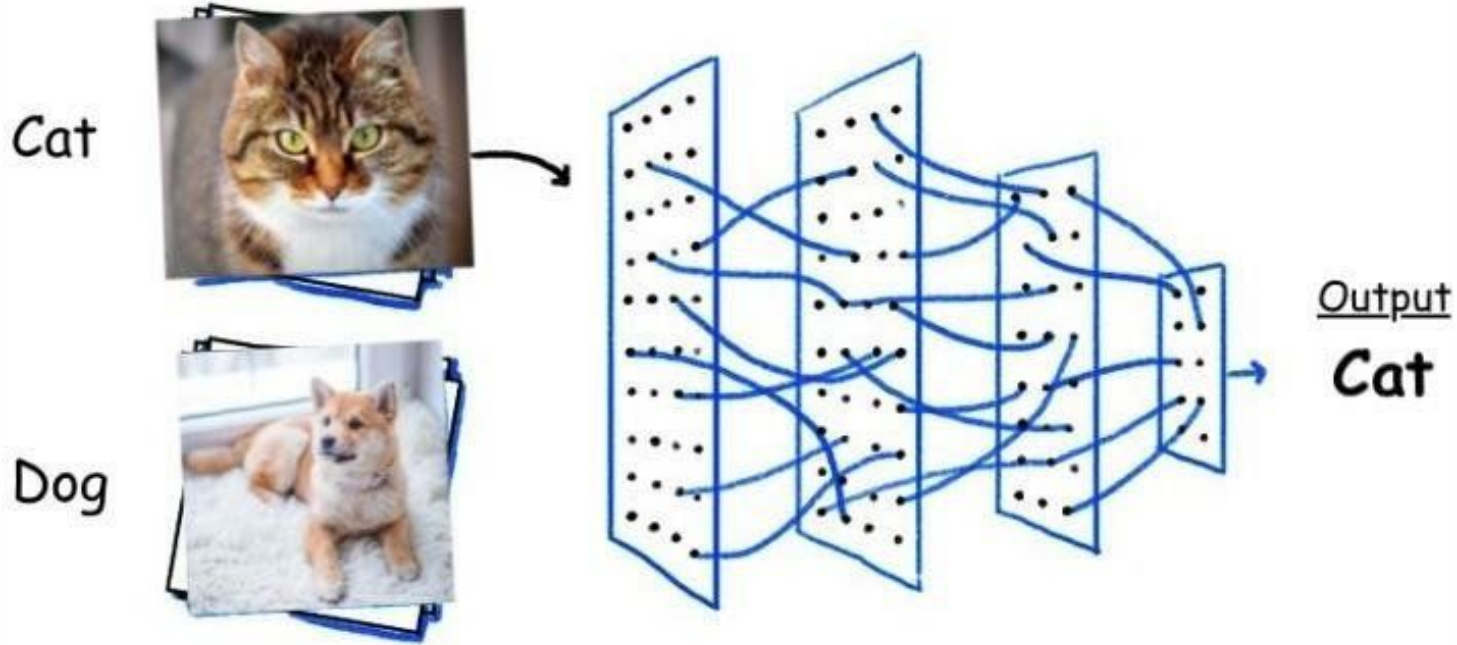
# AI isn't new!

Eliza: the illusion of 'understanding'



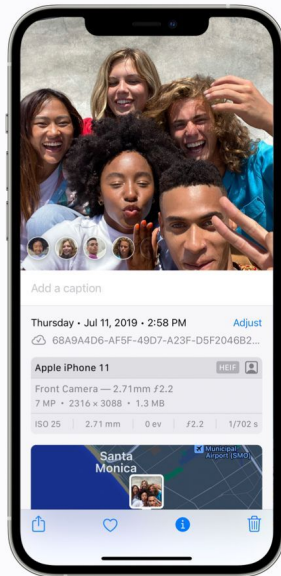
# How does it work?

## Basics of modern AI

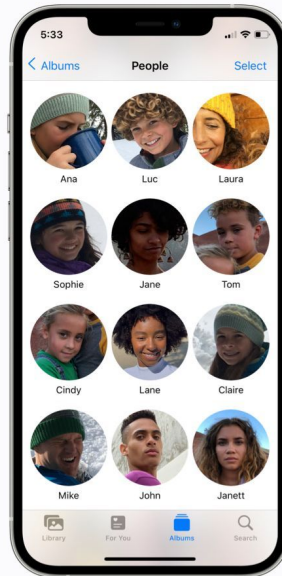


# How does it work?

And it's in your own mobile phone as well!



A



B



C



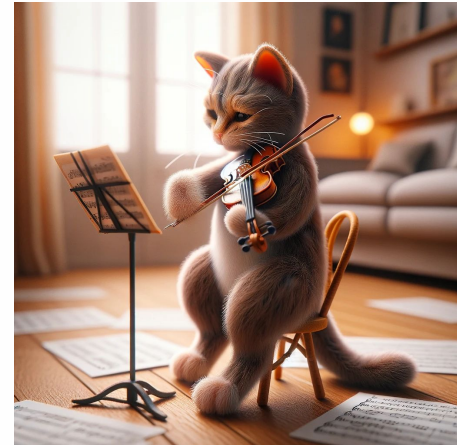
D

# How does it work?

## It's all about pattern recognition

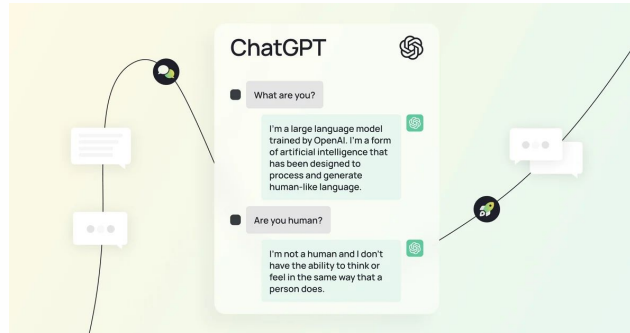
AI today operates heavily on pattern recognition. This is due to thorough human training. Thus, you yourself can recognize images but also text, audio,... through AI. This is also called reinforcement learning.

Through thorough training, AI software develops a neural network similar to our brains.

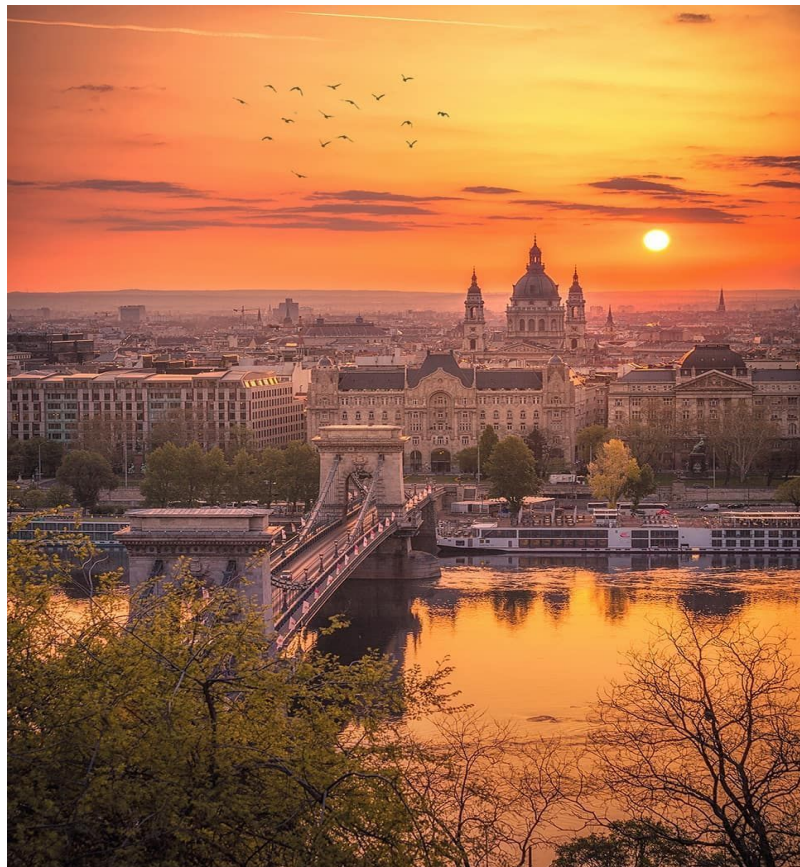


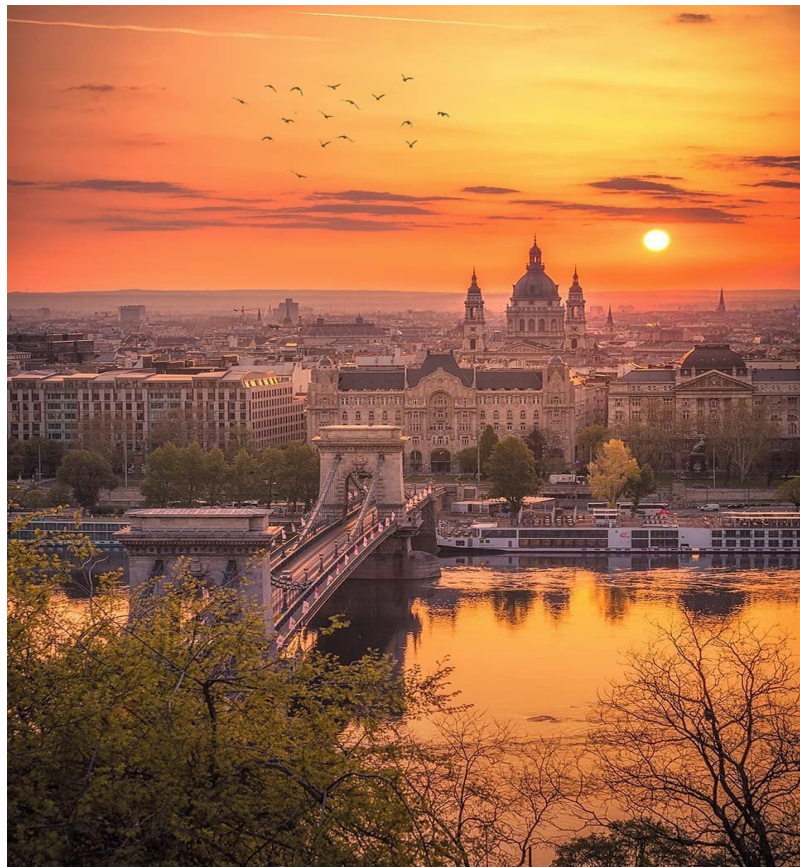
# Sudden boom of Gen AI

Now, we're in a new era in chatbots, one that many in the industry think might actually get the job done. Tools like ChatGPT, Google Gemini and Dall-E, Midjourney, Canva Magic Studio, and the underlying language models that power them, are far more capable of both understanding you and getting stuff done on your behalf.

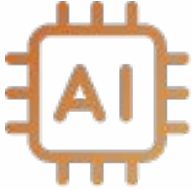


Let's play a game...

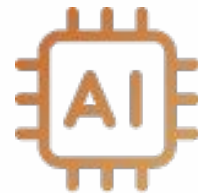
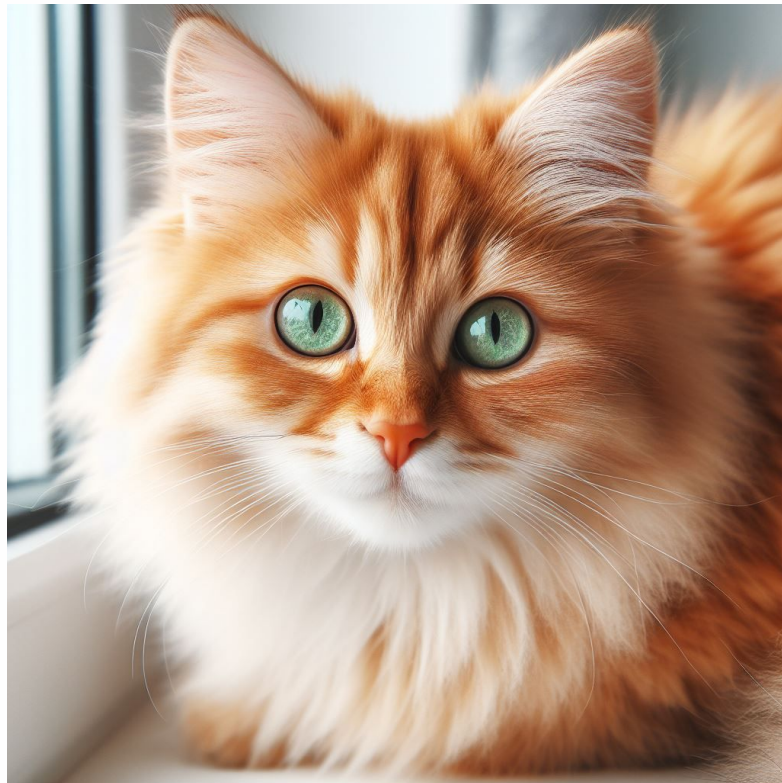




















Adjusting your images or creating images with the help of AI

# Why would you make creatives with AI?

- As a marketer, you often have to “throw in” visuals as well, but you may not know enough about Illustrator, Photoshop,....
- You regularly have to brief a graphic designer, a photographer or other graphic party you work with.
- You have a lot of visual material within your company/organization that is ready for your website or socials.
- A client or colleague asks if you can quickly create a visual.

# Dall-E 3

# Dall-E

## One of the first AI tools to launch

- AI-driven text-based creatives (paid)
- Both real objects and fiction

TEXT DESCRIPTION

An astronaut    Teddy bears    A bowl of  
soup

riding a horse    lounging in a tropical resort  
in space    playing basketball with cats in  
space

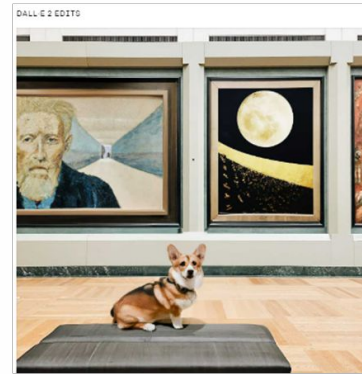
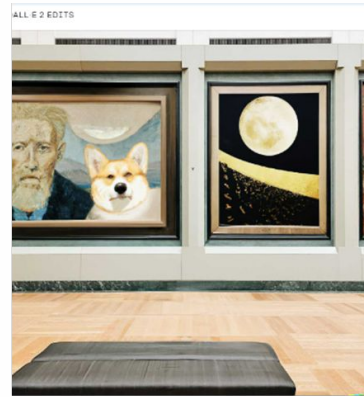
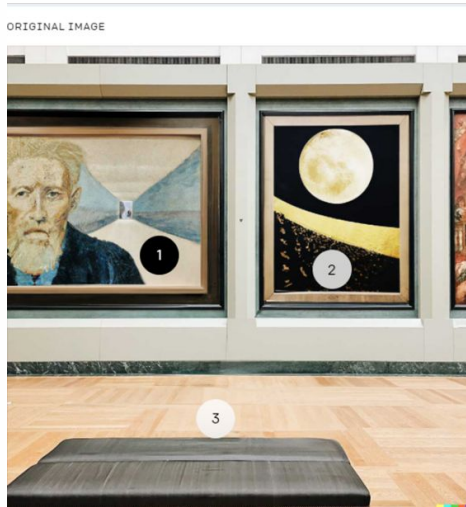
in a vaporwave style    as pixel art    in a  
photorealistic style



# Dall-E

## More than just image creation

- Creation of variations on an image you already have/provide to the tool.
- Add elements on your image, replace them with different ones,...



# Dall-E

## Example



# Dall-E 3 via ChatGPT

Live browsing and advanced data analysis via Dall-E 3 is possible in ChatGPT thanks to an update in late October 2023.

Make sure you use a GPT 4.o model.



Create an image of the most important landmarks in Amsterdam, Paris and Vienna



DALL-E 3

Creating images



Here are the images showcasing the landmarks of Amsterdam, Paris, and Vienna:

1. A photo collage that juxtaposes iconic landmarks from the three cities.
2. A wide panorama photo that captures the distinct features of each city.
3. An illustration that blends the unique elements of all three cities.
4. A vector graphic that symbolizes the essence of each city.

I hope you find these representations fitting! If you have any other requests or modifications, let me know!

# Dall-E 3 via ChatGPT

We shift the focus to Dutch cities: buildings and cities have the same style. Dall-E 3 knows the region.

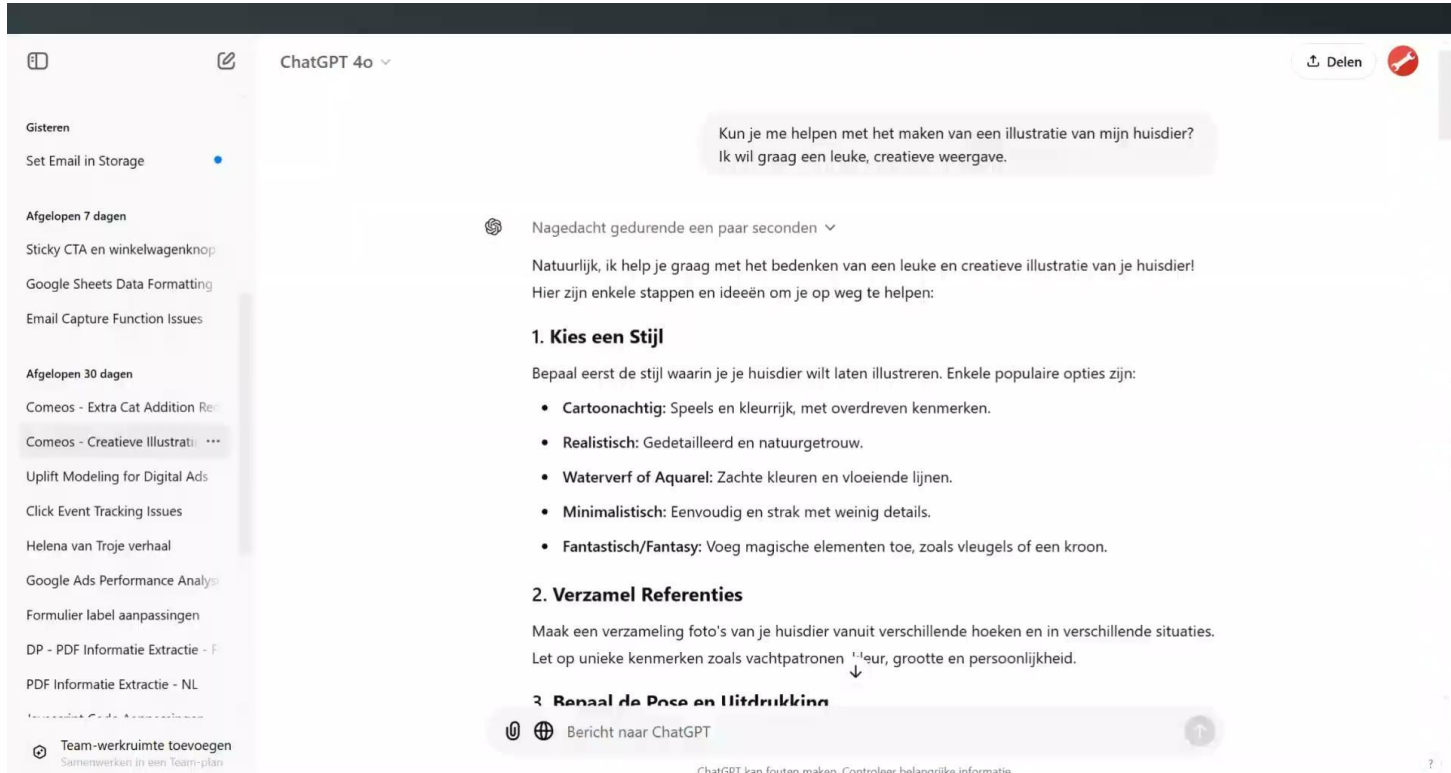
Ask follow-up questions and add information/clarity for the algorithm:

- Specific cities
- Season
- Evening/overnight/golden hour
- Point of view (frog perspective, helicopter perspective, skyline, detail of a specific square,...)



# Dall-E 3 via ChatGPT

## Demo - Creating images



The screenshot shows the ChatGPT interface with a sidebar on the left containing a list of recent chats. The main chat area shows a conversation with the model 'ChatGPT 4o'. The user's message asks for help creating an illustration of a pet. The model's response provides a structured guide with three steps: 1. Kies een Stijl (Choose a Style), 2. Verzamel Referenties (Collect References), and 3. Bepaal de Pose en Uitdrukking (Determine the Pose and Expression). The interface includes a 'Delen' (Share) button in the top right and a 'Bericht naar ChatGPT' (Message to ChatGPT) input field at the bottom.

ChatGPT 4o

Gisteren

- Set Email in Storage

Afgelopen 7 dagen

- Sticky CTA en winkelwagenknop
- Google Sheets Data Formatting
- Email Capture Function Issues

Afgelopen 30 dagen

- Comeos - Extra Cat Addition Re...
- Comeos - Creatieve Illustrati...
- Uplift Modeling for Digital Ads
- Click Event Tracking Issues
- Helena van Troje verhaal
- Google Ads Performance Analys...
- Formulier label aanpassingen
- DP - PDF Informatie Extractie - F...
- PDF Informatie Extractie - NL
- Verzendings Labels aanpassen

Team-werkruimte toevoegen  
Samenwerken in een Team-plan

Kun je me helpen met het maken van een illustratie van mijn huisdier?  
Ik wil graag een leuke, creatieve weergave.

Nagedacht gedurende een paar seconden

Natuurlijk, ik help je graag met het bedenken van een leuke en creatieve illustratie van je huisdier!  
Hier zijn enkele stappen en ideeën om je op weg te helpen:

### 1. Kies een Stijl

Bepaal eerst de stijl waarin je je huisdier wilt laten illustreren. Enkele populaire opties zijn:

- **Cartoonachtig:** Speels en kleurrijk, met overdreven kenmerken.
- **Realistisch:** Gedetailleerd en natuurgetrouw.
- **Waterverf of Aquarel:** Zachte kleuren en vloeiende lijnen.
- **Minimalistisch:** Eenvoudig en strak met weinig details.
- **Fantastisch/Fantasy:** Voeg magische elementen toe, zoals vleugels of een kroon.

### 2. Verzamel Referenties

Maak een verzameling foto's van je huisdier vanuit verschillende hoeken en in verschillende situaties.  
Let op unieke kenmerken zoals vachtpatronen, kleur, grootte en persoonlijkheid.

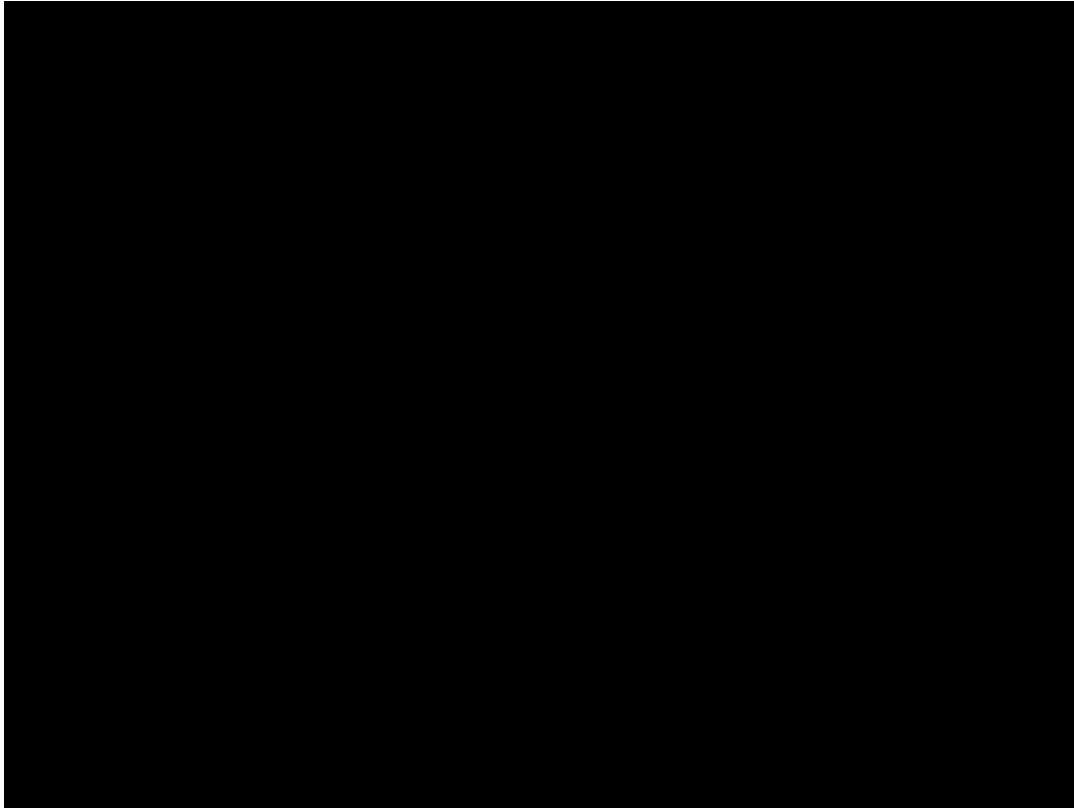
### 3. Bepaal de Pose en Uitdrukking

Bericht naar ChatGPT

ChatGPT kan fouten maken. Controleer belangrijke informatie.

# Dall-E 3 via ChatGPT

Demo - Adjusting an uploaded image



# Dall-E 3 via ChatGPT

## Learnings

- Choose a clear style (e.g. photorealism, hyperrealism,...)
- Start with a general but clear description and provide feedback afterwards to fine-tune further. A super prompt for the output of your dreams does not exist.
- Output always looks highly edited → rework in your own tools for a more natural effect.
- If you want Dall-E to do some edits, it just creates an entirely new image, which is not always ideal.
- Think of extra additions and edits in terms of copyright.

# Microsoft Designer

# Microsoft designer

- Works according to Dall-E's AI thanks to Microsoft's relationship with OpenAI and is implemented in your browser for free.
- Based on a text prompt you generate images.
- Even stronger and newer AI.
- You can also use templates or immediately start developing in the right format (vertical for stories on your socials, long horizontal for banners,...)
- More options around mood, atmosphere and drawing style.



# Microsoft designer

## Demo - Creating an AI image

The screenshot displays the Microsoft Designer web application interface. At the top, the browser address bar shows the URL <https://designer.microsoft.com/home>. The page header includes the Microsoft Designer logo, navigation options like "Maken met AI" and "Mijn projecten", and a "+ Maken" button.

The main content area features a large yellow banner with the text "Wat wilt u ontwerpen?" (What do you want to design?). Below this is a search bar with the placeholder text "Probeer 'Afbeeldingen' of 'Uitnodigingen'". To the left of the search bar are two image cards: one for a "Greeting of You" card and another for a "CARLOS" card. To the right is a card for a "Tropical Wedding" invitation.

Below the banner, there are three main action buttons: "Maken met AI", "Bewerken met AI", and "Volledig nieuw ontwerp".

The interface then presents a grid of design categories, each with a representative image and a label below it:

- Afbeeldingen (Images)
- Pictogrammen (Pictograms)
- Achtergronden (Backgrounds)
- Uitnodigingen (Invitations)
- Posters (Posters)
- Sociale berichten (Social media posts)
- Wei (Emails)

Below the category grid, there is a section titled "Aangepaste afbeeldingen maken voor elk project" (Create custom images for every project). This section shows a horizontal scroll of various AI-generated images, including a colorful landscape with a hot air balloon, a forest scene, a cartoon character, and a mushroom character.

At the bottom of the screen, the Windows taskbar is visible, showing the system tray with the date and time (16:02 on 29/10/2024) and the system tray icons.

# Microsoft designer

## Demo - Creating a social post

The screenshot displays the Microsoft Designer web application interface. At the top, the browser address bar shows the URL <https://designer.microsoft.com/home>. The page header includes the Microsoft Designer logo, a "Maken met AI" dropdown menu, and a "Mijn projecten" link. A prominent blue button labeled "Maken" is visible in the top right corner.

The main content area features a large banner with the question "Wat wilt u ontwerpen?" (What do you want to design?). Below this question is a search input field containing the text "Probeer 'Afbeeldingen' of 'Uitnodigingen'".

Below the banner, there are three main action buttons: "Maken met AI", "Bewerken met AI", and "Volledig nieuw ontwerp".

The interface then presents a grid of design categories, each with a representative image and a label below it:

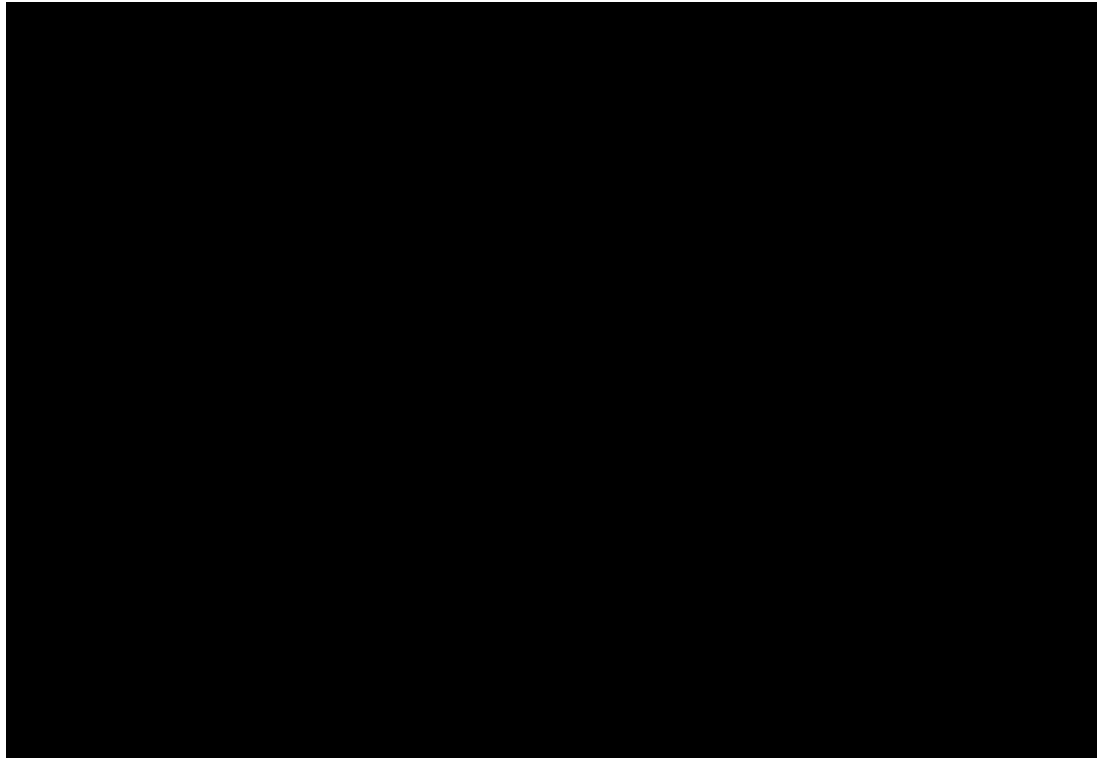
- Afbeeldingen (Images)
- Pictogrammen (Pictograms)
- Achtergronden (Backgrounds)
- Uitnodigingen (Invitations)
- Posters
- Sociale berichten (Social posts)
- Wer (Worksheets)

Below the category grid, there is a section titled "Aangepaste afbeeldingen maken voor elk project" (Create custom images for every project). This section displays a horizontal carousel of various AI-generated images, including a hot air balloon, a forest scene, a mushroom character, and a social media post template. A "Delen stoppen" (Stop sharing) button is visible over one of the images.

The bottom of the screenshot shows the Windows taskbar with the system tray displaying a temperature of 14°C, a search bar, and the date and time: 16:06 on 29/10/2024.

# Microsoft designer

Demo - Editing images with AI



# Microsoft designer

You're trying to market a new message for your brand (a promotion or discount, a new service,...). Come up with strong copy and generate a vertical for your story ads on Meta and a banner for your display campaign via Microsoft Designer!

What's the result? We evaluate together!

# Microsoft designer

## Learnings:

- Prompts here should be even more specific than for AI generating text.
- Choose the descriptive style of a novel. Lots of details around atmosphere, color tones, fonts, objects, textures, etc.
- Describe not only the image you want to see, but also focus point and visual style (from animation to photorealism).
- Edit afterwards enough to avoid legal issues.

# Microsoft designer

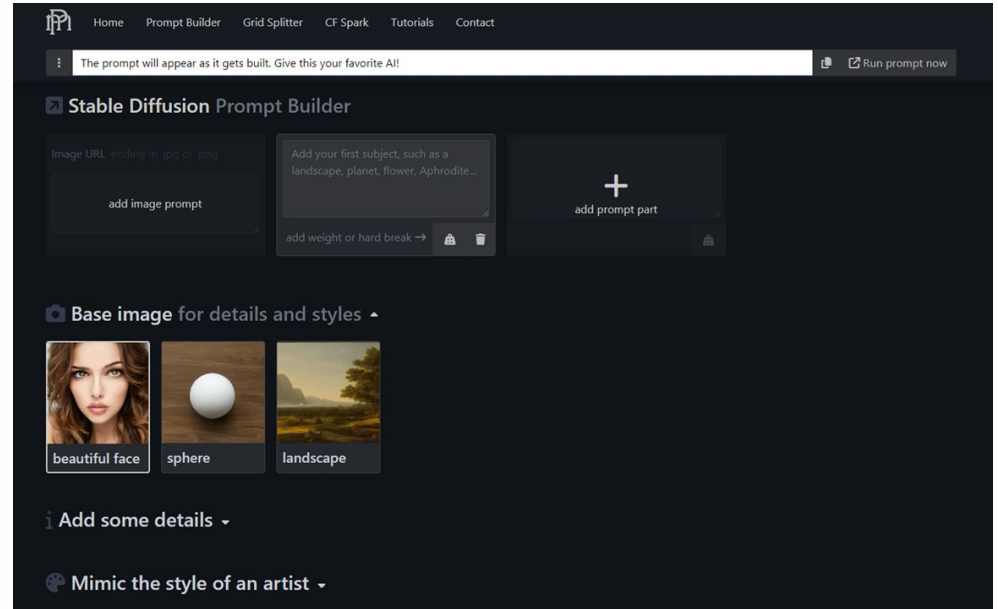
A number of things can NOT be displayed through Microsoft Designer. Therefore, the tool will give an error message:

- Politicians in a heated discussion
- Well-known figures (e.g. celebrities, political figures, sports figures, musicians, actors,...)
- In certain contexts, women are barely represented (e.g. Girls doing homework at school, in specific professions,...)
- Sexual or sensual content (e.g. words such as enjoyment, nudity,...)
- ...

# Difficulties with prompting?

The Stable Diffusion Prompt Builder helps you layer to get good prompts.

Applicable in any Gen AI-driven tool.

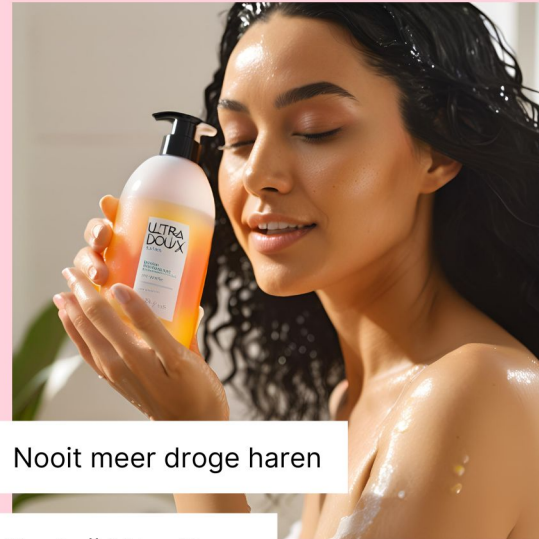


# Canva magic editing tools

# Generate pictures with Canva Magic Studio

# Canva Magic Studio

- Within the Canva environment itself
- Under Apps, look for 'Text to Image' and 'Text to Video' or the Magic Studio
- Plenty of other AI options (e.g. connection with Heygen, Magic Morphin, AI avatars,...)
- Note: perform at least 3 more edits on the image created by Canva before using it on social media etc.



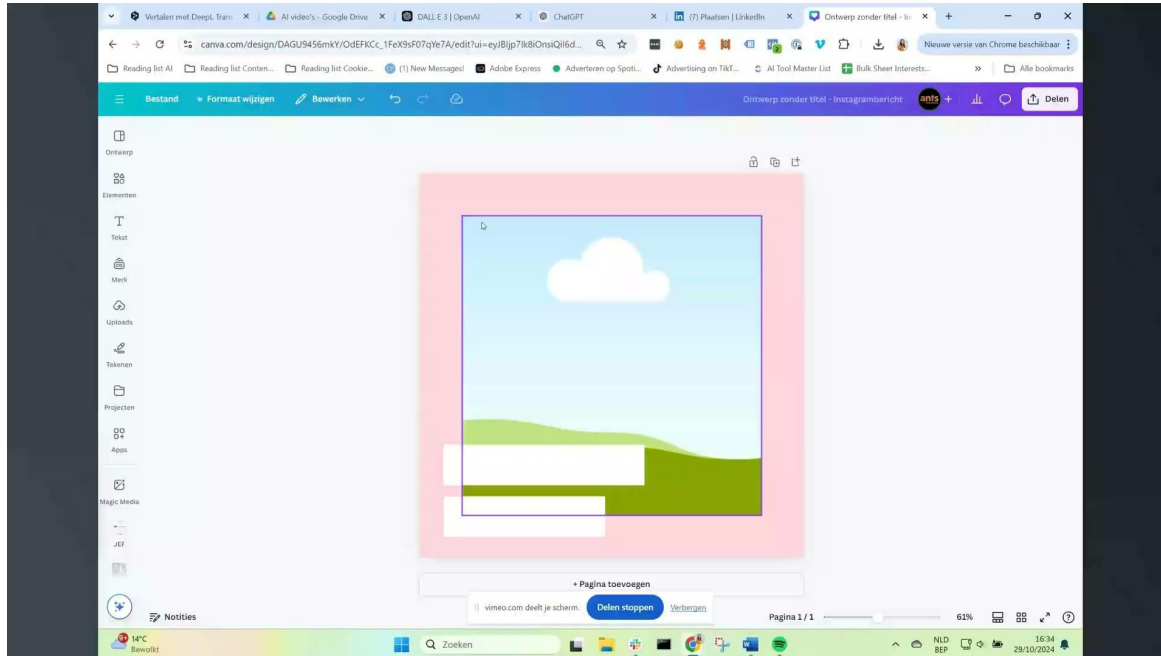
Nooit meer droge haren

Dankzij Ultra Doux

# Canva Magic Studio

## Demo - Magic Studio

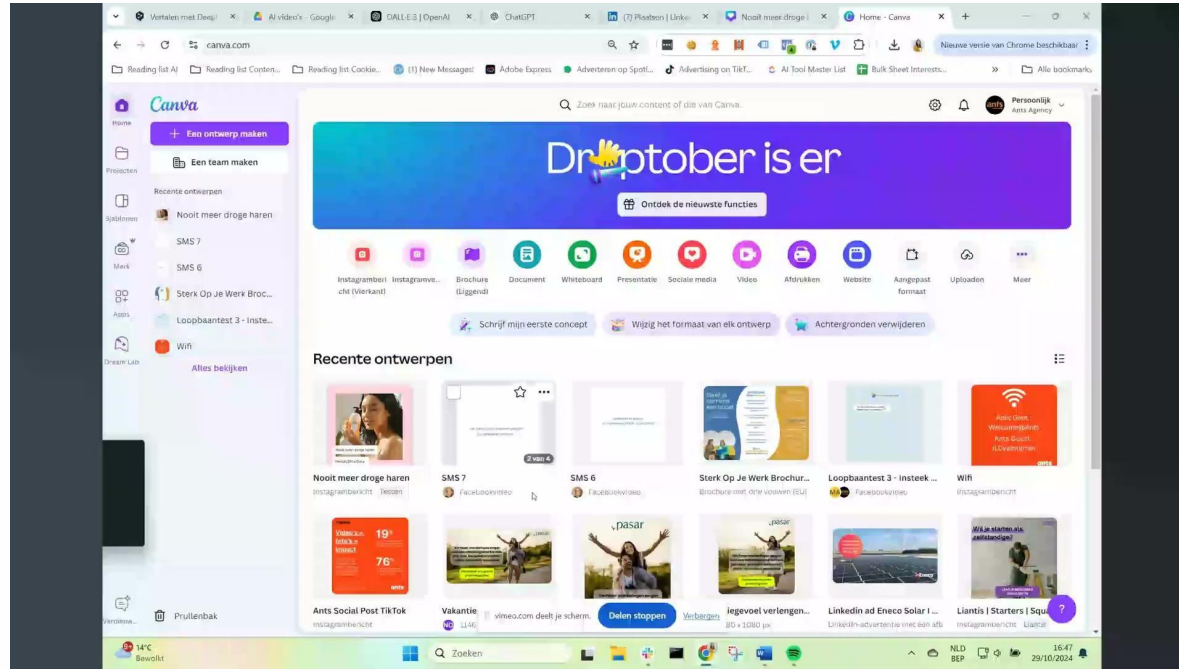
Generate images or infographics with the help of Canva.



# Canva Magic Studio

## Demo - Dream Lab

Generate images or infographics with the help of Canva.



# Canva Magic Studio

Go to your own Canva environment and work on an organic post in your branding. Try to generate the following:

- An AI image or AI video that matches the message you want to deliver with your SoMe post, and possibly an AI sound
- A deep fake AI video

Let's try and evaluate together!

# Canva Magic Studio

## Learnings

- Choose a clear style (e.g. photorealism, hyperrealism,...) and describe very clearly your product or service, the background,....
- With Canva, keep it short and factual.
- Direct loading into your own templates possible.
- Not great if you want to generate text on image (but this is an issue with all AI image generators).
- Connection with Runway.
- Think of extra additions and edits in terms of copyright.

# Adjust your own images with Canva Magic Studio

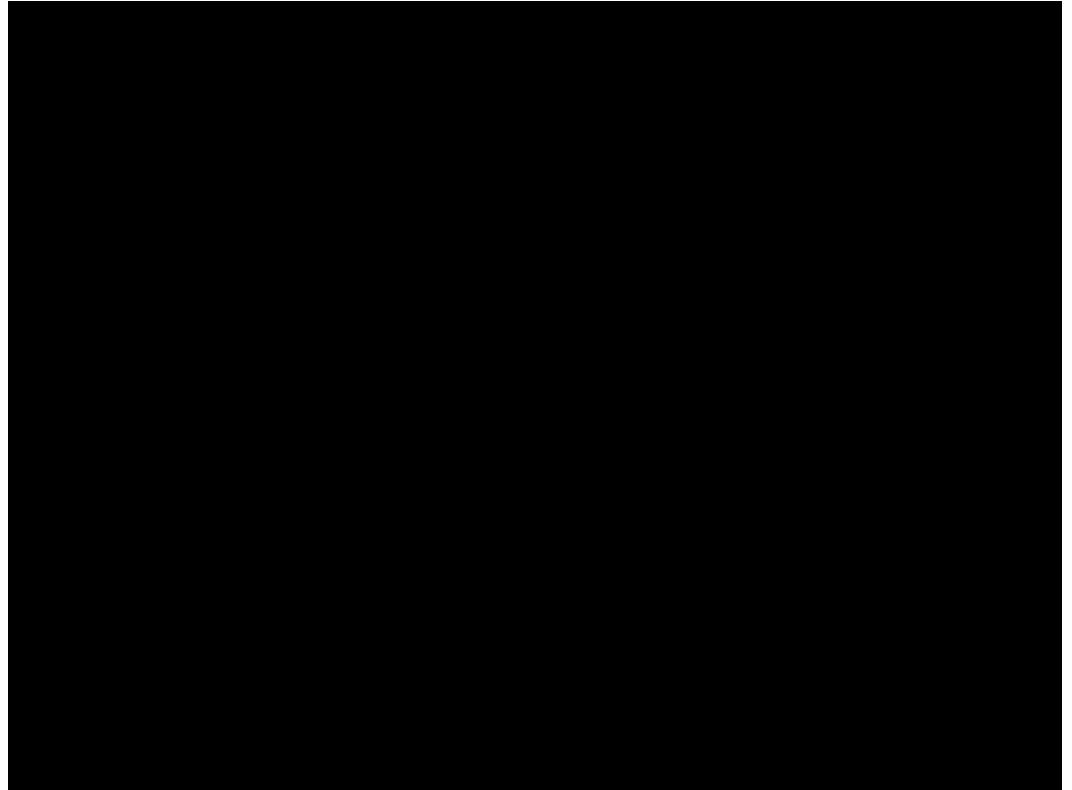
## AI features

# Canva Magic Studio

## Feature: Magic Edits

Change elements in your current creatives.

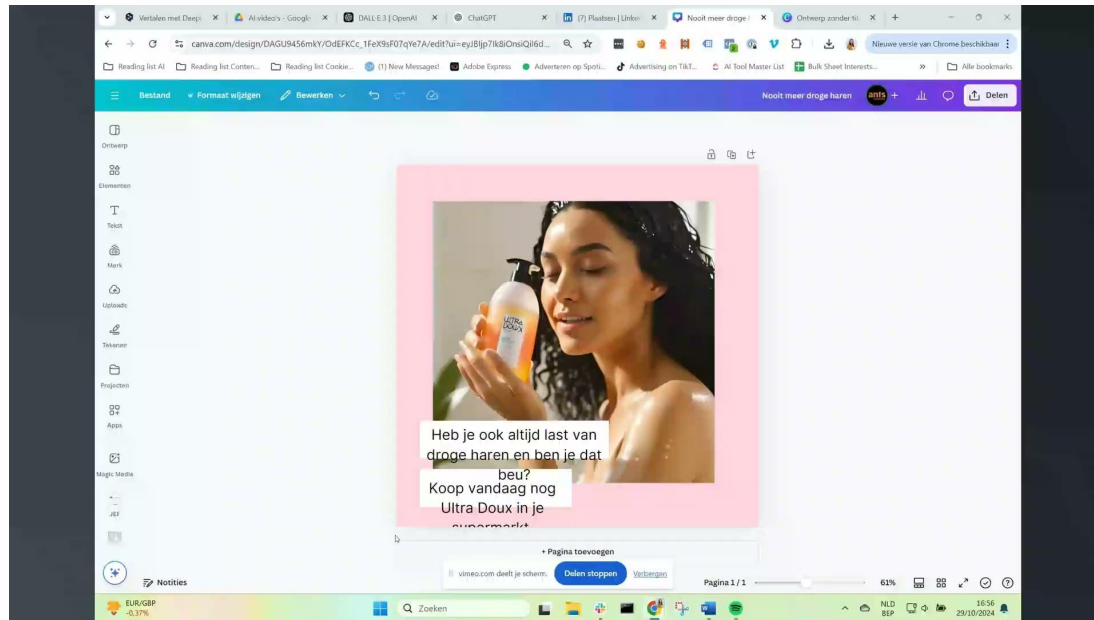
- Delete background
- Magic eraser
- Magic grab
- Grab text
- Magic edit
- Magic expand



# Canva Magic Studio

## Feature: Magic Write

Change elements in your current text in Canva. This can be your ad copy, your text overlay, powerpoint presentation text, whitepaper copy,... Shorten it, change the tone of voice, rewrite,...



# Canva Magic Studio

## Feature: AI apps

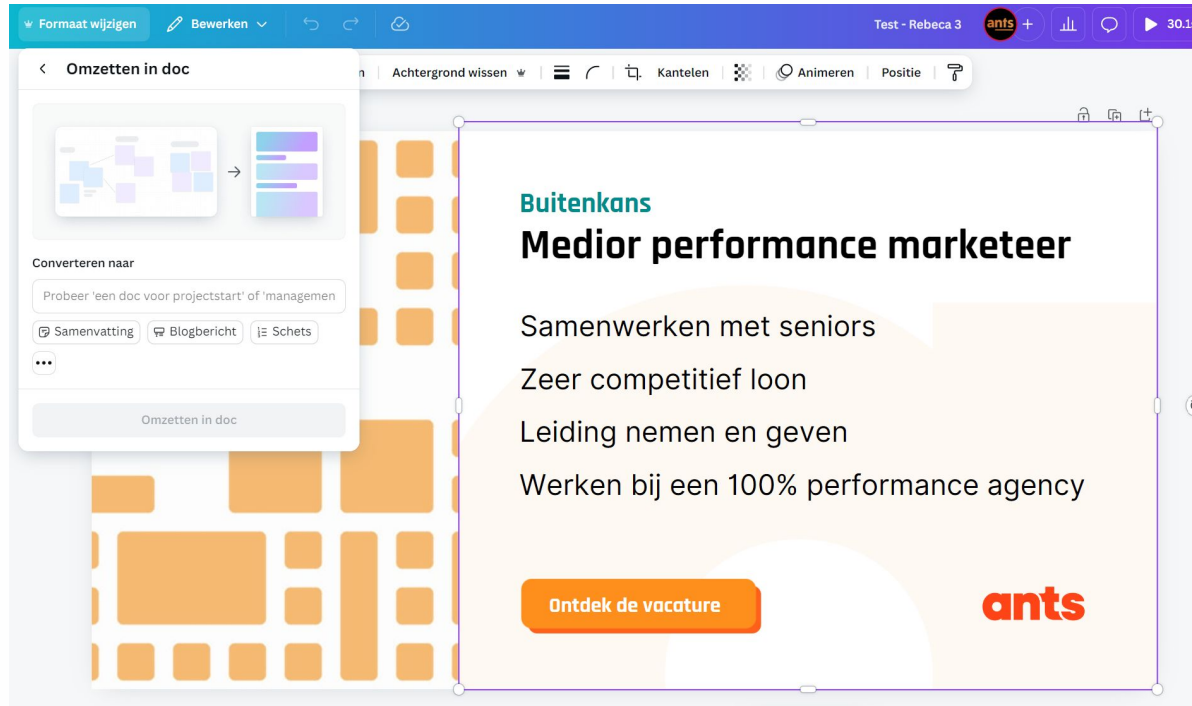
The screenshot displays the Canva Magic Studio interface within a web browser. The browser's address bar shows the URL: `canva.com/design/DAGU94HdDfI/vyNemcZHGo9b7xInlwiSA/edit`. The interface includes a top navigation bar with options like 'Bestand', 'Formaat wijzigen', and 'Bewerken'. On the left, a sidebar titled 'Magic Media' offers various tools and styles, including 'Afbeeldingen', 'Beelden', and 'Video's'. Under 'Stijlen', there are categories like 'Geen', 'Anime', 'Dromerig', 'Filmisch', 'Foto', and 'Aquarel'. Below that, 'Beeldverhouding' (Aspect Ratio) options are shown: 'Vierkant', 'Liggend', and 'Staand'. The main workspace features a large image of a smiling couple sitting at a table, with the woman holding a plate of food. The interface also shows a 'Pagina toevoegen' button and a 'vimeo.com deelt je scherm.' notification. The bottom status bar indicates 'Pagina 1 / 1', '58%' zoom, and the date '29/10/2024'.

# Branding templates with Canva

# Canva Magic Studio

## Flip templates into other formats with Canva

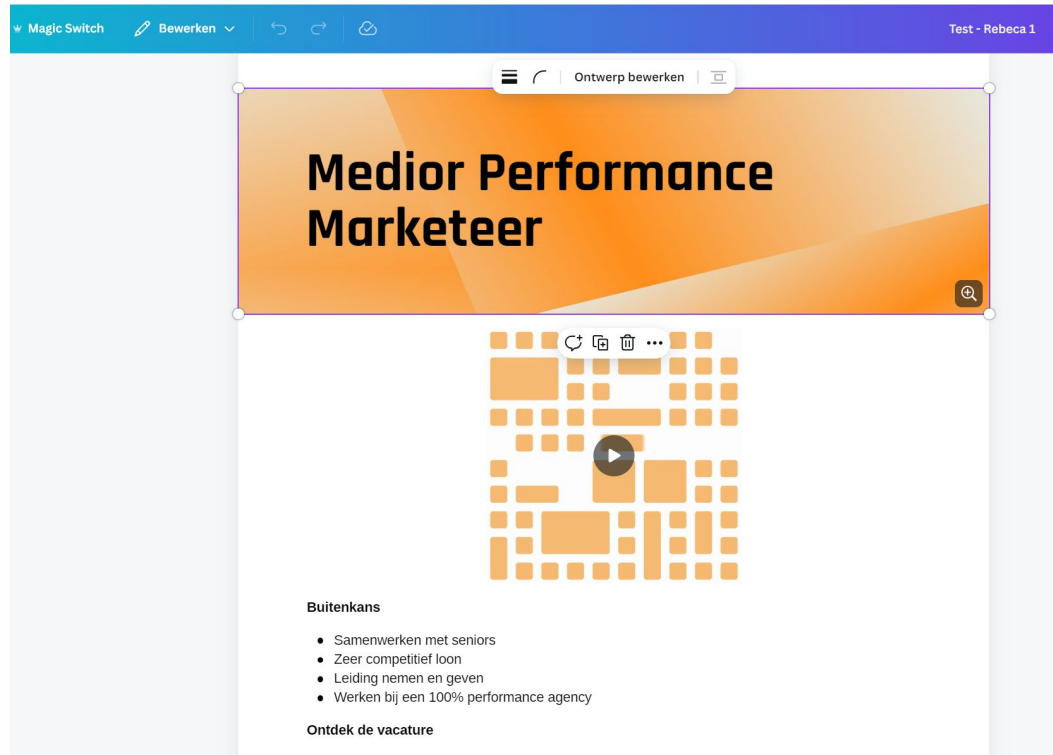
Version A



# Canva Magic Studio

## Flip templates into other formats with Canva

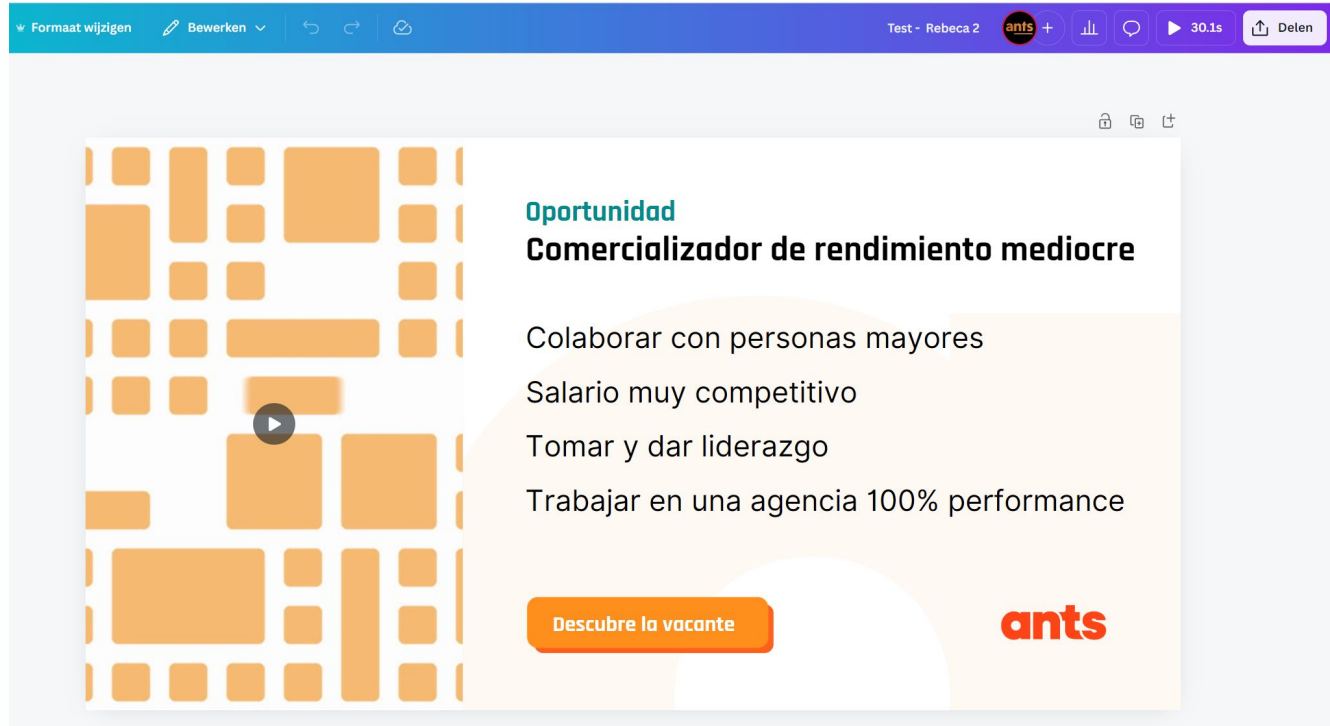
Version B



# Canva Magic Studio

## Flip templates into other formats with Canva

Version C



The screenshot displays the Canva Magic Studio interface. At the top, there is a blue navigation bar with the following elements from left to right: a dropdown menu labeled 'Formaat wijzigen', a pencil icon followed by 'Bewerken', a circular arrow icon, a share icon, the text 'Test - Rebeca 2', the 'ants+' logo, a bar chart icon, a speech bubble icon, a play button icon with '30.1s', and a 'Delen' button with an upload icon. Below the navigation bar, the main workspace shows a flip template. On the left side of the template is a grid of orange squares of various sizes, with a play button icon overlaid on it. On the right side, the text reads: 'Oportunidad' in teal, 'Comercializador de rendimiento mediocre' in bold black, 'Colaborar con personas mayores', 'Salario muy competitivo', 'Tomar y dar liderazgo', and 'Trabajar en una agencia 100% performance'. At the bottom of the text area is an orange button that says 'Descubre la vacante'. In the bottom right corner of the template is the 'ants' logo. In the top right corner of the workspace, there are three small icons: a lock, a square, and a play button.

# Adobe After Effects

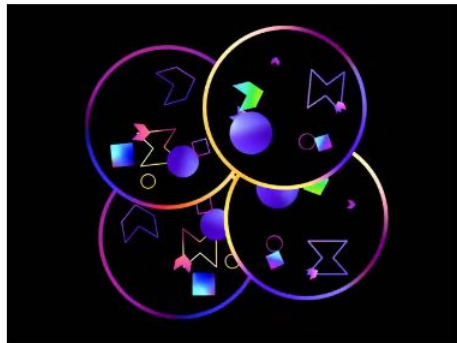
# Adobe After Effects

Sprinkle with magical effects.



**Spin titles. Rotate words. Roll credits across the screen.**

Make text move with animation. Create something new or use presets to make it easy – right in the app.



**Create animations.**

Using keyframes you can easily set everything in motion.



**Draw your viewers into the action.**

Change a setting, add a moving object, and make the colors pop. Choose from hundreds of effects.

# Adobe After Effects



# Adobe Photoshop

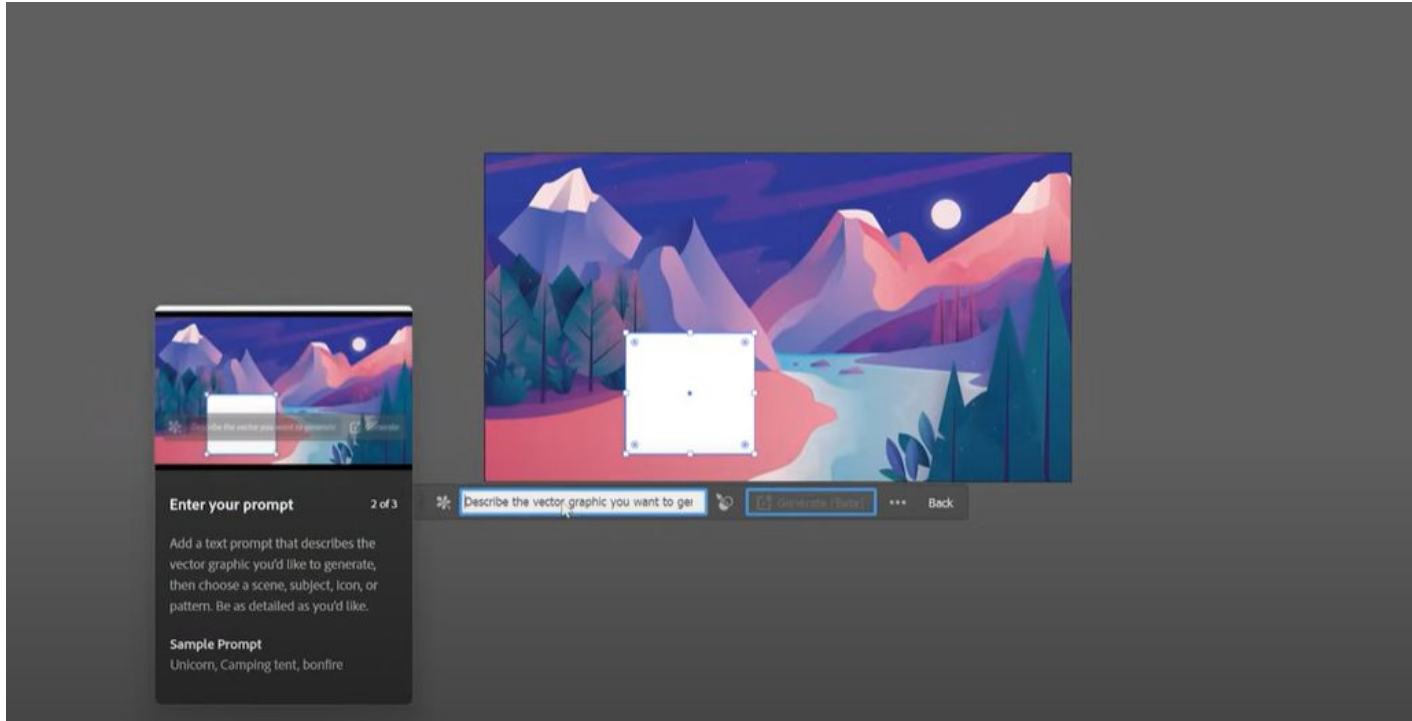
But there is more. Within Adobe Photoshop, there's also AI tools you can use from the start.

- **Next-gen Generative Fill** which creates richer, more photorealistic images with the advanced Generative Fill technology (powered by the Firefly Image Model).
- You can add new backgrounds instantly with **Generate Background** to swap your scenery for a new setting that seamlessly blends with your subject.
- Remove wires and people and tidy up your scene with the **AI Remove Tool**, which automatically detects and deletes unwanted elements.
- **Combine Photos**: cut parts out of different images and move them around with AI to create a new assembled version.

# Illustrator

# Illustrator

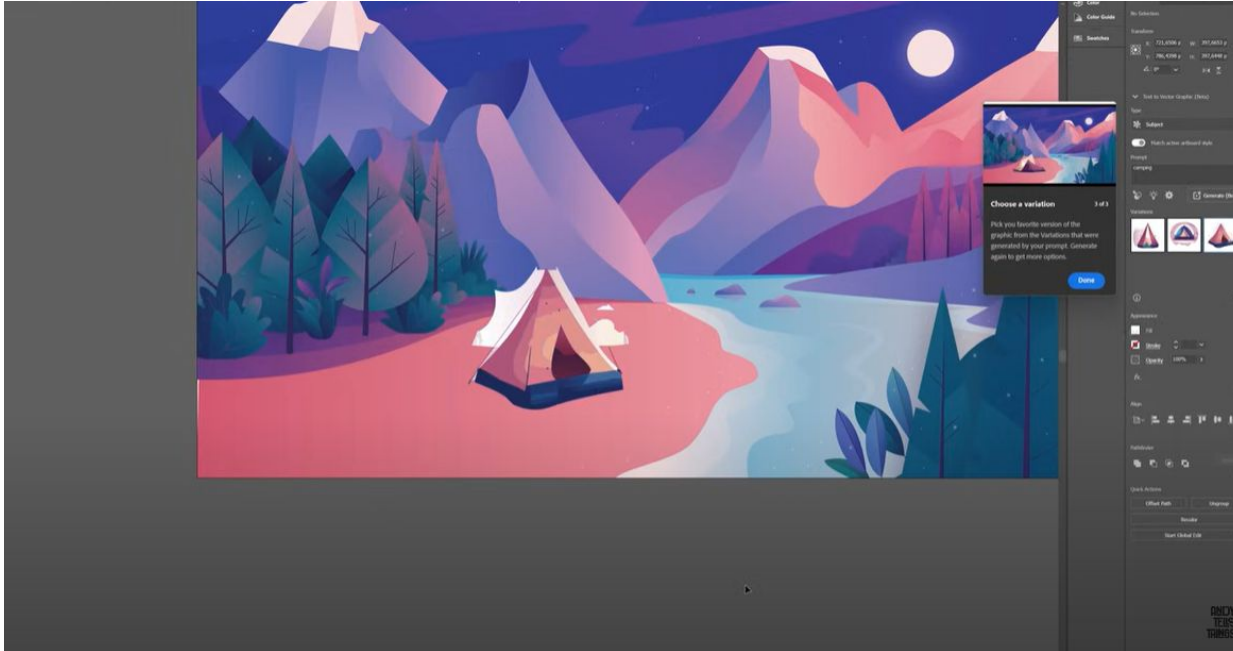
## Text to vector graphic



# Illustrator

## Text to vector graphic

- The Illustrator AI looks for opportunities and suggests to add elements concerning camping. You get a few suggestions in the style of your original image on the right.

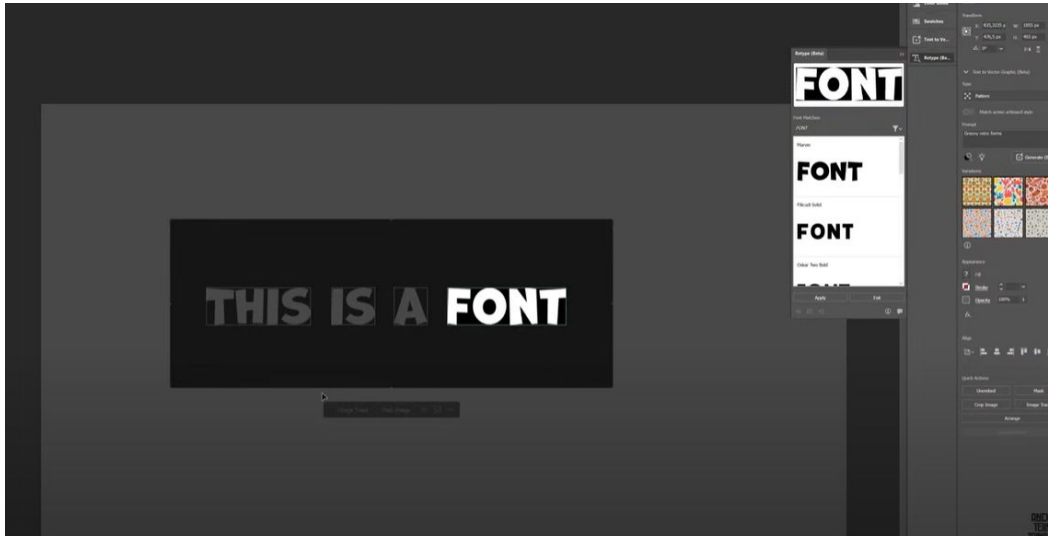




# Illustrator

## Retype

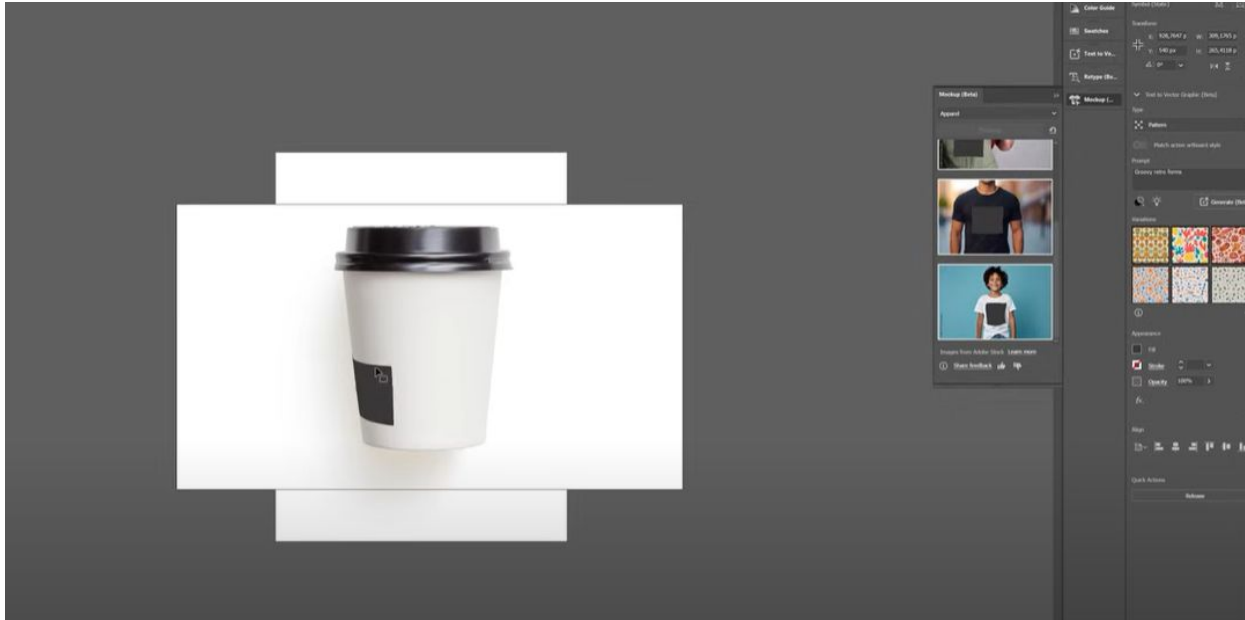
- Easily design fonts in Illustrator with AI and apply them to your copy or images.
- AI can also help you make your texts longer in the right font, based on the knowledge of the AI. It detects the font in your image, recreates it and you're good to go.



# Illustrator

## AI Mock-up

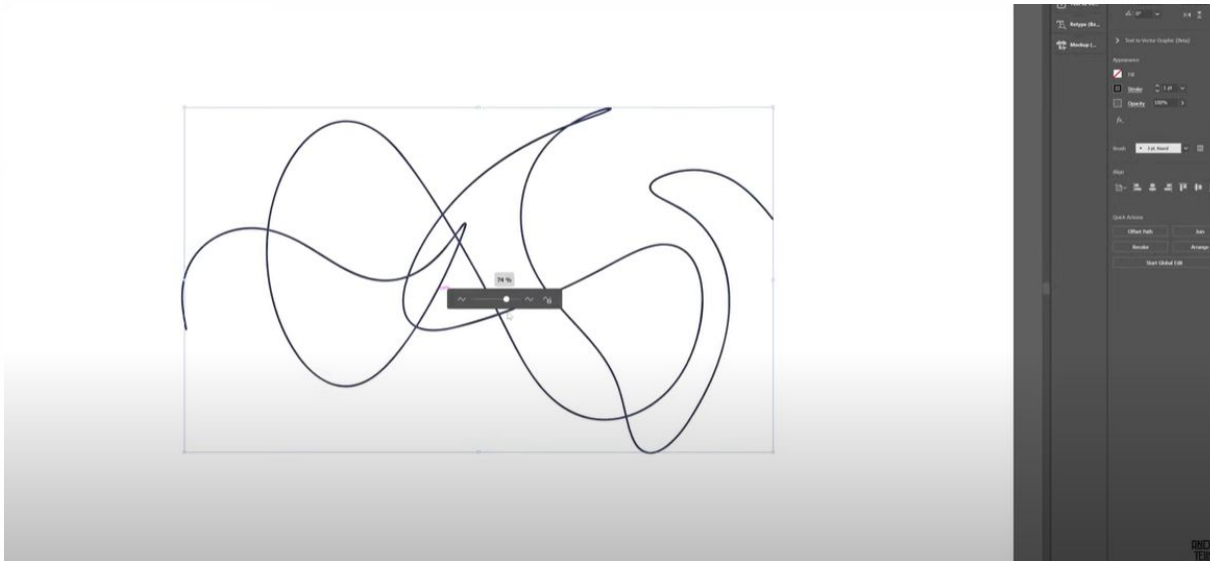
- Select an image for the mock-up and a vector at the same time and use the AI mock-up. It adjusts the vector to the image, depending on the location or movement. The AI identifies the geometry of the objects in the picture well.



# Illustrator

## Smooth

- This AI tool within Illustrator helps you smooth out sharp edges in designs and lines.
- Works well with the drawing pencil.
- Can help you simulate calligraphy.



# Illustrator

Want to know more



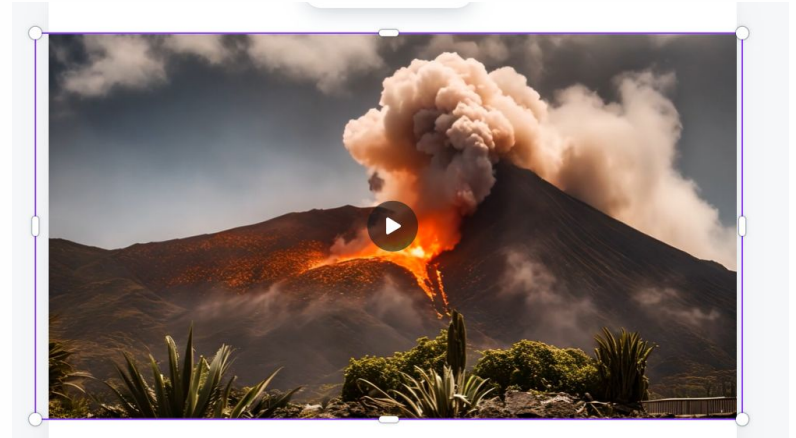
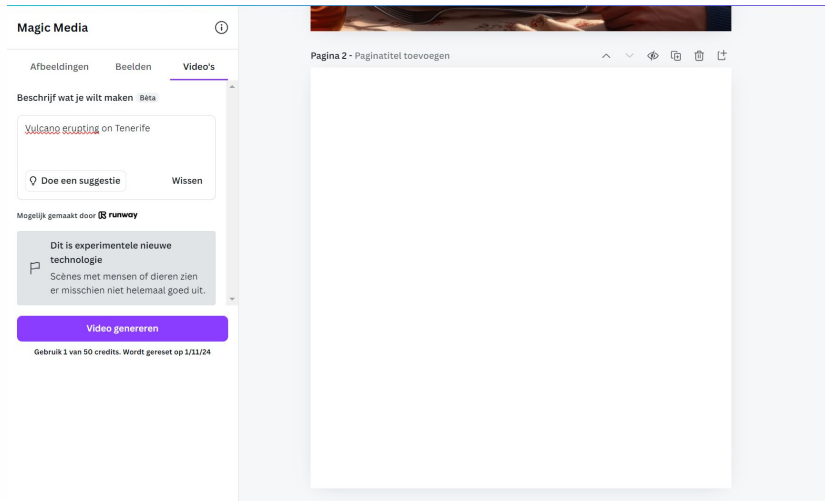
# Creating video with AI

# Canva Magic Studio

# Canva Magic Studio

## Demo

- Connected with Runway Gen 3
- Takes about 2 mins to generated a 4s video (based on a text prompt)
- Shorten videos (your own), sequence them, add graphics, add text and music within Canva
- Edit videos to the beat of music in Canva with the help of AI



# Runway Gen 3

# Runway Gen 3

- (AI-generated) images are transformed into dynamic animations of 4 seconds (or longer).
- Text can also be visualized in cinematic scenes
- Includes a video editor
- Available for free



# Runway Gen 3

## Demo

Rebeca  
Free

Search for tools, assets and projects

Invite members

Home

Runway Watch

LIBRARY

- Assets
- Workspace Assets
- Favorites Assets
- Custom Elements

More

TOOLS

- Generative Video
- Video to Video (Gen-1)
- Generative Audio
- Text to Image
- All Tools 34

Help Center

Terms of Use and Privacy Policy

### Introducing Act-One

Generate expressive character performances inside Gen-3 Alpha.

Try it now More details

Start a session in Generative Video

Introducing Sessions  
Create, save, and organize your video generations.

Start a new session

# Runway Gen 3

## Demo

The screenshot displays the Runway Gen 3 web interface. At the top left, a user profile for 'Rebecca' is shown with a 'Free' status and an 'Invite members' button. A search bar is located at the top center. The left sidebar contains navigation options: 'Home', 'Runway Watch', 'LIBRARY' (Assets, Workspace Assets, Favorite Assets, Custom Elements), 'More', and 'TOOLS' (Generative Video, Video to Video (Gen-1), Generative Audio, Text to Image, All Tools). The main content area features a large card titled 'Introducing Act-One' with the text 'Generate expressive character performances inside Gen-3 Alpha.' and a video thumbnail of a character. Below this is a 'Start a session in Generative Video' section with a grid of cards, including 'Introducing Sessions' and 'Start a new session'. The footer includes a 'Help Center' link, 'Runway's AI Tools' branding, and a 'view fewer tools' link.

Rebecca  
Free

Search for tools, assets and projects

Invite members

Home

Runway Watch

LIBRARY

Assets

Workspace Assets

Favorite Assets

Custom Elements

More

TOOLS

Generative Video

Video to Video (Gen-1)

Generative Audio

Text to Image

All Tools 34

Introducing Act-One

Generate expressive character performances inside Gen-3 Alpha.

Try it now More details

Start a session in Generative Video

Introducing Sessions

Create, save, and organize your video generations.

Start a new session

Help Center

Runway's AI Tools

Create and explore image, video and audio AI powered tools

view fewer tools

# Runway Gen 3

Animate some of your photos from shoots with the help of Runway.

- Upload an image of the product or service without people.
- Now do the same thing with people.

Do you see a difference in quality? Do any issues pop up? We evaluate together!

# Runway Gen 3

## Learnings:

- In the free version you are limited in number of visualizations and time limit (4s).
- Quality is high for ad material as well as animations.
- Human shapes remain a difficulty to render from any perspective (which is constantly changing).

# Audio and AI

Murf.ai

# Murf.ai

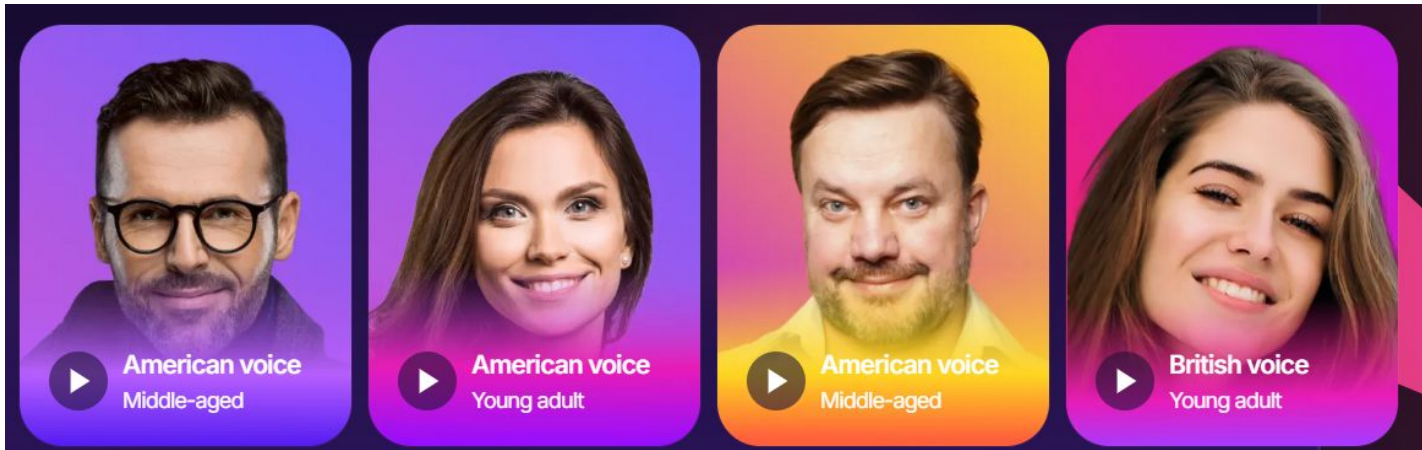
## In a nutshell

- A lot of text-to-speech AI sound quite robotic, monotonous and unnatural.
- Murf.ai uses the voice of professional voice actors
- By legally hiring voice actors, there is no problem around legislation.
- The large number of voice actors also gives you a wide variety of AI-generated voices to choose from.
- Focuses on more than 20 languages

# Murf.ai

## Why use it?

- The tool for those operating via advertising or with video content in various countries inside and outside the EU.
- Generate audio overlay in a language of your choice and create variants.
- Adjustments and corrections to certain statements can be made via Murf by in-house voice actors.
- Higher CTR guaranteed at low cost and with a lot of time efficiency.



Close [Esc]

## Create Project

Project Title  
My Awesome Project

Folder  
Rotaxa

Audio Video

Start Blank E-Learning Module Audio Ad IVR System Audiobook

Public Announcement Podcast Personal Listening Presentation Article & Blog

Go to Studio Home [Create Project](#)

19°C Zondag 13/09/2023 18:55

# Murf.ai

## Learnings

- The range of NL voices is a lot more limited than, say, FR or EN.
- Learn to play with the tone. Look for the voice color, speed,... that suits your fire.
- Also test with intonation, pauses,... and take control in this yourself. Show the AI how you want the total package.

# Elevenlabs

# Elevenlabs

Three AI models allow you to work text to speech and are able to use voice conversion (of yourself or someone else) as well.



- Eleven English: a multitude of voices, emotions and sounds in mere EN
- Eleven Multilingual v1: human, everyday language in different world languages (EN, D, ES, IT, FR,...)
- Eleven Multilingual v2: 29-language AI model providing natural language
- Unfortunately not yet available in NL, but available in FR

# Elevenlabs

[TEXT TO SPEECH](#)
[SPEECH TO SPEECH](#)
[DUBBING](#)
[TEXT TO SFX](#)
[VOICE CLONING](#)

The ElevenLabs voice generator can deliver high-quality, human-like speech in 32 languages. Perfect for audiobooks, video voiceovers, commercials, and more.

[TELL A STORY](#)
[INTRODUCE A PODCAST](#)
[CREATE A VIDEO VOICEOVER](#)

 >
   
 BRIAN 156/500 

EXPERIENCE THE FULL AUDIO AI PLATFORM [TRY FOR FREE](#)

Settings

Adam + Add voice

Voice Settings

Eleven Multilingual v2

Text

Within each of us lies a unique story waiting to be discovered. This is the story of Elza, whose heart is full of unanswered questions and undiscovered paths. One day, Elza finds a secret door, a gateway to the past, where the echoes of ancient stories whisper. Taking a deep breath, she steps over the threshold. Surrounded by stories and knowledge, Elza is drawn to a glowing book. The title is surprisingly simple, 'Your Story'. Elza flips through the pages, seeing her successes, mistakes, happiness, and sorrow. But there are also blank pages, opportunities yet to be seized, paths yet to be taken. With the book of her life in one hand and a pen in the other, Elza understands that she is the author. It's time not only to read the stories from the past but also to write the future. What will your story be? Start discovering your story today. The pen is in your hands.

876 / 2500 Total quota remaining: 9124

Generate

# Practical exercise: bring visuals, video and audio together with AI

# Necessities

**Make sure these tools are open on your laptop**

- ChatGPT
- Microsoft Designer
- Runway Gen 2 or 3
- Elevenlabs
- Capcut

# Step 1

## Generate a pitch for your story

Let ChatGPT pitch you an outline for a story by using this prompt (or something similar):

*Generate a script for a 1-minute video about DISCOVER YOUR STORY. The video should be an illustrated story in which a narrator describes the action of each scene. Provide a description of the illustration and the narrator's text for each scene. The description of the illustration should be coherent between scenes and always repeat the character names and description for each illustration description.*

## Step 2

### Generate a style for your generated story

Use this prompt in ChatGPT to give you a head start:

*Can you make a short style prediction for an image generator. It should only describe the style of the image and not the composition. I would like a DESCRIPTION OF THE STYLE YOU WANT ?*

*Example : Render in a vibrant anime style, with smooth gradients, expressive eyes and soft shading. Emulate the meticulous details typical of high-quality Japanese animation, ensuring clean lines and a balance between realism and stylization.*

## Step 3

### Generate each frame with the help of Microsoft Designer

Use the illustration description as the prompt in Microsoft Designer. Add the style prompt to each illustration description as well (you may also need to add some details to the prompt to further describe the scene to keep it consistent with the script).

## Step 4

### Add each frame in Runway Gen 2 or 3

Through Gen2 of Runway animate the images obtained through Microsoft Designer.

## Step 5

### Group the storyline

Ask ChatGPT to merge all story lines into one continuous text story. This can be done via the following prompt:

*Can you group all narrator lines into a single paragraph?*

## Step 6

### Generate the voice of the narrator

Generate the narrator's voice with Elevenlabs. Just copy the narrator paragraph, choose your voice and generate.

## Step 7

### Bring it all together

Use the CapCut online video editor to combine all of your moving frames and audio. Et voilà, you've got complete AI generated hook, storyline, visualization, audio and video. Which you can use for fun or for advertising of course.



# Ethical issues with AI images and legal aspects of AI concerning content creation

# Who's the author?

## Human vs AI

- The creator of the original visual or text that served as the source?
- Writer of the prompt?
- The end user?
- AI technologies themselves?



# Getty Images vs Stable Diffusion

ARTIFICIAL INTELLIGENCE / TECH / LAW

## Getty Images sues AI art generator Stable Diffusion in the US for copyright infringement



An illustration from Getty Images' lawsuit, showing an original photograph and a similar image (complete with Getty Images watermark) generated by Stable Diffusion. Image: Getty Images

/ Getty Images has filed a case against Stability AI, alleging that the company copied 12 million images to train its AI model 'without permission ... or compensation.'

By [James Vincent](#), a senior reporter who has covered AI, robotics, and more for eight years at The Verge.

Feb 6, 2023, 5:56 PM GMT+1 | [16 Comments](#) / [16 New](#)



## According to the US Copyright Office (sept. 2023)

“When an AI technology receives solely a prompt from a human and produces complex, written, visual or musical works in response, **the traditional elements of authorship are determined and executed by the technology, not the human user.**”

This artwork is not covered by copyright.



# Drake & The Weeknd vs AI



Door Rutger Otto

30 apr 2023 om 12:10

Update: 6 maanden geleden

93 reacties

Delen

Op TikTok en YouTube wemelt het van de liedjes die met kunstmatige intelligentie (AI) zijn gemaakt. We horen een nummer van [Drake met The Weeknd](#), zonder dat de artiesten daaraan hebben meegewerkt. Ye lijkt The Plain White T's [te coveren](#) en er rolt een [nieuw album van Oasis](#) uit de computer. Mag dit allemaal zomaar?

# OpenAI prosecuted for copyright theft

LITERATURE | UNITED STATES OF AMERICA

## OpenAI lawsuit: US authors allege ChatGPT copyright theft

Tanya Ott  
09/22/2023

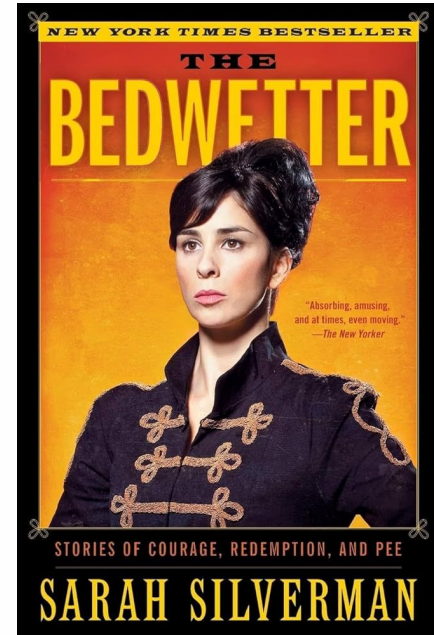
ChatGPT is fed and trained with texts available on the internet. Authors like Jonathan Franzen and "Game of Thrones" novelist George R.R. Martin are claiming copyright infringement.



# OpenAI prosecuted for copyright theft

American Comedian Sarah Silverman and two authors (Richard Kadrey and Christopher Golden) accuse OpenAI of copyright infringement. For example, ChatGPT was trained using their books without permission.

- ChatGPT can create summaries of books.
- The summaries contain errors, yet the training data appears to have “knowledge of” the works via the training dataset.



# OpenAI prosecuted for copyright theft

- What is allowed and what is not allowed?
- Lack of clarity about authorship around AI-produced texts and images.
- Are texts produced using copyrighted materials at all subject to copyright? What about creatives based on recognized works of art, online work by graphic designers,...
- Additionally, may language models be trained using copyrighted materials?

# Within the E.U.

## Copyright vs author attribution

Developers in the EU must now **disclose the data sources used to train AI, if that data is copyrighted.**

AI models need large amounts of data to be trained. They are increasingly using pre-existing data that can be found online to do so. But a lot of that information is **protected by copyright.**



Within the EU and Belgium,  
however, there are not yet very  
clear guidelines around AI  
copyright....

# Best practices for images

- The easiest way is to refer to the AI tool, when using a free version.
- Do you have a paid version? Then you may own the image creations and be able to include them in your own database.
- But generally the rule applies: perform at least 3 edits to get copyright rights over images.

## Rights You give to Midjourney

By using the Services, You grant to Midjourney, its successors, and assigns a perpetual, worldwide, non-exclusive, sublicensable no-charge, royalty-free, irrevocable copyright license to reproduce, prepare Derivative Works of, publicly display, publicly perform, sublicense, and distribute text, and image prompts You input into the Services, or Assets produced by the service at Your direction. This license survives termination of this Agreement by any party, for any reason.

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But, what are those 3  
adjustments/changes exactly?

# 3 adjustments

## Don'ts:

- Don't use the AI image as an endpoint
- Don't use a sole filter as a rework of the AI image
- Turning an AI image black and white or into color is not considered an adjustment
- Putting an AI image in your company template is not an adjustment
- Placing text on the AI image is not considered a valid adjustment
- Removing the watermark is not considered an adjustment but plagiarism

## Do's:

- The AI image can be a basis to continue from
- Add extra elements with Photoshop or Indesign (e.g. people, objects,...) and make it your own
- Add discount balls, extra images,...
- Use the AI image as inspiration in a brainstorm with your graphic designers or as a basis to create your own design
- Sourcing is important: mention that your image was created by an AI, mention the tool / date / prompt openly on your website, in your email, in your presentation,...



Thanks!

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