

AI Image and Video Generation

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What is AI Image Generation?

AI can create images from text descriptions (prompts).

Examples of AI Tools

- ChatGPT Image Generation
- Microsoft Designer
- Adobe Firefly
- Canva AI
- Google Gemini

Benefits

- ✓ No design experience required
- ✓ Faster content creation
- ✓ Professional-looking visuals
- ✓ Supports marketing and communication

How AI Image Generation Works?

Simple Process

Step 1: Describe what you want

Step 2: AI generates the image

Step 3: Refine the prompt

Step 4: Download and use

Example Prompt

Create a professional university open day poster showing diverse students on campus, modern design, blue and gold colours, suitable for social media.

Business Cases for AI Image Generation

Administrative Applications

Marketing & Communications

- Event posters
- Social media graphics
- Website banners

Human Resources

- Training materials
- Recruitment campaigns
- Staff newsletters

Student Services

- Orientation materials
- Information brochures
- Awareness campaigns

Example Prompts

Event Poster

Create a professional poster for a staff development workshop on Artificial Intelligence in Higher Education.

Social Media Post

Create a Facebook banner promoting student registration for Semester 1.

Newsletter Graphic

Create a modern illustration representing teamwork and collaboration in a university environment.

What is AI Video Generation?

- Automatically creates videos using AI
- Converts text, images, or audio into videos
- Uses templates, avatars, and auto-editing

Benefits:

- Fast
- Low cost
- Beginner-friendly

How AI video generation works?

1. User inputs text or media
2. AI analyzes content
3. Visuals & voice are generated
4. Video is rendered

Key Technologies:

- NLP
- Computer Vision
- Generative AI

Popular AI Video Tools

Text-to-Video:

- Pictory
- InVideo AI
- Runway ML

Avatar Videos:

- Synthesia
- HeyGen

Editors:

- CapCut AI
- Canva AI

Use Cases

- Business: Promotions, Social media ads
- Education: Training videos, Lecture summaries
- Marketing: Reels, Shorts

Benefits and Limitations

Benefits:

- Time-saving
- No editing skills needed
- Scalable

Limitations:

- Limited control
- Watermarks
- Ethical concerns

Prompt Writing Tips

Include:

- Purpose
- Tone
- Duration
- Audience

Example Prompt:

“Create a 30-second promotional video with captions and upbeat music.”

Activity

Demo using Capcut.