AI-powered creative workflow

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AI-powered workflow for video creation

Objective: Push the limits of generative AI in a complex creative project, using a fictitious client

Use an LLM (Chat GPT 4o) as a partner on the project

- Explain the project in detail and outline the role you'd like the LLM to play. Use long term memory

- Use LLM as a project planner, using its knowledge of the latest AI apps and how they can work together

- Strategy, ideation, writing and research

- Software tutorials and removing technical roadblocks

- Project tracking – "Where did we leave off last week?"

AI-powered workflow
for video creation

Objective: Push the limits of generative AI in a complex creative project, using a fictitious client

Use generative AI to create imagery, video, music and VO

- Text-to-video vs. Text-to-image-to-video

- Learn the strengths and flaws of gen AI

- What's possible vs. what's practical?

- When to use AI tools vs legacy tools

- What's the rate of improvement in gen-AI?

Findings – Using an LLM as a hub

- Using an LLM with long term memory as a "partner" or "assistant" over the course of a creative project has a larger impact than simply using AI apps for individual tasks

- An LLM can be more effective at strategy, research, writing and project guidance if it understands the overall project at a high level

- Chat GPT 4o will sometimes answer a direct question and then follow up with a question of its own asking for additional details. Sometimes this will lead to other approaches I hadn't thought of

- Using memory and customization is essential — the more background the LLM learns, the more useful it is

- One learning is to label each conversation when I begin a question. This way it knows which questions are related to the project and which aren't and has a more organized history of the work

Findings – Gen AI for video, imagery and sound

Weaknesses

- Gen AI tools for video are powerful, but they have narrow capabilities
- Image and video generation have significant challenges with human hands, eye contact between characters, scene continuity and flaws in anatomy and natural movement
- Video generation is limited to 5 and 10 seconds
- If a video relies solely on gen AI — it's script will be narrowly limited to only what's achievable by the tools
- Flaws were sometimes overcome by repetitive, trial and error prompts, which can soak up time and money

Strengths

- Gen AI video allows for custom scenes that aren't available via stock footage w/o setting up a shoot
- Depending on licensing — imagery, video, music and VO has the potential to be ownable and unique
- The speed and volume of AI generated video and imagery can be used to quickly test out creative concepts in rough form — even if not used for final
- Every current flaw in gen AI is a moving target that's continually improving. AI is becoming less expensive and more powerful at an exponential rate

The future

OpenAI's Five Levels of AI
Current Status, Timelines, and Models

We are here →

We're going this way

Chatbots

Reasoners

Agents

Innovators

Organizations
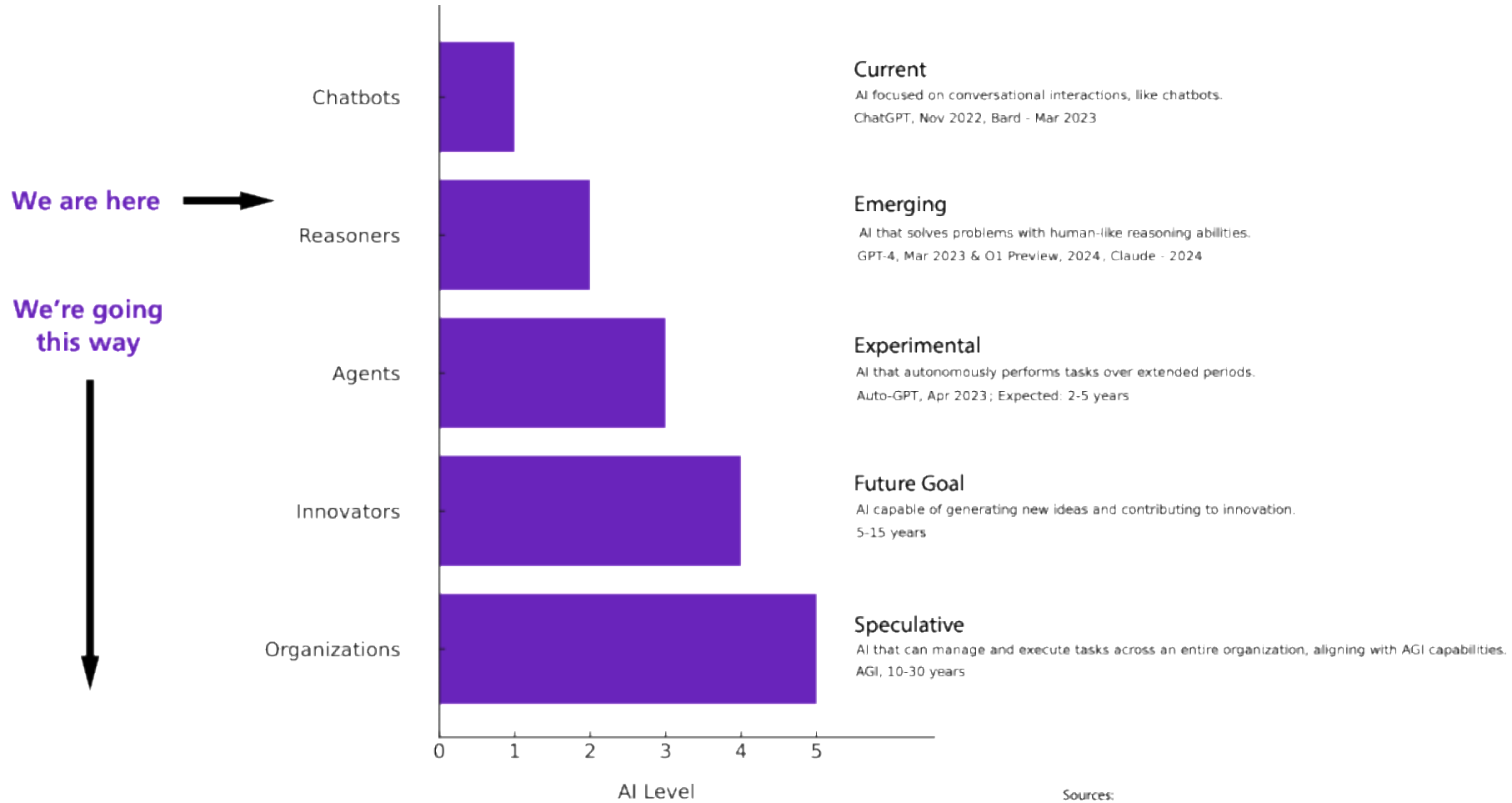
Current
AI focused on conversational interactions, like chatbots.
ChatGPT, Nov 2022, Bard - Mar 2023

Emerging
AI that solves problems with human-like reasoning abilities.
GPT-4, Mar 2023 & O1 Preview, 2024, Claude - 2024

Experimental
AI that autonomously performs tasks over extended periods.
Auto-GPT, Apr 2023; Expected: 2-5 years

Future Goal
AI capable of generating new ideas and contributing to innovation.
5-15 years

Speculative
AI that can manage and execute tasks across an entire organization, aligning with AGI capabilities.
AGI, 10-30 years

AI Level

Sources:
Chat GPT: OpenAI, Nov 2022
Bard: Google, Mar 2023
GPT-4: OpenAI, Mar 2023
Claude: Anthropic, 2024
General Timelines: AI Alignment Forum

The future

How AI is predicted to impact the role of **Graphic Designers**

1 Year:

Automated Design: AI tools will automate tasks like background removal and color correction, streamlining workflows and freeing designers to focus on creativity.

Design Suggestions: Tools like Adobe Firefly and Canva's AI will offer design ideas, speeding iteration but potentially homogenizing visuals.

Personalization: Designers will rapidly produce personalized content for various audiences using AI.

3 Years:

AI Collaboration: AI will assist in concept generation and mockups, shifting designers' roles to directing AI to match their vision.

Generative Design: Tools will generate complex graphics easily, turning designers into curators and editors.

Immersive Design: AI will simplify AR and VR creation, pushing designers to learn beyond 2D.

5 Years:

AI Branding: Companies may use AI for full brand creation, requiring designers to excel in storytelling and unique narratives.

Evolving Roles: Designers will focus on strategy, art direction, and hybrid skills combining design, UX/UI and AI.

Personalized Experiences: AI will drive hyper-personalized visuals, requiring designers to understand user data deeply.

Sources:
The future of graphic design: AI's impact   AI and Graphic Design   Special Report - How agencies are actually using AI in 2024

The future

How AI is predicted to impact the role of **Creative Directors**

1 Year:

Generative AI tools are expected to become more integral to creative workflows. Creative Directors will use AI for tasks like storyboarding and generating content quickly for dynamic, on-the-fly campaigns. The emphasis will be on learning how to art-direct AI outputs, refining them to align with brand identity, and using AI to explore alternative creative concepts efficiently

Sources:
World Economic Forum. Creative Boom

3 Years:

The creative industry will increasingly use AI for hyper-personalized marketing content, adapting real-time to consumer behavior. Generative AI will not replace creative professionals but will redefine their roles, making strategic and artistic direction crucial. The ability to use AI for data-driven insights while maintaining the human touch in creativity will be a significant skill

Sources:
We Are Rosie.   Snowflake AI Data Cloud

5 Years:

By this point, AI could become a true creative partner, supporting complex tasks like 3D scene generation and immersive storytelling experiences. Creative Directors will likely be involved in training and fine-tuning AI models, making knowledge of AI a necessary part of their skill set. The adoption rate will vary across industries, but AI's role in content generation and distribution will transform how ideas are executed, especially in video and CGI production

Sources:
Creative Boom. AdForum

Final thoughts

- In the future, a central AI will likely coordinate and direct multiple AI agents on individual tasks in various apps

- Generative AI for video and imagery is still in its infancy so its capability is limited — however it shouldn't be assumed that this will continue

- The rate of change in creative tools and processes may accelerate at a pace that the creative community is unaccustomed to

- Creative roles will need to change and adapt to the technology

- Startup companies like OpenAI have the advantage over legacy companies like Adobe, since startups:
  - Are inventing the core technology and control its distribution
  - Are creating new apps with AI at its center— rather than simply adding AI to existing legacy products