

The background of the entire image is a dense field of fiber optic cables. Each cable is a thin, glowing line of light, primarily in shades of blue and purple, radiating outwards from a central point. The cables are arranged in a circular pattern, creating a tunnel-like effect. In the center of this tunnel, the letters 'AI' are displayed in a large, bold, sans-serif font. The letters are outlined in a bright, glowing blue light, making them stand out prominently against the dark background of the tunnel. The overall aesthetic is futuristic and high-tech.

AI

**HOW TO USE
THE LATEST
AI TOOLS
FOR VIDEO,
VOICE &
IMAGE
CREATION**

What we will cover

AI Image Generation tools

Midjourney

Dalle

- Within Chat GPT plus
- Within Bing / Co Pilot
- Within Canva

Leonardo

AI Video Generation tools

Runway – text to video tool

Canva - Text to video tool

Deep nostalgia - Turn an old photo into a video

What we will cover

AI tools to generate Avatars

Synthesia.io

D-ID – within Canva as an app

AI Voice generation tools

11 labs - for AI voice overs

Descript – for voice cloning

What are Large Learning Models? (LLMs)

Large Language Models are like super-smart computers that try to understand and talk like humans.

Super-Smart Computer Robots: Think of them as a computer program that's really good at using words, reading stories, and even writing like a person does.

Built Like a Brain: Inside, they are built using something called neural networks. This is a fancy way of saying they're designed like a human brain, using connections called "artificial neurons."

Learning from Everything: They learn by consuming tons of stuff like books, websites, and even what people are saying online. The more they read, the smarter they get.

Image LLMs are fed billions of images. Video LLM are fed billions of videos

Practice Makes Perfect: Just like you might practice a sport to get better, these computer programs keep learning and practicing with more and more information. They keep getting better at understanding and using content the more they practice.



What is Generative AI?



Generative AI refers to a type of artificial intelligence that has the ability to **generate** new data that is similar to the data it was trained on.

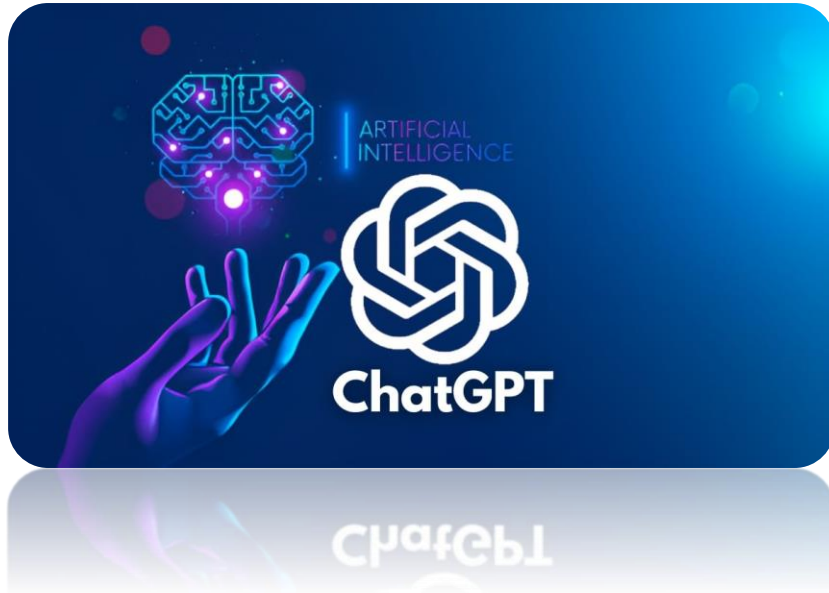
It can create original content, such as images, text, audio, or even videos, without direct human input.

Generative AI uses advanced algorithms, typically based on deep learning models to understand patterns and relationships in the training data.

During the training process, the model learns to generate new data that resembles the examples it has seen. For example, if it was trained on a dataset of cat images, it could produce new images of cats that look similar to real cats.

One of the fascinating aspects of generative AI is its ability to create content that didn't exist before. It can be used in various creative applications, like generating artwork, music, or even writing stories.

Many of the tools in this course are both an LLM and generative AI



Chat GPT, Dalle, Midjourney and other tools we will cover falls under the category of both a large learning model and generative AI, combining its extensive language, image or videos understanding with the ability to generate content

Midjourney



Midjourney is the best image generation tool but it is also the most un user friendly.

1.. It is not free to use. The cheapest plan is \$12 a month

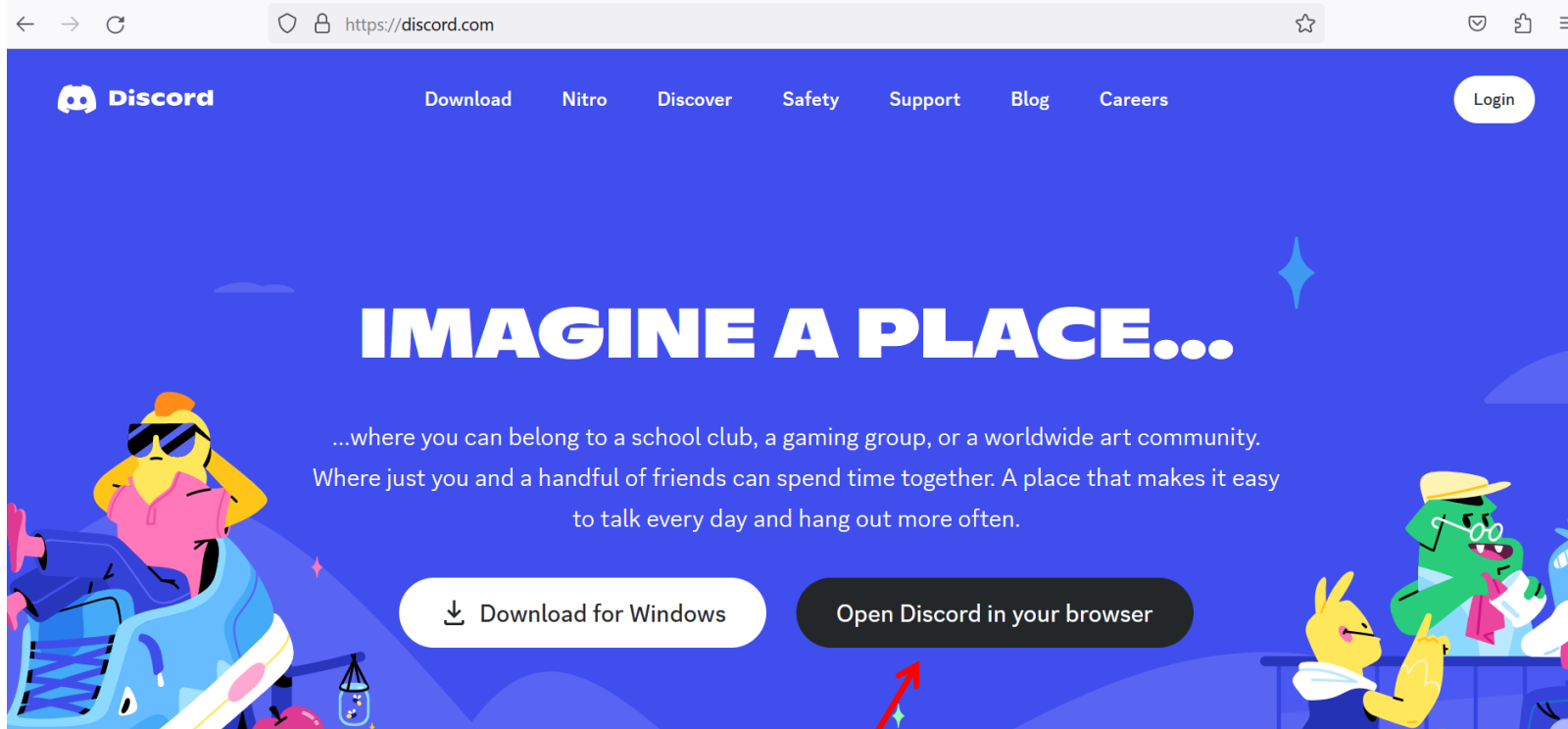
2. It is complicated to use – you need to have a discord account and create your images on a discord server.

Midjourney



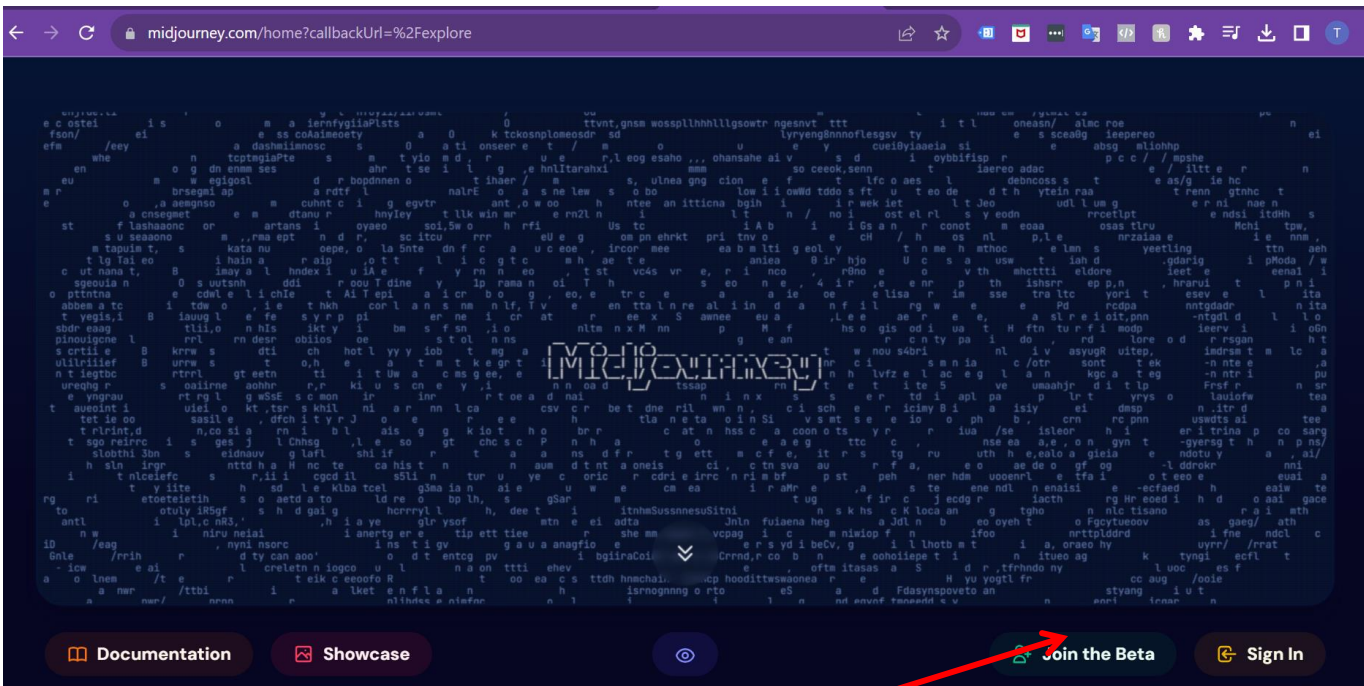
Faked images of Donald Trump and the pope circulated widely on social media last year. These were created using Midjourney

How to use Midjourney



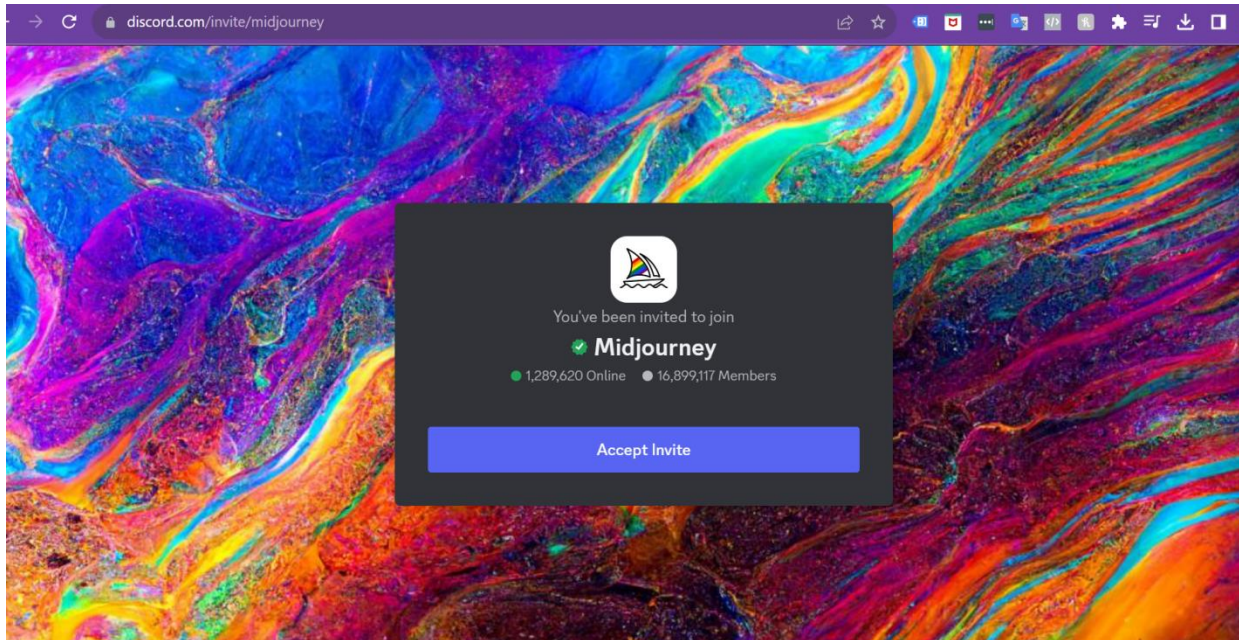
1. You need to have a discord account
 - Go to discord.com <https://discord.com/>
 - Click on Login and then register for a free new account if you don't already have one.
 - If you already have one click Open discord in your browser

How to use Midjourney



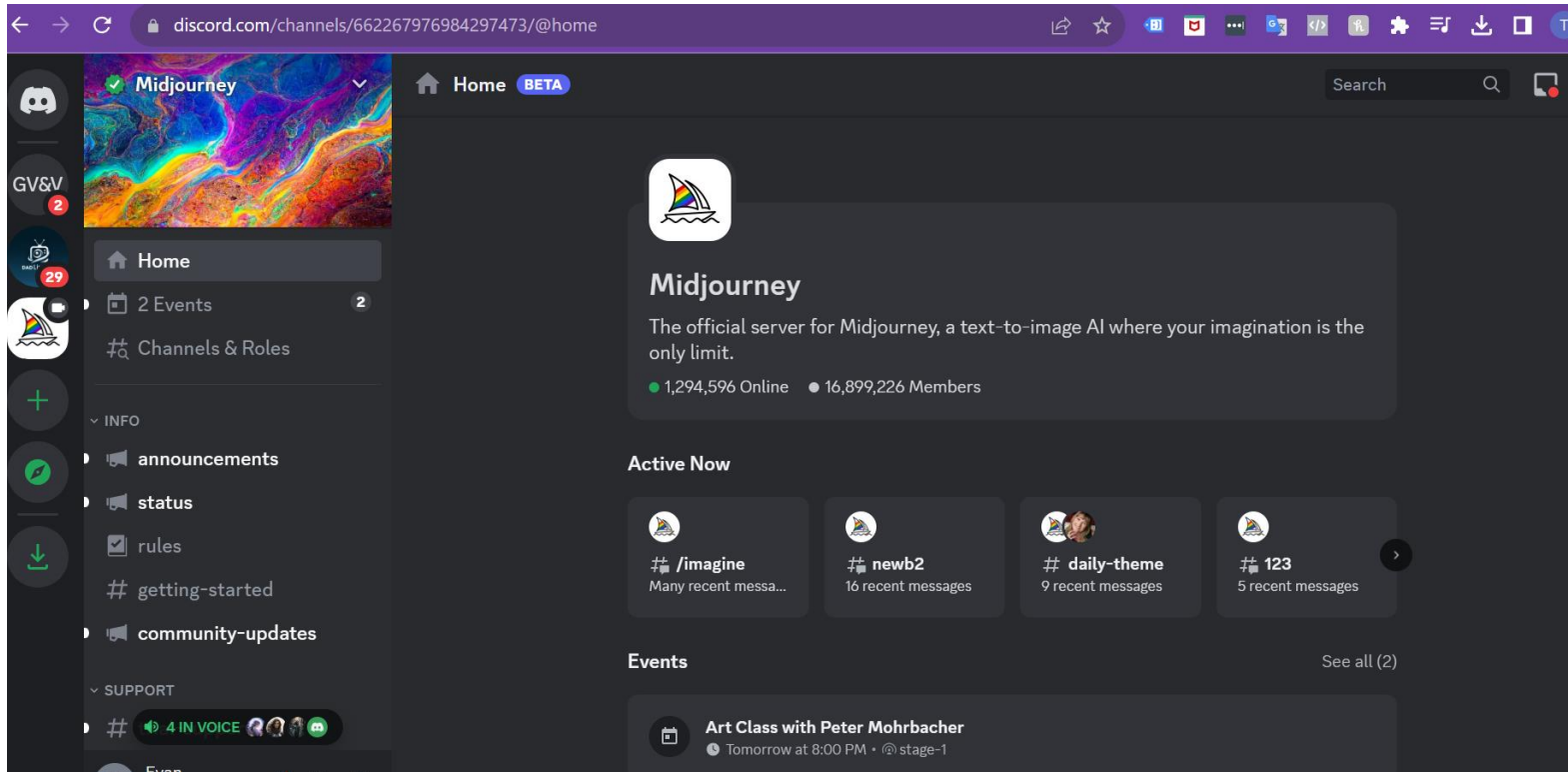
2. Then go to Midjourney.com and click on join the beta

How to use Midjourney



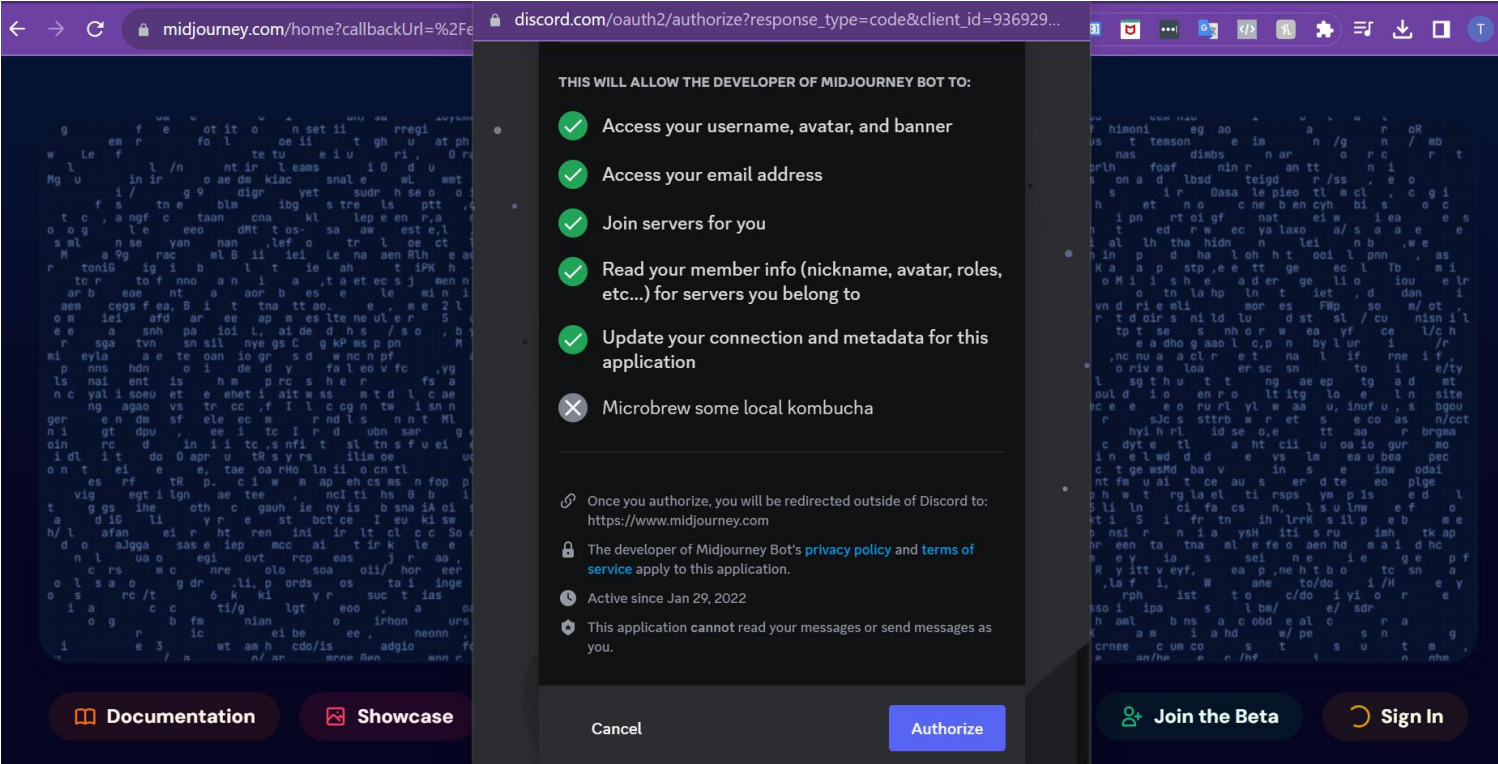
3. Accept the invite to join their discord

How to use Midjourney



4. You are then taken to their discord channel

How to use Midjourney



5. You can now sign in on midjourney.com

Click Sign in and accept when it tries to authorise your Discord account

How to use Midjourney

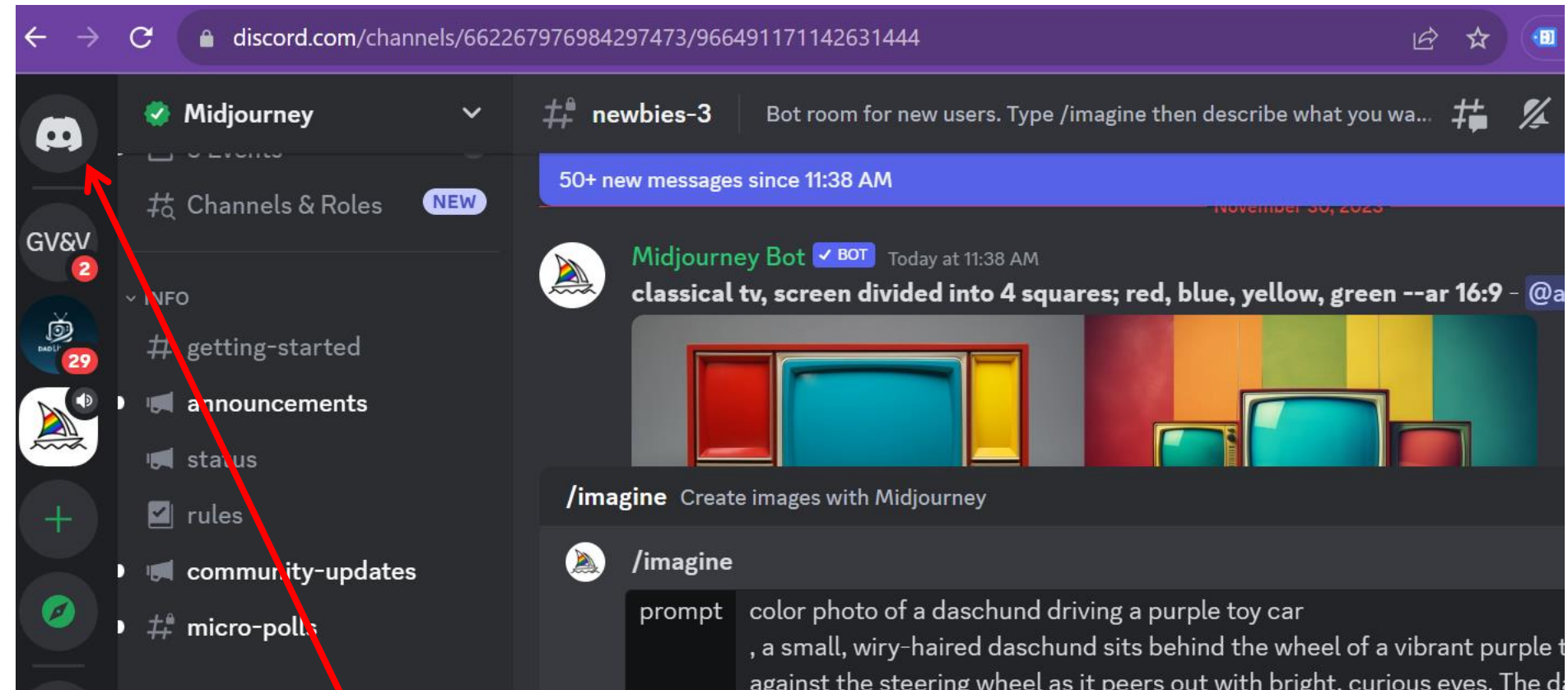
The screenshot shows the Midjourney account page for purchasing a subscription. The browser address bar shows 'midjourney.com/account'. The page title is 'Purchase a subscription'. Below the title, there are two tabs for 'Yearly Billing' and 'Monthly Billing', with 'Monthly Billing' selected. Three subscription plans are displayed in cards:

- Basic Plan:** \$10 / month, Billed monthly. Features include limited generations (~200 / month) and general commercial terms. A 'Subscribe' button is present, with a note to 'Save with annual billing (20% off)'. A 'Community' link is visible in the left sidebar.
- Standard Plan:** \$30 / month, Billed monthly. Features include 15h Fast generations and unlimited relaxed generations. A 'Subscribe' button is present, with a note to 'Save with annual billing (20% off)'. A 'View Help' link is visible in the left sidebar.
- Pro Plan:** \$60 / month, Billed monthly. Features include 30h Fast generations and unlimited relaxed generations. A 'Subscribe' button is present, with a note to 'Save with annual billing (20% off)'. A 'Light Mode' link is visible in the left sidebar.

The left sidebar also shows a user profile for 'Evan'.

6. You now have to choose a payment plan in order to use Midjourney

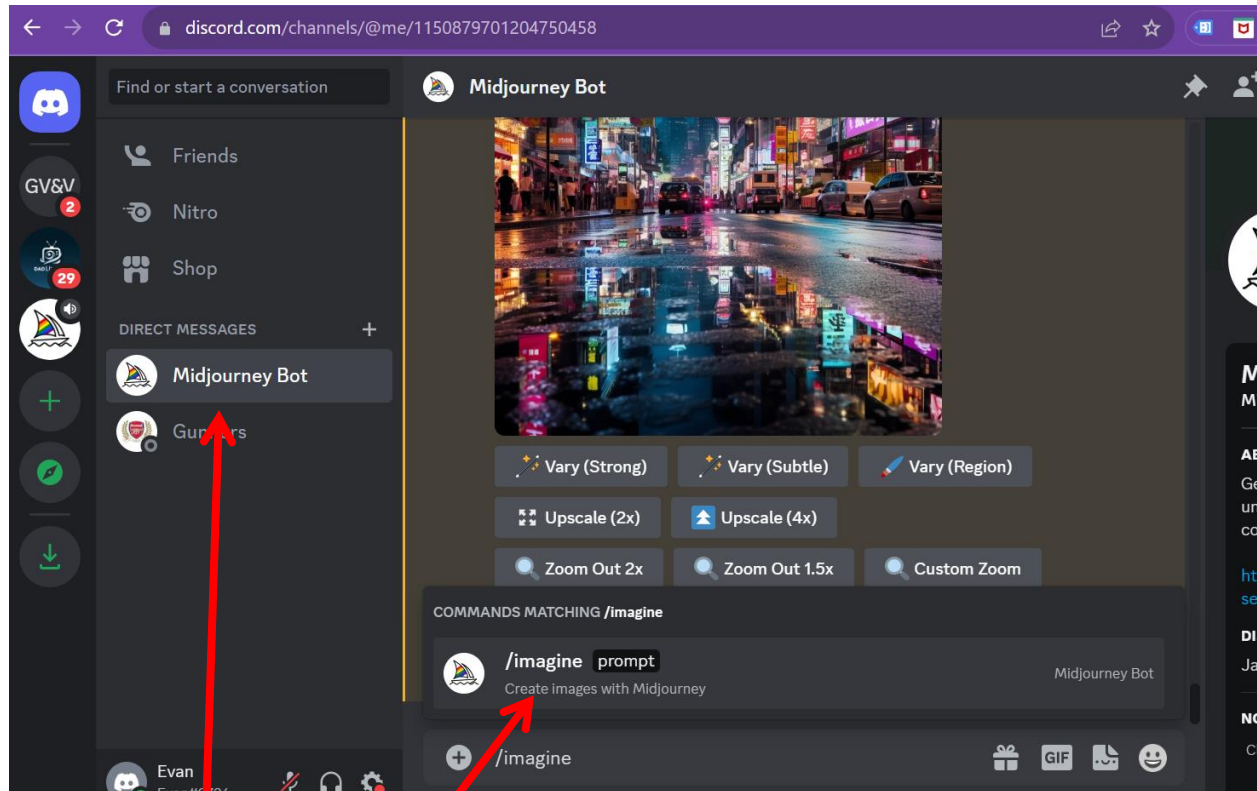
How to use Midjourney



Once you have paid for a plan you now go back to discord in order to create images ...

Click on Direct Messages icon.

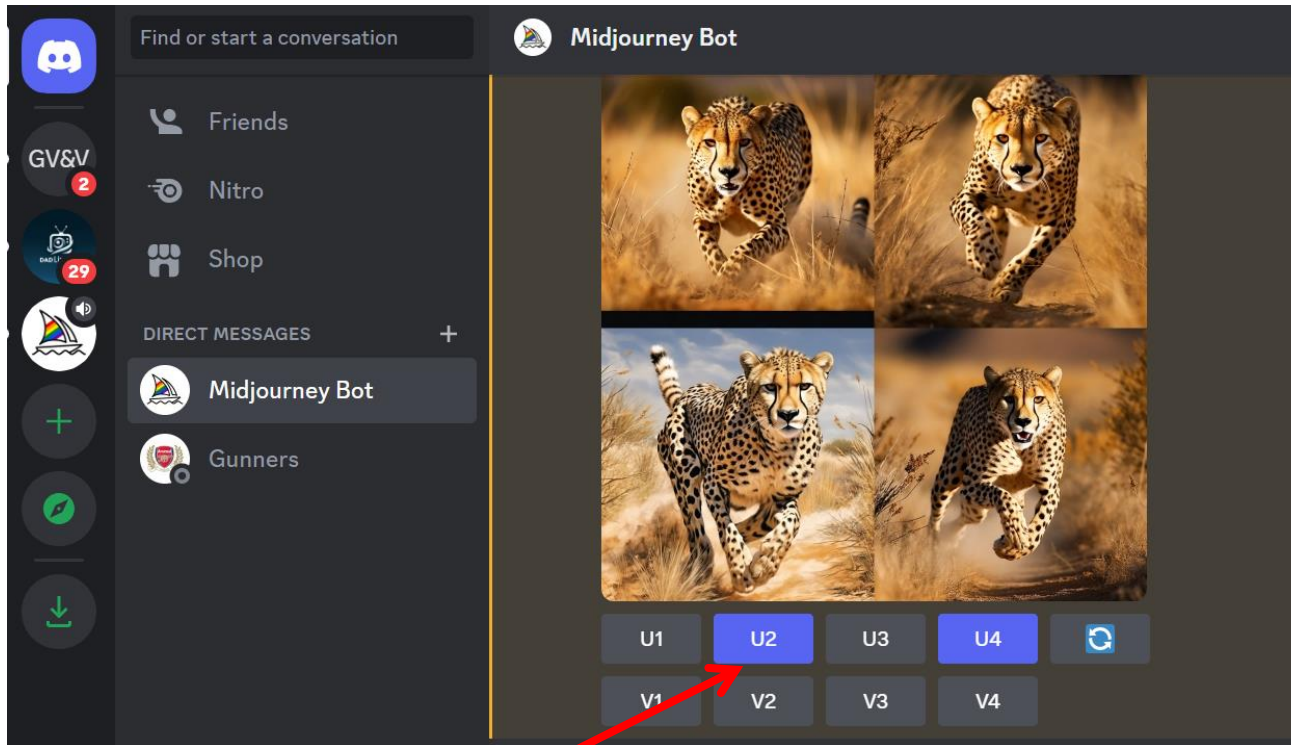
How to use Midjourney



Then Click on Midjourney Bot

Then in the box type /imagine and a prompt input box appears. Type your prompt in there.

How to use Midjourney



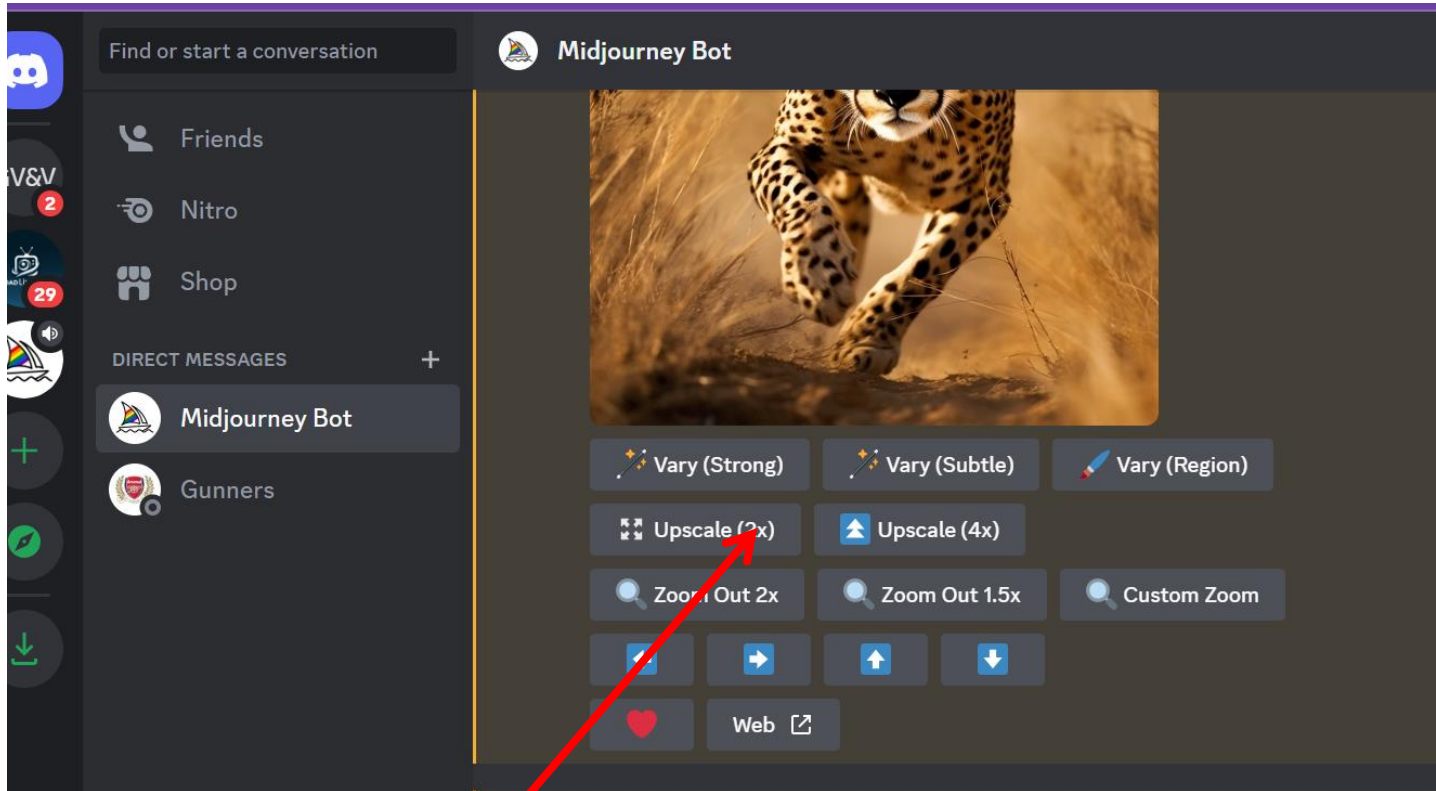
Within 60 seconds it will give you 4 images

U 1 = upscale image 1. u2 = upscale image 2

If you click on it it will generate a higher resolution version for you

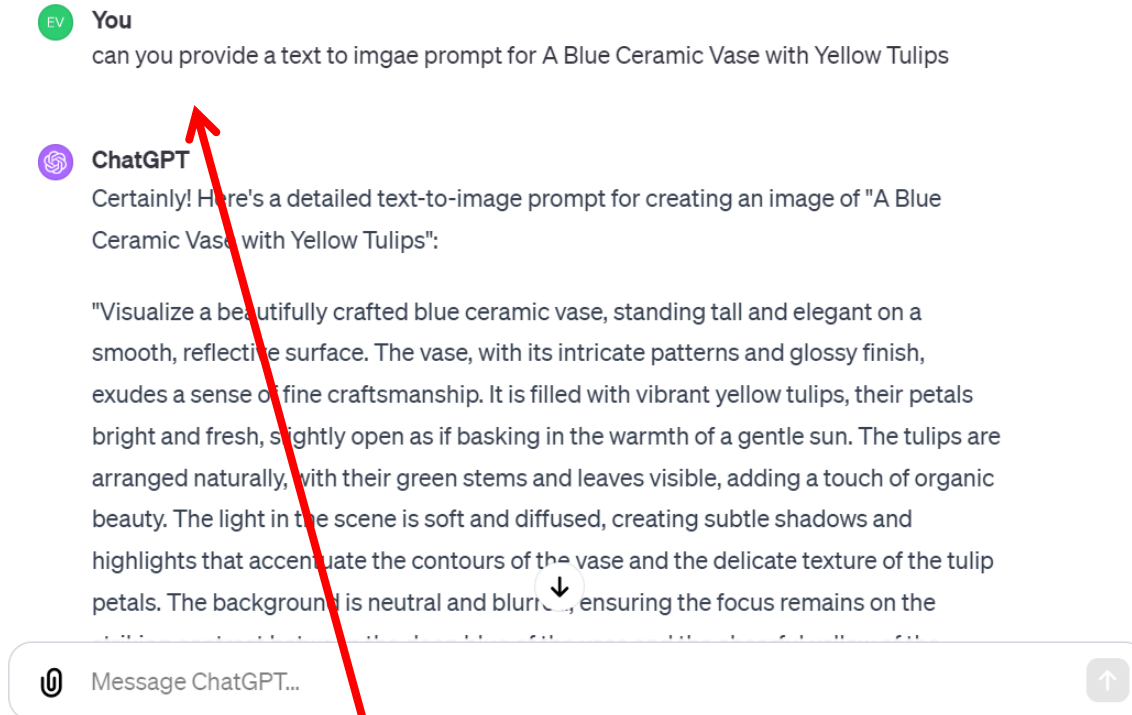
Click on V in order to get more variations of that image. Ie. V2 will give more versions for image 2

How to use Midjourney



You can then either download this image or ask for revisions

Want more detailed prompts? Ask Chat GPT



The more detailed and specific your prompt the better the image tends to be. If you are struggling to come up with a detailed prompt just ask Chat GPT. Then adapt / change elements in the detailed prompt to suit you

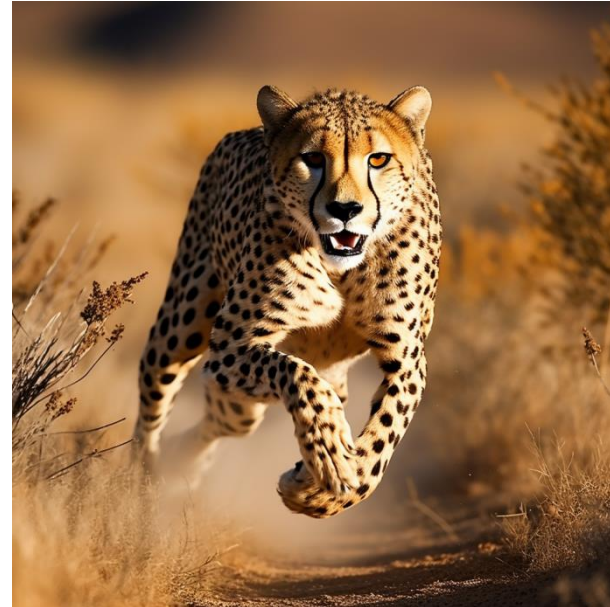
What Midjourney produced for an easy request



A Blue Ceramic Vase with Yellow Tulips

/imagine prompt:a beautifully crafted blue ceramic vase, standing tall and elegant on a smooth, reflective surface. The vase, with its intricate patterns and glossy finish, exudes a sense of fine craftsmanship. It is filled with vibrant yellow tulips, their petals bright and fresh, slightly open as if basking in the warmth of a gentle sun. The tulips are arranged naturally, with their green stems and leaves visible, adding a touch of organic beauty. The light in the scene is soft and diffused, creating subtle shadows and highlights that accentuate the contours of the vase and the delicate texture of the tulip petals. The background is neutral and blurred, ensuring the focus remains on the striking contrast between the deep blue of the vase and the cheerful yellow of the tulips.

What Midjourney produced for a difficult detailed request



A Cheetah Running Through a Savannah

Envision a scene of a majestic cheetah in full sprint across the vast expanse of the African savannah. The cheetah, marked by its distinctive black spots on golden fur, exhibits a powerful and graceful form as it races across the terrain. Its muscles are visibly defined, capturing the essence of speed and agility. The savannah around it is a blend of golden grasses and sparse greenery, stretching out to a horizon under a clear blue sky. The sun is high, casting dynamic shadows that accentuate the cheetah's rapid movement. Dust is kicked up under its swift paws, adding a sense of motion and intensity to the scene. This image encapsulates the raw power and elegance of one of nature's fastest animals in its natural habitat.

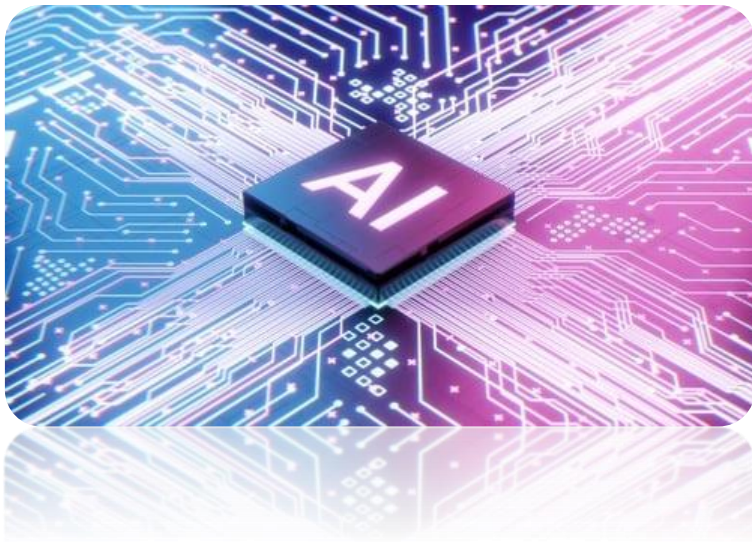
What Midjourney produced for a difficult detailed request



A young girl who is crying

Imagine a young girl, around 7 or 8 years old, with long, wavy brown hair that falls gently around her shoulders. Her eyes, a deep shade of hazel, are filled with tears, reflecting a sense of sadness and vulnerability. Her expression is one of sorrow, with her eyebrows slightly furrowed and her small mouth downturned. She is sitting on a wooden bench in a quiet park, surrounded by greenery, adding to the somber mood of the scene. The lighting is soft, casting a gentle illumination on her face, highlighting the tears on her cheeks and the emotional depth in her eyes

How can text to image creation impact your digital marketing?



Currently when you are looking for stock images for your website, social media posts or as footage in your videos you would go to Pixabay.com or the image library in Canva

1. As these tools become more common and powerful you can easily have image created that perfectly matches what you are trying to convey
2. In 2024 image creation tools will be incorporated directly into Facebook and Instagram so as you are about to create a post you can customise your own images (Meta announced they are working in this

What we will cover

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- Within Canva

Leonardo

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The logo for DALL-E 3 is displayed on a black rounded rectangular background. The text "DALL-E 3" is written in a large, bold, white sans-serif font. Below the text is the OpenAI logo, which consists of a green circular icon with a white knot-like pattern, followed by the text "Open AI" in a white sans-serif font. The entire logo is reflected below it on a light gray gradient background.

DALL-E 3

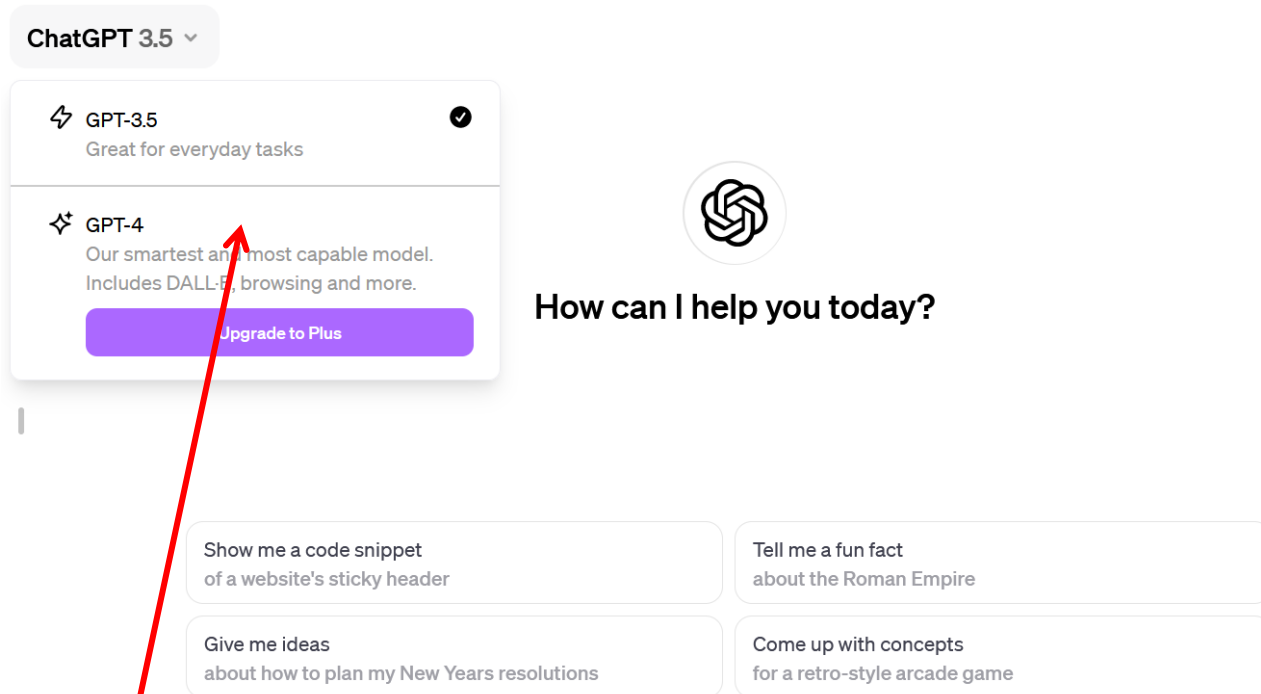
 Open AI

Dalle is the image generator from Open AI, the same company that created Chat GPT

Dalle 3 is the latest and best version.

There are a variety of ways you can use Dalle, some are paid and some are free

Dalle within Chat GPT Plus



The screenshot shows the ChatGPT Plus interface. At the top left, there is a dropdown menu labeled "ChatGPT 3.5". Below it, a panel displays two model options: "GPT-3.5" (described as "Great for everyday tasks") and "GPT-4" (described as "Our smartest and most capable model. Includes DALL-E, browsing and more."). A red arrow points from the "GPT-4" option down to the text below. Below the model selection is a purple button labeled "Upgrade to Plus". To the right of the model selection is the OpenAI logo and the text "How can I help you today?". Below this, there are four suggested prompts in rounded rectangular boxes: "Show me a code snippet of a website's sticky header", "Tell me a fun fact about the Roman Empire", "Give me ideas about how to plan my New Years resolutions", and "Come up with concepts for a retro-style arcade game".

If you have the free version of Chat GPT you do not see the option to use Dalle

You can use GPT 3.5 or you can upgrade to GPT 4

Dalle within Chat GPT Plus



If you pay €20 for the Plus version of Chat GPT you now also get Dalle

You can use it in 2 ways

- 1) When using GPT4, any image creation prompts will automatically use Dalle
- 2) Or you can click the Dalle icon on the left to just use Dalle

Dalle within Chat GPT Plus

The screenshot shows the ChatGPT interface with a sidebar on the left containing various AI tools: ChatGPT, WyseBot, BayesBot, DecisionBot, DALL-E (highlighted with a red arrow), and Explore. The main chat area shows a conversation with DALL-E. The user's prompt is: "create an image of a beautifully crafted blue ceramic vase, standing tall and elegant on a smooth, reflective surface. The vase, with its intricate patterns and glossy finish, exudes a sense of fine craftsmanship. It is filled with vibrant yellow tulips, their petals bright and fresh, slightly open as if basking in the warmth of a gentle sun. The tulips are arranged naturally, with their green stems and leaves visible, adding a touch of organic beauty. The light in the scene is soft and diffused, creating subtle shadows and highlights that accentuate the contours of the vase and the delicate texture of the tulip petals. The background is neutral and blurred, ensuring the focus remains on the striking contrast between the deep blue of the vase and the cheerful yellow of the tulips." DALL-E's response consists of two image options, both showing a blue ceramic vase with yellow tulips. Below the images is a text input field with the placeholder "Message DALL-E..." and an upward arrow icon.

Write your prompt

It will then give you image options.

What Dalle within Chat GPT produced for an easy request



A Blue Ceramic Vase with Yellow Tulips

When I simply asked for an image with a blue ceramic vase with yellow tulips this is what was produced.

What Dalle within Chat GPT produced for an easy request



A Blue Ceramic Vase with Yellow Tulips

Create a photo realistic image of a beautifully crafted blue ceramic vase, standing tall and elegant on a smooth, reflective surface. The vase, with its intricate patterns and glossy finish, exudes a sense of fine craftsmanship. It is filled with vibrant yellow tulips, their petals bright and fresh, slightly open as if basking in the warmth of a gentle sun. The tulips are arranged naturally, with their green stems and leaves visible, adding a touch of organic beauty. The light in the scene is soft and diffused, creating subtle shadows and highlights that accentuate the contours of the vase and the delicate texture of the tulip petals. The background is neutral and blurred, ensuring the focus remains on the striking contrast between the deep blue of the vase and the cheerful yellow of the tulips.

What Dalle within Chat GPT produced for a difficult detailed request



A Cheetah Running Through a Savannah

Create a photo realistic image of a majestic cheetah in full sprint across the vast expanse of the African savannah. The cheetah, marked by its distinctive black spots on golden fur, exhibits a powerful and graceful form as it races across the terrain. Its muscles are visibly defined, capturing the essence of speed and agility. The savannah around it is a blend of golden grasses and sparse greenery, stretching out to a horizon under a clear blue sky. The sun is high, casting dynamic shadows that accentuate the cheetah's rapid movement. Dust is kicked up under its swift paws, adding a sense of motion and intensity to the scene. This image encapsulates the raw power and elegance of one of nature's fastest animals in its natural habitat

I think these more complicated images are good but not as photo realistic as Midjourney

WhatDalle within Chat GPT4 produced for a difficult detailed request

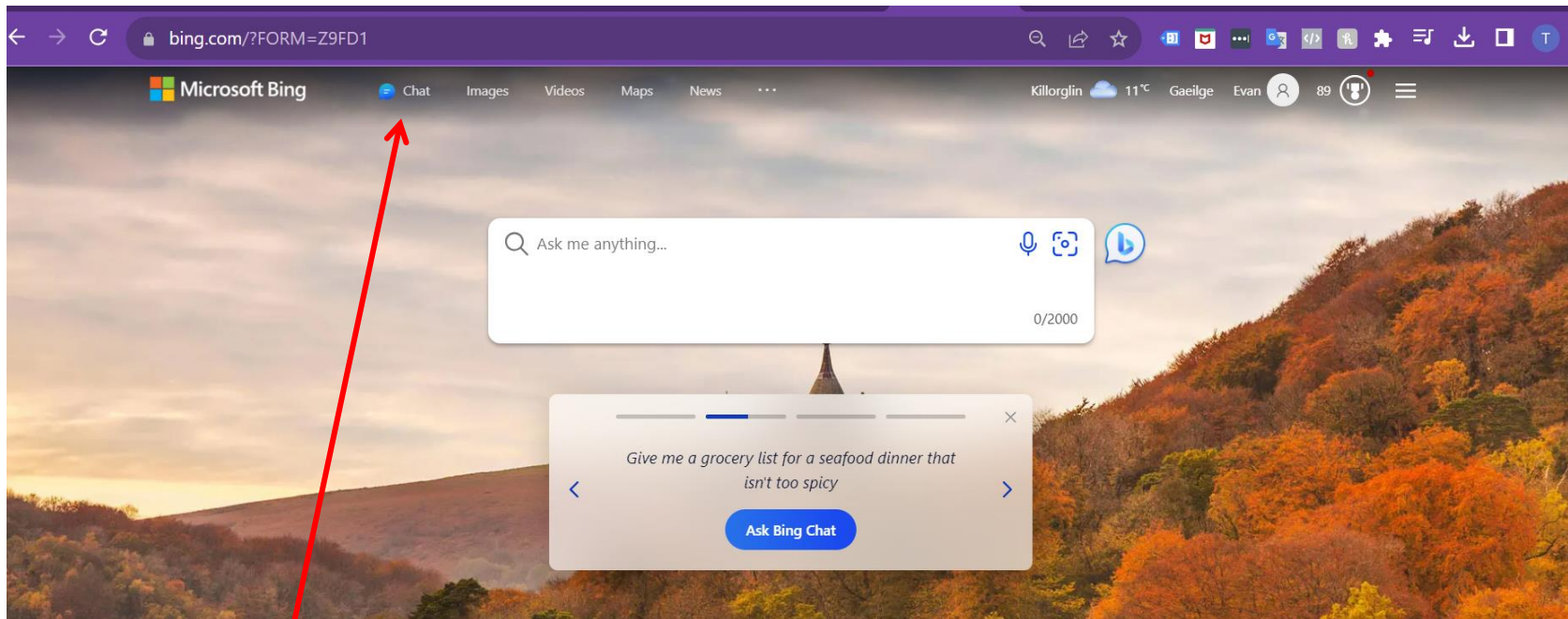


A young girl who is crying

Create a photo realistic image of a young girl, around 7 or 8 years old, with long, wavy brown hair that falls gently around her shoulders. Her eyes, a deep shade of hazel, are filled with tears, reflecting a sense of sadness and vulnerability. Her expression is one of sorrow, with her eyebrows slightly furrowed and her small mouth downturned. She is sitting on a wooden bench in a quiet park, surrounded by greenery, adding to the somber mood of the scene. The lighting is soft, casting a gentle illumination on her face, highlighting the tears on her cheeks and the emotional depth in her eyes

I think these more complicated images are good but not as photo realistic as Midjourney

Dalle within Bing Co Pilot

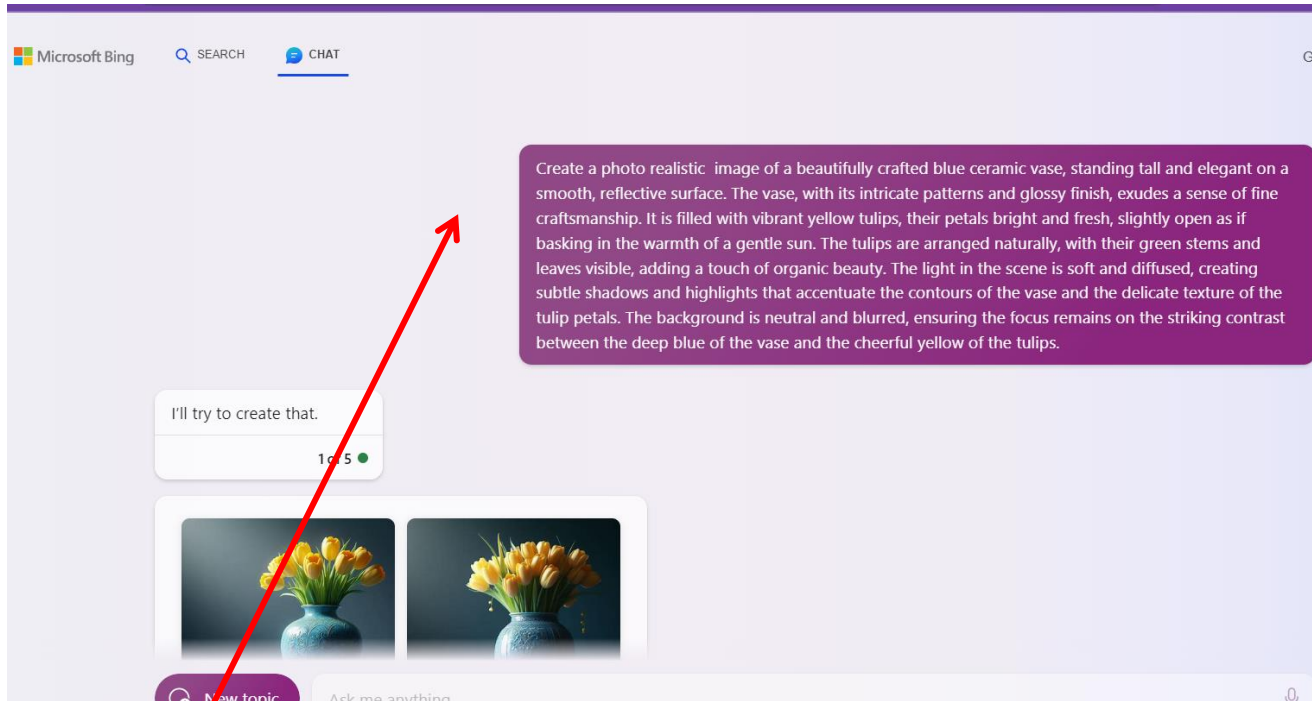


To use Dalle within Bing AI chat go to Bing.com
Then click on CoPilot

Then type in your image prompt

Note: Under Microsoft's
Ts&Cs you can only use
these images for personal
non commercial use

Dalle within Bing AI chat



Type your prompt
It will generate 4 images within 60 seconds
Click on one and you can then download it

What Dalle within Bing AI produced for an easy request



A Blue Ceramic Vase with Yellow Tulips

Create a photo realistic image of a beautifully crafted blue ceramic vase, standing tall and elegant on a smooth, reflective surface. The vase, with its intricate patterns and glossy finish, exudes a sense of fine craftsmanship. It is filled with vibrant yellow tulips, their petals bright and fresh, slightly open as if basking in the warmth of a gentle sun. The tulips are arranged naturally, with their green stems and leaves visible, adding a touch of organic beauty. The light in the scene is soft and diffused, creating subtle shadows and highlights that accentuate the contours of the vase and the delicate texture of the tulip petals. The background is neutral and blurred, ensuring the focus remains on the striking contrast between the deep blue of the vase and the cheerful yellow of the tulips.

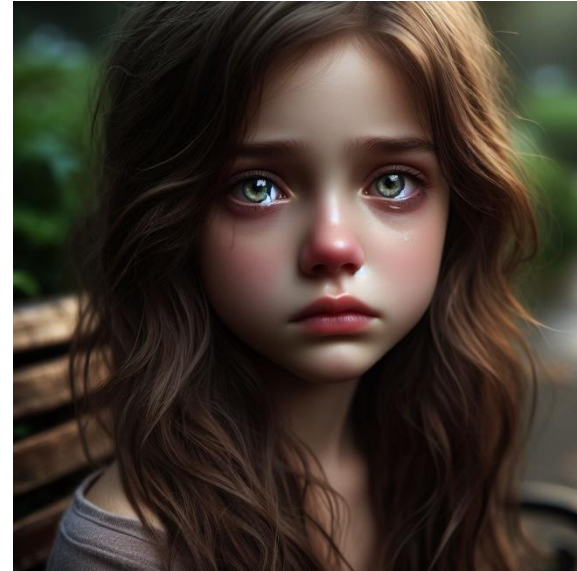
What Dalle within Bing AI produced for a difficult detailed request



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What Dalle within Bing AI produced for a difficult detailed request



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I think these images are very similar to the Dalle images within Chat GPT

What we will cover

AI Image Generation tools

Midjourney

Dalle

- Within Chat GPT plus
- Withing Bing / Co Pilot
- Within Canva

Leonardo

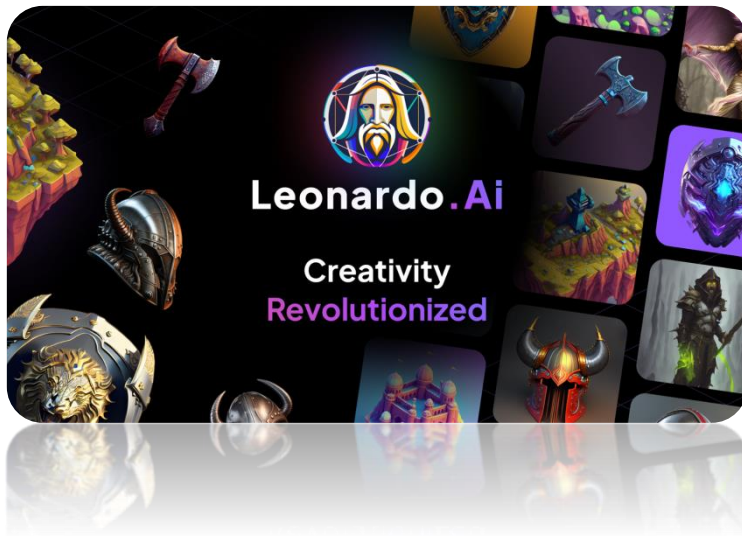
AI Video Generation tools

Runway – text to video tool

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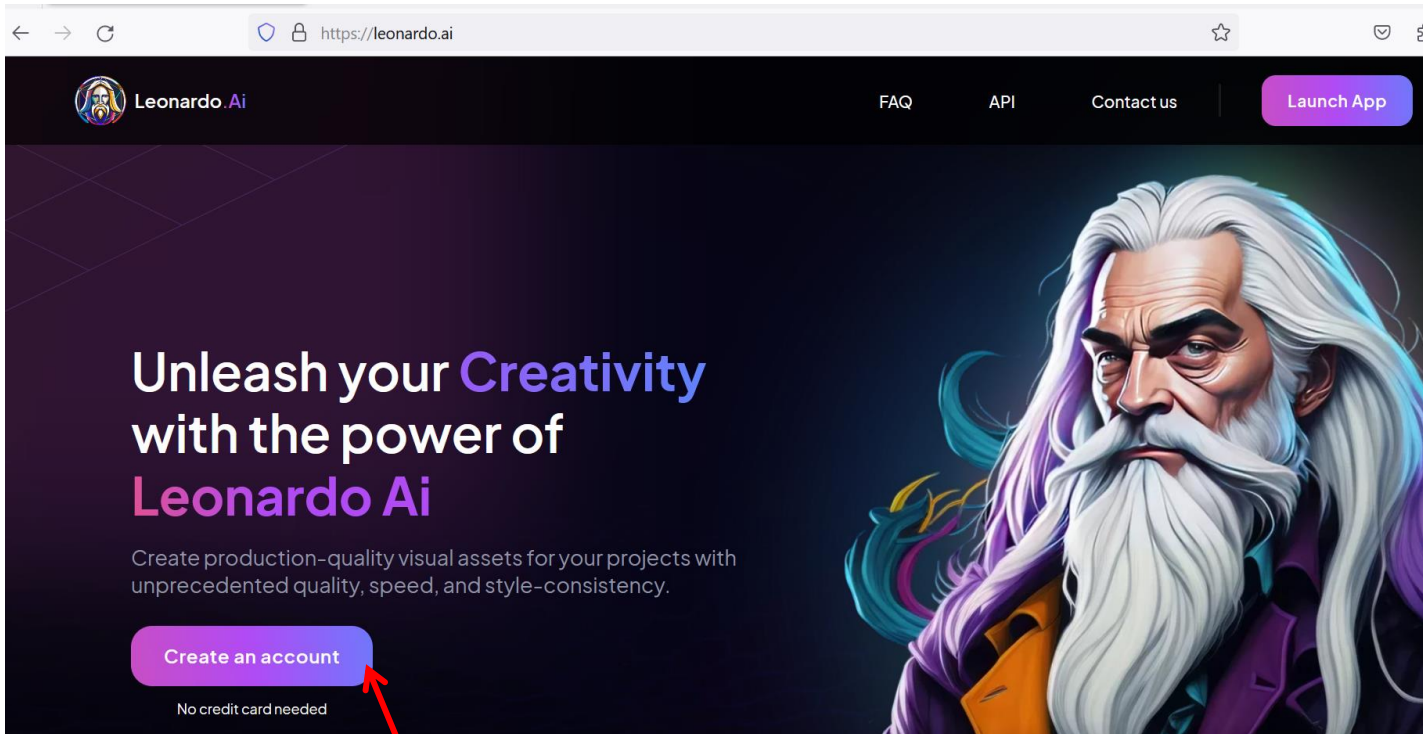
Leonardo



Leonardo is an AI image generation that ...

1. Is easier to use than Midjourney
2. Produces images that are excellent
3. You can create 6-8 free images per day using their best image creation model (alchemy) for a limited period.
4. They make it easy to create different styles of images because they offer different image generation models

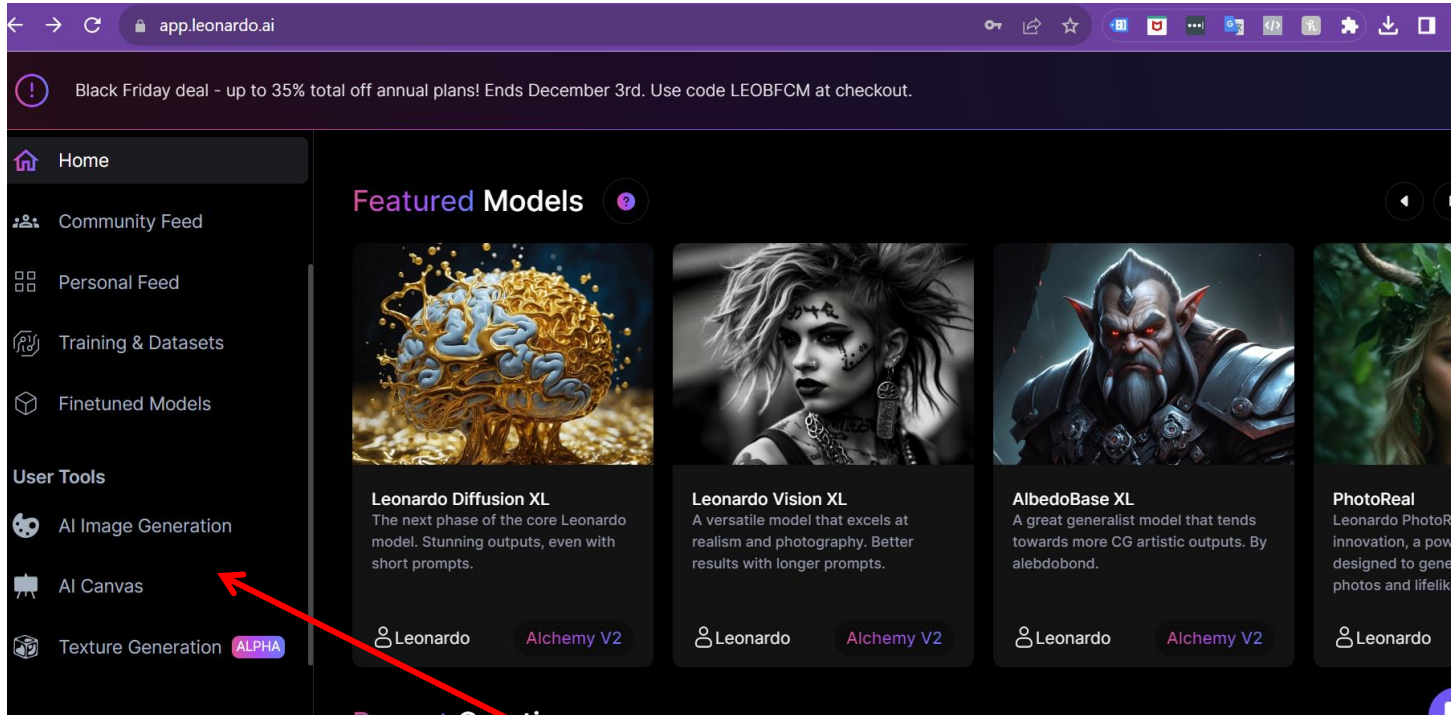
Leonardo



Go to leonardo.ai

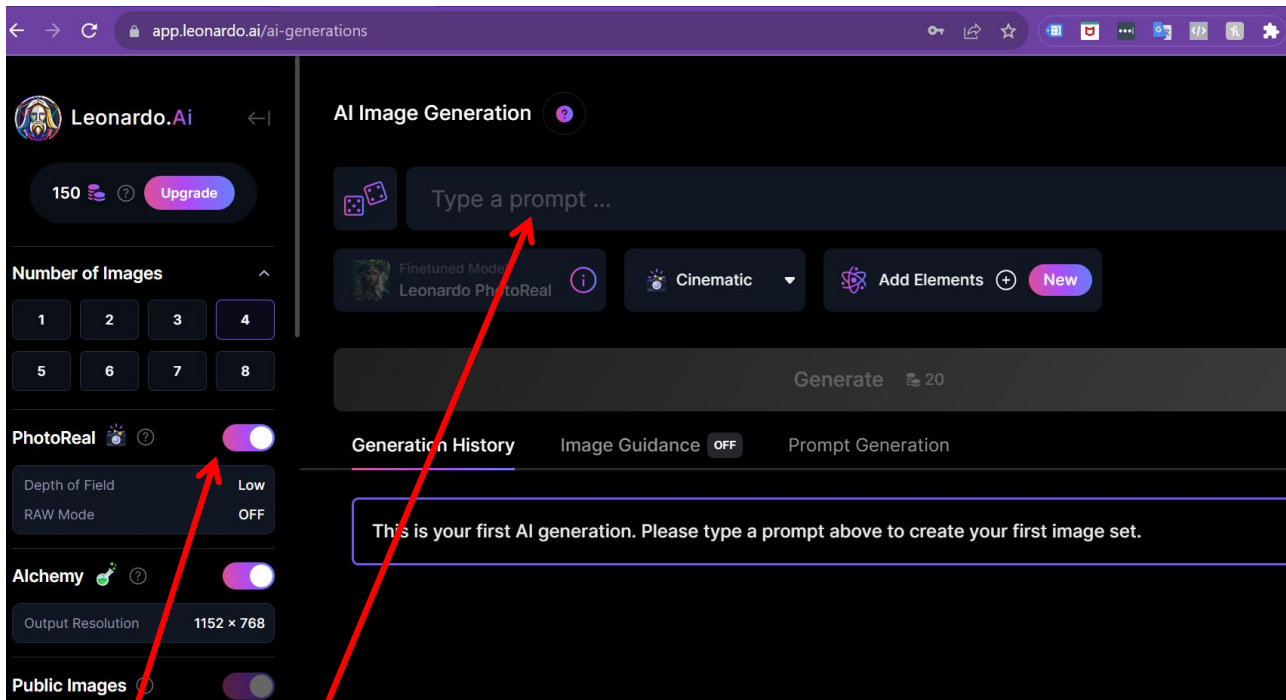
Click create an account and register for a free account

Leonardo



When you login click on AI image generation on the left hand menu

Leonardo



Switch on the option for Photo real to get realistic images
Type you prompt into this box

Note – you get 150 credits each day. An image uses 20 credits so you can create around 7 free images a day.

What Leonardo.ai produced



The quality of these images is excellent and is comparable to Midjourney

My view - Which are the best image generation tools in rank order

1. MidJourney



Quality of image – Excellent
Cost: €10 per month
Able to use commercially? Yes

2. Leonardo



Really good
Limited trial 8 free images
Yes

3. Dalle in Chat GPT

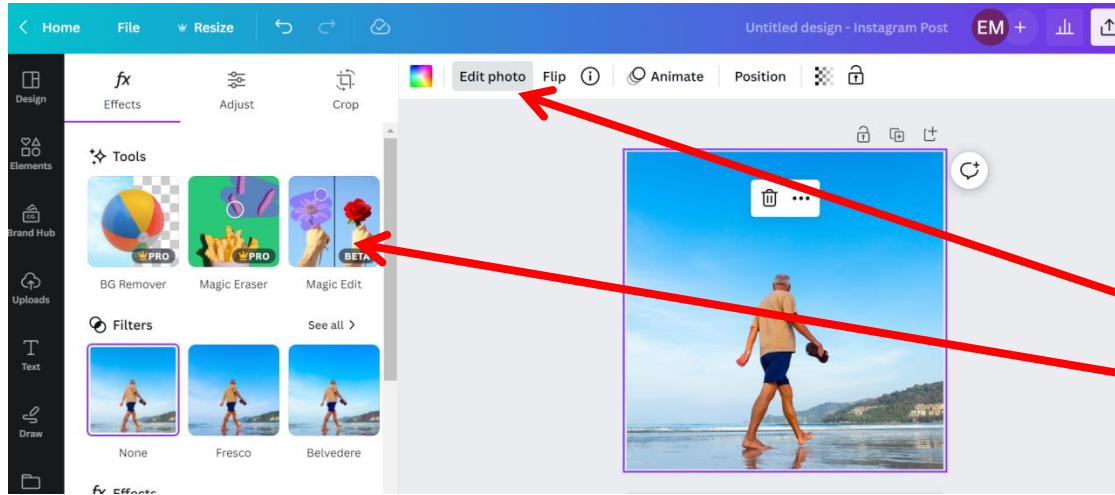


Good
Part of Chat GPT Pro (€20/ m)
Yes

Some extra AI image editing tools in Canva



Magic edit: Highlight part of an image and type what you want to replace it with



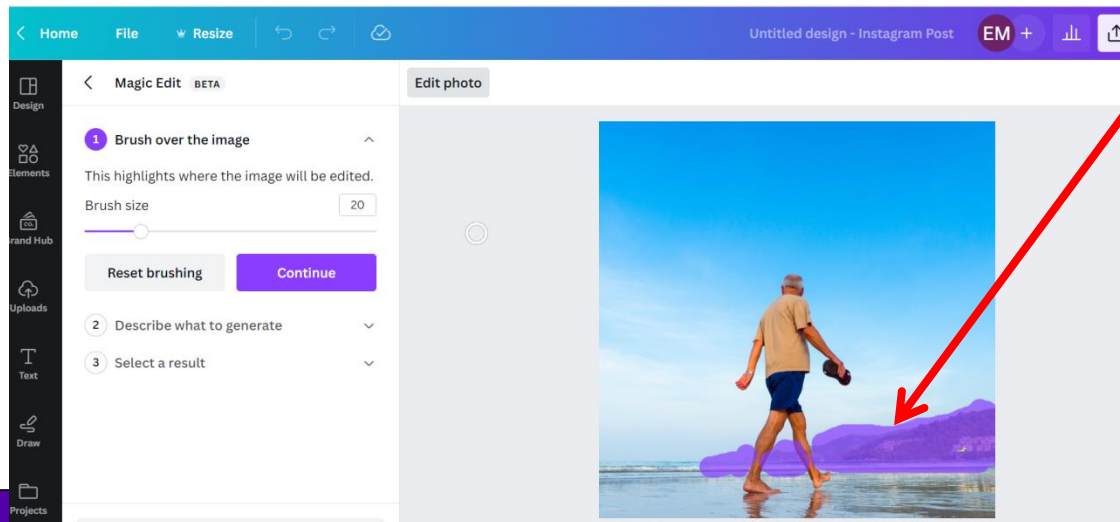
Canva now utilises AI to let you change or add things to your image by selecting an area and typing what you want.

Add your image to a canvas
Click edit photo

Click Magic edit

Use the brush to highlight the area that you want to replace

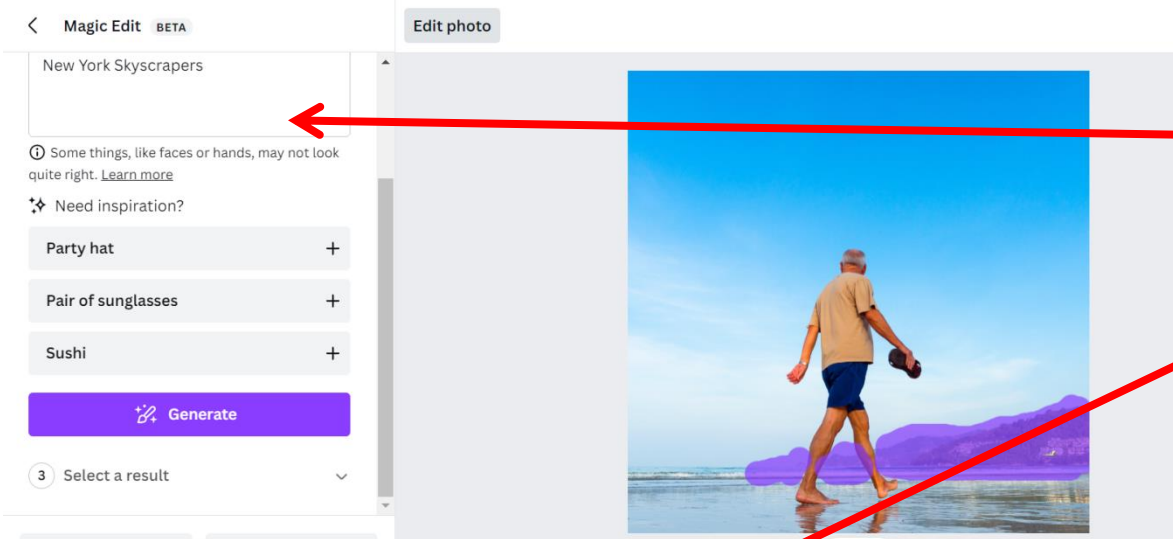
Then click continue



FREE

This is a Free feature
It can be used by Free and Pro accounts

Magic edit: Highlight part of an image and type what you want to replace it with



Type what you would like to replace it with eg. Skyscrapers

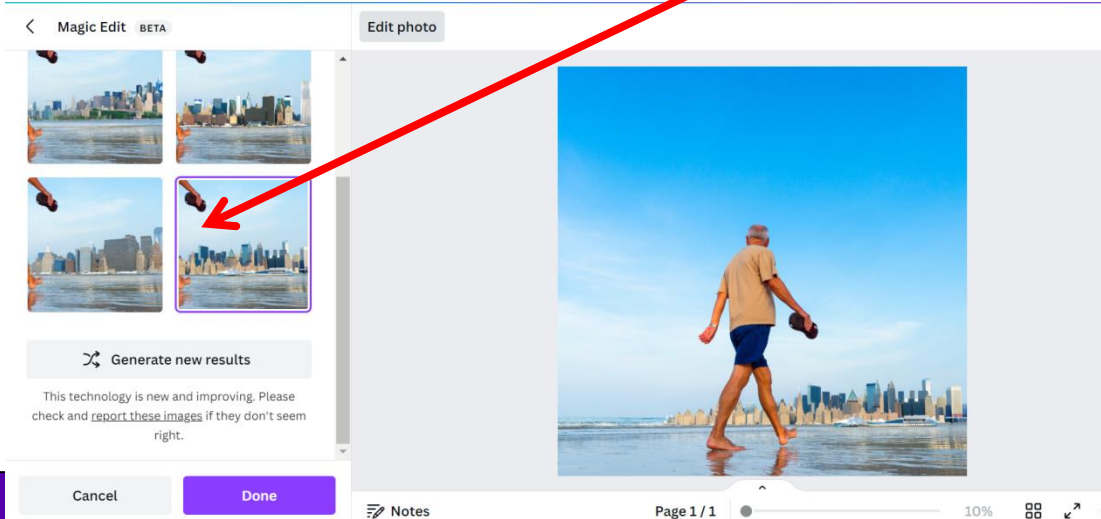
You can then choose from different options

Click save

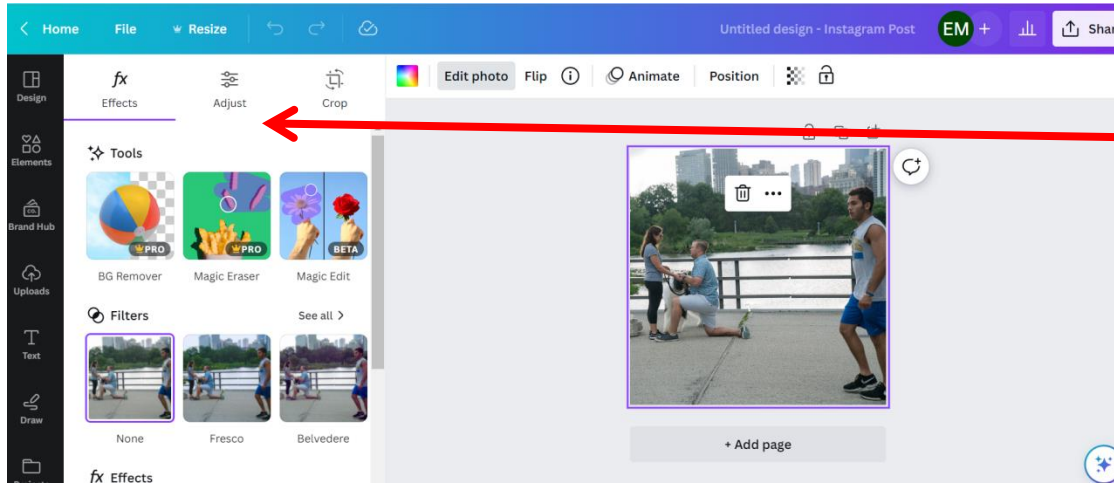
You could use this tool to

- Add things to your image that are not in it
- Replace things that are in it with something different
- Change the colour of someones hair

Plus lots more.



Magic eraser: Highlight people or objects in an image and it will erase it



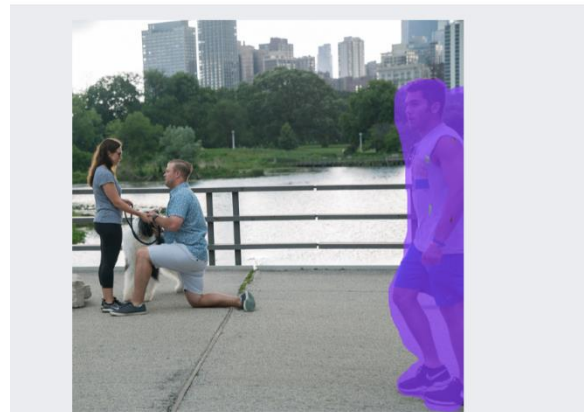
Note – you need the Pro version to use this tool

Add your image to the canvas

Click on edit image

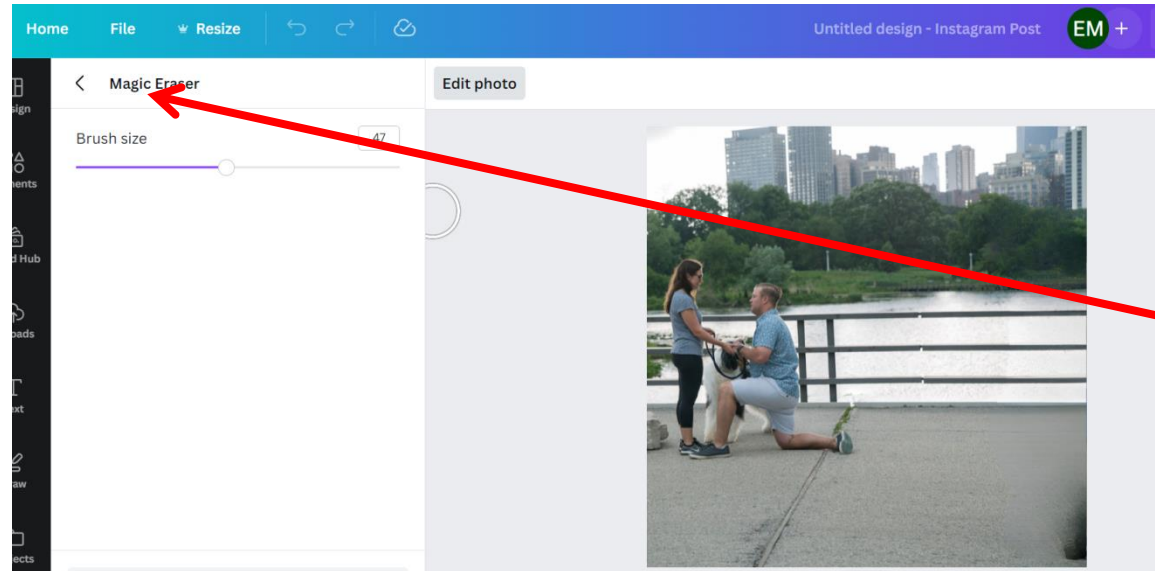
Click on magic eraser

Highlight with the brush what you want to erase



This is a Pro feature
It cannot be used by Free accounts (But I have a free alternative)

Magic eraser: Highlight people or objects in an image and it will erase it



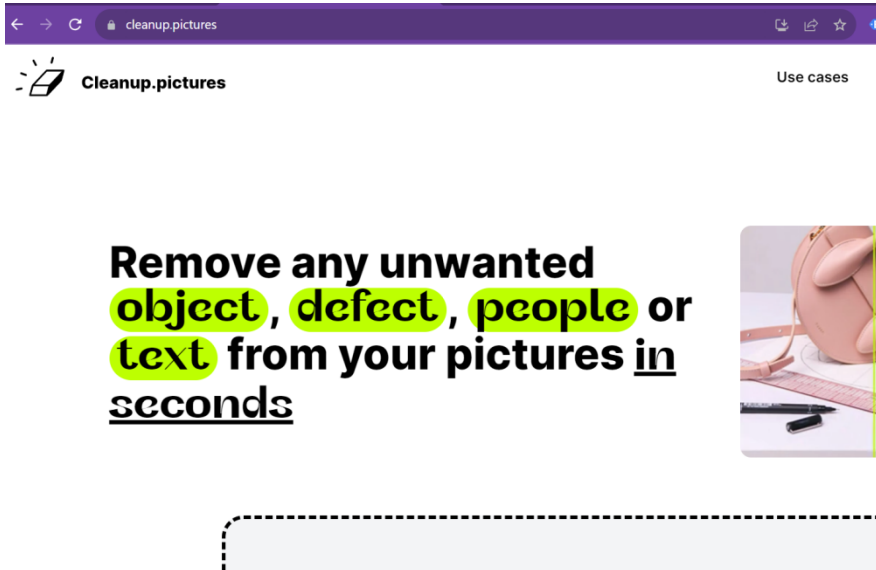
It will now be erased

If you are not happy with the results
click reset erasings

Try a larger or smaller brush –
depending on how big or small the
object is

Then click on the arrow to progress

Magic eraser: Highlight people or objects in an image and it will erase it



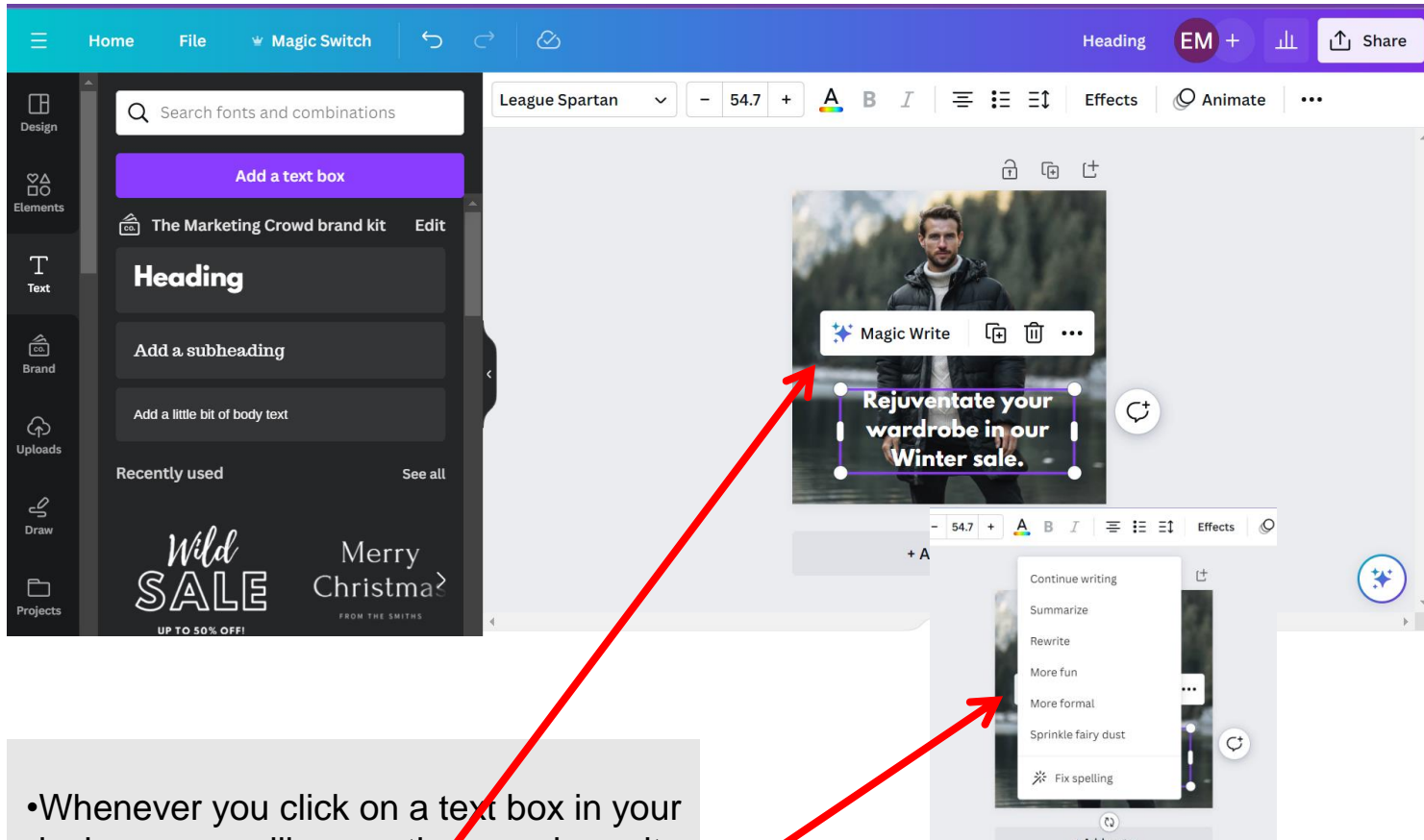
A free alternative to this eraser tool is the website

Cleanup.pictures

Click this link to view my demo

https://www.instagram.com/reel/Cwiifr_s1qU/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA==

Magic write – generate initial drafts of text and other copy options

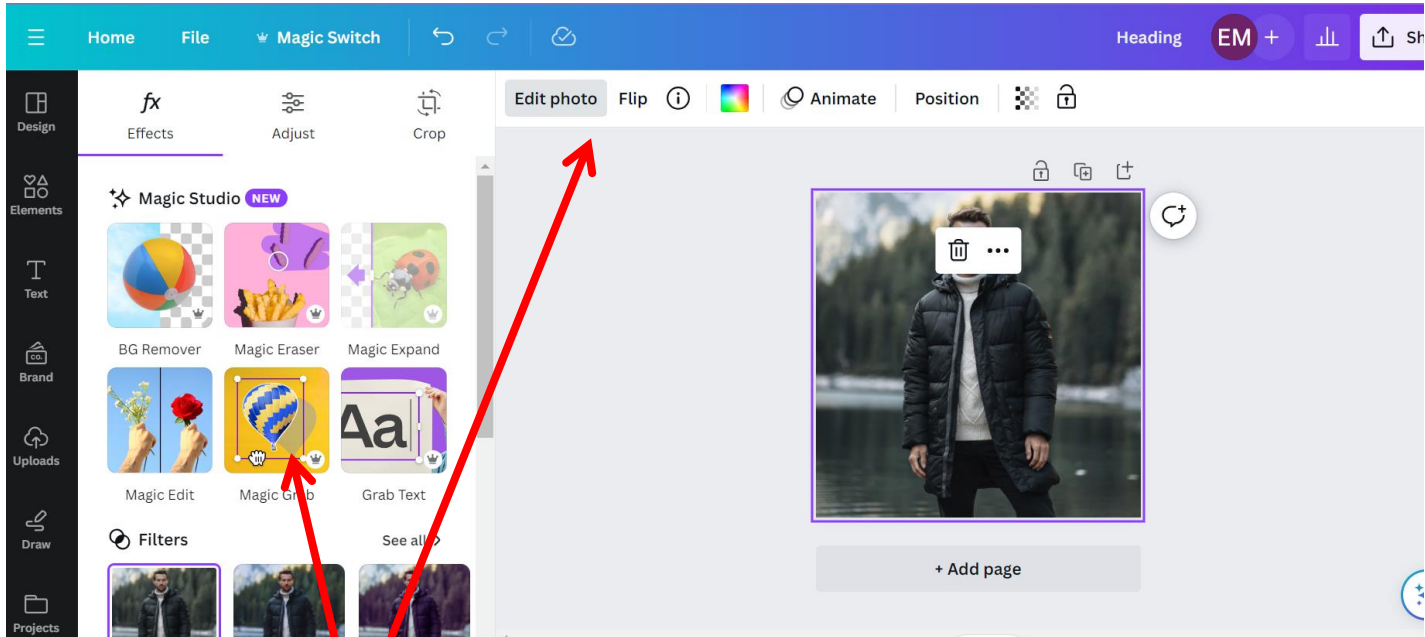


- Whenever you click on a text box in your design you will see the magic write option
- Write your text
- Then click on magic write
- You now have these options. Click each option to see their suggested text



This is a Pro feature
However, free accounts can use it 50 times for free

Magic grab – isolate and move anything within an image

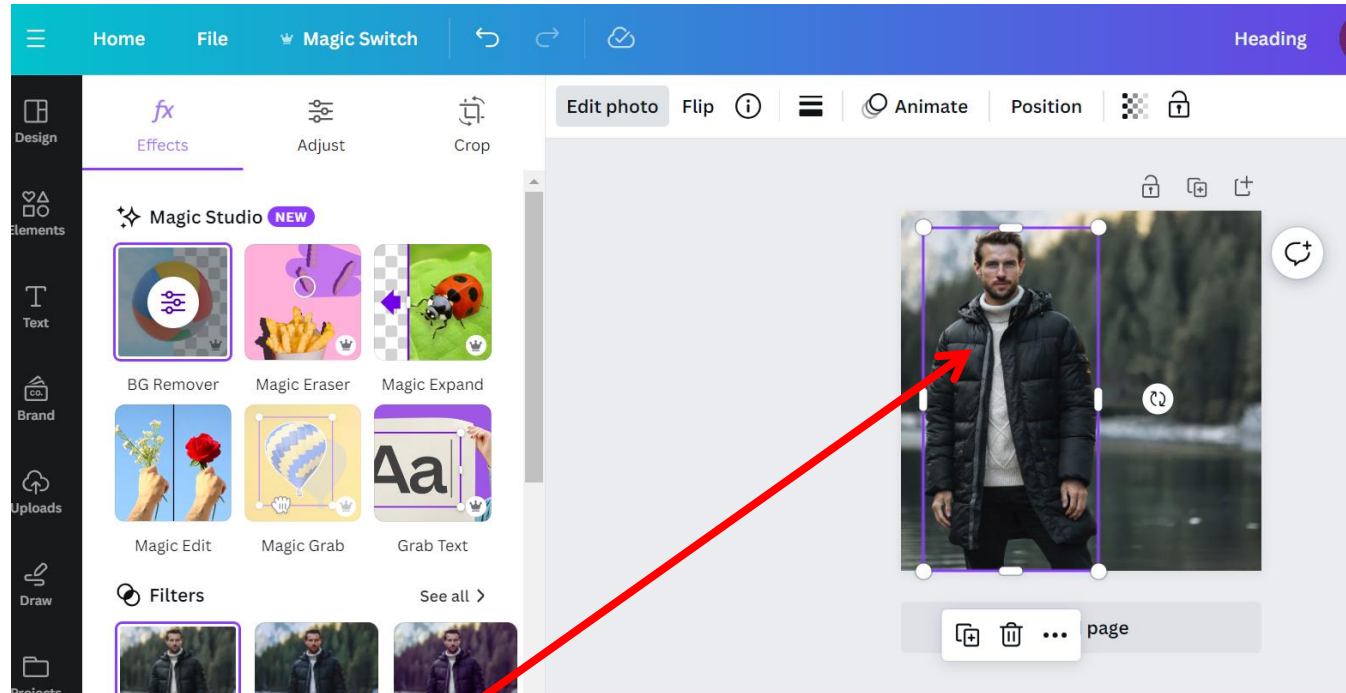


Add your image to your design
Click on your image
Click edit photo
Then click on Magic Grab



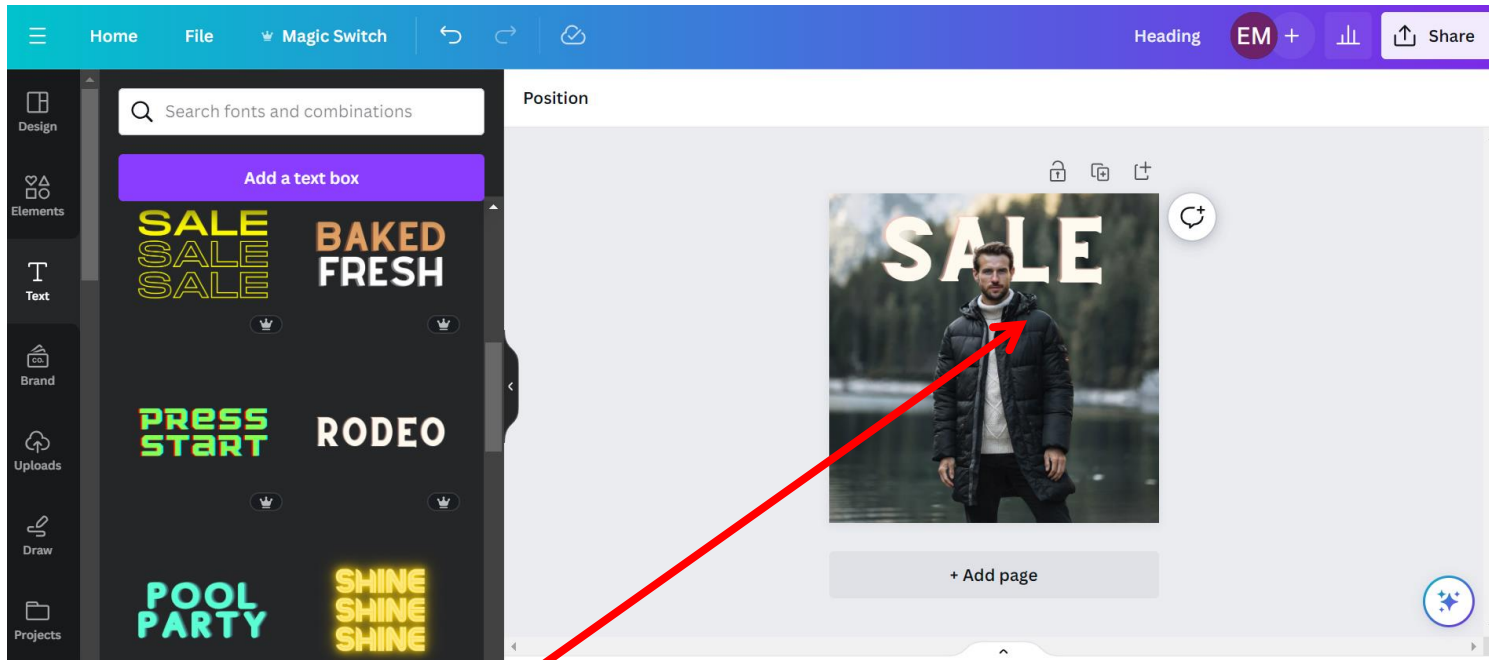
This is a Pro feature
It cannot be used by Free
accounts

Magic grab – isolate and move anything within an image



It then identifies the main element in the image
You can then move that element left or right or make it bigger or smaller– ideal if you want to add text beside a person

Magic grab – isolate and move anything within an image

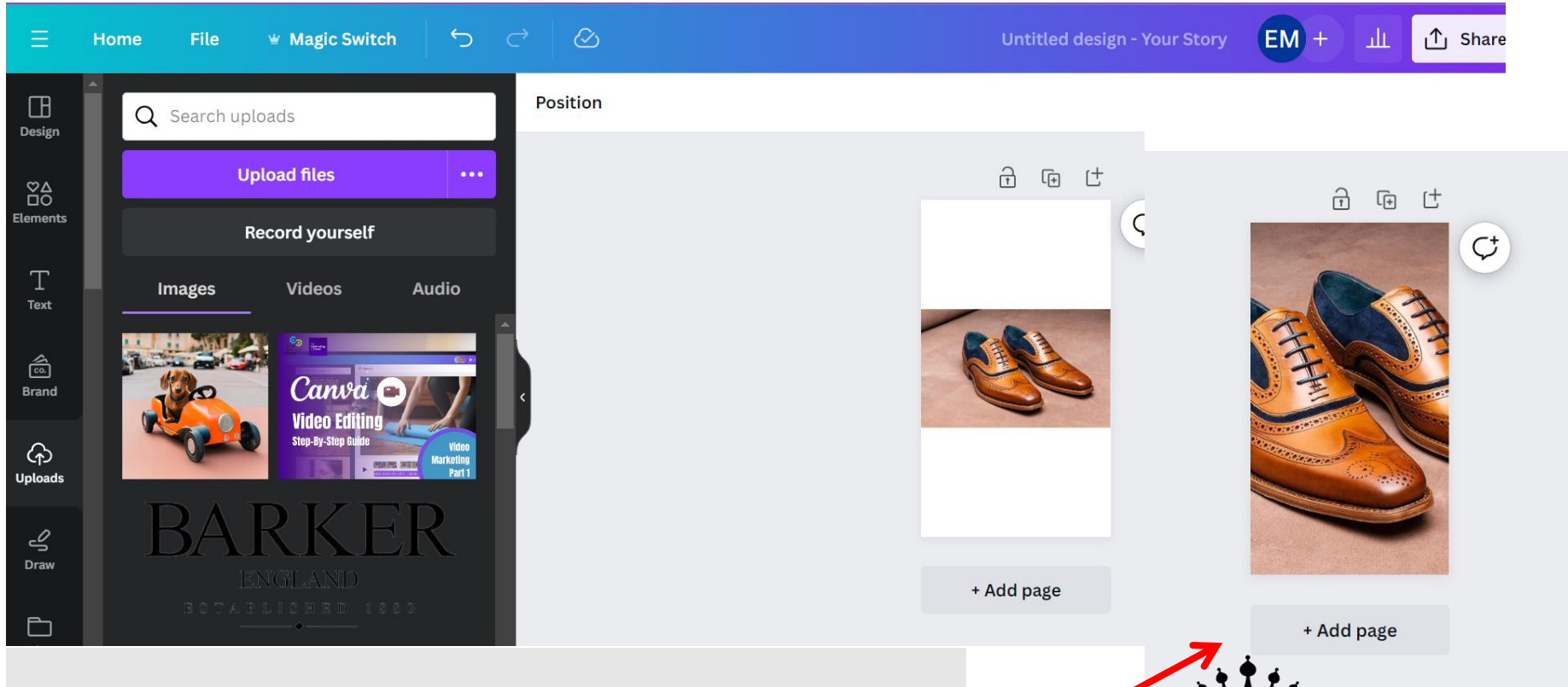


It also means that you can easily place text behind the person or object which is an eye catching effect

1. Add text
2. Right click on the text and select layer – send backward

Or click on the option for “Position” above the image and then drag the text under the person or object in the list of elements

Magic expand: Ask Canva to recreate parts of an image to make it wider or taller



Choose your canvas shape eg. Portrait
Choose your image – eg it is square

If you make the image fill the area it will simply zoom / crop in

If you want to keep the main object the same size you can use magic expand

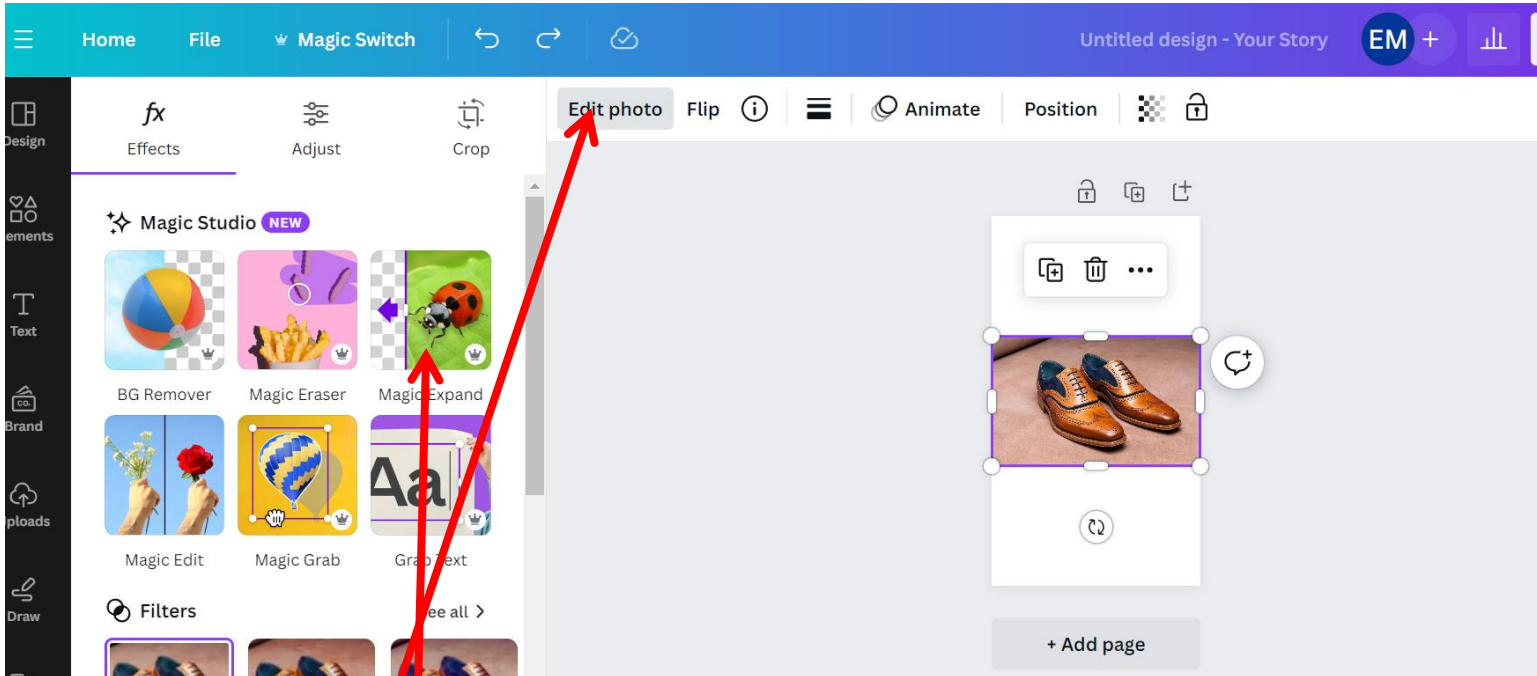
Click on image, click on edit photo and select magic expand



This is a Pro feature

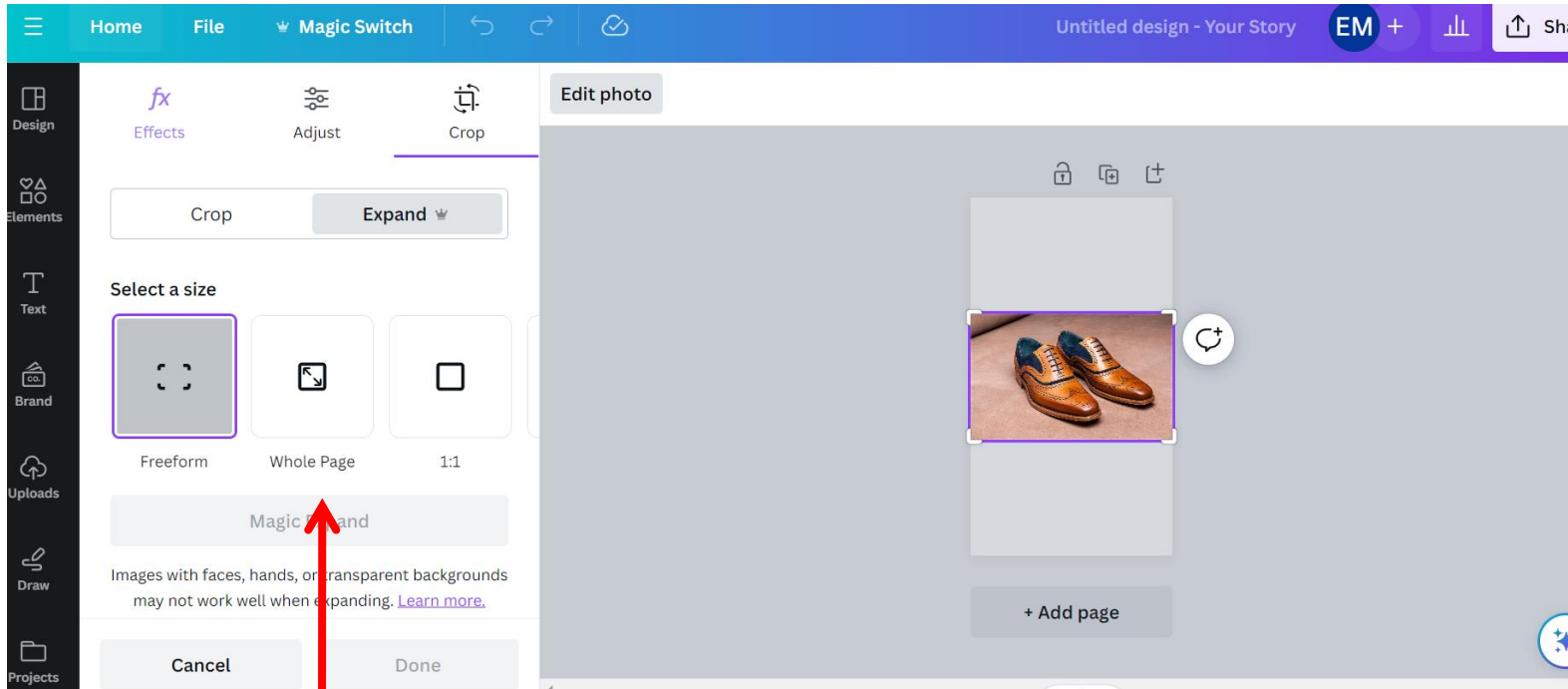
It cannot be used by Free accounts

Magic expand: Ask Canva to recreate parts of an image to make it wider or taller



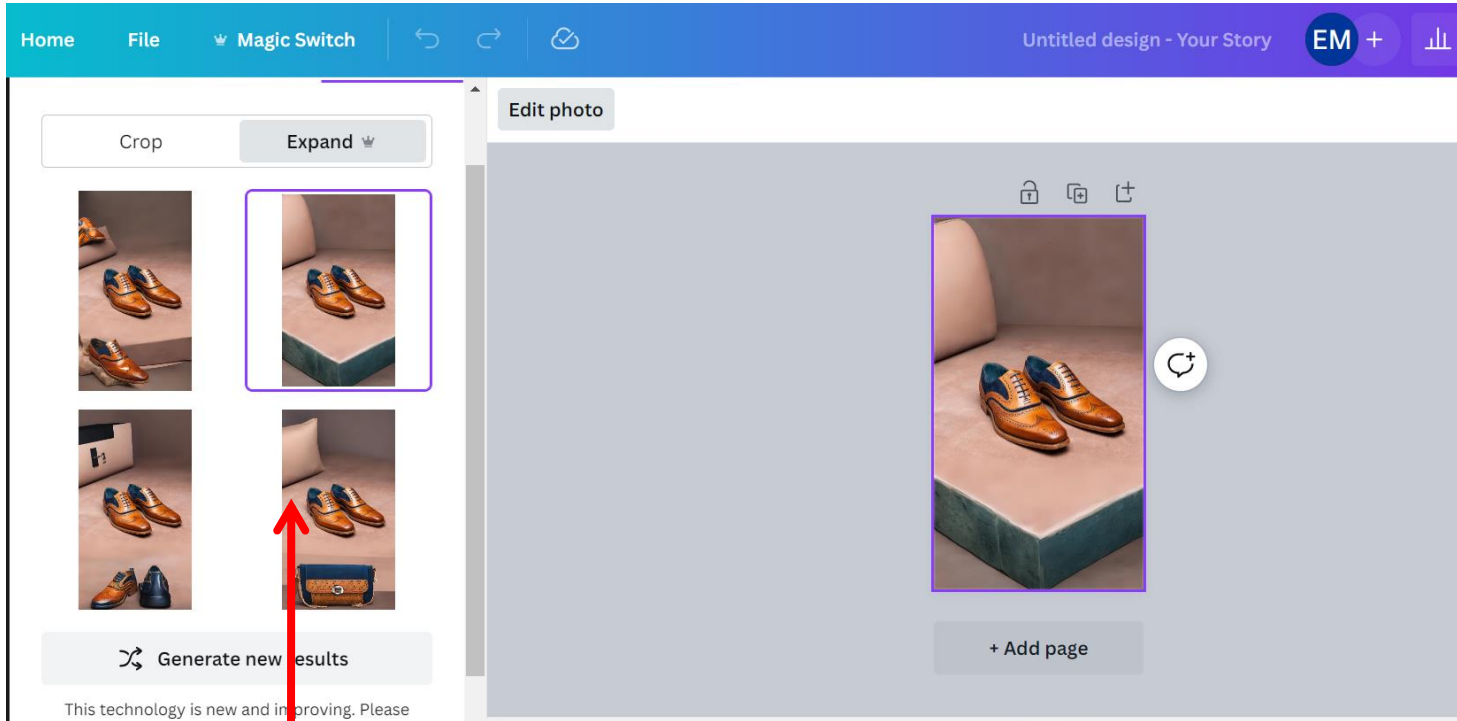
If you want to keep the main object the same size you can use magic expand
Click on image
Click on edit photo
and select magic expand

Magic expand: Ask Canva to recreate parts of an image to make it wider or taller



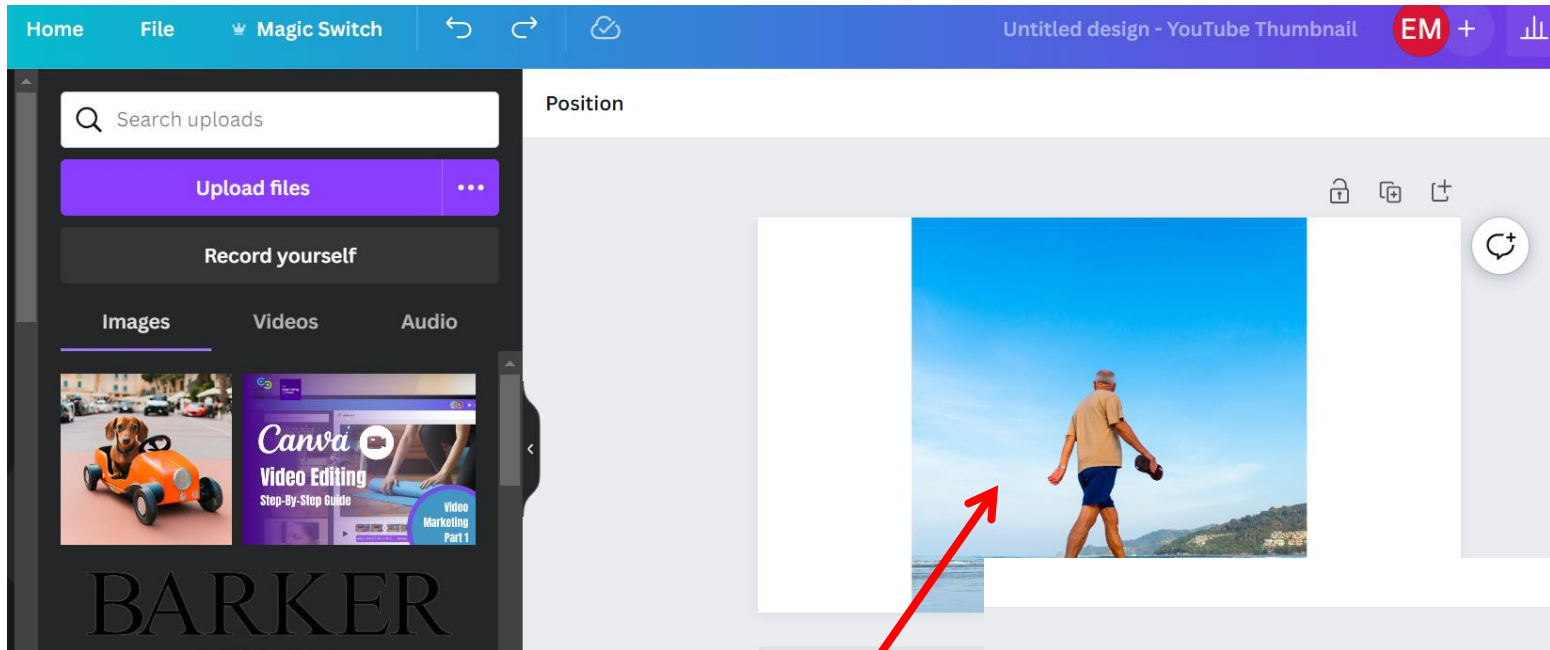
You can now choose whether you want the image to expand to fill the area in page or a different size.

Magic expand: Ask Canva to recreate parts of an image to make it wider or taller



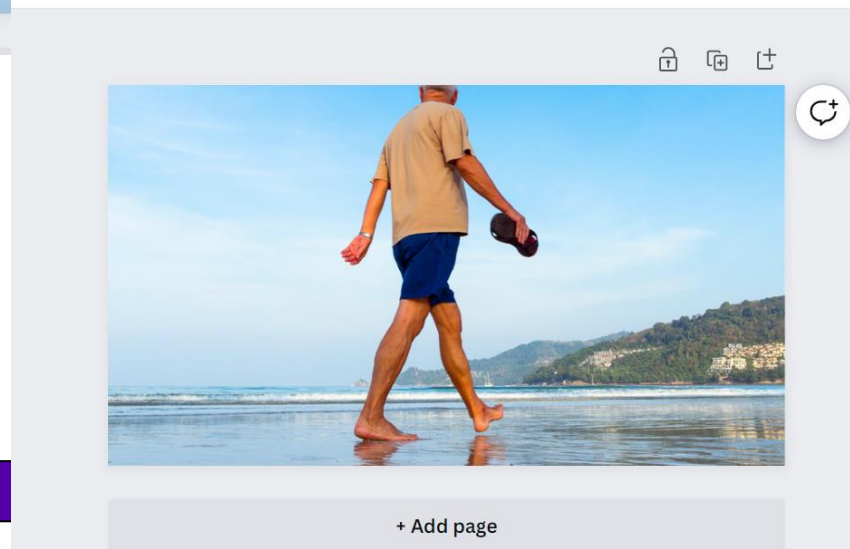
It now gives you 4 options to choose from

Magic expand: Ask Canva to recreate parts of an image to make it wider or taller

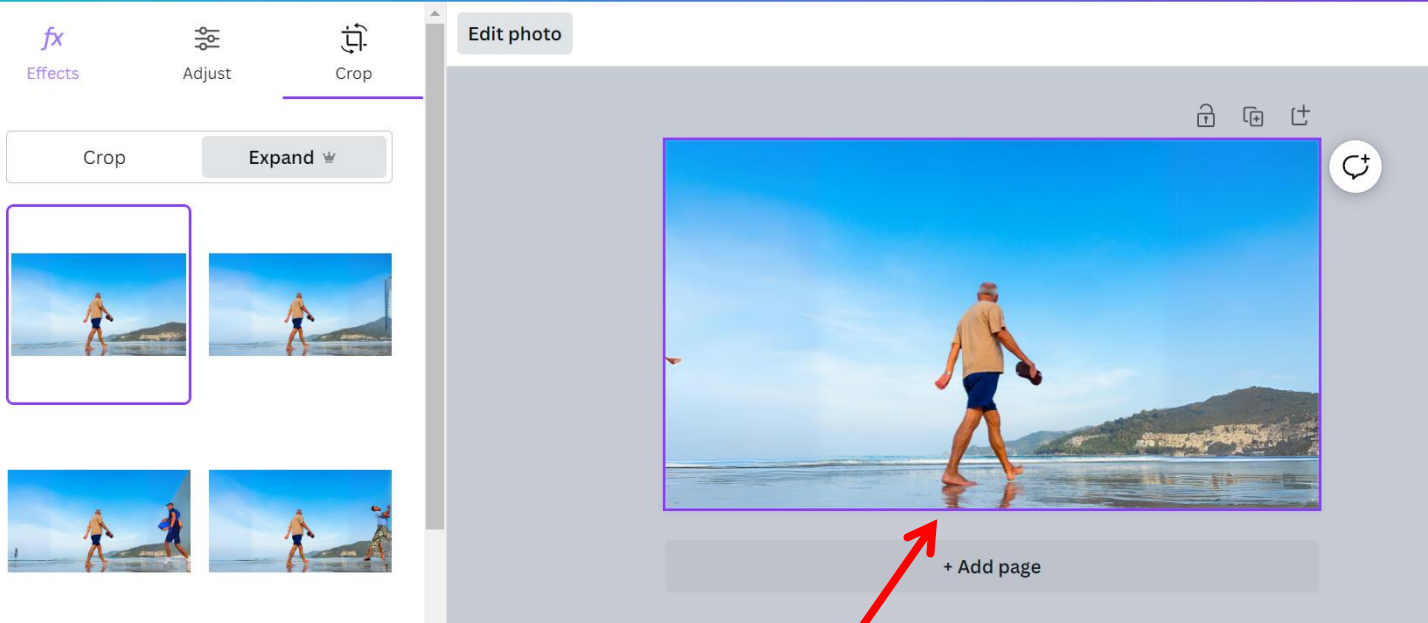


Similarly, you might have a square image that you want to expand to fit a wider area eg. 16:9

If you simply set the image as background it becomes too cropped in



Magic expand: Ask Canva to recreate parts of an image to make it wider or taller



Using magic expand it is now a landscape image with everything in proportion

What we will cover

AI Image Generation tools

Midjourney

Dalle

- Within Chat GPT plus
- Withing Bing / Co Pilot
- Within Canva

Leonardo

AI Video Generation tools

Runway – text to video tool

Canva - Text to video tool

Deep nostalgia - Turn an old photo into a video

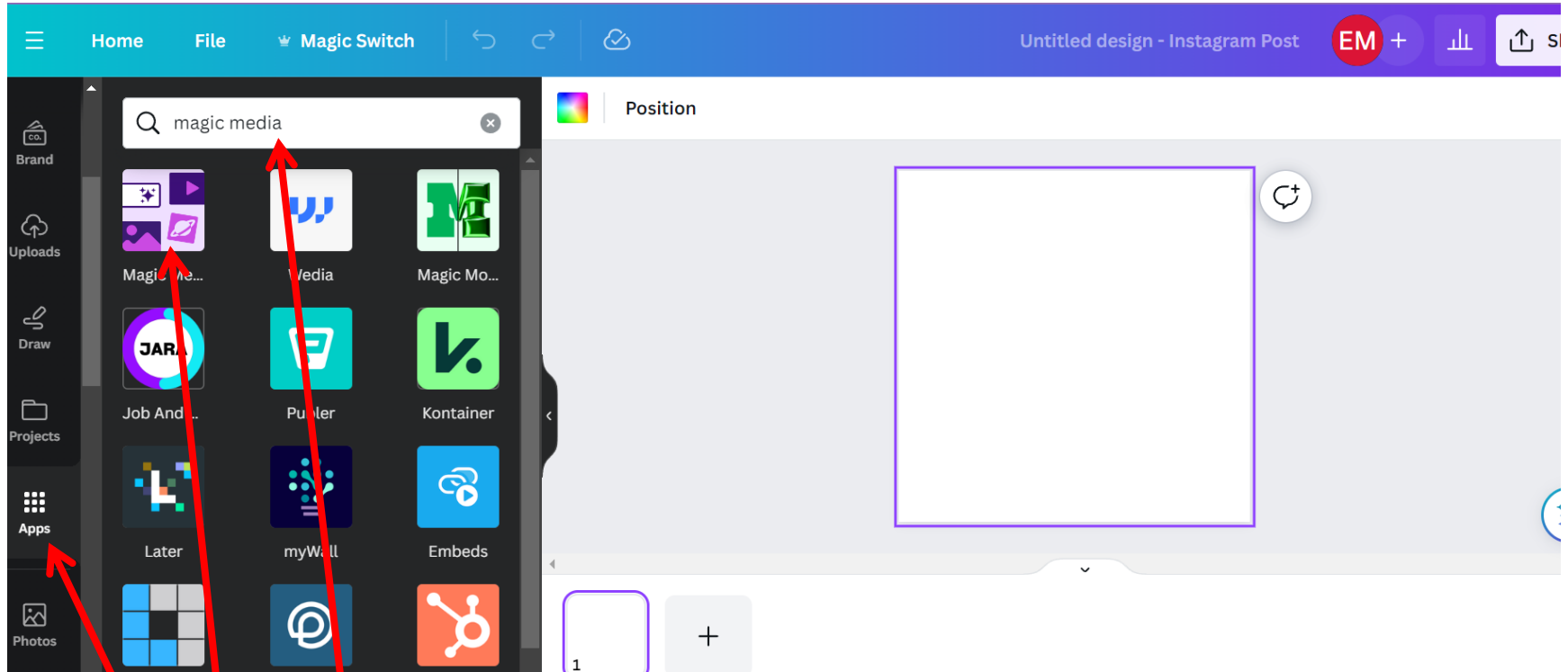
How can text to video creation impact your digital marketing?



Currently when you are looking for stock videos you would go to Pixabay.com or the video library in Canva

1. As these tools become more common and powerful you can easily have short footage videos created that perfectly match what you are trying to convey. You can then overlay these footage videos onto your main video.
2. In 2024 video creation tools are very likely to be incorporated directly into Tiktok and Reels and so as you are about to create a video you can customise your own videos

Canva Magic media – Text to video generator



Create a short video by describing it

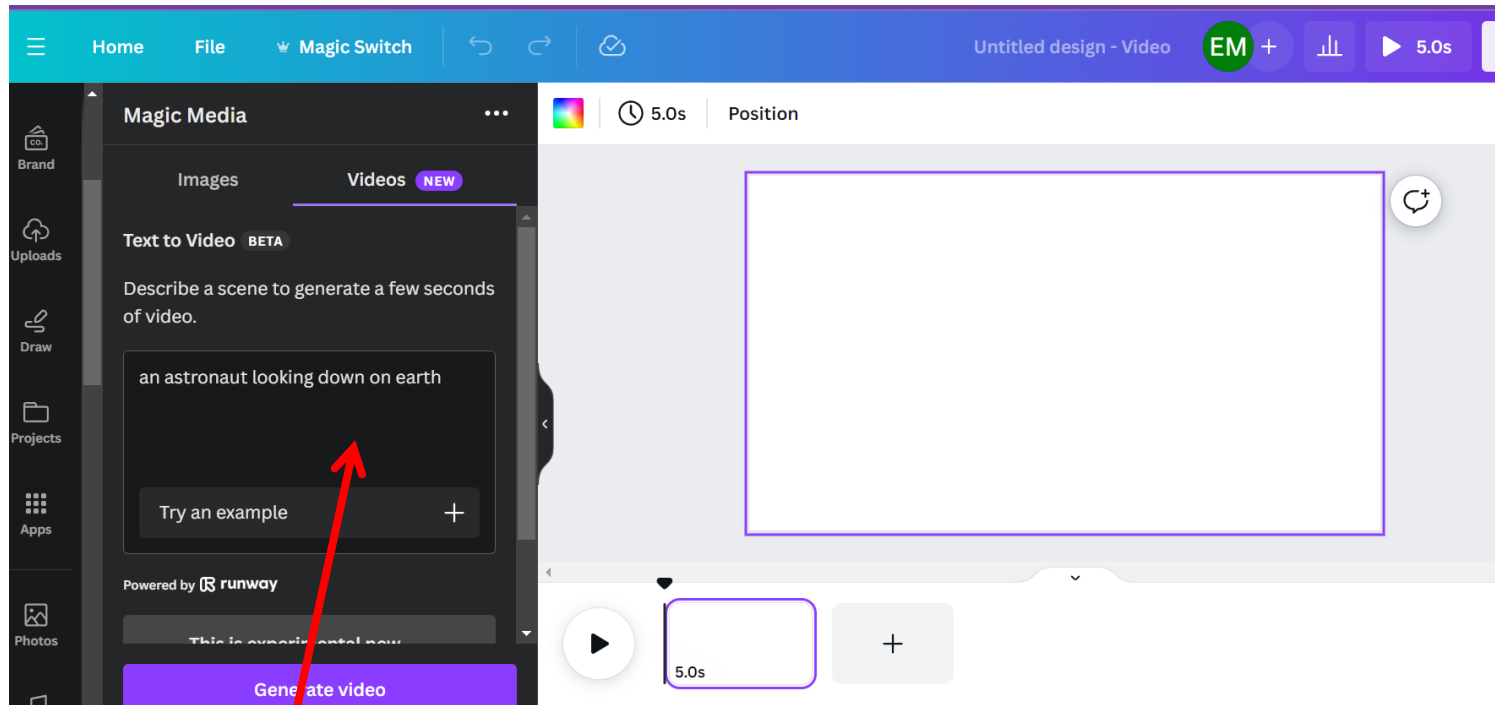
- Select your canvas shape
- On the left menu click on Apps
- Search for Magic Media
- Click on Magic media



This is a Pro feature

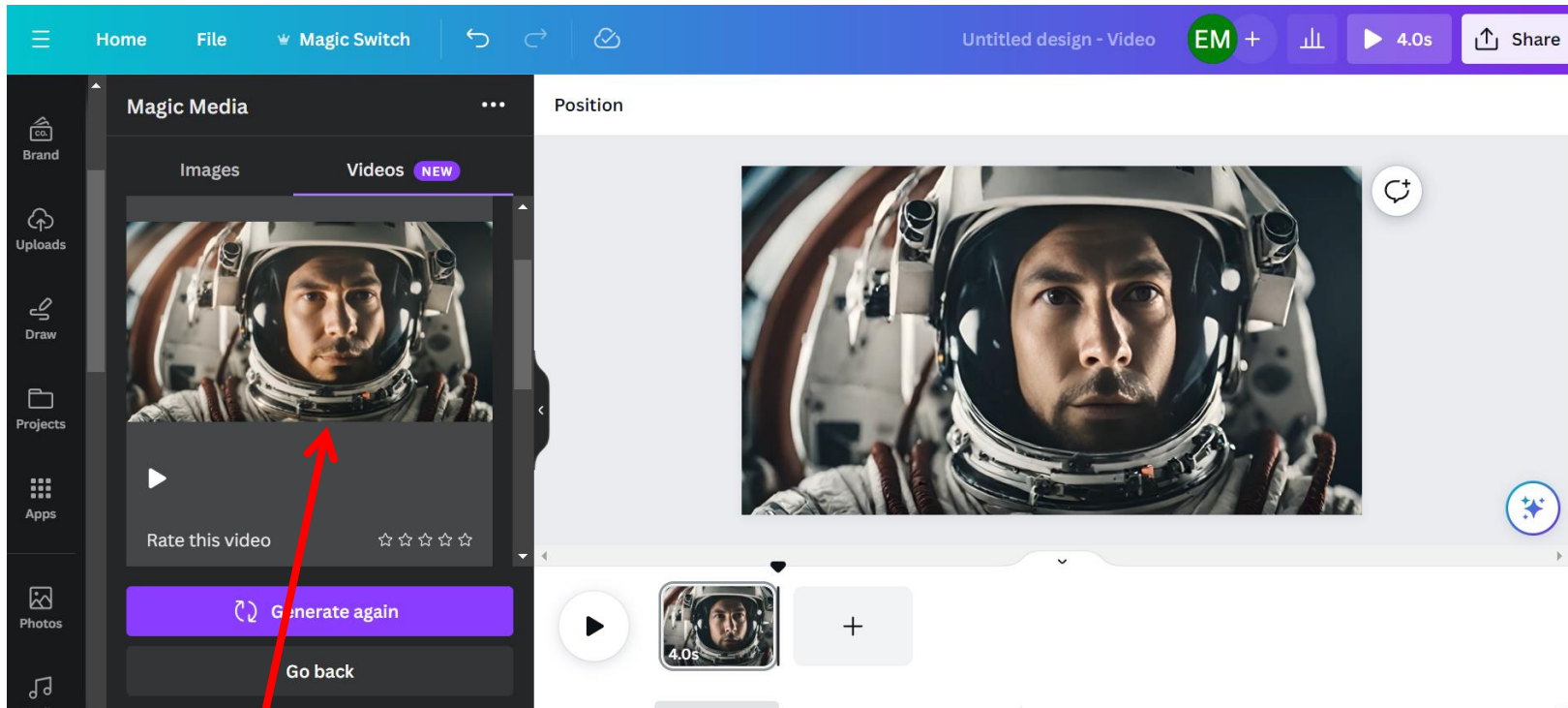
However, free accounts can use it 5 times for free

Magic media – Text to video generator



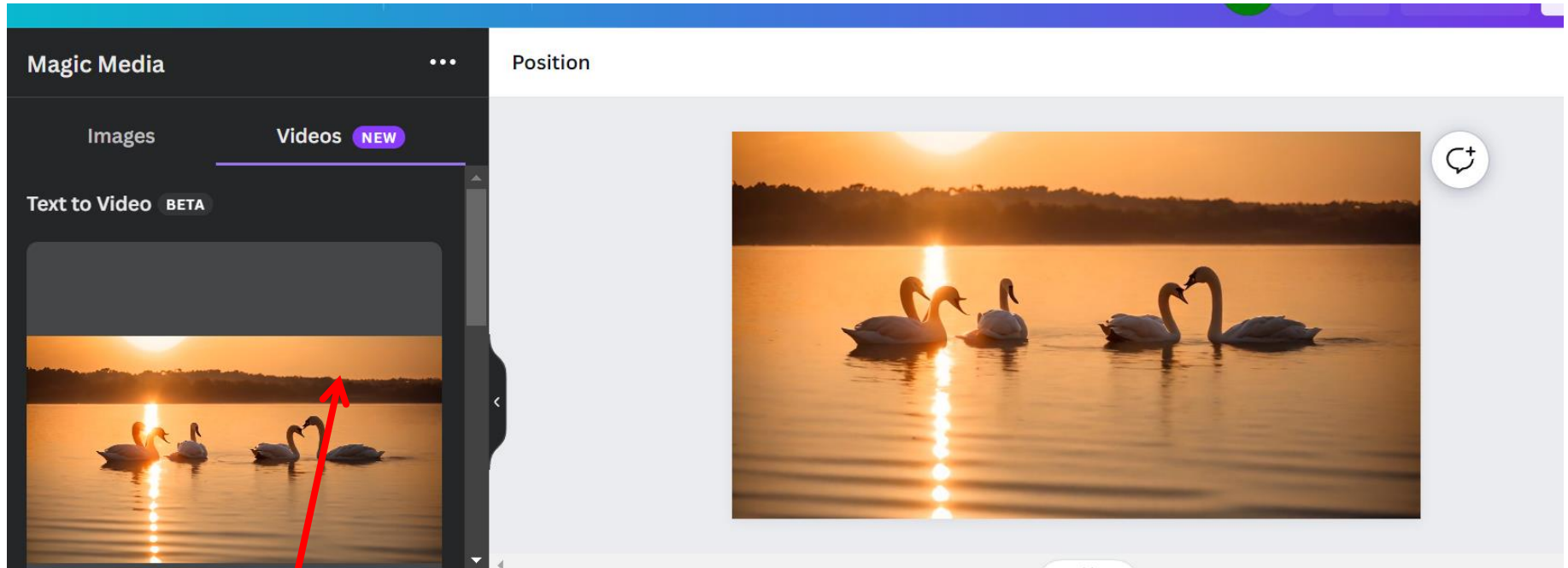
Click on Video to indicate you want to create a video
Type in your description. Be as descriptive as possible
Click generate

Magic media – Text to video generator



When your video is generated simply drag it down onto the timeline
Your video will be 5 seconds long
Click generate again if you want a different version. When you do it uses one of your credits

Magic media – Text to video generator



Based on the prompt:

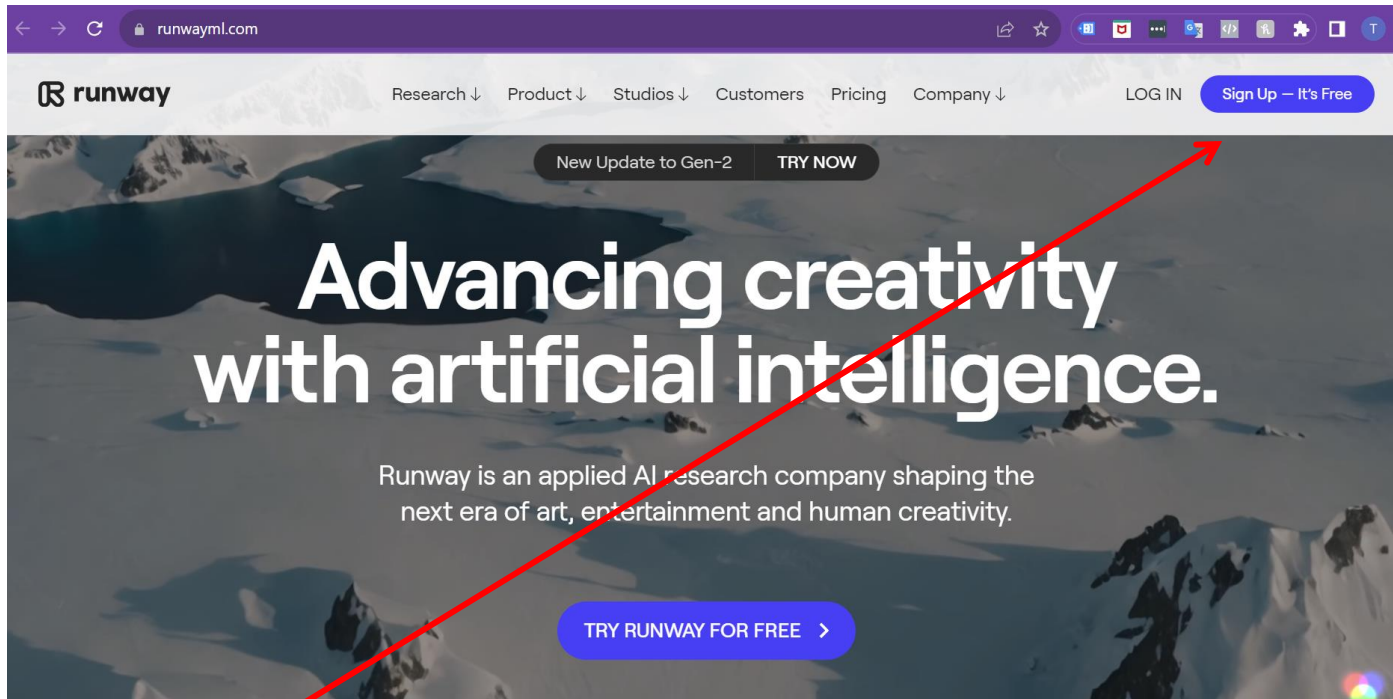
Create a video of a beautiful sunset on a lake. There are swans on the lake

I do not think the quality of the videos created on Canva is currently good enough for your marketing. However, they will be improving it so check it every now and then



Runway is the leading AI video creation tool and I would definitely use this rather than Canva

You receive free credits to try making videos using Runway



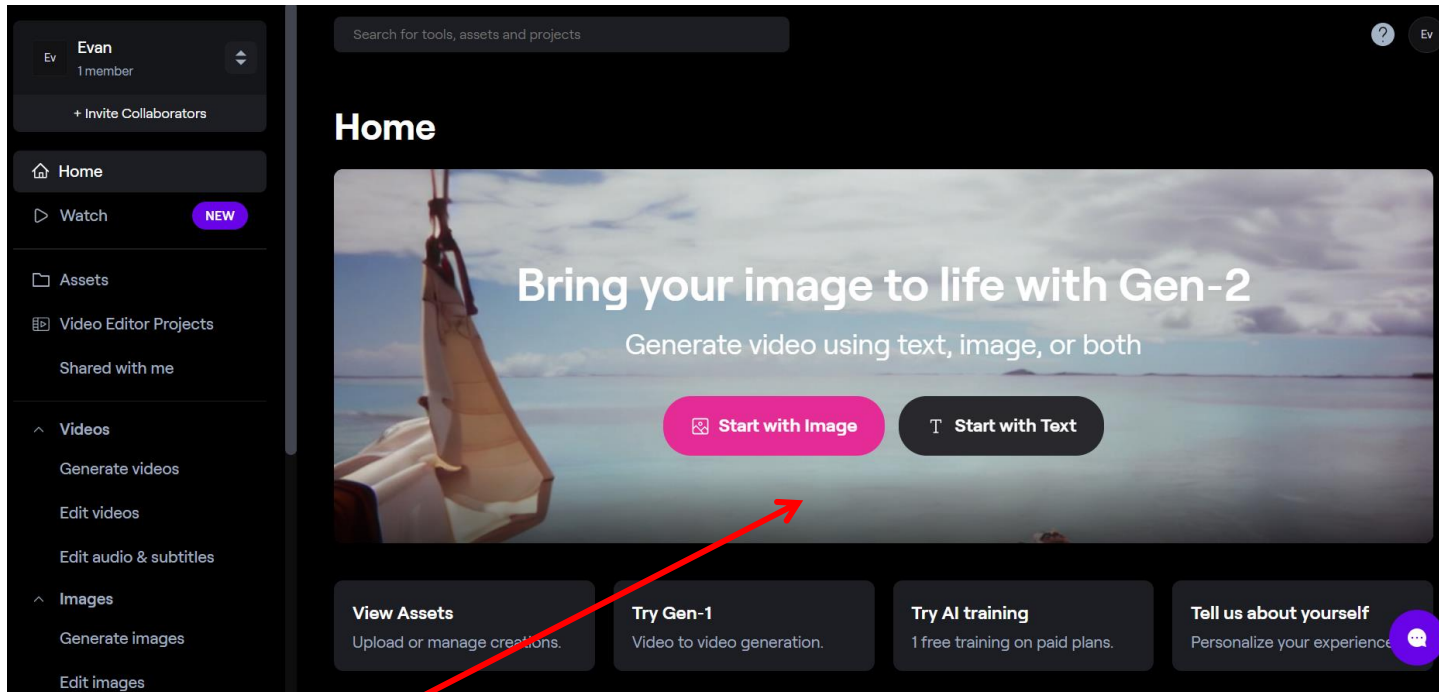
Go to runwayml.com or search for Runway ML in Google
Sign up for a free account and you will be able to test their tools for free
Then login

The screenshot shows the Runway pricing page with the following navigation and pricing options:

- Navigation: Research, Product, Studios, Customers, Pricing, Company, LOG IN, Sign Up – It's Free
- Free Forever**
 - Sign up
 - 125 credits
 - Can't buy more credits
 - Can't upscale resolution or remove watermarks on Gen-1 and Gen-2
 - Gen-1 (Video to Video) up to 4 sec
- \$12 per user per month**
 - max. 5 users per workspace billed annually as \$144
 - Subscribe now
 - 625 credits/month
 - Credits reset to 625 every month starting from your subscription date. Buy more as needed
 - Upscale resolution and remove watermarks on Gen-1 and Gen-2
- \$28 per user per month**
 - max. 10 users per workspace billed annually as \$336
 - Subscribe now
 - 2250 credits/month
 - Credits reset to 2250 every month starting from your subscription date. Buy more as needed
 - Upscale resolution and remove watermarks on Gen-1 and Gen-2
- \$76 per user per month**
 - max. 10 users per workspace billed annually as \$912
 - Subscribe now
 - Unlimited video generations
 - Includes all Pro Plan features, plus:
 - Unlimited generations of Gen-1 and Gen-2 in Explore Mode at relaxed rate
 - Credits (with no rate)

With the free account you receive 125 credits
This gives you approx 6 four second videos

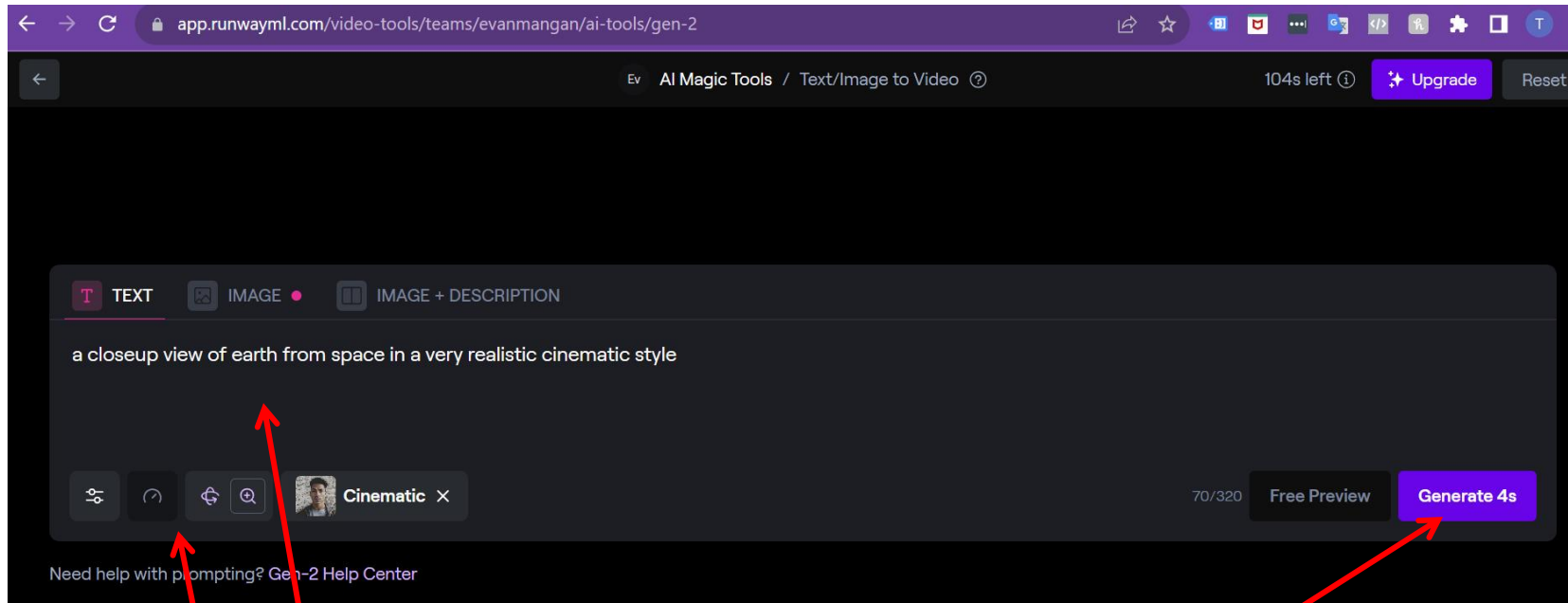
Runway



You can create a video based on an image or based on a text prompt

Note – you have 125 free credits. Each second of a video uses 5 credits

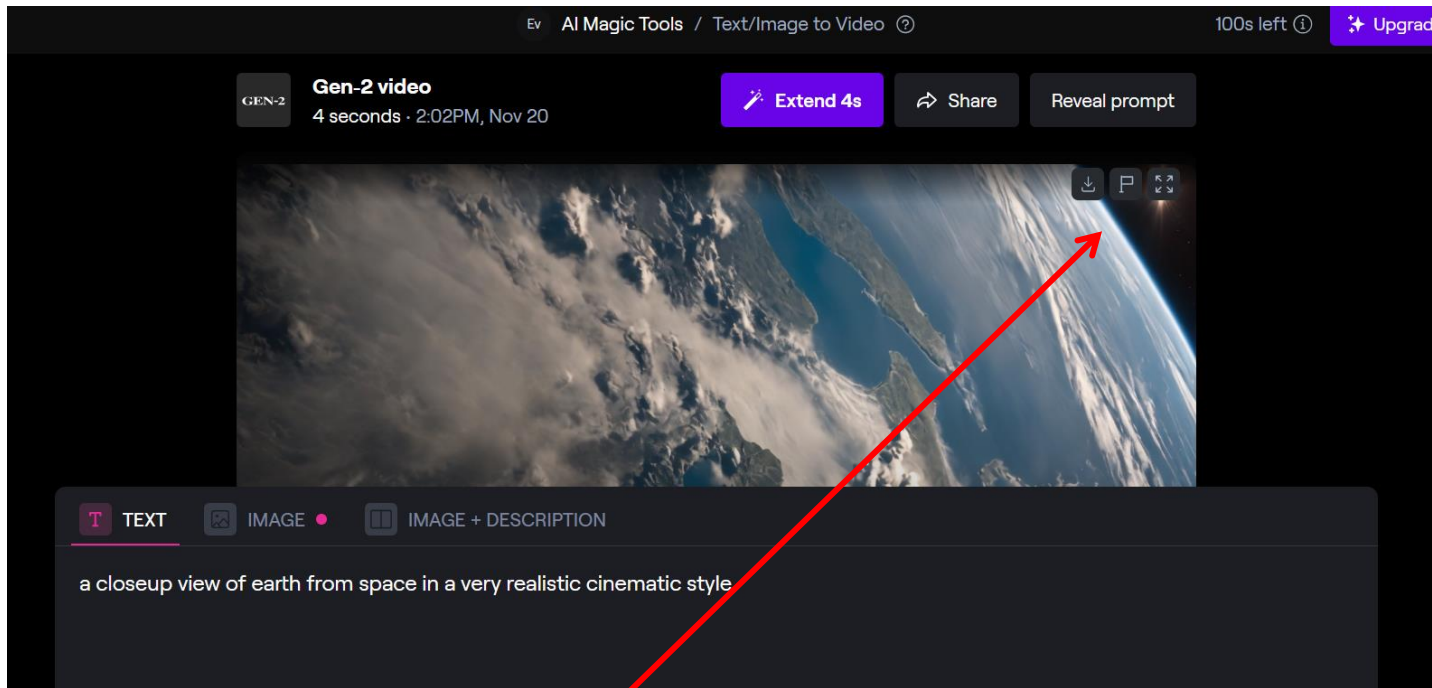
Runway



Write a detailed prompt. Start with what you want to see and then add detail about style eg. Cinematic or 3 d cartoon

You can choose to have the camera pan or zoom in your video. You can also specify the style from a drop down. Also try free preview and it might show you a free image before generating the video (depending on how busy the servers are)

Runway

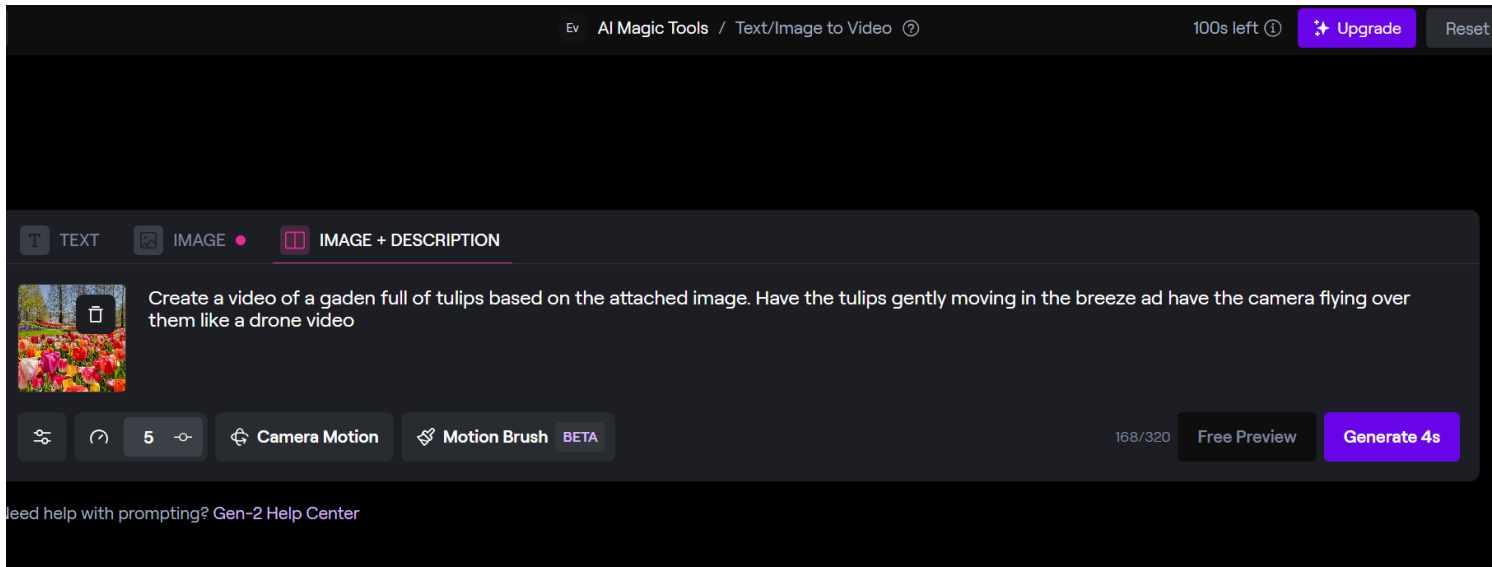


It creates a 4 second video within a minute or two

You can expand to view the video full screen

You can download your video

Runway



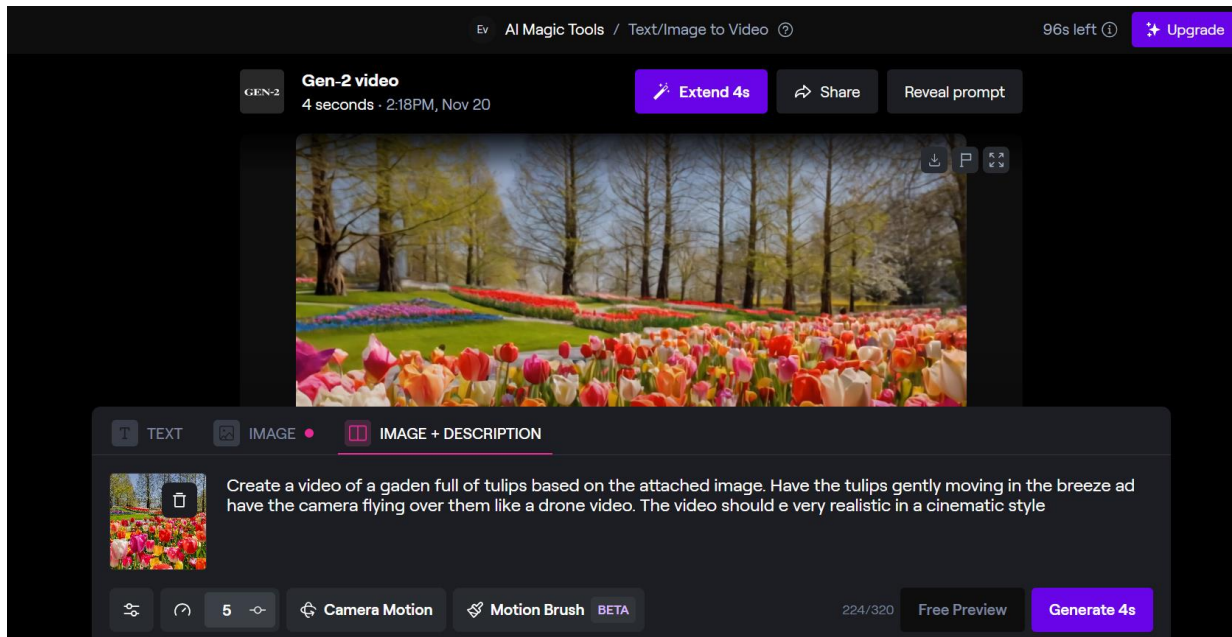
You can also create a video based on an image and text prompt

Select the option for create video based on image

Attach the image

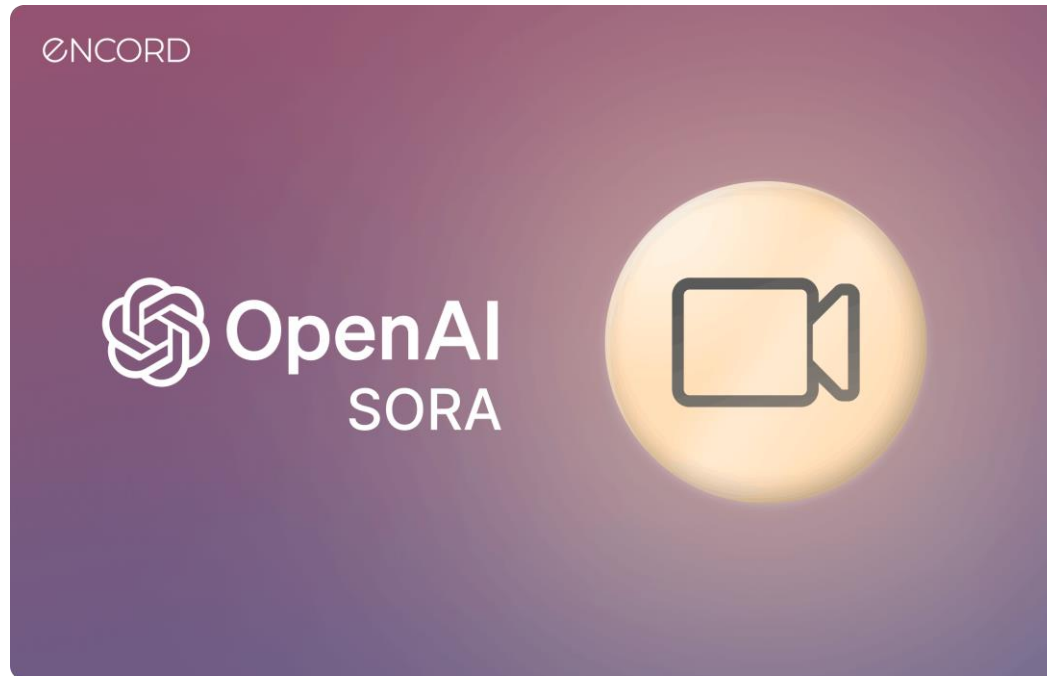
Add your detailed text prompt

Runway



Your video will be created and you can download it.

Sora – Will be launching soon from Open AI and looks amazing



Based on a text prompt it will generate 60 second videos
Currently in beta with high profile youtubers / creators

You can see examples of what it creates here <https://openai.com/sora>

The pace at which AI tools are improving is very fast



This is the difference between an image created using Dalle 2 and Dalle 3 – the difference was just a few months

Video, Voice and Avatar creation will improve hugely over the next 12 months

The pace at which AI tools are improving is very fast

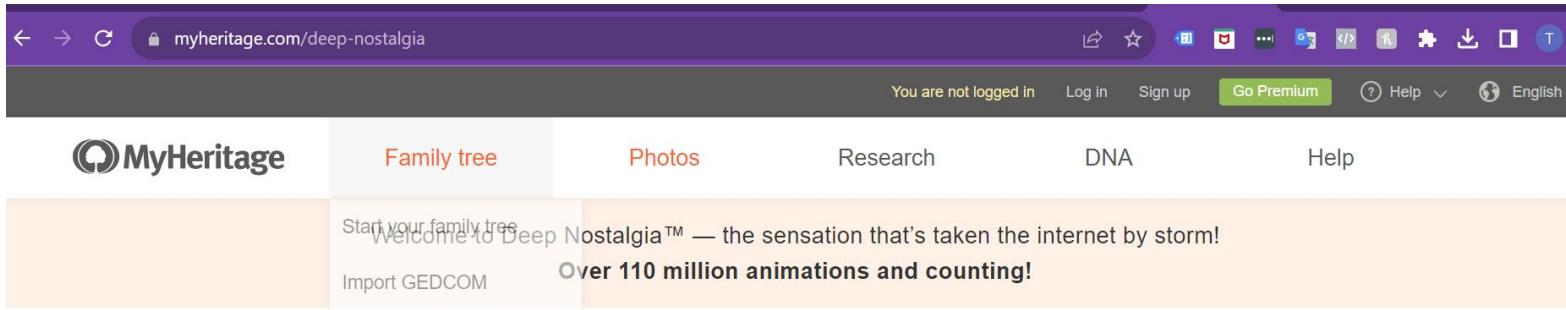


AI videos were VERY basic
12 months ago

Sora videos now look very
high quality



Deep Nostalgia - Turn an old photo into a video



Animate your family photos

Animate the faces in your family photos with amazing technology. Experience your family history like never before!

 Upload photo

OR DRAG AND DROP >



- Do a Google search for Deep Nostalgia My Heritage and click on the result
- Create a free account
- Upload an image of a person
- The AI will then bring the photo to life.

What we will cover

AI tools to generate Avatars

Synthesia.io

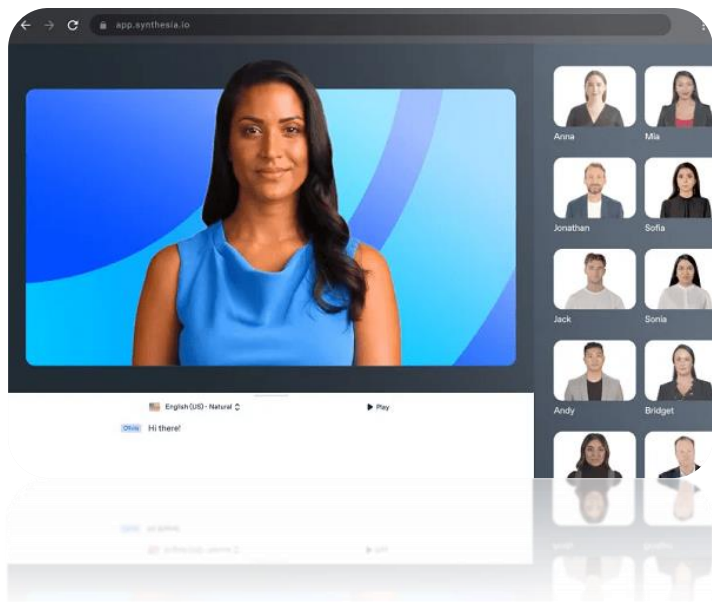
D- ID – within Canva as an app

AI Voice generation tools

11 labs - for AI voice overs

Descript – for voice cloning

How can AI video avatars impact your digital marketing?



Perhaps you want to make ...

- **Educational / training videos**
- **Customer service videos explaining how your product works.**
- **Website videos that explain how your product works**

Currently if you want a person speaking in your video you need have all of the equipment and then shoot the video, including lots of takes

With an AI video Avatar you can choose the person that you would like to speak in your video and provide the text. That AI person will then speak it in the video – no need for recording equipment etc.

The person can also speak it in any language you want.

Synthesia – Create an AI video Avatar who will say what you type

#1 AI VIDEO GENERATION PLATFORM

Turn your text into videos in minutes

- Get natural sounding AI voices in 120+ languages
- Make your videos more engaging with 140+ AI Avatars
- Edit as simply as a slide-deck, no experience required

[Create a free AI video](#) [▶ Watch 2 min demo](#)

Would you like someone speaking in your video but you don't want to hire someone or even shoot the video? You can have an AI person (avatar) say what you want in a video

Search for Synthesia.io or click on this link <https://www.synthesia.io/>

Signup for a free account and then sign in

Synthesia – Create an AI video Avatar who will say what you type

synthesia Features Use cases Pricing Resources Company Log in [Create account](#)

#1 AI VIDEO GENERATION PLATFORM

Turn your text into videos in minutes

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- Make your videos more engaging with 140+ AI Avatars
- Edit as simply as a slide-deck, no experience required

[Create a free AI video](#) [▶ Watch 2 min demo](#)

To try this service, on the homepage click on Create a free Avatar

Synthesia – Create an AI video Avatar who will say what you type

The screenshot displays the Synthesia website's user interface. On the left, under the heading "TRY IT YOURSELF Free AI Video Generator", there are two main steps: "1 Select video template" and "2 Edit your video script in any language". Under step 1, there are three buttons: "SYNTHESIA DEMO", "SALES PITCH", and "COMPLIMENT". Under step 2, a text input field contains the script: "Hi. Welcome to The Marketing crowd website. Don't forget to check out our free training courses in the main menu. if you have any questions please get in touch". Below the text field, it says "41 characters left". A large blue button labeled "Generate Free AI Video" is positioned at the bottom of the left panel. A red arrow points from this button towards the right panel. The right panel shows a preview of the generated video. At the top of the preview, a black box contains the text "This is what your video will look like". The video itself shows a woman with long blonde hair, wearing a black blazer over a white shirt, standing in a modern office setting. To the right of the video, there is a list of avatars under the heading "Add avatar", including "Carly", "Jonathan", and "Leora". Below the video, there are controls for "English (US) - Engaging", "Gesture", "Marker", "Pause", "Diction", and a play button with a timer "0:00 / 0:09". At the bottom of the video preview, the text reads: "Hi, I'm Carly! I'm an AI avatar created entirely by artificial".

Type in the text that you would like the Avatar to speak
Click generate free AI video
It will then ask you to filling your name and email address

Synthesia – Create an AI video Avatar who will say what you type

WE'RE GENERATING YOUR VIDEO!

You'll receive the video via email

Please check your spam folder too. And in the meantime, you can watch a quick product tour below.



 synthesia

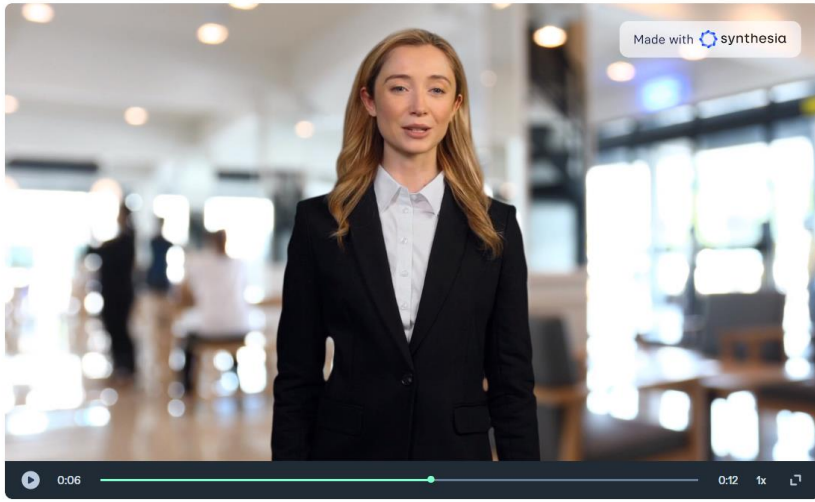
Evan, your AI video is ready! 🙌

Want an AI video superpower? You can now create videos 10x faster than before. No filming crews, studios, or complicated editing software required.

[Watch your AI video](#)

They will then send you an email (within 10 mins) with a link to your video

Synthesia – Create an AI video Avatar who will say what you type



Click this link to view the sample video
<https://share.synthesia.io/914b6cd6-d476-4a5c-9cf1-03005f338818>



Click this link to view the sample video
<https://share.synthesia.io/5141d1e1-a4bc-4238-95d2-ac6acb1eb403>

Synthesia – Create an AI video Avatar who will say what you type

Starter

Yearly, -25%

Ideal for individuals just starting out with video creation.

€ 20 /month

€240 billed yearly. [Pay monthly](#) →

Create account now

- ✓ 1 editor & 3 guests ⓘ
- ✓ 120 minutes of video/year ⓘ
- ✓ 70+ AI avatars ⓘ
- ✓ 120+ languages and voices ⓘ
- ✓ AI script assistant **New!** ⓘ
- ✓ Built-in screen recorder ⓘ
- ✓ Image, video & music uploads ⓘ

They have 140 avatars to choose from
They have over 120 voices and accents

So, if you wanted to use an Avatar in your marketing videos, for \$20 a month you can have 2 hours of video a year

For \$59 / mth you get 6 hours of video

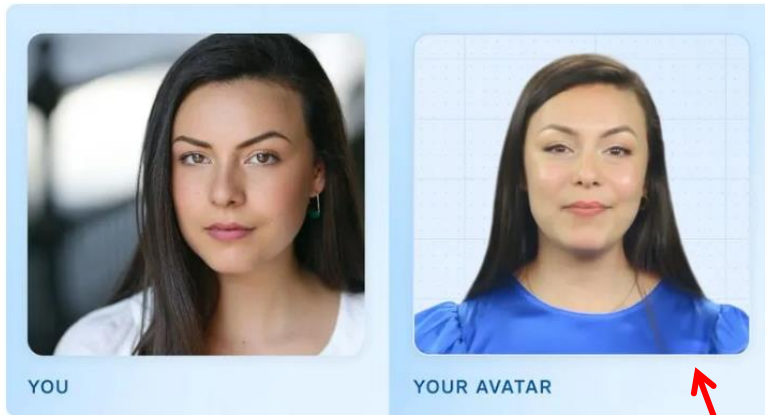
€ 59 /month

€708 billed yearly. [Pay monthly](#) →

Create account now

- ✓ 1 editor & 5 guests ⓘ
- ✓ 360 minutes of video/year ⓘ
- ✓ 90+ AI avatars ⓘ
- ✓ 120+ languages and voices ⓘ
- ✓ AI script assistant **New!** ⓘ
- ✓ Built-in screen recorder ⓘ
- ✓ Image, video & music uploads ⓘ

Synthesia – Create an AI video Avatar who will say what you type



What is a custom avatar?

A custom avatar is a realistic digital version of yourself. Designed in the same style as our stock avatars, they capture your unique likeness. With custom avatars, you can create personalized videos in 120+ languages.

Synthesia also provides the technology to create a Custom Avatar based on your self

<https://www.synthesia.io/features/custom-avatar>

See an example in this youtube video <https://youtu.be/9YrYF0wpisg?si=zbS5MtQCL1wwW37c&t=244>

Synthesia – Create an AI video Avatar who will say what you type

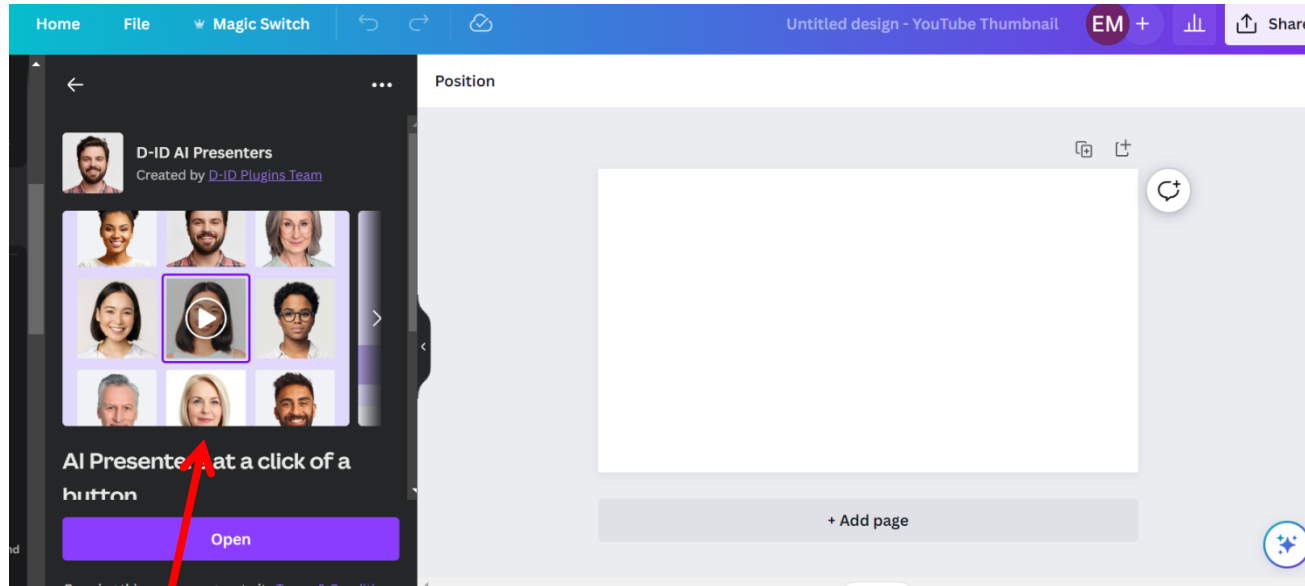
GET STARTED

Which custom avatar is right for you?

| Webcam AI Avatar | Studio AI Avatar |
|--|-----------------------------|
| A cost effective solution | Professional-quality avatar |
| Record from your laptop | Upload studio recordings |
| 720p max. resolution | 1080p max. resolution |
| Chest up framing | Choice of framing |
| 1 free avatar in Starter plan (annual) | Paid add-on feature |
| Ready in 5 business days | Ready in 10 business days |

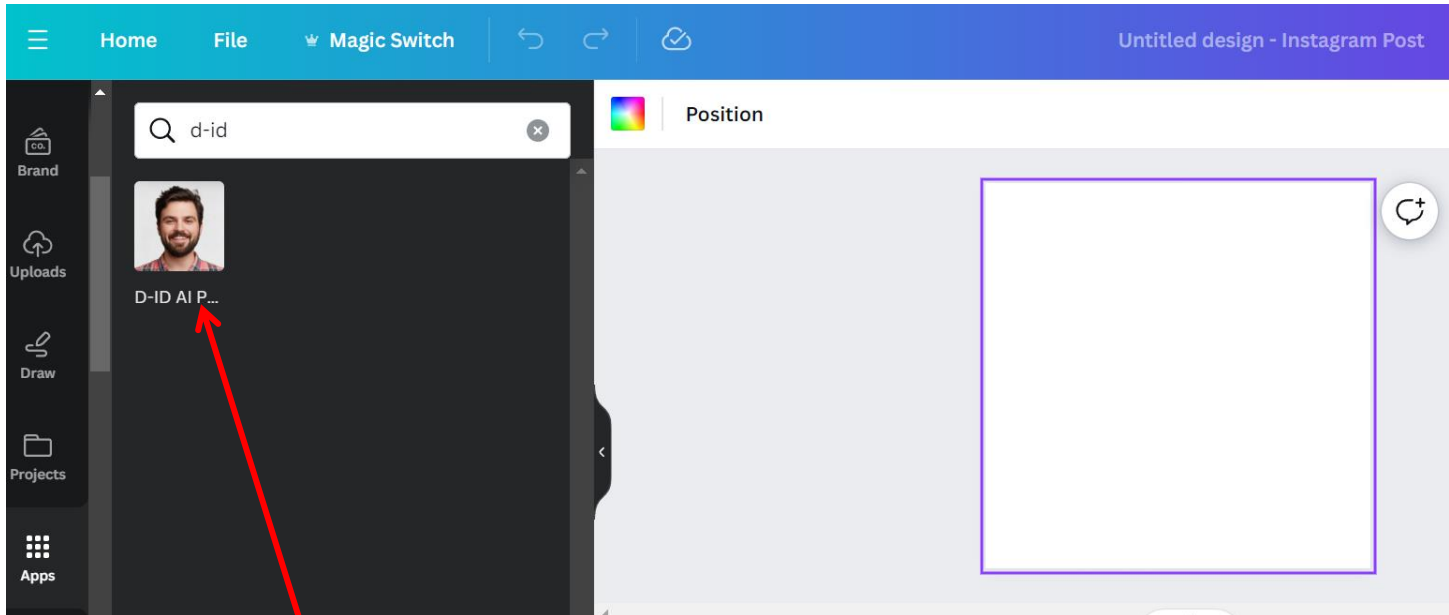
1. You can create an Avatar of yourself by providing some footage using your web cam
 - You get one Avatar of yourself with the Starter plan (\$20 a month)
 - However, you cannot add your own cloned voice to this – an Ai voice will be used.
2. You can provide a professional studio quality video (you need to provide this)
 - Only available on the enterprise plan. Estimated at €1000
 - You can add your cloned voice to this

D-ID – Create an AI video Avatar within Canva who will say what you type



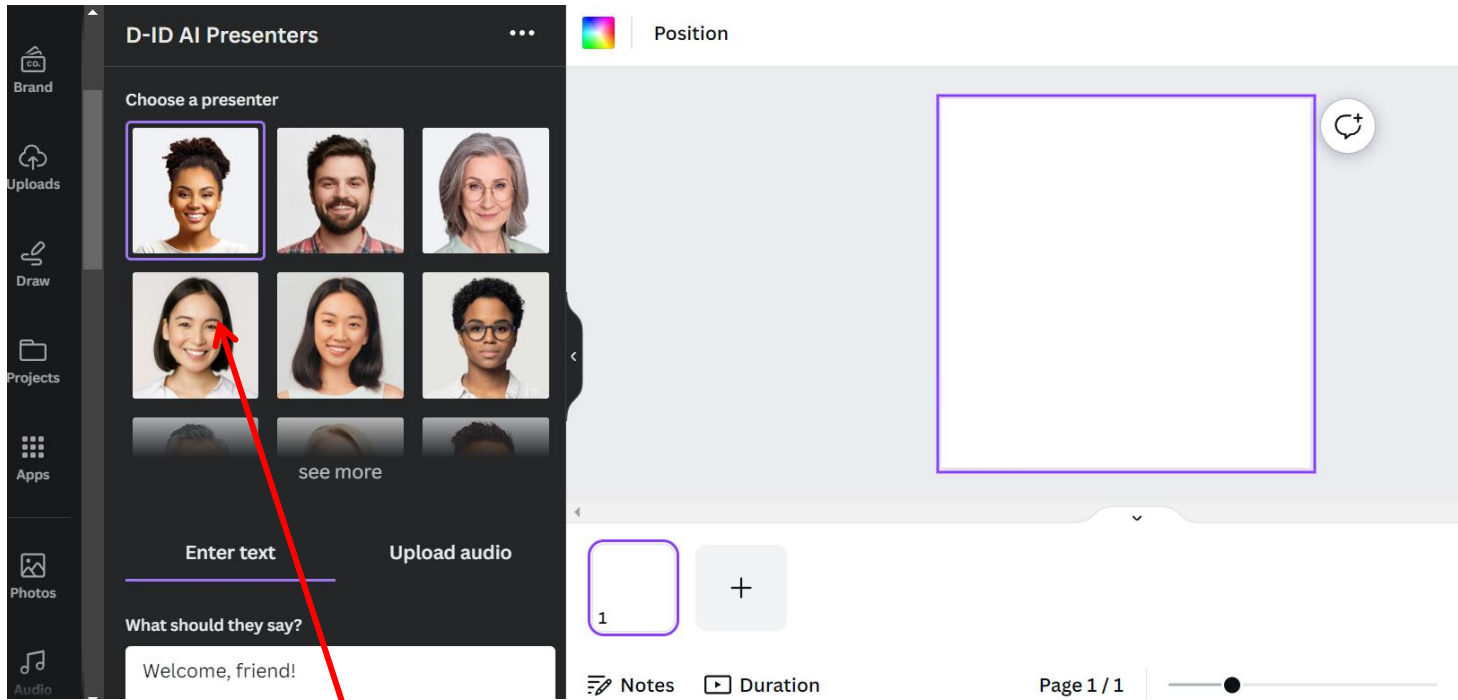
D-ID is an app within Canva that you can use to create a video Avatar

D-ID – Create an AI video Avatar within Canva who will say what you type



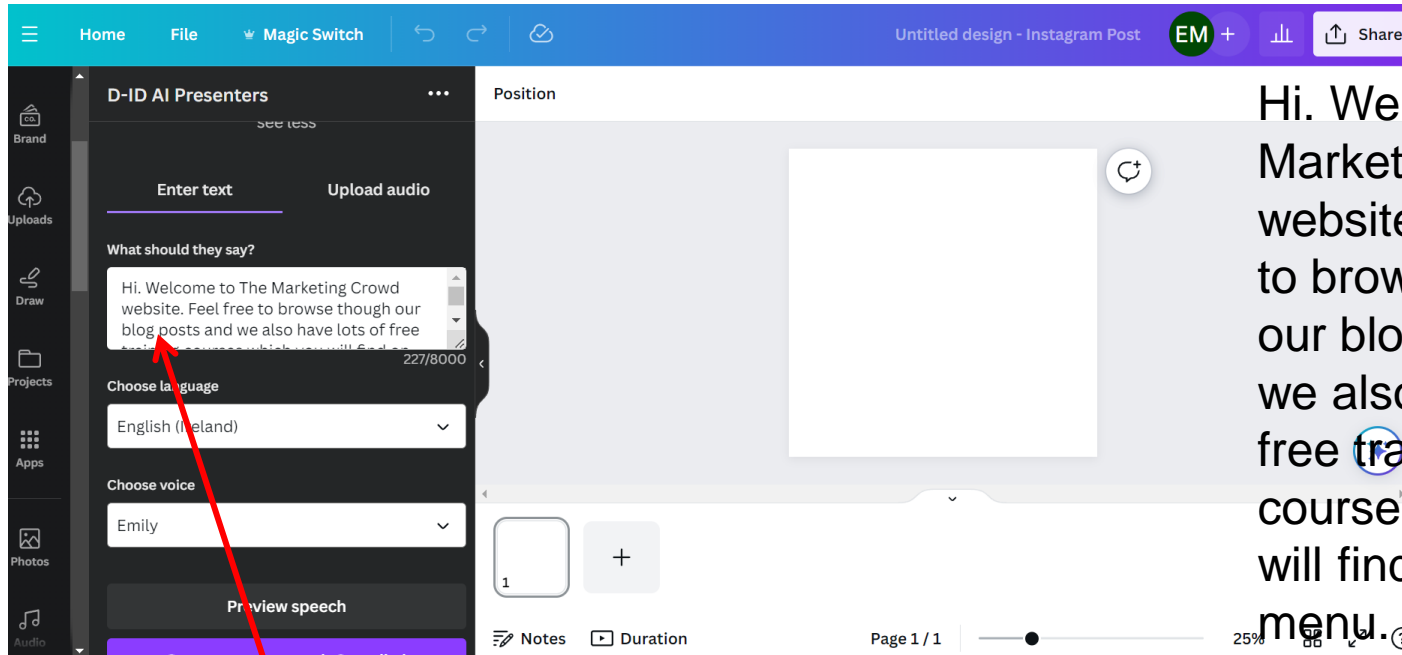
1. Choose your Canvas shape eg. Square, portrait or landscape
2. Click on Apps on the left hand menu
3. Search for D-ID
4. Then click on the search result

D-ID – Create an AI video Avatar within Canva who will say what you type



1. Browse through the list of presenter and choose one

D-ID – Create an AI video Avatar within Canva who will say what you type

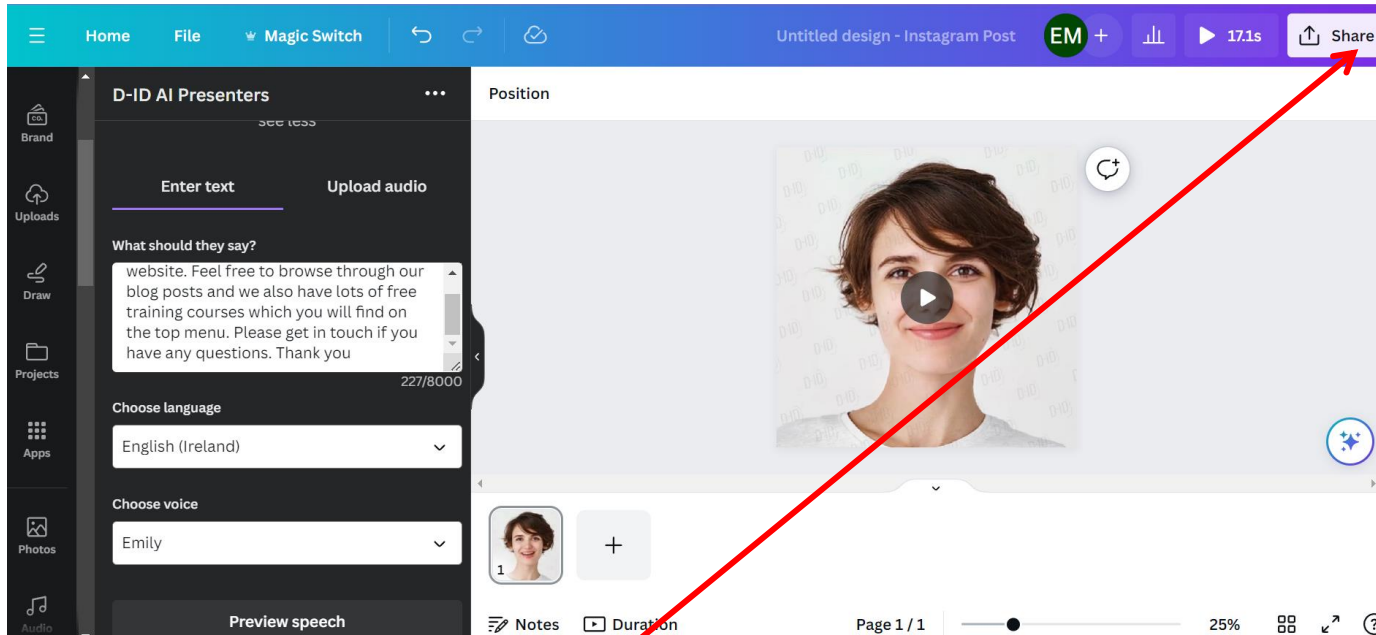


Hi. Welcome to The Marketing Crowd website. Feel free to browse through our blog posts and we also have lots of free training courses which you will find on the top menu. Please get in touch if you have any questions. Thank you

Type in the text that you would like spoken by an Avatar
Choose the language eg. English (Irish)
Choose a voice
Then click preview speech to hear the voice / accent
Click generate presenter to see the Avatar (you will have to create a free account)

You get 20 credits with a free account/ Each Avatar will use 2 credits

D-ID – Create an AI video Avatar within Canva who will say what you type



You now have the Avatar video

It will automatically be saved into your videos library
You can also download it

I think AI Avatars will become more common.

They have improved hugely in the past year but they still need to become even more realistic

What we will cover

AI tools to generate Avatars

Synthesia.io

D-ID – within Canva as an app

AI Voice generation tools

11 labs - for AI voice overs

Descript – for voice cloning

How can AI voices impact your digital marketing?



I think AI Voice creation will lag behind image and video generation but you will start hearing more about it.

1. If you want a professional voiceover for a video

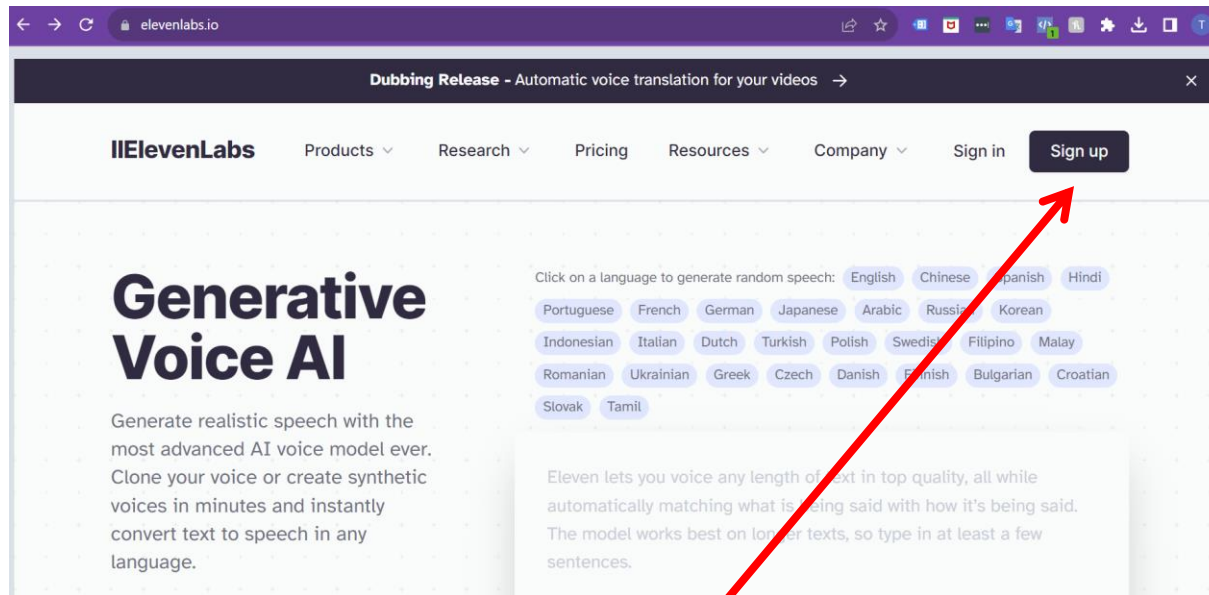
Currently you would either record your own voice and add it as a voiceover in a video or you would commission a voice over artist.

With either of these you would need to re record it in a foreign language if you wanted to

With AI voices you can simply choose a voice that you like, type what you want and it will say it. You can add it to your video

And if you want that voice saying it in a different language it will translate it and say it in any language you want. .

Eleven Labs – Create AI voiceovers



Do you want to generate a professional voiceover for a video?
Or would you like to clone your own voice?

Search for Elevenlabs.io or click on this link <https://elevenlabs.io/>

Signup for a free account and then sign in

Eleven Labs – Create an AI voiceover

elevenlabs.io

Generative Voice AI

Generate realistic speech with the most advanced AI voice model ever. Create AI voices in minutes and instantly convert text to speech online in any language.

Click on a language to generate random speech: English Chinese Spanish Hindi Portuguese French German Japanese Arabic Russian Korean Indonesian Italian Dutch Turkish Polish Swedish Filipino Malay Romanian Ukrainian Greek Czech Danish Finnish Bulgarian Croatian Slovak Tamil

Hi there - welcome to the marketing crowd website. Please browse around and do check out all of our free tips and courses. You will them on the main menu. If you have any questions simply message us.

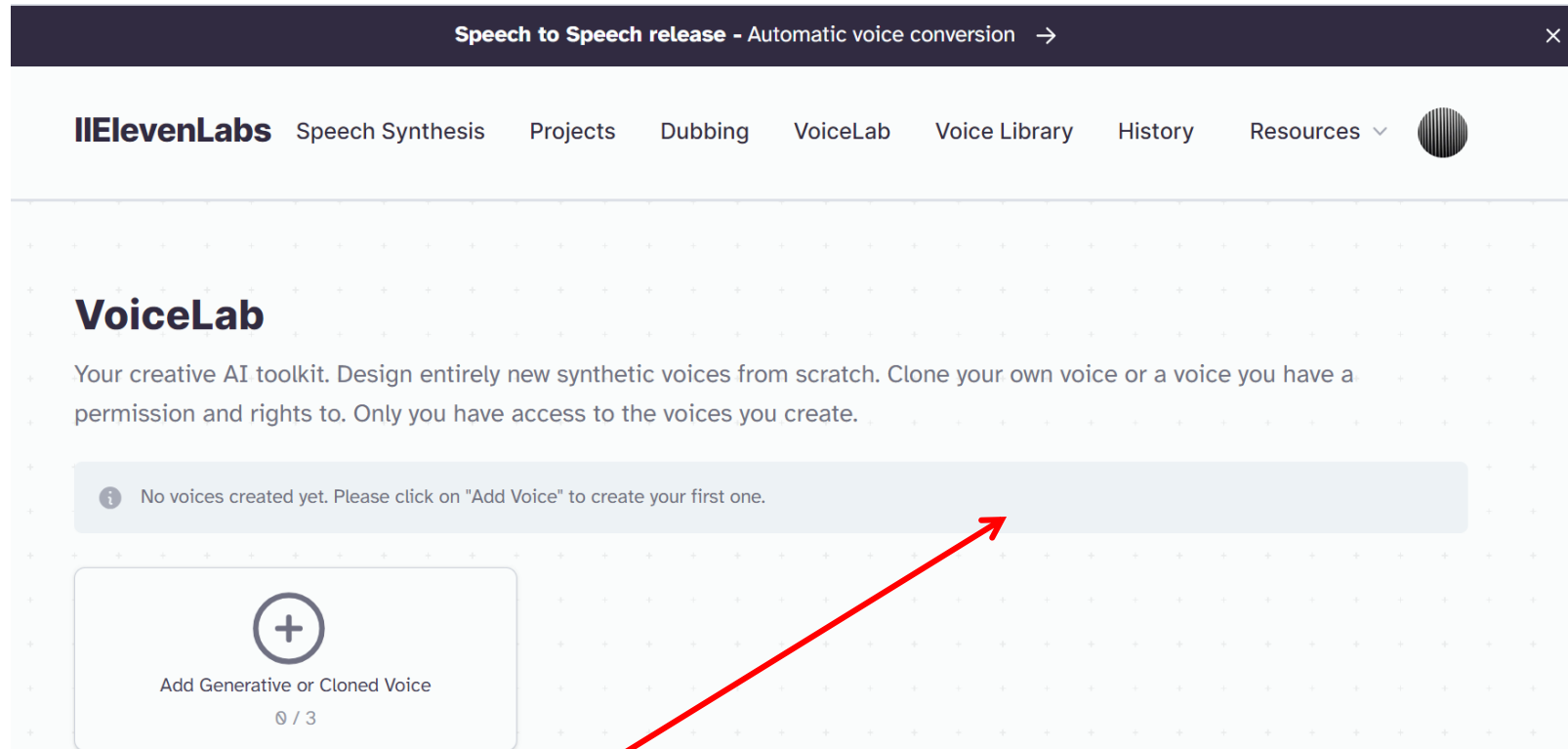
— Emily ▾ 200 / 333

Get Started Free →

On the homepage you can get a feel for what their AI voices could do for you in terms of a voiceover

1. Choose your language
2. Type what you would like said
3. Then choose a voice from the dropdown and click play.

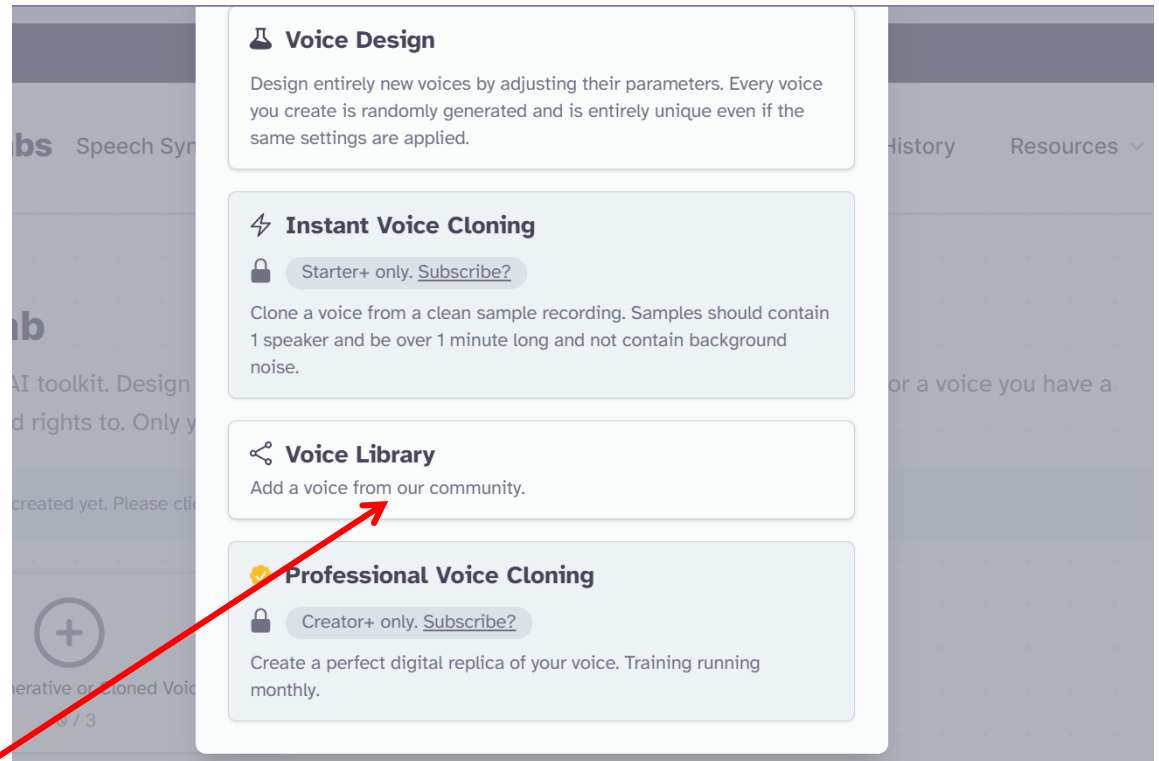
Eleven Labs – Create AI voiceovers



To create a free voiceover ... When you are logged in click on Voice Lab
Click on the +

(note – your free plan allows you to create a voiceover using 10,000 characters per month)

Eleven Labs – Create AI voiceovers

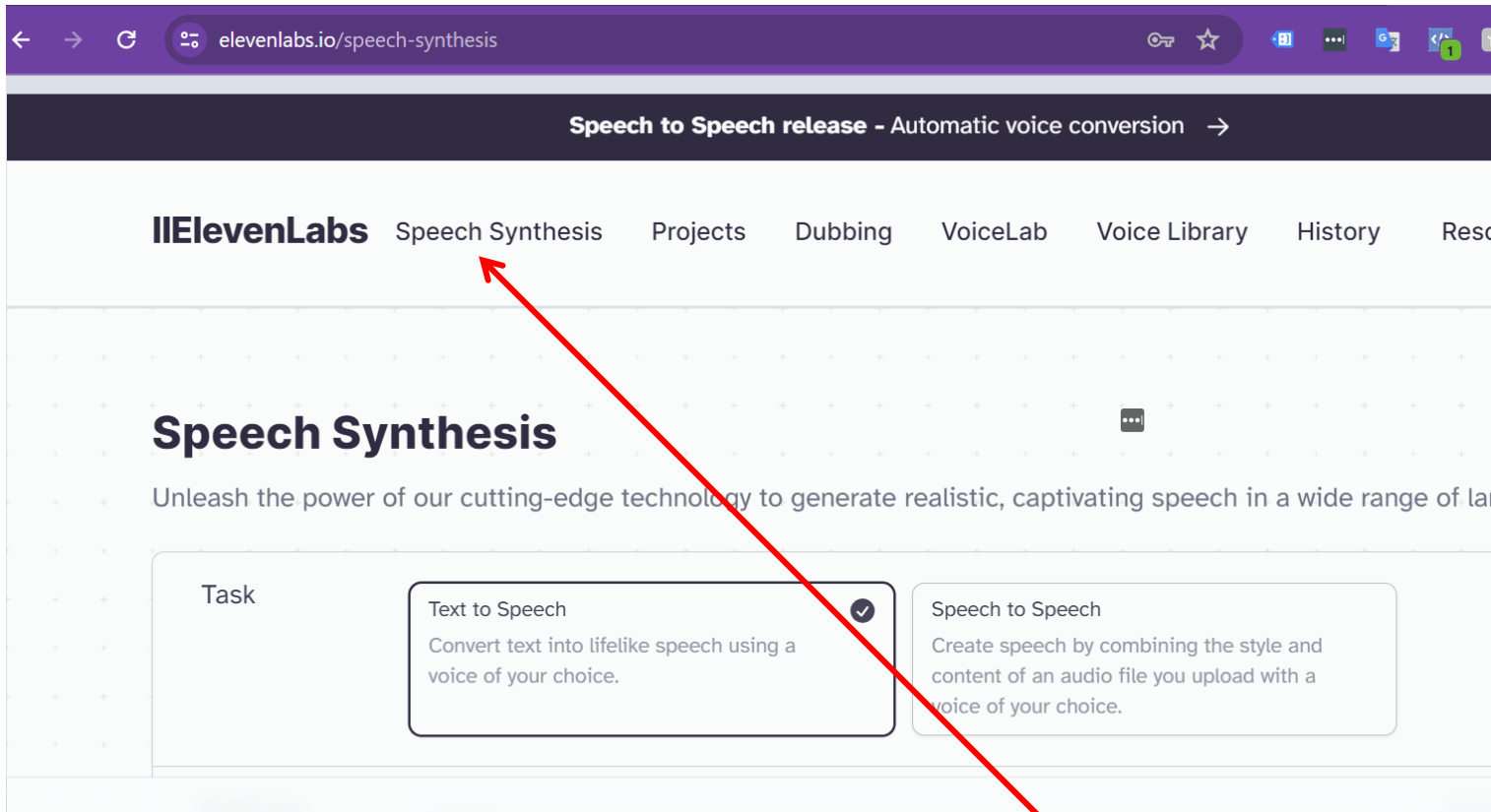


If you are on the free plan you can browse the voice library and create a voice over based on their AI voices

However, you cannot clone your voice using the free plan.

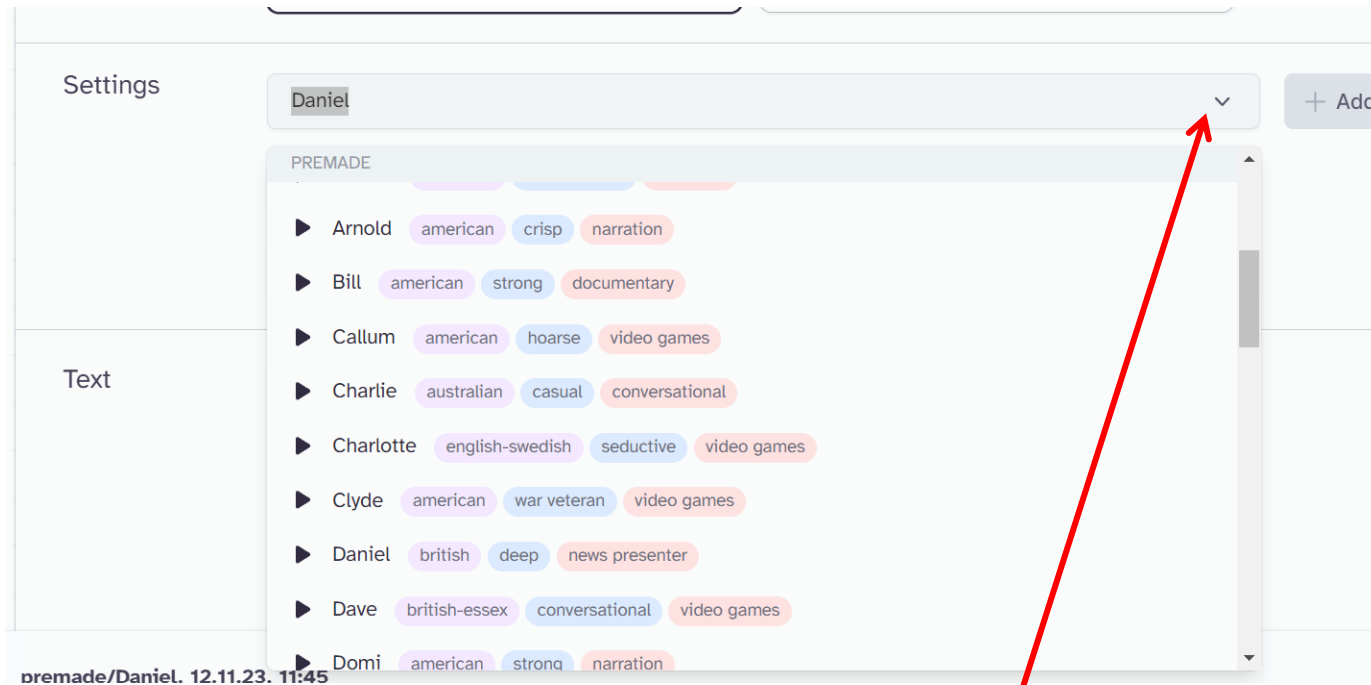
The Starter + plan is \$5 a month and you can clone your voice and use it for 40,000 character a month

Eleven Labs – How to create an AI voice over



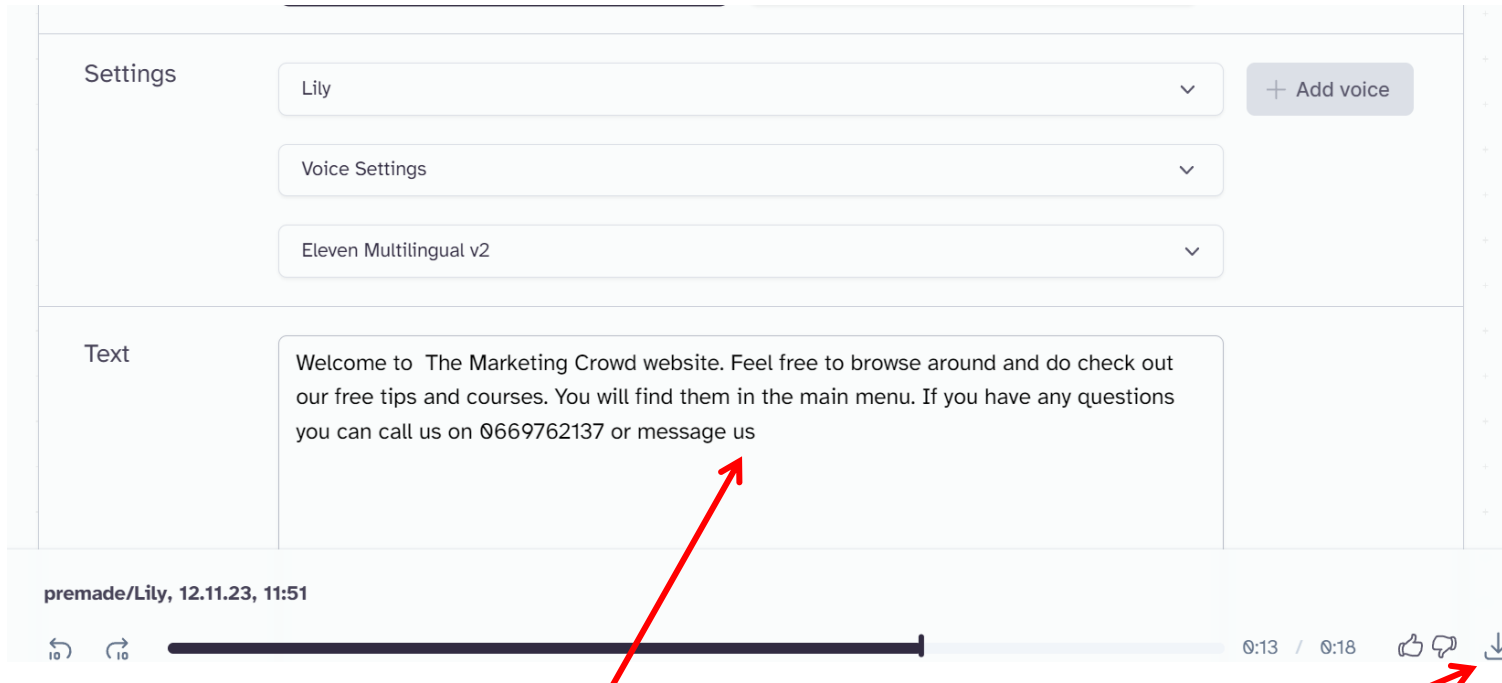
In order to create a Voiceover, login to your account and click Speech Synthesis

Eleven Labs – How to create an AI voice over



Click the dropdown and you can choose a voice based on gender and country

Eleven Labs – How to create an AI voice over



Type in your text and click generate

Then click play to listen to your Voice Over

You can also download it by clicking the download icon