AI Tools Part 2 – AI for images and videos

Please note: This guide was created with the help of one of our AI colleagues ☺

This detailed summary and action plan covers the major points presented by Evan in the "AI Tools Part 2 - Image and Video" course, delivered on behalf of the Local Enterprise Office Tipperary.

Detailed Course Summary

This session served as Part 2 of the AI Bootcamp, following last week's focus on large learning models like ChatGPT and Gemini. Evan dedicated the beginning of the session to reviewing sophisticated text-based AI features before moving into the core topic: the **creative side of AI**, covering how to create, edit, and manipulate images and videos.

I. Advanced Large Language Model Functionality (Gemini)

Evan demonstrated several features of the Gemini app, particularly focusing on how to use AI on a mobile device:

- **Enhanced Voice and Video:** The Enhanced Voice feature allows users to have an interactive, over-and-back conversation with the AI, acting like a digital marketing consultant, reducing the need for typing. When activated, the AI can use the phone's camera (the Video option) to "see" the environment. Examples included troubleshooting ring light glare, getting immediate advice on a window display, or assisting with everyday technical tasks like installing an Xbox.
- **Screen Sharing:** By sharing their phone screen, users can ask Gemini to interpret complex on-screen data, such as Instagram insights, or explain how to use new features within an app.

II. Deep Research and Custom AI Personalisation

Evan stressed the importance of utilizing deep research reports generated by AI to customize interactions:

- **Deep Research Reports:** Evan showed examples of highly detailed, multi-page reports (23-24 pages from Gemini, 9-14 pages from ChatGPT) on a business (e.g., Ivory Lane boutique) and its industry, which includes SWOT analysis and emerging trends.
- **Projects and Gems:** This deep research forms the foundation for creating custom expert versions of the AI. In ChatGPT, these are called **Projects** (now free); in Gemini, they are **Gems**.
- **Creating an Expert AI:** By attaching these deep research reports and internal marketing documents to a Project, along with specific custom instructions (e.g., budget limits, time constraints), the AI becomes a complete expert in the user's business before answering any prompt. This provides superior, highly tailored advice compared to general custom instructions. Crucially, within a Project, the AI maintains **complete memory** across all previous chats.

III. Privacy Comparison: ChatGPT vs. Gemini

Evan provided clear guidance on protecting privacy, especially when dealing with confidential documents:

- **ChatGPT Privacy:** Users can prevent their data (including files attached to Projects) from being used to train the model by switching off "improve the model for everyone" in Settings > Data Controls.
- **Gemini Privacy:** If users turn off "keep activity" in Gemini, they lose all previous chat history, memory, and project attachments (Gems) after 72 hours, effectively making the tool less useful for longitudinal projects.
- **Recommendation:** Use **ChatGPT Projects** for anything confidential or involving proprietary documents. Use **Gemini** for non-confidential tasks to benefit from its free, unlimited image/file capabilities.

IV. Image Creation and Manipulation Tools

Evan compared several image generation tools, highlighting speed, quality, and cost:

Tool	Cost/Availability	Key Features & Notes	Citation
Gemini	100% Free, Unlimited	Fast and provides photorealistic images (thanks to a recent upgrade). Excellent for image editing via text prompts (Nano Banana feature).	
Grok (XAI)	100% Free, Unlimited	Creates numerous image variants quickly; Evan highly recommends it. Also offers free video creation.	
Midjourney	Paid ($10/month min.), No free images	Highest quality output; offers detailed controls over style, "weirdness," and variety.	
OpenArt	Paid (Free credits provided for trial)	Acts as a hub for many different underlying AI models (e.g., Sea Dream, VO3, Kling 2.1), allowing users to test different styles. Allows users to upload an image as a visual reference for style or design structure.	
Canva AI	Paid (Free users get 25 uses)	Integrates AI creation directly into the design workflow, allowing instant editing. Supports using reference images to match style or design structure.	

Evan showcased Canva's AI editing tools (available in the paid version) and free alternatives for image manipulation:

- **Magic Eraser (Canva)/cleanup.pictures (Free):** Erases unwanted objects or people, with the AI seamlessly filling the gap.
- **Background Generator (Canva):** Replaces backgrounds using text prompts (e.g., changing a studio shot to an "Irish beach at autumn").
- **Magic Grab/Grab Text (Canva):** Extracts a person/object to be moved or allows editing existing text within an image (e.g., fixing typos in generated signs).
- **Gemini (Nano Banana):** Performs most complex editing tasks (changing clothes, altering weather, removing multiple people, changing text in signs) simply via text prompts, often negating the need for manual brushing. Evan noted that combining expertise in a field (e.g., interior design) with Gemini prompts can generate useful business ideas.

V. Video Creation Strategy and Tools

Evan highlighted that AI video generation is currently costly (around $4–$5 per video).

- **Evan's Free Video Strategy:** Since video credits are expensive and quality can be variable, the most effective method is to **start with an image**:
    1. Use a free image tool (like Gemini) to create a perfect still image (e.g., product shot, desired model, preferred setting, multiple angles).
    2. Use a free video creation tool (like **Grok**) to turn that final image (or multiple images) into a video.
- **Video Editing:** Free apps like Meta/Instagram **Edits** can be used to combine multiple short video clips (e.g., front, side, and back views of a product model generated by Grok), adjust volume, and add licensed music.
- **Advanced Video Control (Paid):** Higher-end models (found in OpenArt or Midjourney) allow users to specify a **start frame** and an **end frame** (two distinct images) to tightly control the animation, such as a camera rotating around a product or a daytime-to-nighttime time-lapse.

VI. Legal Obligation (EU AI Act)

The EU AI Act requires users to be transparent. If images or videos are "totally manufactured" by AI (e.g., a non-existent person modelling a product), users must disclose that AI was used in its creation in their marketing.

Action Point List for Participants

Based on the course delivered by Evan, participants should undertake the following actions:

1. **Master Gemini's Mobile Features:** Practice using the **Enhanced Voice** feature and the **Video Option** to get immediate advice on setups, product placement, or brainstorming business strategies while on the move.
2. **Conduct Deep Research:** Request detailed deep research reports on your business and industry from both **Gemini** and **ChatGPT**.
3. **Create an AI Expert:** Utilize the deep research to set up a dedicated **Project** in ChatGPT (or a Gem in Gemini). Attach the research reports and any relevant internal documents. Add detailed custom instructions regarding your business model, budget (€300 a month limit, for example), and time constraints (e.g., 4 hours a week limit).
4. **Set Privacy Controls:** If using ChatGPT for business documents or sensitive topics, go to Settings > Data Controls and switch off "improve the model for everyone" to ensure privacy.
5. **Experiment with Free Image Creation:** Test and compare image generation capabilities using the free and unlimited tools: **Gemini** and **Grok**.
6. **Practice Advanced Image Editing (Free):** Use **Gemini** (Nano Banana) to practice manipulating images using only text commands (e.g., changing clothing colour, removing specific people, altering the background/weather, or correcting text in signs).
7. **Use Free Editing Alternatives:** If using the free version of Canva, familiarize yourself with **cleanup.pictures** (for erasing elements) and **remove.bg** (for removing backgrounds).
8. **Implement the Video Strategy:** When planning video marketing, first use a free tool like Gemini to create the ideal still image (incorporating your product, model, and background). Then, use the free **Grok** app to convert that final image into a video.
9. **Combine Video Clips:** Download the free **Meta/Instagram Edits** app (or a similar editor) to learn how to splice, trim, and combine multiple video clips (e.g., front, side, and close-up product views) generated by Grok.
10. **Ensure Transparency:** Adhere to the EU AI Act by placing a disclosure (e.g., "Created using AI") on any final images or videos that are entirely manufactured or feature non-existent people or products.

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