



AI Tools Part 2 – AI for images and videos

Detailed Summary of AI Bootcamp: Week 2 (Image and Video)

This session, delivered by Evan Mangan for the Local Enterprise Office Clare, focused on leveraging AI tools for creating and manipulating images and videos for digital marketing. The session built upon the previous week's work on strategy and text generation, moving into advanced visual content creation.

1. Advanced ChatGPT Strategy: Projects Evan began by reinforcing a concept from the previous week regarding "Deep Research." He emphasised that users should move beyond basic prompting to using **Projects** within ChatGPT.

- **Contextual Intelligence:** By uploading "deep research" reports, internal files, and previous campaign data into a Project, the AI gains expert-level knowledge of your specific business and industry,.
- **Custom Instructions:** Users can add specific instructions to a Project (e.g., "act like a digital marketing expert," "never suggest expensive ideas"), ensuring every response is tailored and consistent.
- **Memory:** unlike standard chats, Projects retain a deep memory of all previous discussions within that specific workspace, allowing for more continuity in strategy development.

2. AI Image Generation Tools Evan provided a comparative overview of the current landscape of AI image generators, highlighting the pros and cons of each:

- **Google Gemini (Free Version):** Evan recommended using the **Fast model** (Gemini 2.5 Flash/Nano Banana). It is 100% free, unlimited, and produces photorealistic images quickly. However, the free version includes a watermark and offers less control over aspect ratios compared to other tools.
- **Grok (xAI):** Accessed via X (formerly Twitter), Grok was highlighted as a strong competitor. It is free, unlimited, allows users to specify aspect ratios (portrait, landscape), and produces images without watermarks,.

- **Midjourney:** Described as the "BMW or Mercedes" of image generation, this paid tool (\$10/month) offers the highest artistic control. Evan demonstrated how to adjust settings for **stylization** (glam/beauty), **weirdness** (creativity), and **variety** to get distinct visual results,.
- **OpenArt.ai:** This platform aggregates various open-source models (like Flux and SeaDream). Evan noted its unique "**Consistent Character**" feature, where users can upload multiple photos of a real person (e.g., his son Harvey) to create a reusable AI character who can be placed in any setting or outfit,.
- **Canva:** While useful for incorporating images into designs, Evan noted that Canva's native AI image generator is currently less advanced ("basic") compared to dedicated tools like Midjourney or Gemini,.

3. Advanced Image Manipulation (Gemini/Nano Banana) A major portion of the course focused on **Gemini's image editor**, which Evan described as a game-changer for marketing. Unlike standard generation, this allows users to upload an existing photo and use natural language to edit specific elements without altering the rest of the image,.

- **Product Marketing:** You can upload a photo of a product (e.g., a dress) and ask the AI to change the colour (red to white), or place a product (e.g., a handbag or jacket) onto a person or into a new environment,.
- **Retouching:** It can remove people from backgrounds, erase tattoos, or change the expression on a person's face,.
- **Localisation:** The Pro version of Gemini can even translate text within an image (e.g., from English to Polish).

4. AI Video Creation Workflow Evan argued that directly asking an AI to "create a video of X" usually results in poor quality, expensive, and unreliable outputs ("pot luck"). Instead, he outlined a specific **three-step workflow** for high-quality marketing videos:

1. **Create the Image First:** Use an image tool (like Gemini or Midjourney) to generate the perfect static shot—getting the lighting, character, and environment exactly right.
2. **Image-to-Video:** Upload that static image into a video tool (Evan recommended **Grok** or **Midjourney**) to animate it. This ensures the subject remains consistent.
3. **Edit and Assemble:** Generate 3–4 different clips (e.g., close-up, wide shot, walking away) and stitch them together using a video editor like the **Instagram Edits app** or **CapCut**. Add music to finalize the professional look,.

5. Ethics and the EU AI Act Evan concluded with a warning about trust and integrity. Under the **EU AI Act**, transparency is key.

- **Minor Edits:** If you are simply changing a background or a dress colour on a real product/person, explicit disclosure is generally not required.
- **Fabrication:** If you generate a fake person or a fake environment implies a real customer experience, you must disclose it. Evan suggested using a caption footnote or hashtags like **#AIassisted** or an asterisk **"AI was used to help us depict our product"** to maintain brand integrity and avoid misleading consumers,.

Action Point List for Participants

- **Create a "Project" in ChatGPT:** Upload your deep research files and business context to a new Project to ensure all future marketing advice is expert-level and tailored to your brand.
- **Test Google Gemini (Fast Mode):** Experiment with the "Create Image" tool. Try uploading a photo of your own product and use prompts to change the background, change colours, or remove unwanted objects.
- **Experiment with Grok:** Use Grok (via x.com) to generate watermark-free images in specific aspect ratios (e.g., portrait for Instagram Stories).
- **Try "Consistent Characters" in OpenArt:** If you need a brand model, upload 10–20 photos of a person to OpenArt.ai to create a character you can reuse in different marketing scenarios.
- **Adopt the Image-to-Video Workflow:**
 - Do *not* use text-to-video prompts.
 - Generate a high-quality static image first.
 - Use Grok or Midjourney to animate that image into a 5-second clip.
 - Create 3 different angles (close-up, wide, action).
- **Download a Mobile Video Editor:** Install the **Instagram Edits** app (or CapCut) to stitch your AI clips together and add trending music.
- **Audit Your Marketing for Ethics:** Ensure any fully AI-generated content (fake people/settings) is clearly labelled with **#AIassisted** to comply with EU regulations and build trust.

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