

# BECOMING AN AI FILM PRODUCER

## EXPLORING THE AI-GENERATED MOVIE

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## ABOUT ME

- **DESIGN+ & ARCHITECTURE MAJOR**
- **PASSIONATE ABOUT FILMMAKING**





## **WHY THIS WORKSHOP?**

- **TRADITIONAL FILM PRODUCTION = HIGH COST,  
HIGH BARRIER**

- **AI IS CHANGING THE GAME**

- **CINEMATIC STORYTELLING IS NOW ACCESSIBLE**



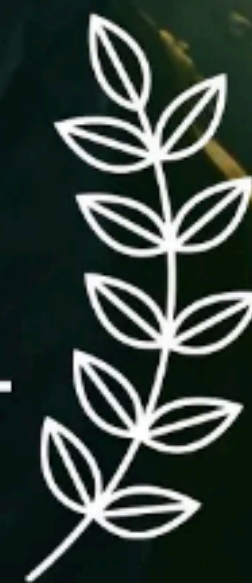
Where Do Grandmas Go When They Get Lost? — Léo Cannone




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HONOREE  
AI FILM  
FESTIVAL  
2024



Watch on  YouTube




Mnemonade | The AI Film That Made Hollywood Cry



# Mnemonade



Watch on  YouTube





**just a dusty thing in the corner**

## **WHAT YOU'LL LEARN TODAY**

- **HOW TO USE AI TO GENERATE YOUR OWN SHORT FILM**

OpenAI



Image Generation

MIDJOURNEY



GPT-4o IMAGE GENERATION

# HOW TO CONTROL CHARACTER CONSISTENCY IN IMAGE GENERATION?

## **-USE A STRONG TEXT PROMPT WITH DETAILED DESCRIPTIONS**

### **Tips for good prompts:**

- Describe facial features: face shape, eyes, smile, skin tone
- Mention hairstyle, clothing, and accessories
- Add pose, lighting, mood, and style
- Reuse this prompt (copy & paste) when generating related images





# HOW TO CONTROL CHARACTER CONSISTENCY IN IMAGE GENERATION?

**image generation:** “A small plush teddy bear with light brown fur, black button eyes, and a round brown nose. The bear is wearing dark blue denim overalls with the letters ‘HKU’ embroidered on the front. Its arms and legs are short and slightly rounded. It has a soft, friendly expression and is posed standing or sitting upright.”



**TRY IT YOURSELF!**  
**USE GPT4-0/ POE**



# HOW TO CONTROL CHARACTER CONSISTENCY IN IMAGE GENERATION?

## ---IMAGE PROMPTING (REFERENCE IMAGES)



**In GPT-4o/ Poe:**

Upload this image and ask:

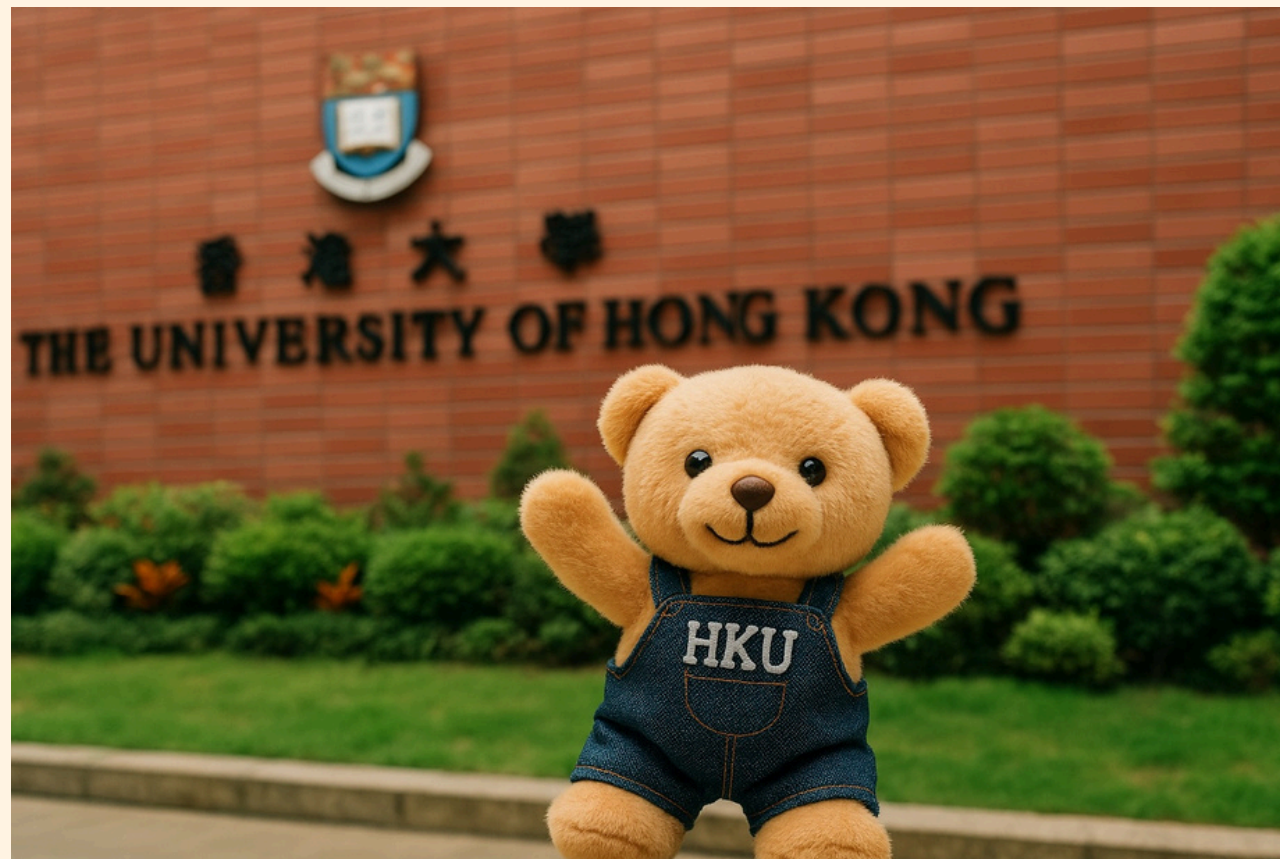
“This bear is hiking in the mountains.”

“This bear is standing in front of the red wall.”

“This bear is surfing on the sea.”

# HOW TO CONTROL CHARACTER CONSISTENCY IN IMAGE GENERATION?

## ---IMAGE PROMPTING (REFERENCE IMAGES)



**In GPT-4o:**

Upload this image and ask:

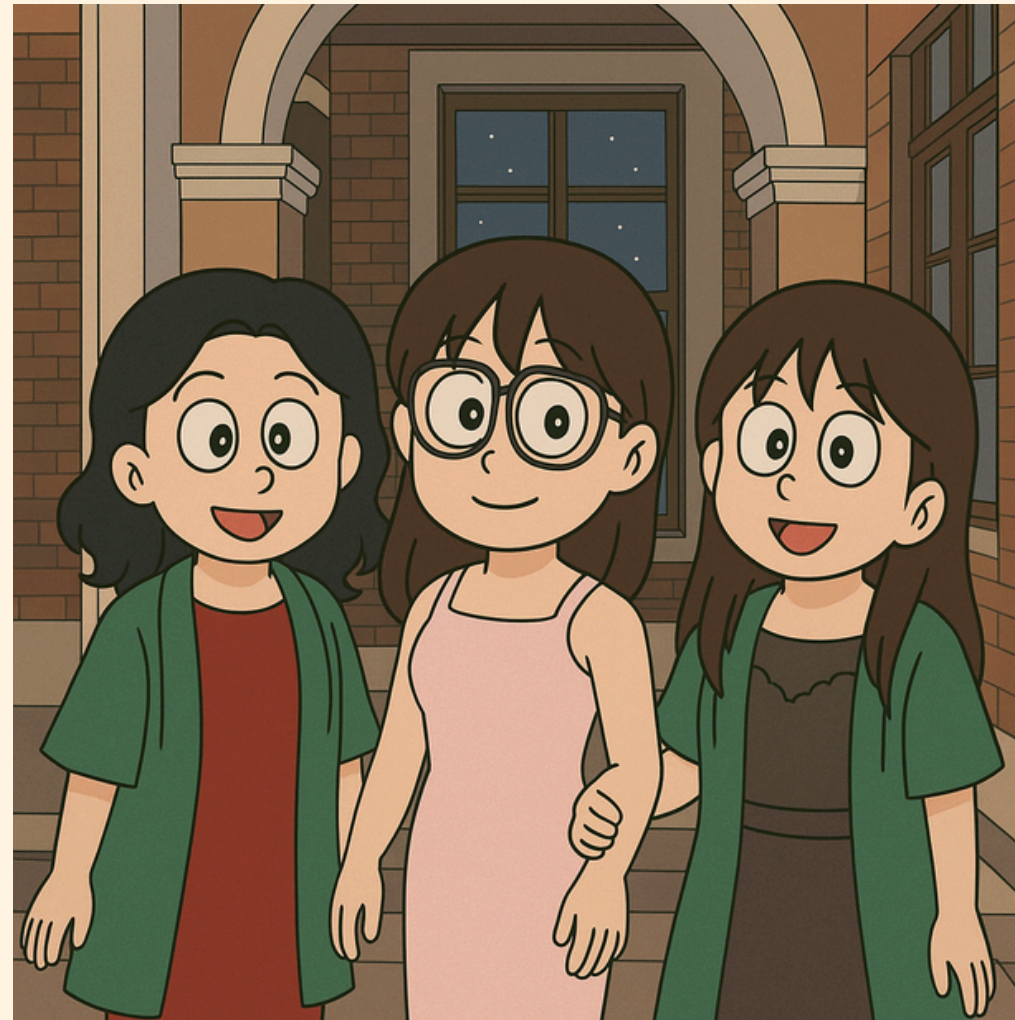
“This bear hiking in the mountains”

“This bear standing in front of the red wall”

“This bear is surfing on the sea”



# TRY IT YOURSELF! HOW TO GENERATE...



**SPECIFIC CARTOON STYLE**



# MIDJOURNEY GUIDE

## ULTRA REALISTIC CINEMATIC AI PHOTOGRAPHY PROMPT



# MIDJOURNEY GUIDE

“A Cinematic scene, **[scene/ subject/ action]** --ar 16:9 --v 5.1”



- Ultra-realistic
- film grain
- cinematic color grading
- detailed faces
- dramatic lighting



# MIDJOURNEY GUIDE

“A Cinematic scene from [Year, movie genre, movie name], [shot type], [scene/ subject/ action] captured by [cinematic camera], film directed by [director][emotion], [lighting] --ar 16:9 --style raw --v 5.1”



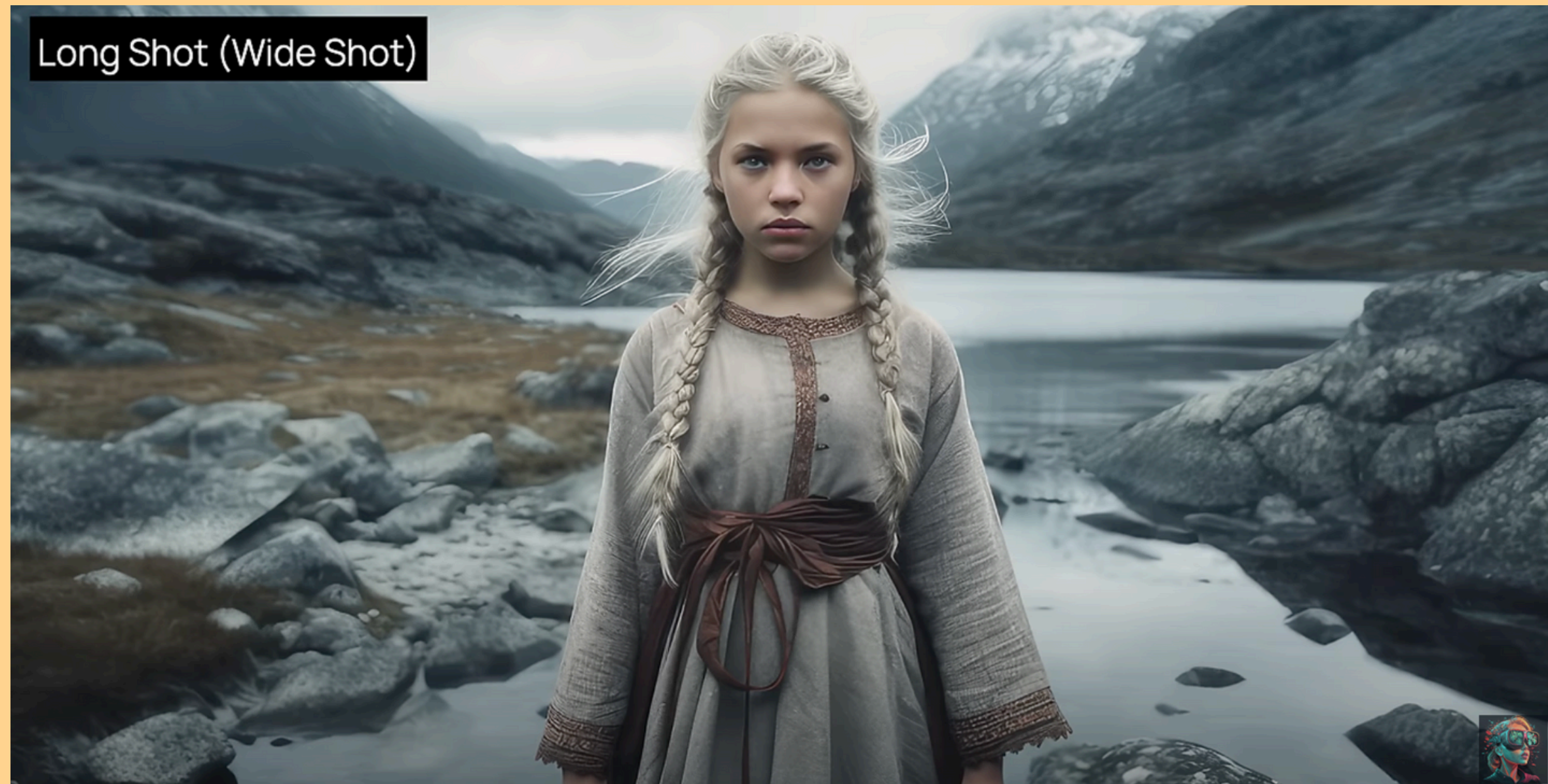


# MIDJOURNEY GUIDE





# MIDJOURNEY GUIDE





# MIDJOURNEY GUIDE





# MIDJOURNEY GUIDE





# MIDJOURNEY GUIDE



# MIDJOURNEY GUIDE





# MIDJOURNEY GUIDE





# MIDJOURNEY GUIDE





# MIDJOURNEY GUIDE





# DIRECTOR STYLE

a cinematic scene directed by Christopher Nolan, nordic true crime story, Memento





# AI VIDEO GENERATION TOOLS



## RUNWAY ML

Type: Text-to-video, image-to-video, green screen, motion brush

<https://runwayml.com>



## KLING BY KUAISHOU

Type: Text-to-video

Language: Chinese

Best for: Chinese-style narrative generation, animation, cinematic realism

Known for smooth motion & long video coherence

<https://kling.ai>

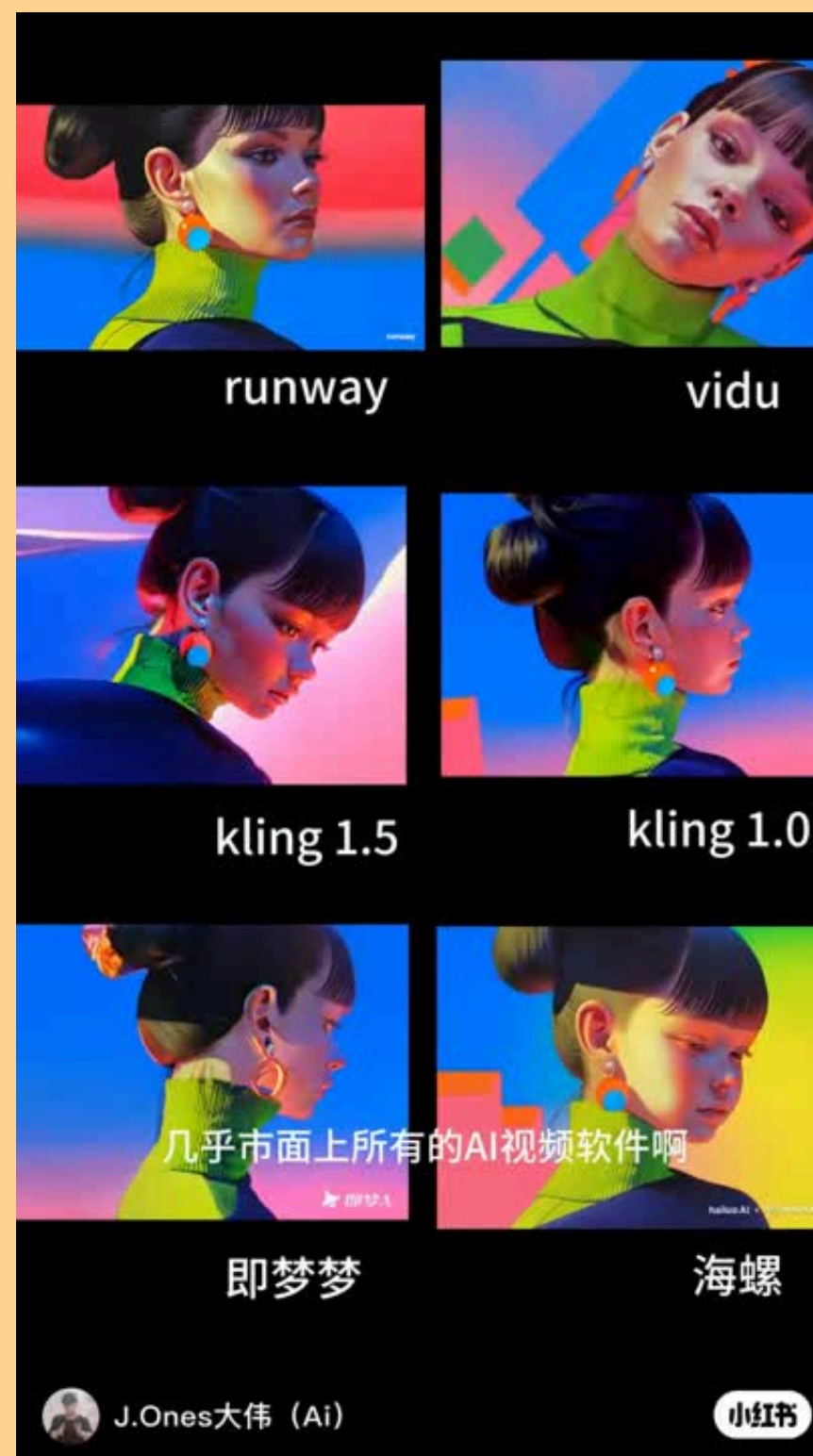


## HAILUO AI

Hailuo AI is an advanced AI video generation platform developed by a team affiliated with ByteDance (the parent company of TikTok). It's designed to create cinematic-quality AI videos from text or images.

<https://hailuoai.com>

# RUNWAY ML




# RUNWAY ML


runway Gen-4 Image to Video | Runway Academy

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GEN-4

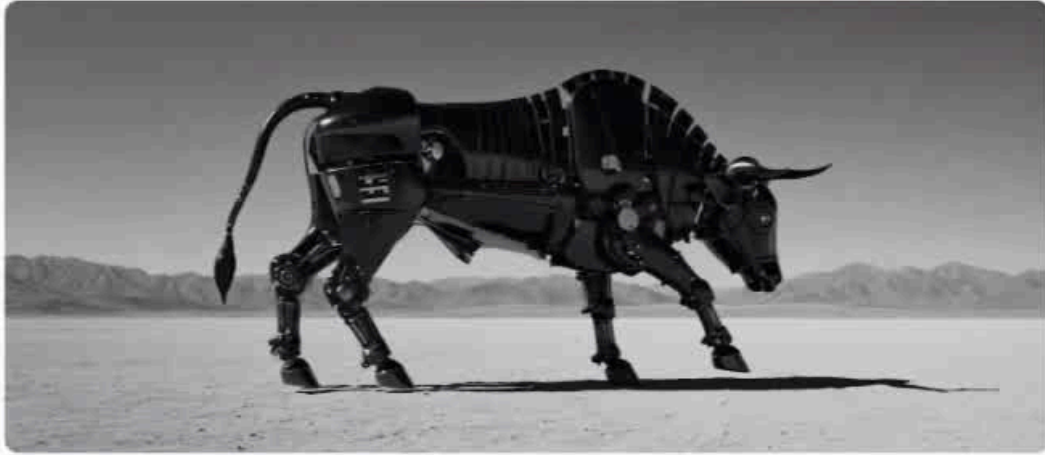

Gen-4  
Image To Video

Watch on  YouTube





# RUNWAY ML

Prompt	Input image	Output
a handheld camera tracks the mechanical bull as it runs across the desert. the movement disturbs dust that trails behind the mechanical creature. cinematic live-action.	 A black and white photograph of a mechanical bull running across a flat, sandy desert landscape. The bull is dark-colored with visible mechanical joints and is captured in a side profile, moving from left to right. The background shows a clear sky and distant, low mountains.	 A black and white photograph of the same mechanical bull in the same desert setting, but now with a thick, dark trail of dust or smoke billowing from its rear, following its movement. The camera angle and framing are consistent with the input image, but the added dust effect creates a sense of motion and cinematic drama.

# RUNWAY ML





# **VOICEOVER GENERATION**

**ALTERED**

**[HTTPS://WWW.ALTERED.AI](https://www.altered.ai)**

**SPEECHIFY**

**[HTTPS://SPEECHIFY.COM](https://speechify.com)**

# HOW TO MAKE A GOOD FILM?

1. Craft your story!
2. DALLE(GPT4-o)/ Midjourney
3. RUnway ml
4. VoiceOver (eleven labs/ speechify/ altered )
5. Capcut



# HOW TO MAKE A GOOD FILM?

How to access GPT in HK?

Toline (toluene.vip)

openAI

upgrade to plus

# SURVEY

[Feedback] Talk 5: "Create your  
own AI-Generated Movie"





# THANK YOU!

