

Leveraging AI for Dynamic Video Creation



Bio

Muhamad Hariz Muhammad Adnan (Dr Hariz)

Pensyarah Kanan, Fakulti Komputeran & Meta-Teknologi, Universiti Pendidikan Sultan Idris

Bidang: Digital Transformation (Artificial Intelligence, Intelligence, Data Science & Technopreneurship)
Technopreneurship)



Pengalaman

Muhamad Hariz Muhammad Adnan (Dr Hariz)

eUsahawan MDEC Certified Trainer

HRDC Certified Trainer

META (Facebook) Blueprint Certified Media Buying

Google Ads Certified

Google Mahir Digital Trainer

Panel Penasihat Luar Bagi Modul Latihan Jabatan

Komunikasi Komuniti (J-Kom), Jabatan Perdana Menteri

Menteri



Latihan Terdahulu

Agency



University / College



International Org.



Owned by:
Dr Muhamad Hariz

Course Objectives:

1. Understand how AI can help create and improve videos.
2. Get hands-on experience with AI video editing tools.
3. Use AI tools to enhance storytelling and creative video production.
4. Learn how AI can make video production faster and easier.
5. Understand and apply ethical guidelines when using AI for videos.

Time	Topic	Activities
8:45 AM	Welcome and Introduction	Welcome and agenda overview
9:00 AM	Introduction to AI in Video Production	Overview of AI applications in video creation.
9:30 AM	AI Tools and Software for Video Editing	Hands-on demonstration of key features and functionalities
10:30 AM	Short Break	
10:45 AM	AI Tools and Software for Video Editing	Hands-on demonstration of key features and functionalities
11:00 AM	AI-Powered Pre-Production Techniques	Using AI for scriptwriting, storyboarding, and content planning
12:00 Noon	AI-Enhanced Video Editing and Post-Production	Automating video editing tasks: cutting, color grading, and motion graphics. Integrating AI tools for sound design and visual effects
12:45 PM	Ends	

Key Insights on the Future of AI in Education

The integration of AI into education promises transformative potential but also presents complex challenges. From personalized learning to teacher augmentation, AI offers powerful tools if implemented thoughtfully and ethically. However, crucial issues like data privacy, equity, human oversight and thoughtful regulation must be prioritized.



Global Education Gaps

1 Teacher Shortage

Projection of needing 44 million additional teachers globally by 2030.

2 Administrative Burden

Teachers spend significant time on non-teaching tasks.

3 Assessment Limitations

Need for more frequent, comprehensive student assessments.

4 Digital Skills Gap

Global workforce lacks key digital and AI skills.

AI's Potential in Education

1

Augmentation

AI can automate routine tasks, freeing up teachers.

2

Personalization

AI tailors content to individual student needs.

3

Assessment

AI refines assessments, providing real-time feedback.

4

Skills Development

AI enables curricula focused on digital literacy.

Emerging AI Ed-Tech Case Studies

UNICEF Digital Textbooks

Customizable digital tools for diverse learners.

Kabakoo Academies

Virtual mentors providing personalized guidance.

Letrus in Brazil

AI literacy development with real-time feedback.

Ceibal in Uruguay

Computational thinking and AI integrated curricula.

Grok in Australia

Cybersecurity education and digital literacy programs.

Implementing AI in Education



Collaborate

Work closely with educators to meet needs.



Secure Data

Robust data privacy and security protocols.



Training

Train teachers and students on AI tools.



Equity

Ensure equitable access to prevent divides.

Future Outlook

Increased Investment

Significant and sustained funding for AI in education initiatives.

Forward-Thinking Policies

Proactive policies to maximize AI's benefits and mitigate risks.

Public-Private Partnerships

Collaboration between governments, businesses, and academic institutions.

Continuous Innovation

Ongoing research and development to improve AI ed-tech.

Global Disparities in AI Adoption

Developed Nations

Robust tech infrastructure.

Innovation ecosystems.

Private sector engagement.

Developing Nations

Basic infrastructure challenges.

Limited funding and policies.

Capacity constraints.

Bridging the Digital Divide

Connectivity

1

Expand internet and device access worldwide.

2

Content

Develop localized, culturally-relevant digital curricula.

Capacity

3

Train teachers on digital skills and AI tools.

4

Inclusion

Prioritize equity to avoid widening divides.

Balancing Optimism and Caution

1 Opportunities

AI presents innovative opportunities to enrich education.

2 Human-Centered Approach

Maintain education as a social, human-driven experience.

3 Ethical Guardrails

Prioritize ethics to uphold values and accountability.

4 Balanced Implementation

Find the right equilibrium for responsible AI adoption.

Red Lines for AI in Education

Privacy Protection

Safeguard student data and personal information.

Non-Manipulation

Prevent biased or manipulative AI outputs.

Safety Assurance

Ensure AI tools are appropriate and safe for children.

Human Oversight

Teachers must maintain control over AI usage.

Preparing Future Generations

Knowledge

- 1** Build foundational knowledge on AI's capabilities.

Awareness

- 2** Develop awareness of AI's impacts and implications.

Human Guidance

- 3** Prioritize human teachers as mentors and guides.

Applied Learning

- 4** Foster real-world application of AI skills.

Advice for Concerned Parents

Don't Be Passive

Actively engage children in using AI tools.

Build Understanding

Help children grasp AI's strengths and limitations.

1

2

3

4

Provide Oversight

Guide and monitor children's AI usage.

Embrace Innovation

Adopt a mindset of responsible exploration.

Evaluating AI Regulations

1 **Bold First Step**

Current regulations establish initial guardrails.

2 **Ongoing Iteration**

Regulations must evolve alongside rapid tech advancements.

3 **Sector-Specific Focus**

Education requires tailored guidelines beyond generalized rules.

4 **Global Collaboration**

Successful governance requires international cooperation.

Fulfilling AI's Promise



Skills Alignment

Prepare students for evolving job markets.



Support Educators

Relieve administrative burdens on teachers.



Inclusive Access

Provide equitable learning opportunities for all.



Continuous Improvement

Foster a culture of lifelong learning.

Enabling the Learning Renaissance

Personalized Platforms

AI-powered tools tailored to individual needs.

1

Competency-Based Assessments

Evaluate real-world skills, not just rote knowledge.

2

3

4

Teacher Empowerment

AI enables more mentorship and creativity.

Lifelong Upskilling

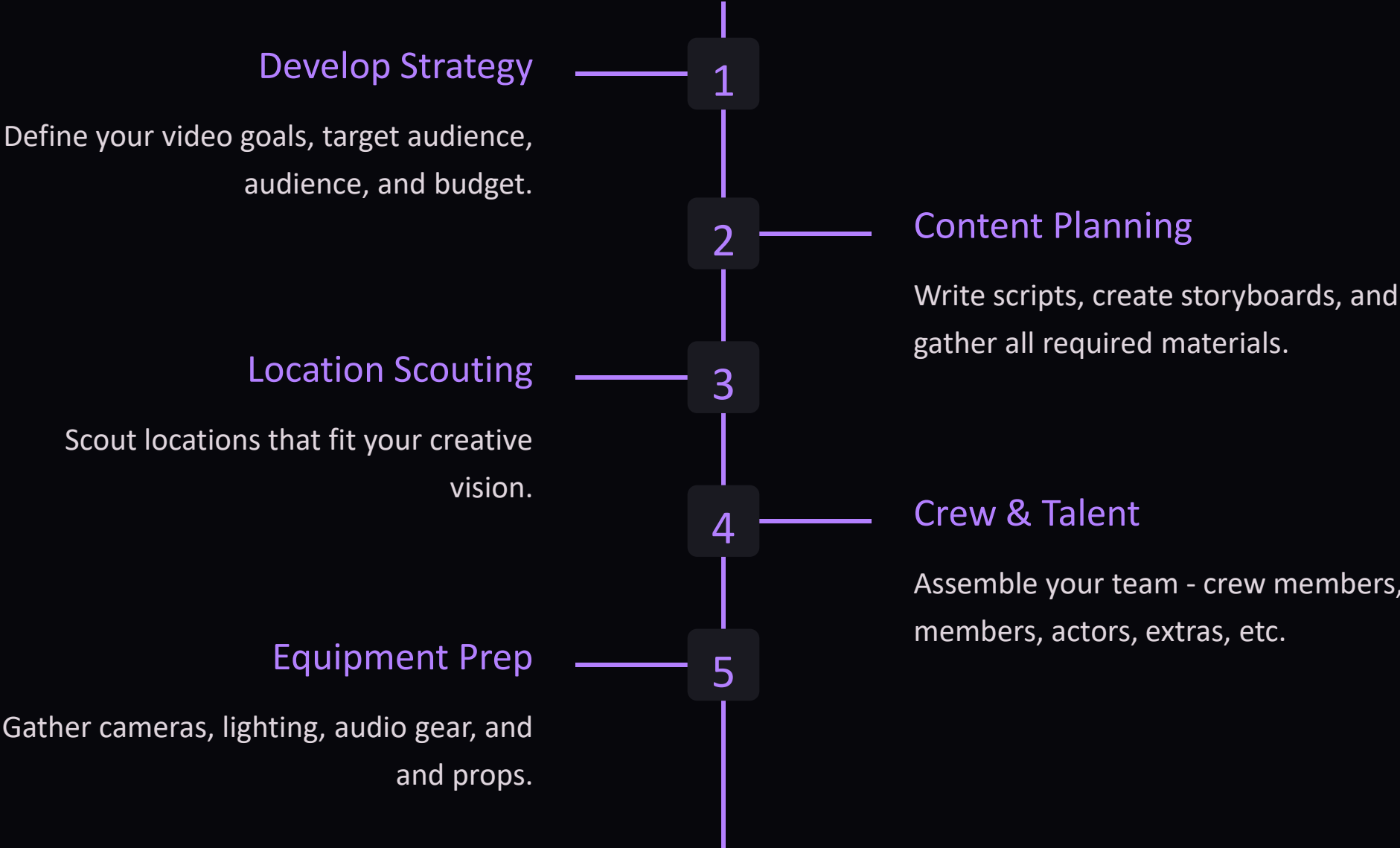
Foster a mindset of perpetual learning for all.

The Video Production Production Process Unveiled

Whether you're a budding filmmaker or looking to add engaging videos to your videos to your marketing strategy, understanding the video production process production process is key.



Pre-Production: Planning is Everything



Production: Bringing It to Life

1

Camera Setup

Position cameras, lighting, and audio gear according to your plan.

2

Rehearsals

Run through scenes with crew and talent to ensure smooth execution.

3

Principal Videography

Capture all the planned shots according to your storyboard.

4

Record B-Roll

Film supplemental footage like close-ups, ups, establishing shots, and cutaways.

Post-Production: Polish & Finesse

1

Video Editing

Assemble footage, add transitions, color color grade, and more more using software software like Adobe Adobe Premiere Pro. Pro.

2

Motion Graphics

Create visual effects, titles, and animations in After Effects.

3

Sound Design

Edit dialogue, add music/sound effects, effects, and mix audio audio levels.

4

Review & Revise Revise

Watch the edited cut, cut, get feedback, and and make final tweaks.

Pre-Production Foundations

Creative Vision

Hone your artistic direction by writing concepts, scripts, and storyboards.

This visual roadmap guides all future decisions.



Logistics Planning

Craft shooting schedules, acquire equipment/locations, and hire crew.

Extensive prep lays the groundwork for an efficient shoot.



Resource Allocation

Allocate your budget wisely across equipment, cast, locations, and post-production production.

Balance your financial realities with your creative ambitions.



The Cinematography Stage

1

Camera Operation

Skilled crew captures footage using cameras, dollies, jibs, etc. following the shot list.

2

Lighting Design

Position key, fill, and accent lights to achieve the desired mood and look.

3

Sound Recording

Use boom mics, wireless lavs to cleanly capture audio on set.

4

Talent Direction

Guide actors' performances through rehearsals and takes to nail each scene.

Telling Stories Through Editing



Sequence Building

Weave different shots into a compelling narrative flow.



Coloring & Effects

Use color grading and VFX to enhance visuals and set moods.



Audio Sweetening

Clean up, mix, and balance all sound elements like dialogue and music.

Bringing Characters to Life

Talent Casting

Source actors with the right look, skills, and acting chops. Solid casting elevates your film's authenticity.



Performance Coaching

Guide talent through script readings, rehearsals, and takes.

Get raw yet genuine performances from your actors.



Character Building

Work with actors to develop unique personalities and mannerisms.

Small details help characters feel truly three-dimensional.



Visual Storytelling Techniques

Shot Types

Establish context via wide shots, up-close character character moments via close-ups.

Camera Angles

Low/high angles convey power dynamics; unique Dutch angles for tension.

Camera Movement

Pans/tilts/dollies keep visuals dynamic; steadicam for smooth motion.

Framing

Guide viewer's eye using rule of thirds, leading leading lines, depth of field.

Script Revision Cycles

1

Story Outline

Develop the core narrative and plot points first.

2

First Draft

Write a full script to set the foundation.

3

Script Notes

Get feedback, identify weak areas that need refinement.

4

Rewriting

Polish dialogue, restructure for better pacing, improve motivations.

5

Final Script

Once refined, this becomes the production shooting script.

The Power of Sound Design

Dialogue Editing

Clean up audio clips, removing unwanted noise and room tone.

Adjust EQ, compression, and levels for clarity.



Foley Effects

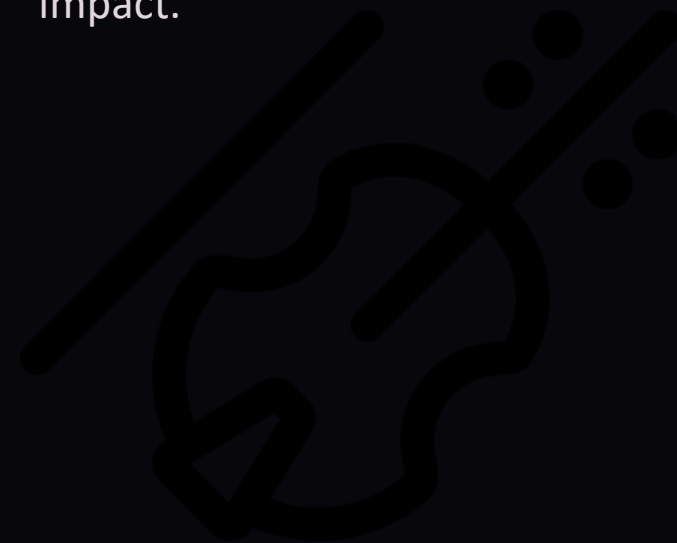
Record custom sound effects like footsteps and object interactions.

Makes audio feel present and tangible.



Musical Score

Compose/source fitting music to scenes. Thoughtful scoring amplifies the narrative's impact.



Mastering Efficient Workflows

Project Management

Use scheduling apps and production management management software to stay organized.

Data Handling

Implement systems for ingesting, backing up, and managing footage/assets.

Software Integration

Leverage tools that allow smooth interchange between video/graphics/audio apps.

Review Systems

Build in processes to facilitate feedback and approval rounds.

Sculpting Light and Shadow



Key Light

Principal front/side light
light that illuminates
your subject.



Fill Light

Reduces harsh shadows
shadows by gently
filling in shade areas.



Back Light

Light from behind
subject outlines edges,
edges, separating them
them from background.
background.



Practical Light

In-scene light sources
sources like lamps add
add depth and realism.
realism.

Developing A Distinct Visual Style

Color Palettes

Choose predominant hues that that reinforce the mood and genre.

Consider palettes that evoke emotions you want to convey.



Production Design

Art direction and set design choices shape the world's texture.

Props, textures, and environments transport viewers. viewers.



Cinematography

Lensing, camera movement, and lighting patterns distinguish distinguish visuals.

Tailor techniques to genre - visceral vs dreamy, etc.



Building Entire Narrative Worlds



World Building

Concept artists craft rich, cohesive fictional settings and cultures.



Storyboarding

Visualize sequences via storyboard frames, camera angles, and staging.



Character Animation

Bring fictional characters to life through 2D or 3D animation.

Adding Visual Flair

1

VFX Compositing

Seamlessly integrate live-action with computer-generated imagery.

2

Particle Effects

Simulate realistic fire, smoke, debris, force fields, and more.

3

Camera Tricks

Use wire/rig removal, speed ramping, stabilization, and lens distortion.

4

Title Design

Design kinetic, stylized motion titles and graphics.

Engaging Your Audience



Grab Attention

Use an intriguing opening image, mystery, mystery, or action to pique interest.



Propel Narrative

Develop characters, raise stakes, resolve subplots to drive story momentum.



Leave Them Wanting

End with unresolved tension, unfinished arcs, arcs, or cliffhangers.



Establish Tone

Use editing, pacing, music, and visuals to shape the viewing mood.

Top 14 Best AI Video Generators of 2024

AI video generators are revolutionizing content creation. These powerful tools use AI to automate video editing, enhance visuals, and streamline workflows.



Assessing Your Needs

1

Define Goals

Decide the types of videos you want to create.

2

Key Features

Make a list of essential features needed.



AI Capabilities to Consider

Automation

Look for AI that automates repetitive editing tasks.

Accuracy

Assess AI accuracy in video processing.

Human Behavior

Prioritize AI tailored to human viewing preferences.

Evaluating User Experience

1

Intuitive Interface

Choose software with easy navigation and editing.

2

Workflow Efficiency

Ensure common editing tasks are streamlined.



Editing Tools and Flexibility

Editing Options

Ensure a wide range of editing tools are available.

1

Asset Library

Access diverse stock media assets.

2

3

Customization

Look for customizable effects, overlays, and audio.

Integration and Asset Library

Media Assets

Check for stock footage, music, effects libraries.

Integration

Look for seamless integration with other tools.

Performance and Stability

1

Speed

Consider rendering speed and resource utilization.

2

Stability

Ensure reliable performance with large files.

3

Updates

Check for regular updates and bug fixes.

Support and Community



Customer Support

Check availability of support channels.



User Community

Look for online forums and tutorials.

Pricing and Licensing

Cost Structure

Evaluate pricing plans and licensing options.

Free Trials

Try free trials before committing to purchase.

Reputation and Reviews

1

User Feedback

Read reviews and testimonials from other users.

2

Company Reputation

Consider the company's track record and reputation.

Pictory AI Video Generator

Key Features

Advanced AI editing, intuitive interface, large asset library

Pros

Robust AI, customization options, user-friendly

Cons

Limited customization, extra fees for advanced features

Best For

Social media, marketing videos, vlogs

HippoVideo AI Video Editor

Scene Detection

Precise AI scene segmentation enhances editing.

Collaboration

Real-time team collaboration features.

Analytics

Built-in video performance analytics insights.

Integration

Integration with YouTube, Vimeo for distribution.

FlexClip AI Video Maker



Storyboards

AI-driven storyboard creation for planning.

Asset Library

Extensive royalty-free media assets.

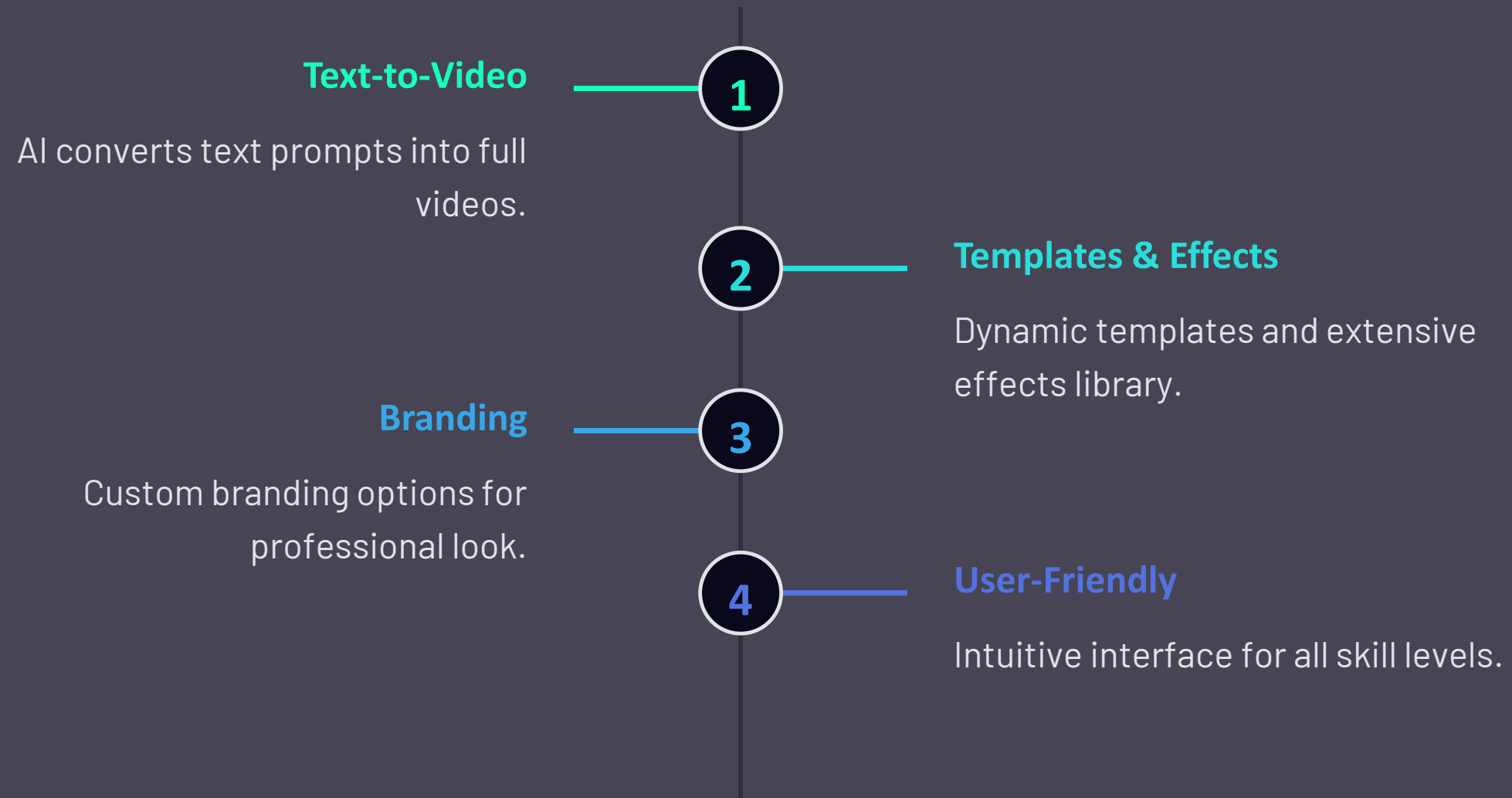
Cloud Editing

Cloud-based cross-device accessibility.

Multi-Language

Support for multiple languages.

InVideo AI Video Editor



Movavi Video Editor AI Tools

Background Removal

AI-powered precision background removal.

Noise Cancellation

Enhance audio quality with noise removal.

Advanced Editing

Chroma-key, motion tracking, keyframing tools.

Deepbrain AI Video Generator



Text-to-Speech

Convert scripts to AI avatar narration.



Custom Avatars

Select unique AI avatars for your brand.



Multi-Language

Support for various languages and accents.



Synthesys AI Video Creator

1

No Filming Required

Create videos without cameras or crew.

2

140+ Languages

Avatar narration in 140+ languages.

3

Cross-Platform

Videos optimized for all platforms.

Synthesia AI Video Platform

AI Avatars

150+ diverse AI avatar options.

Multi-Lingual

Voice models in 120+ languages.

Voice Cloning

Create custom voices from recordings.

HeyGen AI Video Maker

Voices

300+ AI voices, 40+ languages

Custom Avatar

Create avatar with your own voice/face

Face Swap

Face swap feature for avatar customization

Animation

Basic avatar animation capabilities

Elai.io Video Generator



Script Input

Upload scripts or paste text content.

Template Library

Variety of video templates to choose from.

Avatar Options

60+ languages, 25+ AI avatar presenters.

Voice Upload

Upload voice recordings for custom narrator.

Colossyan Video Platform



Custom Avatars

Diverse avatar styles and outfit options.



Auto Translation

Automatic translation to multiple languages.



Subtitles

Generate accurate subtitles for accessibility.



Screen Recorder

Enhance videos with screen recordings.

Veed.io AI Video Editor

1

Customization

Custom text, colors, fonts, music.

2

Auto Transcribe

Upload video, auto-generate transcripts.

3

Beginner Friendly

No downloads, easy editing interface.



Wave Video Creator



Media Assets

Access image and video asset libraries.



Text Overlays

Add stylized text overlays and effects.



Audio Tools

Include voiceovers, background music.



Captions

Generate captions for accessibility.

Choice of Video Styles

Social Media Ads

Dynamic, attention-grabbing marketing videos.

Tutorials/Explainers

Clear, step-by-step educational videos.

Product Demos

Showcase product features engagingly.

Simplified Video AI

1

Video Trimming

Automatically trim long videos into clips.

2

In-App Assets

Massive template and asset library.

3

Animation

Add animated graphics and effects.

4

Multi-Language

Translate videos to multiple languages.



The Best AI Video Generators

AI is revolutionizing video production. Use these tools to create, edit, and enhance videos with powerful AI features.

Descript for Script-Driven Editing

1

Transcribe Video

Descript automatically transcribes your videos, making the text editable.

2

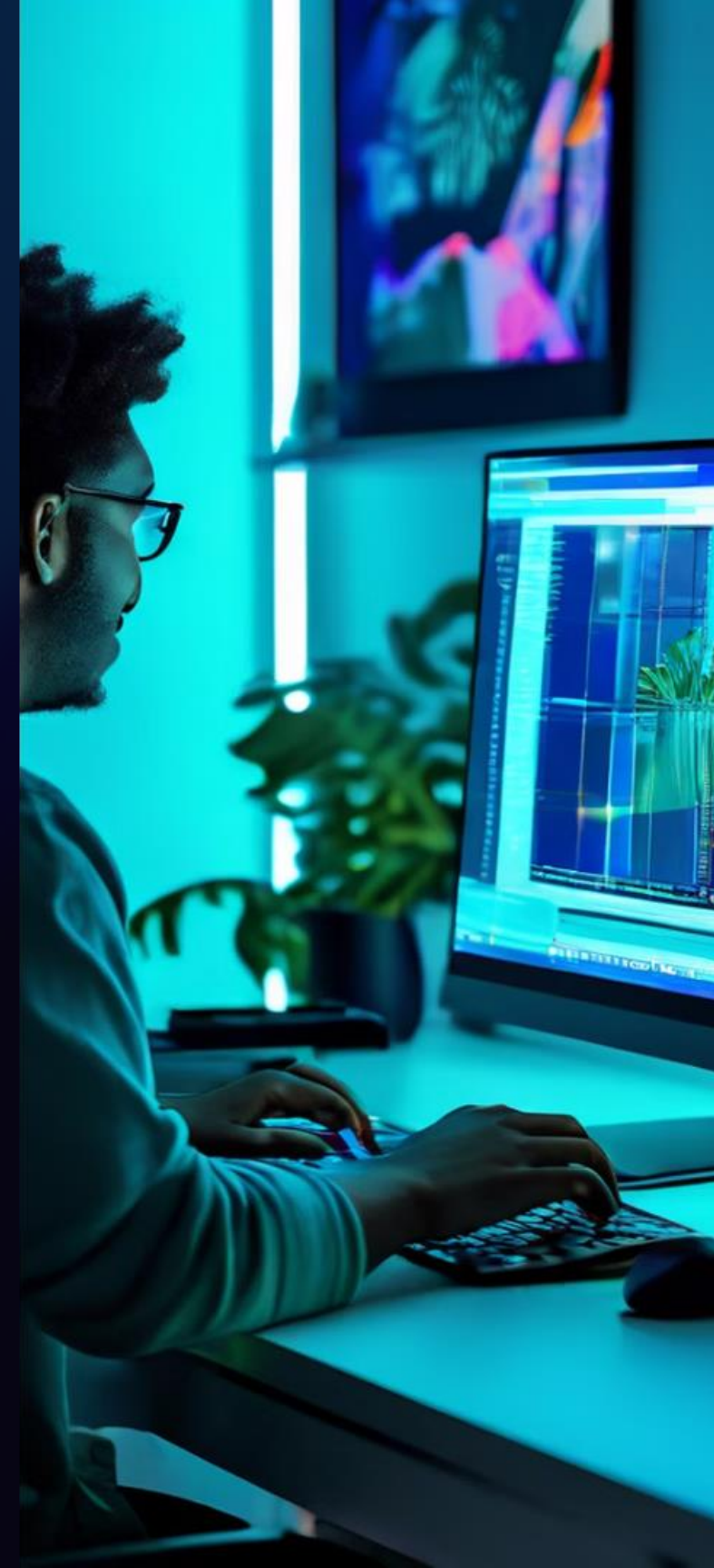
Edit Transcript

Modify the transcript text to cut, rearrange, or polish the video.

3

Render Changes

Descript renders a new video based on your transcript edits.



Wondershare Filmora's AI Tools

1

AI Cutout

Automatically
remove backgrounds
from video clips.

2

Audio Denoise

Reduce background
noise in audio tracks.

3

Motion Tracking

Track moving objects
to apply effects or
censor.

Runway for Generative AI Video



Text-to-Video

Generate entire videos from text descriptions.



Object Removal

Seamlessly remove objects from video footage.



Image Replacement

Replace parts of images using AI models.

Peech for Content Repurposing

Branding Automation

Add your logo, color scheme, and name overlays to any video.



Video Clipping

Quickly extract short clips from long videos.



Content Channels

Optimize clips for different platforms like YouTube, TikTok, etc.





Synthesia - AI Avatars

1

Choose Avatar

Pick a digital human avatar to present your content.

2

Add Script

Type or upload the script you want the avatar to read.

3

Render Video

Synthesia renders a lifelike video of your avatar speaking.

Fliki for Quick Social Videos

Feature

Description

Text-to-Speech

Enter text and choose a voice actor to read it

Visual Content

Upload your own videos/images or use the stock library

Editing Tools

Customize tone, pitch, background music, and more

Visla for Auto-Scripts & Meeting Assist

Script Generation

Visla can automatically generate scripts based on topics.

Video Search

Find relevant stock footage to match your script.

Meeting Recorder

Record and transcribe meetings for future reference.

Clip Extraction

Pull short video clips from meeting recordings.

Opus Clip for Social Video Repurposing

Long-Form Input

Import long videos like vlogs, interviews, events.



Short-Form Output

Opus Clip automatically finds the best moments to export as short, engaging video clips.



Social Sharing

Post your repurposed clips directly to TikTok, Instagram, YouTube Shorts



Choosing the Best AI Video Tool

1

Purpose

What type of videos do you need to produce?

2

Workflow

Does the tool fit into your existing video creation process?

3

Output Quality

Can the tool generate high-quality videos for your needs?

4

Pricing

Is the tool affordable for your project budget?

Benefits of Using AI for Video



Time Savings

Automate tedious video editing and production tasks.



Creative Freedom

Focus on your creative vision and storytelling.



Higher Quality

Advanced AI models enhance video and audio fidelity.



Scalability

Produce more content across multiple channels.

Getting Started with AI Video Tools

1

Research Tools

Read reviews and watch tutorial videos to choose the right AI video app.

2

Try Free Plans

Test out tools by signing up for free trials or limited free plans.

3

Import Assets

Upload your existing videos, images, scripts, and brand assets.

4

Experiment

Play around with different features and generation models.

Limitations of Current AI Video Tech

Quality Variance

While improving, AI-generated videos can still look artificial or lack polish.



Context Understanding

AI struggles with deeper context behind certain visuals or scripts.



Human Oversight

Though faster, AI video creation still requires human review and correction.



AI Video for Social Media Marketing

1

Content Repurposing

Transform existing videos into snackable social clips.

2

Script Generation

Quickly produce video scripts for products or announcements.

3

Automated Editing

Use AI to handle tedious video editing like cuts and formatting.

4

Audience Insights

Let AI analyze existing content to better target future videos.

Building an AI Video Strategy



AI Video Use Cases



Online Courses

Generate AI instructor videos to teach topics.



Corporate Training

Create customized employee training videos rapidly.



YouTube Content

Enhance channel videos with AI editing and graphics.



Product Demos

Quickly produce videos showcasing product features.

Measuring AI Video Success

Metric

Definition

View Count

Total number of times a video was viewed

Engagement

Likes, comments, shares on the video

Watch Time

How long viewers watched the video overall

Conversions

Sales or leads directly tied to the video

Future of AI and Video

1

Increased Realism

AI will generate even more realistic digital humans and environments.

2

Voice Mastery

Voices will become indistinguishable from real people.

3

Real-Time Editing

You'll be able to direct AI-generated videos in real-time.

4

Personalization

Videos will tailor their content to each individual viewer.

Combining AI and Human Creativity

AI Assistance

AI handles tedious, repetitive tasks like editing, freeing up human creators



Human Oversight

Humans guide the overall creative direction, storytelling, and polish.



Collaboration

By working together, AI and humans produce higher quality, more creative videos.



AI Video Creation Ethics

Privacy

Respect individual privacy when using people in AI-generated visuals.

Transparency

Clearly disclose when releasing AI-produced content.

Misinformation

Avoid spreading misinformation by fact-checking AI outputs.

Intellectual Property

Ensure you have rights to use training data and assets.

Prompting AI for Better Videos

1

Descriptive Language

Use rich details when giving text prompts to the AI.

2

Example Media

Show the AI examples of visuals you want to achieve.

3

Multiple Attempts

Don't settle for the first result, run the prompt again for alternatives.

