

Instructional Core, genAI workshop series

Storytelling and Media Design with genAI

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[LIBRARY.GWU.EDU](https://library.gwu.edu)



Workshop objectives

- **Define** the creative relationship between humans and generative Artificial Intelligence (genAI).
- **Compare** and contrast the instructor and media producer perspective and provide strategies for how each can work with genAI.
- **Demonstrate** examples of working with genAI to tell stories and design media.

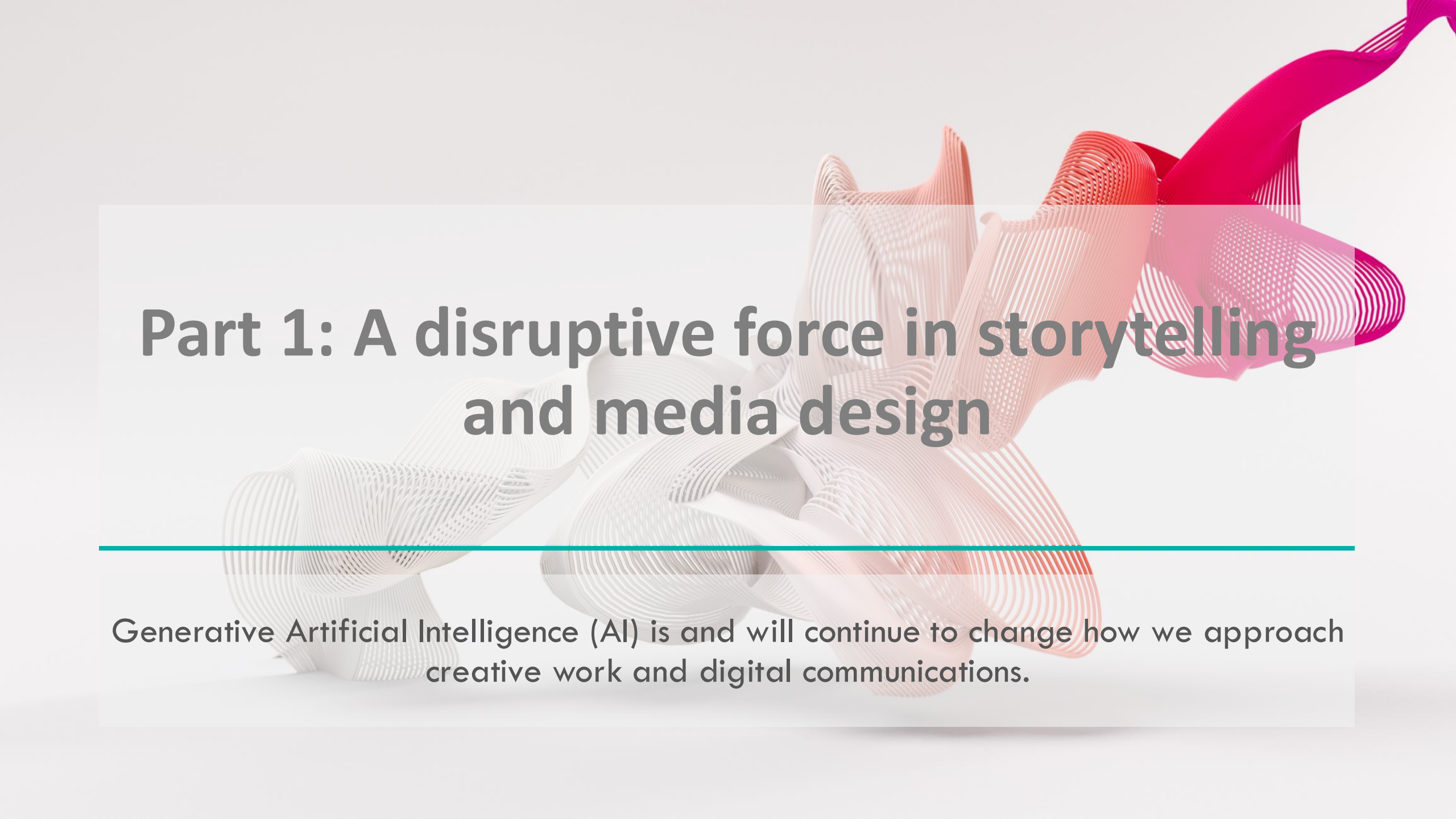


Workshop agenda

- Part 1: A disruptive force in storytelling and media design
- Part 2: A kind of storytelling relationship
- Part 3: Perspectives in constructing communication
- Part 4: Examples in storytelling and media design collaboration

We'll focus on using genAI for planning multimedia.

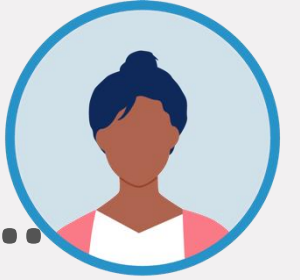




Part 1: A disruptive force in storytelling and media design

Generative Artificial Intelligence (AI) is and will continue to change how we approach creative work and digital communications.

Let me start with a question...



In one or two words, how do you feel about genAI at this point as it relates to storytelling and media design (in your course)?



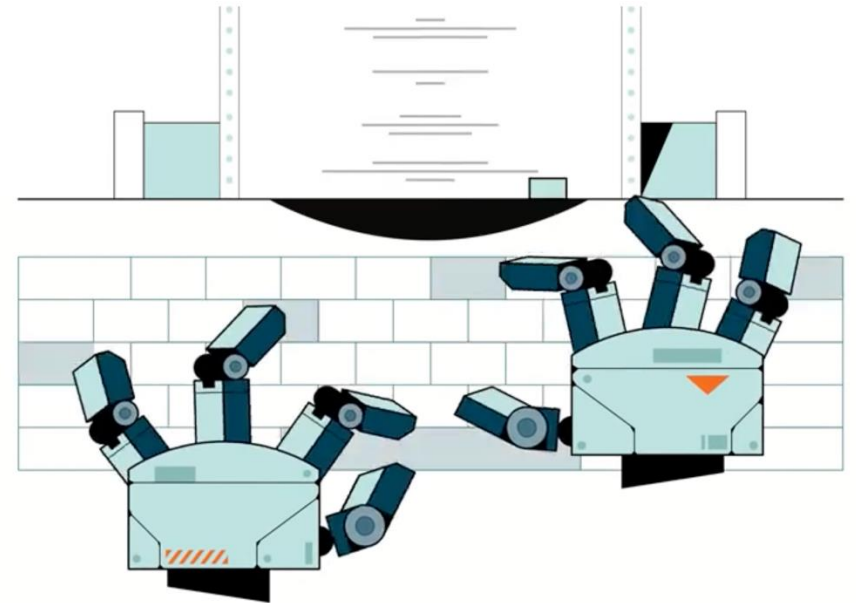
Real world disruption

Hollywood writers strike (2023)

Some of the contractual changes made for (human) writers include:

- Writers can incorporate AI if the studio consents.
- Studios must tell writers if giving them AI content.
- Studios can't use AI to rewrite literary materials.

Can you tell which script was written by AI?



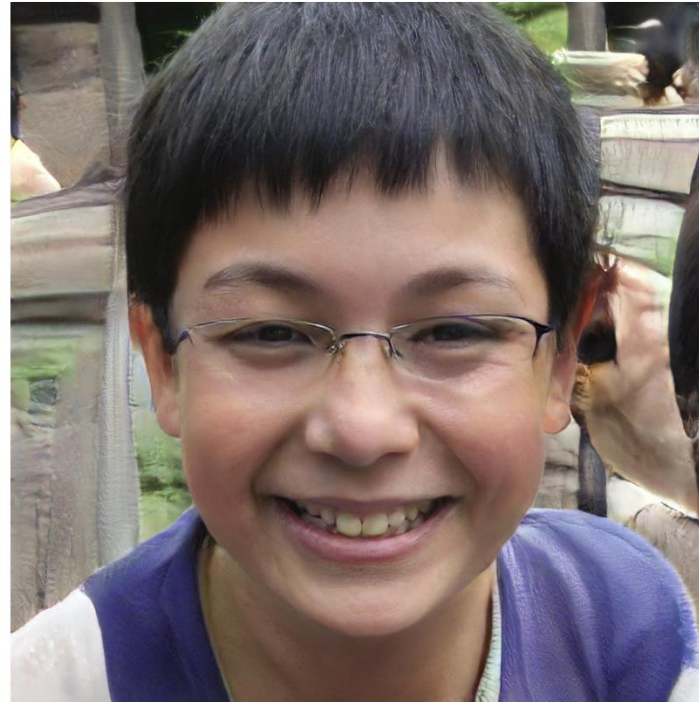
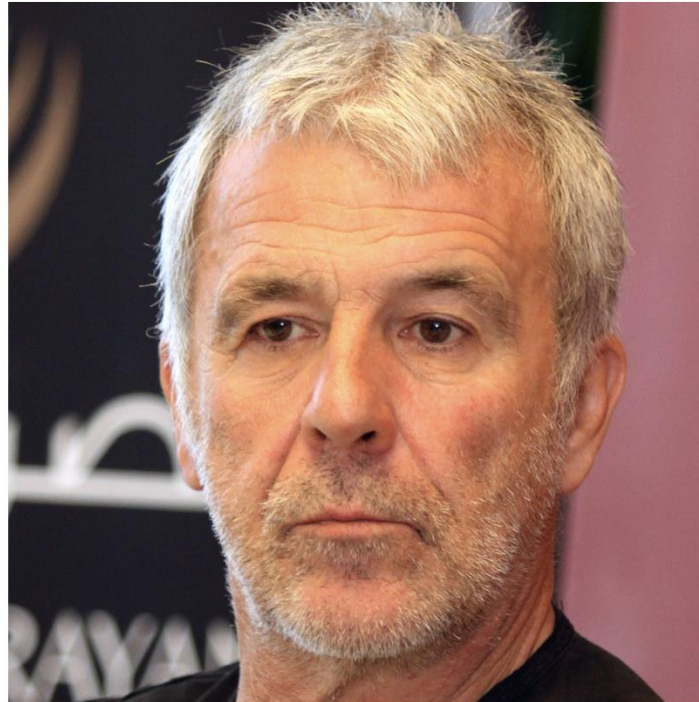
(Martin Gee / For the Times)

<https://www.latimes.com/projects/writers-strike-deal-ai/>

Disruptive: Realistic imagery

Which face is real?

Sites like whichfaceisreal.com make a game out of guessing which AI generated face/person is real.



Disruptive: Realistic video, b-roll

Text-to-video

Tools are rolling out that enable anyone to generate a short clip of video that maybe used for simple b-roll or used for nefarious reasons such as [stealing money](#).

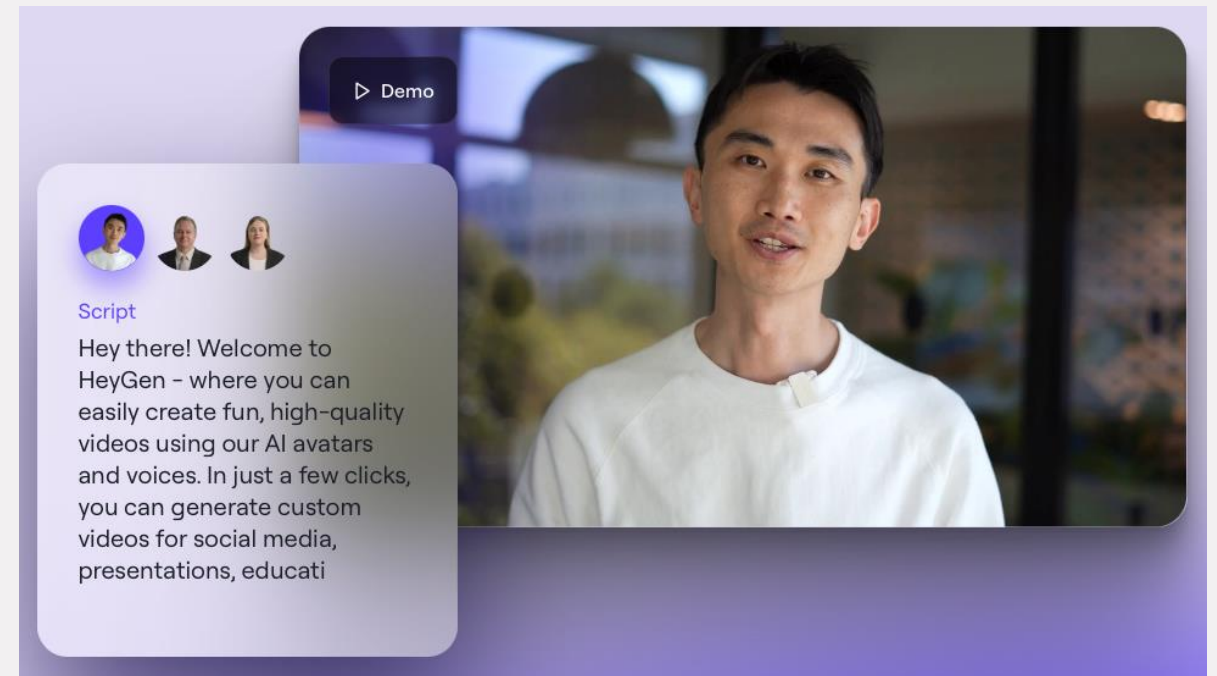


<https://openai.com/sora>

Disruptive: Realistic video, deep fake

Text-to-video

Existing tools allow you to create your own *deep fake* that looks and sounds just like you. This could for example be used to create a quick introduction video, update video, or start a discussion on appropriate use of AI.

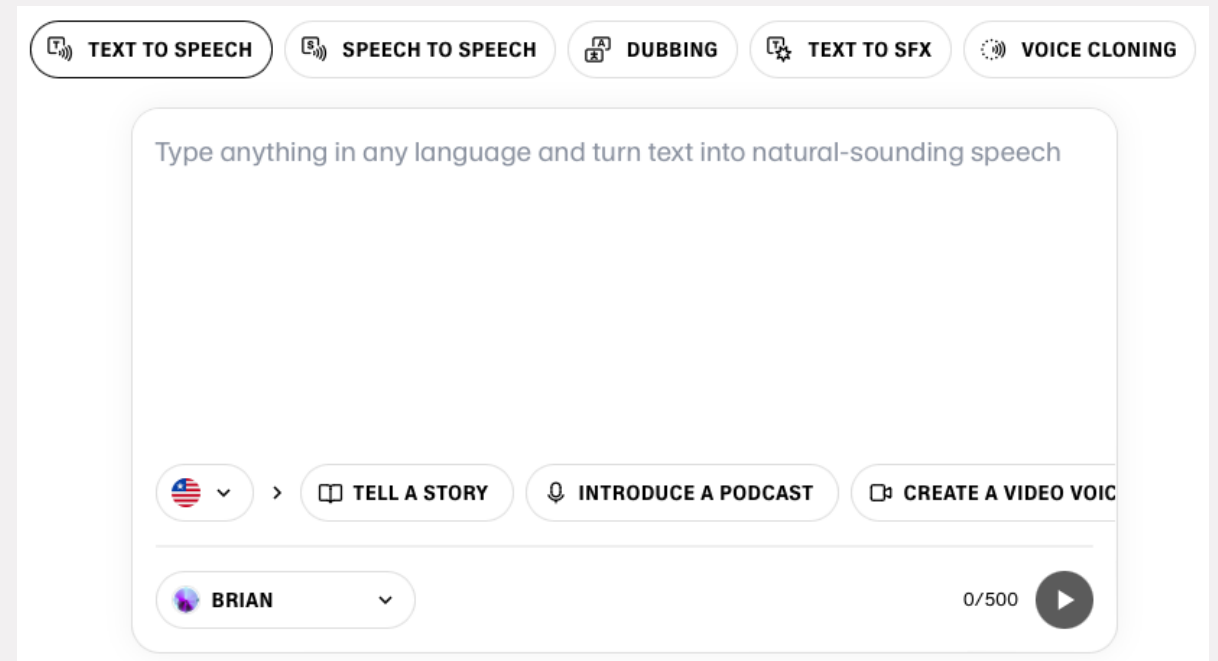


<https://www.heygen.com>

Disruptive: Realistic speech

Text-to-speech

Sounds completely natural with both male and female voices and across multiple languages.

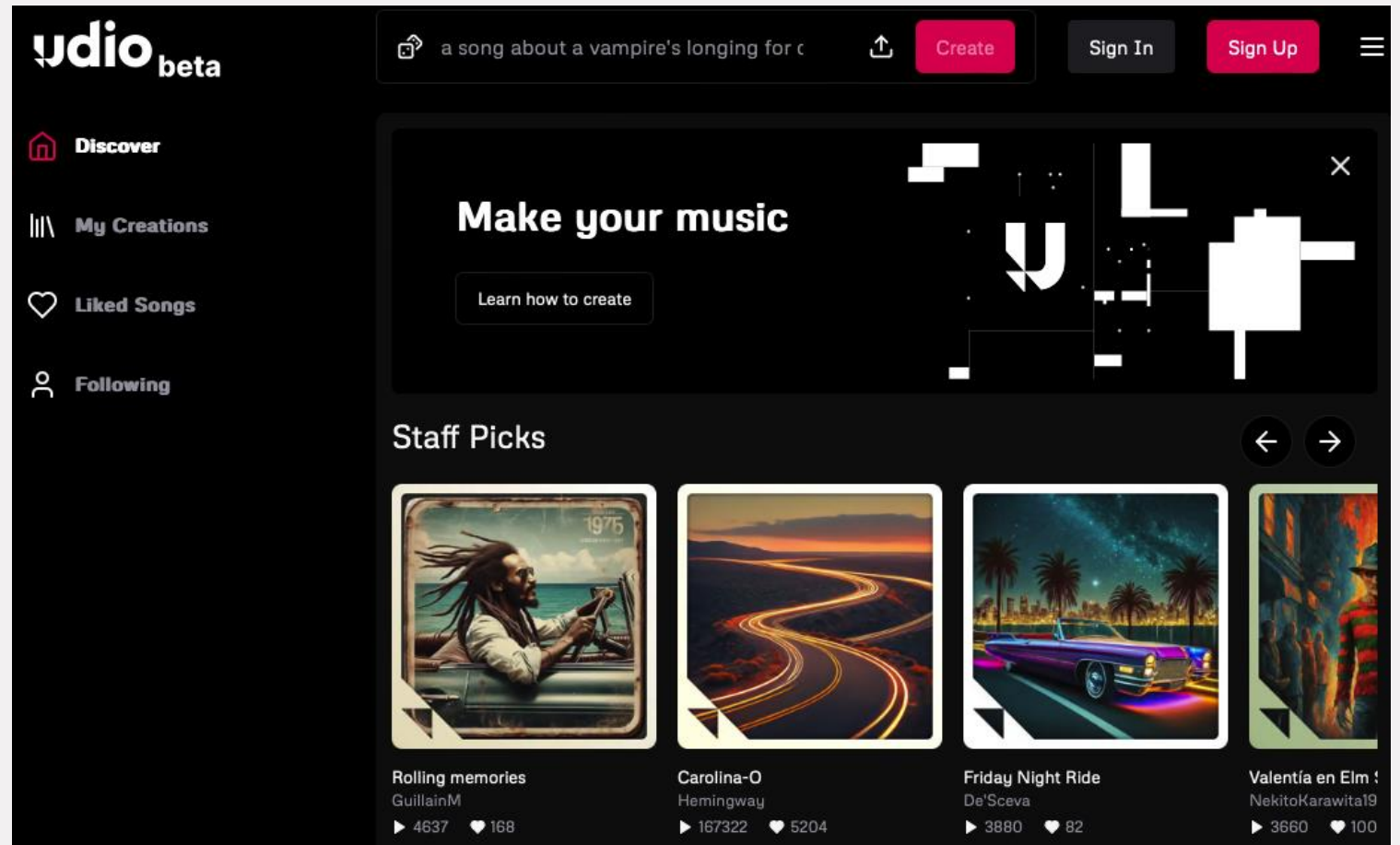


<https://elevenlabs.io>

Disruptive: Original music

Text-to-music

Custom music tracks from descriptions and lyrics.



A continuum of reaction

Optimism

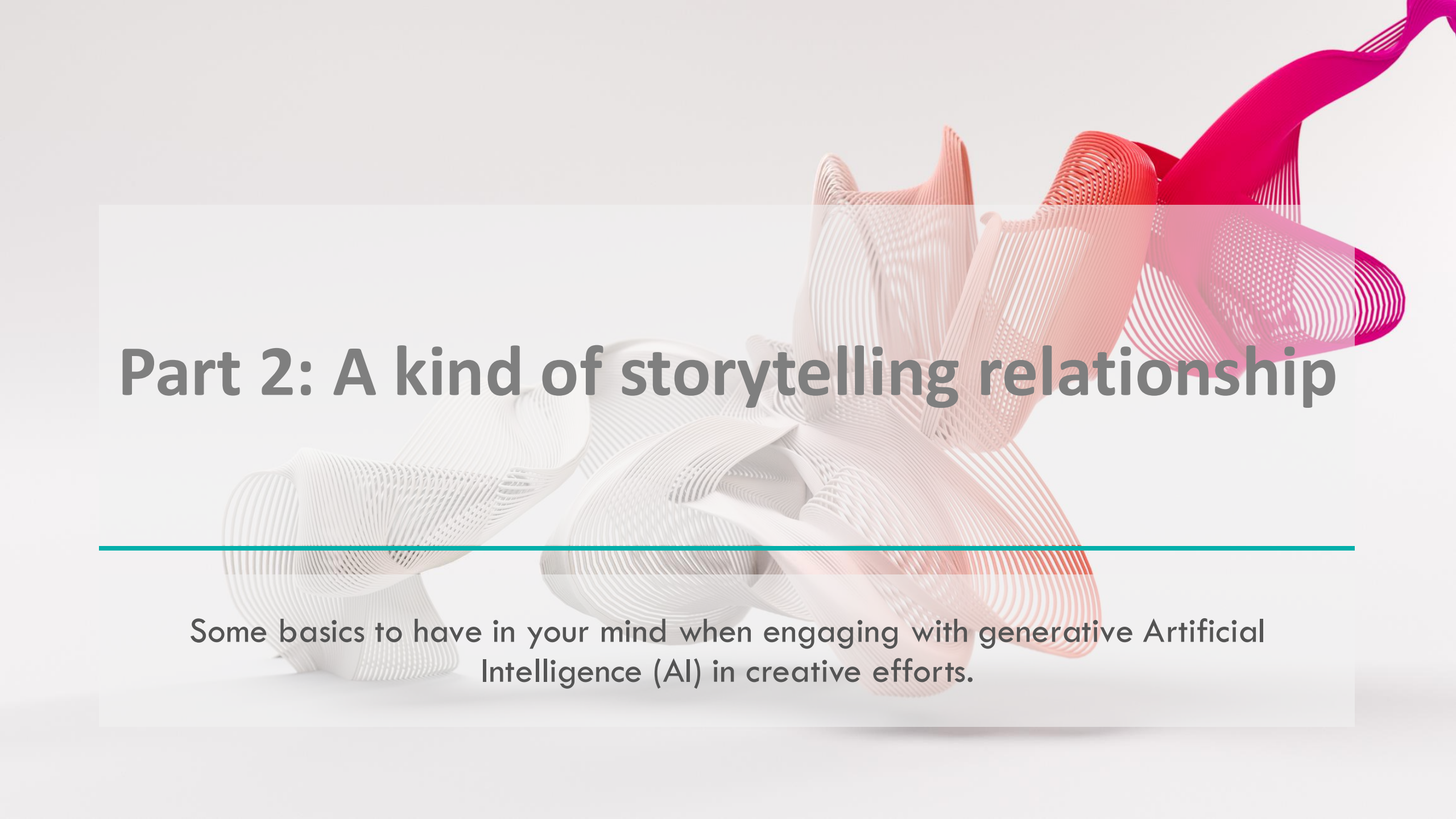
- This can enhance human work and creativity.
- This can help us to transform existing jobs.
- This calls for rethinking collaboration with technology.

Worry/Fear

- This removes humanity.
- This eliminates jobs.
- This is a harbinger for humanity's end.

One common question: *What are the ethics of this?!*





Part 2: A kind of storytelling relationship

Some basics to have in your mind when engaging with generative Artificial Intelligence (AI) in creative efforts.

AI and genAI



Artificial Intelligence (AI)

Mimics human intelligence to analyze data, recognize patterns, and make decisions.

- Operating systems
- Google and Apple Maps
- Email software
- Music services
- Word processing software

Generative AI (genAI)

Analyzes language to create *new* content.

- OpenAI ChatGPT, DALL-E, SORA
- Microsoft Copilot
- Google Gemini
- Adobe applications
- Midjourney
- Udio

Decide on your relationship with genAI

Partner or collaborator

def: either of a pair of people engaged together in the same activity

def: a person who works jointly on an activity or project; an associate

Assistant

def: a person who ranks below a senior person

Tool

def: a device or implement, especially one held in the hand, used to carry out a particular function



Key: Think about how you communicate when you perceive something or someone as one of these.

ChatGPT is deciding what it is as well

Prompt:

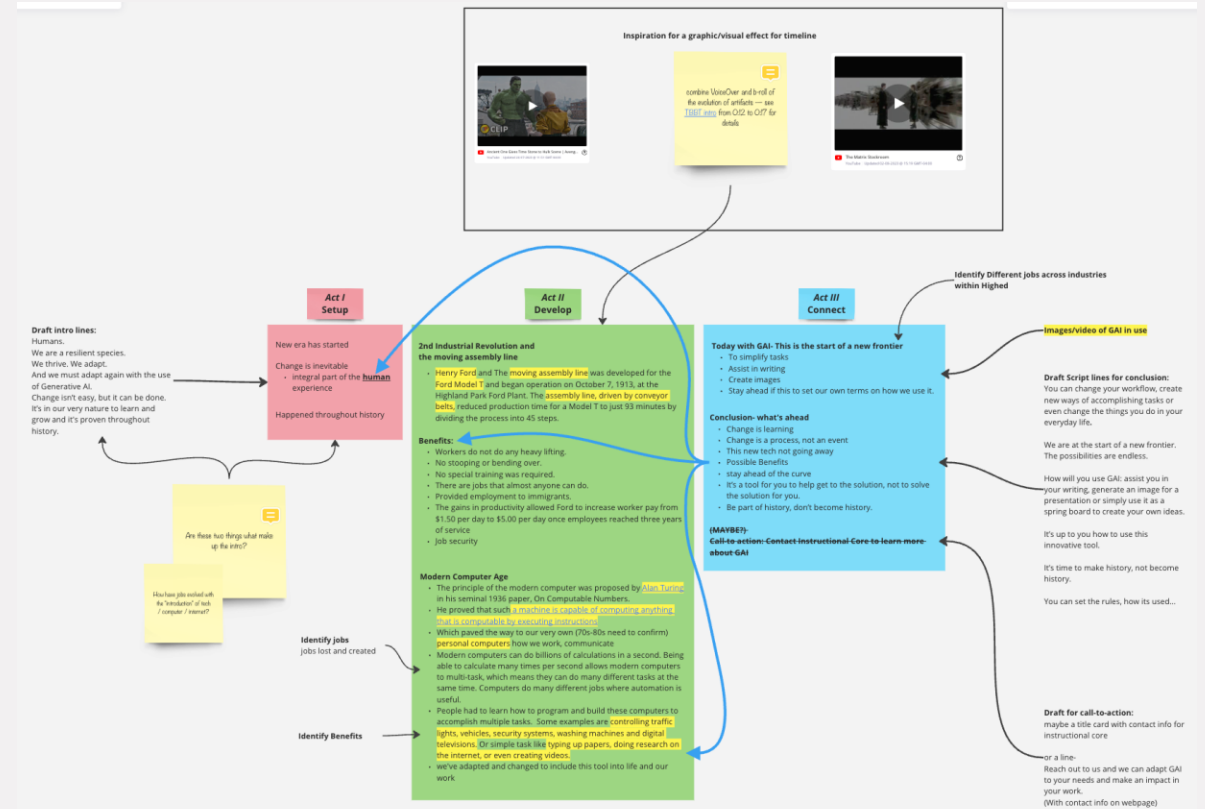
“I have worked with you on creating a number of images and writing parts of scripts over the past year. When I do this kind of work, I am generally sitting at my computer typing notes and researching. Occasionally, I'm pulling out paper and physically writing and drawing. I wonder about your perspective of how you see yourself as a storyteller and media designer. Could you create an image for me that can help me and others to understand you?”



Question: How does this concept strike you?

Basic approach: Outlining Human-AI together

- Learn about the content.
- Get an initial structure, then expand and revise.
- Give some structure to the opening, the ideas, and the connection to the audience.
- Look for similar media and/or search for images on your ideas.



Basic approach: Script writing

Human-AI together

- Prompt on a specific topic that you want to talk about.
- Give background and context to the topic you want some starting language on.
- Define the length of the script that you're looking for.

INT. STUDIO

Host walks screen left to center screen.

HOST
Humans... We are a resilient species...
We adapt... We thrive... and that time
has come again with the use of
Generative Artificial Intelligence,
GAI.

HOST (CONT'D)
Adapting to this new technology can
be difficult, but it is possible.

HOST (CONT'D)
The possibilities of adapting new
technology has benefited people
throughout history. It's in our
very nature to learn and grow when
these changes arise...

Host gestures to bring timeline. Host moves to screen right.
Timeline enters screen right to left.

HOST (CONT'D)
The 2nd Industrial Revolution, saw
the assembly line come into use;
changing the way manufacturing is
done.

HOST (CONT'D)
Made popular in 1913 by Henry
Ford's Model-T.

Host pushes image towards camera with a gesture.
(beat)

HOST (CONT'D)
Every person on the line had one
role;
place a part, tighten a bolt, or
paint a part.
It was an adjustment for some, but
their effort to change was
rewarded;

HOST
An amazing 93 mins were shaved off
production time.
With the gains in productivity of
the Model T, workers pay went from
\$1.50 to \$5 a day.

Basic approach: Visual drafting

Human-AI together

- Ask for help creating an image with the content.
- Seek ideas for thinking about what images to search for.
- Tryout different AI and detail what you're looking for.
- Try asking for a list of 5 ideas, then iterating and expanding.





Part 3: Perspectives in constructing communication

Telling the story of learning content from an instructional view and a creative professional view. **Stepping back to consider planning.**

Another question...



From where you sit, what benefits can you see in the use of genAI to help (you) create and teach through digital media?



The instructor perspective: dialogue



Considerations in communications

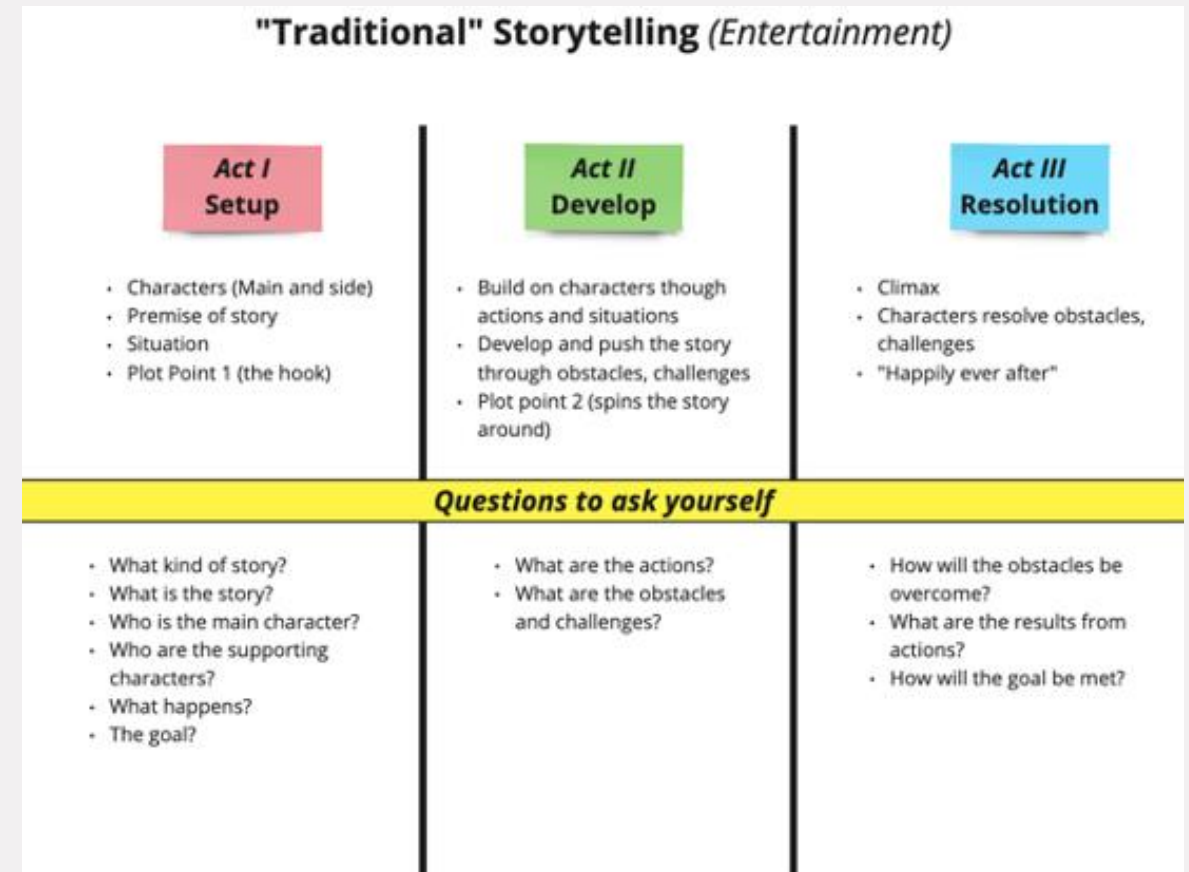
- Imagine speaking to an audience, while providing details and content connections.
- Look for strategic pauses for questions and exploration.
- See the words as central with visuals and data as powerful supplementals.



The creative pro perspective: delivery

Considerations in communications

- Imagine holding an audience attention through a tight message and meaningful connections.
- Aim to incite active learning with multi-modal and emotional communications.
- See words and visuals as intertwined in importance.



Planning media design together

Process	Instructor	Creative Pro (Iterative)	Creative Pro (Targeted)
Outline	—	#1	#1
Script	#1	#2	#3
Storyboard + Visual selection	#4 (+ repeat #3)	#3	#2
Record	#2	#4	#4
Post-produce	#3 (+ repeat #4)	#5 (+ repeat #3)	#5 (+ revise #2)
Process results	Long, multiple iterations	Long, highly creative	Short to medium, balanced



A common challenge: Where to begin?

- What do I want and need to write about?
- What should the audience see?
- What should the audience hear?
- How long can the audience attention be held?
- Why will they watch the video?
- What will they do when watching the video?
- Am I showing steps, giving a lecture, or giving a webinar?





Part 4: Storytelling and media design collaboration

Examples in ways to work with genAI to do creative storytelling work.

Media design with genAI: 3 strategies

1. Producer
2. Interviewer
3. Collaborator

Prompt: “I am working on putting together a new workshop for university staff and faculty. As part of this workshop, I'm describing to them ways that you and I collaborate in storytelling and media design. I've identified 3 personas that you have when working with me on creative works. These are 1) an interviewer, 2) a collaborator, and 3) a producer. I can see these in my head, but I'm wondering how you would show them visually. Can you create for me a 3-panel image that shows from left-to-right you as these creative personas working with me.”



Response: Here is a three-panel image visualizing the collaborative personas of AI in creative works, as you described: an **interviewer**, a **collaborator**, and a **producer**. Each panel illustrates the distinct role played during the stages of storytelling and media design.

Role: Producer, AI creator

About

The most common form of human-AI creative interaction. The **AI drives the creative process** by producing artifacts for you that help to get started with an idea, explore connected possibilities, and even validating where you are beginning.



Role: Interviewer, AI learner

About

The AI acts as someone who would help to **pull ideas out of you**. You may for instance know an idea that you like, and think may be good, but are struggling to put the pieces together. The AI can ask you questions, gather context around your idea, and suggest what to do.



Role: Collaborator, AI contributor**

About

The AI acts as a creative partner that **you share ideas with** – regardless of good or bad. The AI applies its own knowledge, observations, perspective, and offers new ideas to help you make new connections you may have not considered.

****Best with a GPT.**



Outlining: answering where to begin

Producer

Interviewer

The AI acts as someone who would help to pull ideas out of you. You may for instance know an idea that you like, and think may be good, but are struggling to put the pieces together. The AI can ask you questions, gather context around your idea, and suggest what to do.

Prompt:



I am preparing to design videos for a course that I have taught for a few years entitled "*Photography in Forensics*". This course is most basically a guide for how to take photos of crime scenes that may be used for investigative purposes. I'm looking to outline a particular video about the things a photographer should think about when encountering a crime scene. In order to give you enough information to suggest a proper outline for this video, please ask me a series of questions one-at-a-time, moving on to the next question after I respond to you.

Script writing drafting what will be said

Producer

Interviewer

The most common form of human-AI creative interaction. The AI drives the creative process by producing artifacts for you that help to get started with an idea, explore connected possibilities, and even validating where you are beginning.

Prompt:



I have a series of topics that I'm looking to cover in an upcoming video for university undergraduate students on the fundamentals of crime scene photography. These are as follows: 1) understanding the crime scene; 2) technical aspects of photography; 3) chain of custody; and 4) photographer's professionalism. I've taught this content for a few years and I'm at a point where I want new ideas. So, I'd like your help. Will you please draft a 500-word script for me covering these topics and including an introduction that sets-up the topic, and a conclusion that connects the topic to other relevant topics?

Storyboarding: organizing what appears

Producer

Interviewer

The most common form of human-AI creative interaction. The AI drives the creative process by producing artifacts for you that help to get started with an idea, explore connected possibilities, and even validating where you are beginning.

Prompt:



Now, I want to create a draft storyboard that I can brainstorm on and iterate my ideas further. I want to draft this for my video on the topic of fundamentals of crime scene photography. And I want to narrow the scope to focus only on the following topics: 1) understanding the crime scene; 2) technical aspects of photography; and 3) photographer's professionalism. I need a layout that consists of 2 columns and a series of rows. The left column should be a visual of what is appearing on-screen or the stated idea of that; and the right column should be a textual description of what is on-screen. Can you create this for me?

Visual drafting: incorporating visual communications

Producer

Interviewer

The AI acts as someone who would help to pull ideas out of you. You may for instance know an idea that you like, and think may be good, but are struggling to put the pieces together. The AI can ask you questions, gather context around your idea, and suggest what to do.

Prompt:



Finally, this project on fundamentals of crime scene photography is something new in the sense of all new media. I want to create a new visual design theme for this video that I can replicate for other videos in the series. However, I just need someone to help me brainstorm this. Knowing what you know of the topic and what's been outlined, scripted, and storyboarded, will you please ask me a series of questions one-at-a-time that helps to craft the visual theme? Only move on to the next question after I respond to you. Once you have enough information, create a summary of the theme and describe any images ideated.