

AI TIL KOMMUNIKATION & MARKETING



*Velkommen til
2. online session*

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Med støtte fra:

Danmarks
Erhvervsfremmebestyrelse

HEJ!



AI KOMMUNIKATION & MARKEDSFØRING



2/10

~~AI TIL INDHOLDS- / TEKSTPRODUKTION~~

22/10

AI TIL BILLEDE- OG VIDEOGENERATION

13/11

AIRENA: ANSVARLIG AI

20/11

AI TIL MARKEDSFØRING

9/1

OPSAMLING

22/1

AIRENA: DEMO-DAG



SIDSTE GANG OPSUMMERET



TEKNIKKER TIL AT PROMPTE & WORKFLOW TIL CHATGPT



INTRODUKTION TIL HVORDAN MAN BYGGER OG
BRUGER SIN EGEN GPT



LIDT MANGE DOKUMENTER – SVÆRT AT FØLGE MED



A colorful, fuzzy, rainbow-striped creature with a green circular face is holding a light brown rectangular sign above its head. The sign has the word "agenda" written in bold, black, lowercase letters. The creature is standing against a light blue background.

agenda

INTRODUKTION TIL DAGENS SESSION

INSPIRATION: REDSKABER TIL BILLEDE-
OG VIDEOGENERERING

SKRIDT-FOR-SKRIDT: CHATGPT &
MIDJOURNEY (*eller i dybden med
Junanto & Signe*)

NÆSTE GANG OG TAK FOR IDAG

IDAG KOMMER VI TIL AT...



Komme på **den store AI-rundtur** i de mange muligheder for at lave AI-billeder og videoer



Lave og redigere **egne AI-billeder** og **videoer** med ChatGPT og Midjourney



PÅ AI-RUNDTUR TIL AT
**AI-GENERERE BILLEDER
OG VIDEO**



AI TOOLS FOR VISUAL & CREATIVE COMMS



Image generation



Visual Workspace



Video generation



Audio generation



Music generation



Multimedia Editor



IMAGE GENERATION



Midjourney



ChatGPT

Gemini



Adobe Firefly

IMAGE GENERATION COMPARISON

	 Midjourney	 ChatGPT	 Gemini	 Adobe Firefly
PRICING (/MONTH)	Basic: USD \$10 (± 200 images) Standard: USD \$30 (unlimited) Pro: USD \$60 (unlimited) Mega: USD \$120 (unlimited)	ChatGPT free: USD \$0 (3 images/day) ChatGPT Plus: USD \$25 (unlimited) ChatGPT Pro: USD \$322 (unlimited)	Free: USD \$0 (100 images/ days) Pro: USD \$25 (1000/ days) Ultra: USD \$304 (1000/ days)	Standard: USD \$10 (2000 images/month) Pro: USD \$20 (4000 images/month) Premium: USD \$200 (50000 images/month)
COPY-RIGHT	With Midjourney, you own all the images and videos you create , even if you decide to cancel your subscription If you are part of a business grossing more than \$1,000,000 USD a year, you need a Pro or Mega Plan to use your images commercially for your company.	As between you and OpenAI, and to the extent permitted by applicable law, you (a) retain your ownership rights in Input and (b) own the Output . We hereby assign to you all our right, title, and interest, if any, in and to Output.	Some of our services allow you to generate original content. Google won't claim ownership over that content.	In general, you may use outputs from generative AI features in commercial projects . However, if Adobe designates in the product or elsewhere that a beta version of a generative AI feature cannot be used commercially, then the generated outputs from that beta feature are for personal use only and cannot be used commercially.
FEATURES	• Flexible aspect ratio • Style reference	• Chat features	• Chat features	• Integrated to Adobe Suites
CONSISTENCY				
ARTISTIC				

VISUAL WORKSPACE

Canva



Adobe Express



VISUAL WORKSPACE COMPARISON

	Canva	Adobe Express
PRICING (/MONTH)	Free: USD \$0 (No AI feature) Pro: USD \$15 Team: USD \$10 per person (min. 3 people)	Free: USD \$0 Pro: USD \$10 Team: USD \$5 per person (min. 2 people)
FEATURES	Remove background, add objects, generate background, grab objects, edit object, magic expand	
USP	Many integration available, one of the most used visual workspace	Integrated with Adobe Creative Tools

VIDEO GENERATION

 **runway**

 **Midjourney**

 **sora**

 **Gemini**



VIDEO WORKSPACE COMPARISON

	 runway	 Midjourney	 sora	 Gemini
PRICING	Standard: USD \$15 (625 credits) Pro: USD \$35 (2250 credits) Unlimited: USD \$95 (Unlimited + credits)	Basic: USD \$10 (3.3h , SD) Standard: USD \$30 (15h , SD & HD) Pro: USD \$60 (30h , SD & HD) Mega: USD \$120 (60h , SD & HD)	ChatGPT Plus: USD \$20 (720p + 10s videos) ChatGPT Pro: USD \$200 (1080p + 20s videos. no watermark)	Pro: USD \$20 (1000 credit) Ultra: USD \$20 (25000 credit)
CREDIT	25 credits per 5s video generation	8m for SD & 26m for HD for 5s video	Unlimited generation	20 credits per 5 video generation
COPY–RIGHT	Content you create using Runway is yours to use without any non-commercial restrictions from us. As between you and Runway, you retain ownership and all your rights to content you upload and generate on Runway.	With Midjourney, you own all the images and videos you create , even if you decide to cancel your subscription If you are part of a business grossing more than \$1,000,000 USD a year, you need a Pro or Mega Plan to use your images commercially for your company.	As between you and OpenAI, and to the extent permitted by applicable law, you (a) retain your ownership rights in Input and (b) own the Output. We hereby assign to you all our right, title, and interest, if any, in and to Output.	Some of our services allow you to generate original content. Google won't claim ownership over that content.
FEATURES	• 3 Frames model • Consistent Character & Scene Reference • Video Editing Features	• Low & High motion	• Storyboard concept • Recut, remix, blend, and Loop Features • Audio included	• Chat function in Gemini • Audio included
USP	Most AI features to experiment	Fastest and convenient AI model Most accurate video model	Sora 2 allows conversation and replication of popular characters	Conversation from characters

AUDIO GENERATION

IIElevenLabs



ALTERED
Empowering Voices



MUSIC GENERATION



MULTIMEDIA WORKSPACE



AI TOOLS FOR VISUAL & CREATIVE COMMS



Image generation



Visual Workspace



Video generation



Audio generation



Music generation



Multimedia Editor





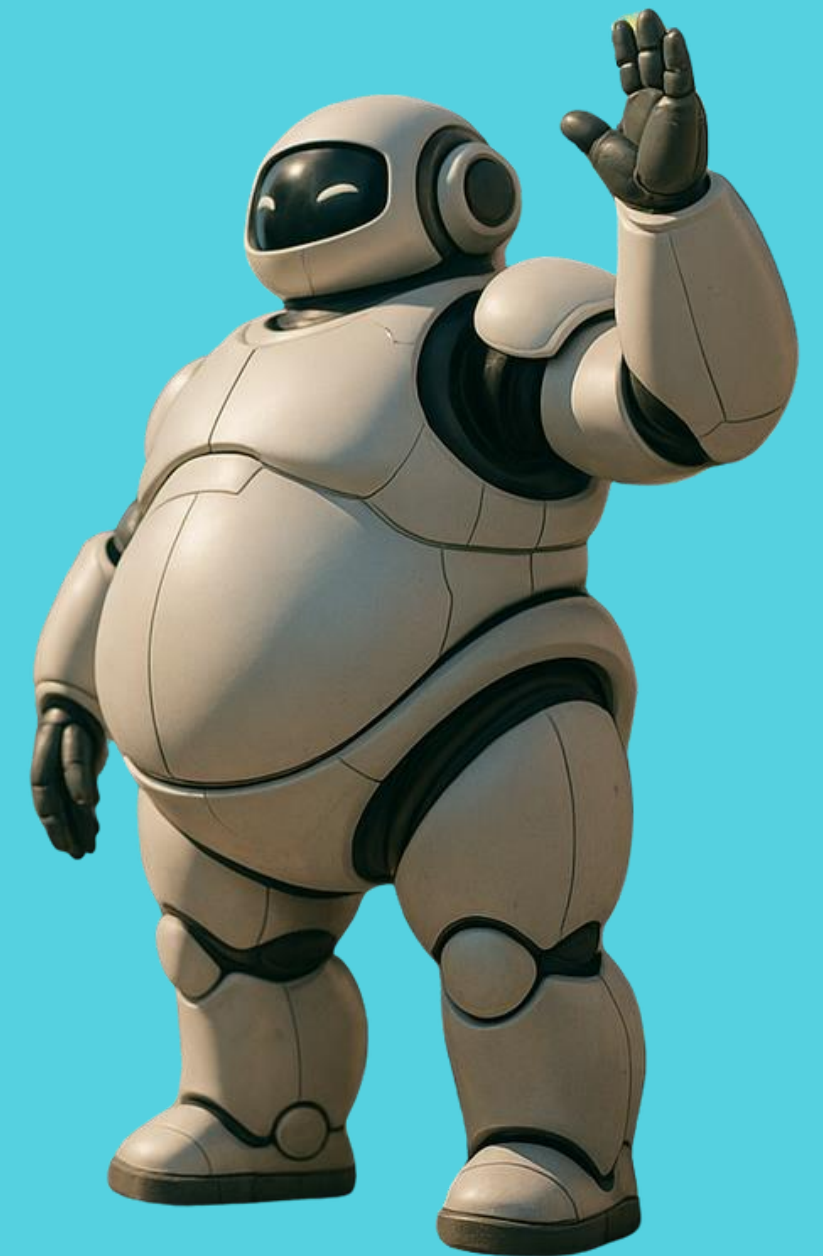
VISUEL KOMMUNIKATION

Skridt-for-skridt fokus

1. Billedgenerering i ChatGPT
2. Fra billede til video i Midjourney

BILLEDGENERERING MED

CHATGPT





5 TRICKS TIL BILLEDDGENERERING MED CHATGPT

ÆNDRE KONTEKST

Ændre, sted eller tid – “i en travl lufthavn ” / “i solskin”

MANIPULER OBJEKTET

Ændre hvad figuren eller objektet gør – “dans, hop, tilføj logo”

BRUG TEKST AKTIVT

Tilføj eller behold tekst – tilføj... / ret billede men behold...

BAGGRUND

Ændre baggrunden. Eller fjern den helt og gør billedet transparent?

KAMERAPERSPEKTIV

Ændre perspektivet på billedet. “Perspektiv er fra siden / bagfra / tæt på

SKRIDT-FOR-SKRIDT

- 1. LOGIN**
- 2. TILFØJ BILLEDE**
- 3. PROMPT**
- 4. PROMPT IGEN...**
- 5. DOWNLOAD**



INDTIL VI SES NÆSTE GANG

**PRØV DE 5 TRICKS TIL BILLEDGENERERING
I CHATGPT**

BRUG JERES EGET MATERIALE, RELEVANT FOR
JERES VIRKSOMHED.

Hvis det er for nemt – så tag et af
resultaterne med i Midjourney og lav jeres
egen lille video.



NÆSTE GANG: DEN 20. november AI TIL MARKEDSFØRING

OG DEN 13. NOVEMBER TIL NÆSTE
AIRENA PÅ KUNSTMUSEUM
BRANDTS I ODENSE





TAK FOR I DAG!

 VisitAarhus

DESTINATION  FYN

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