AI in the Creative Pipeline

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Filmmaker
Educator

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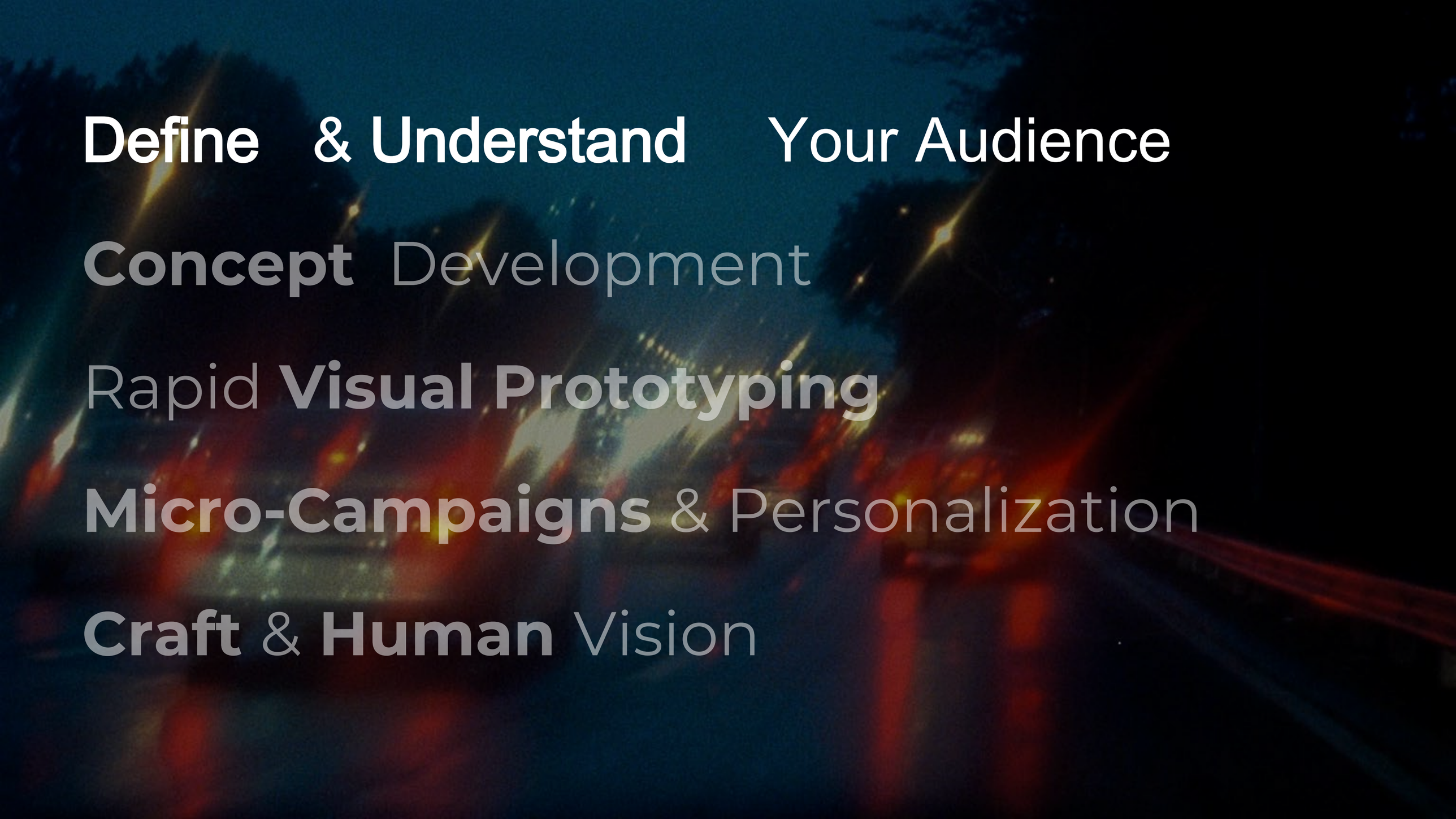
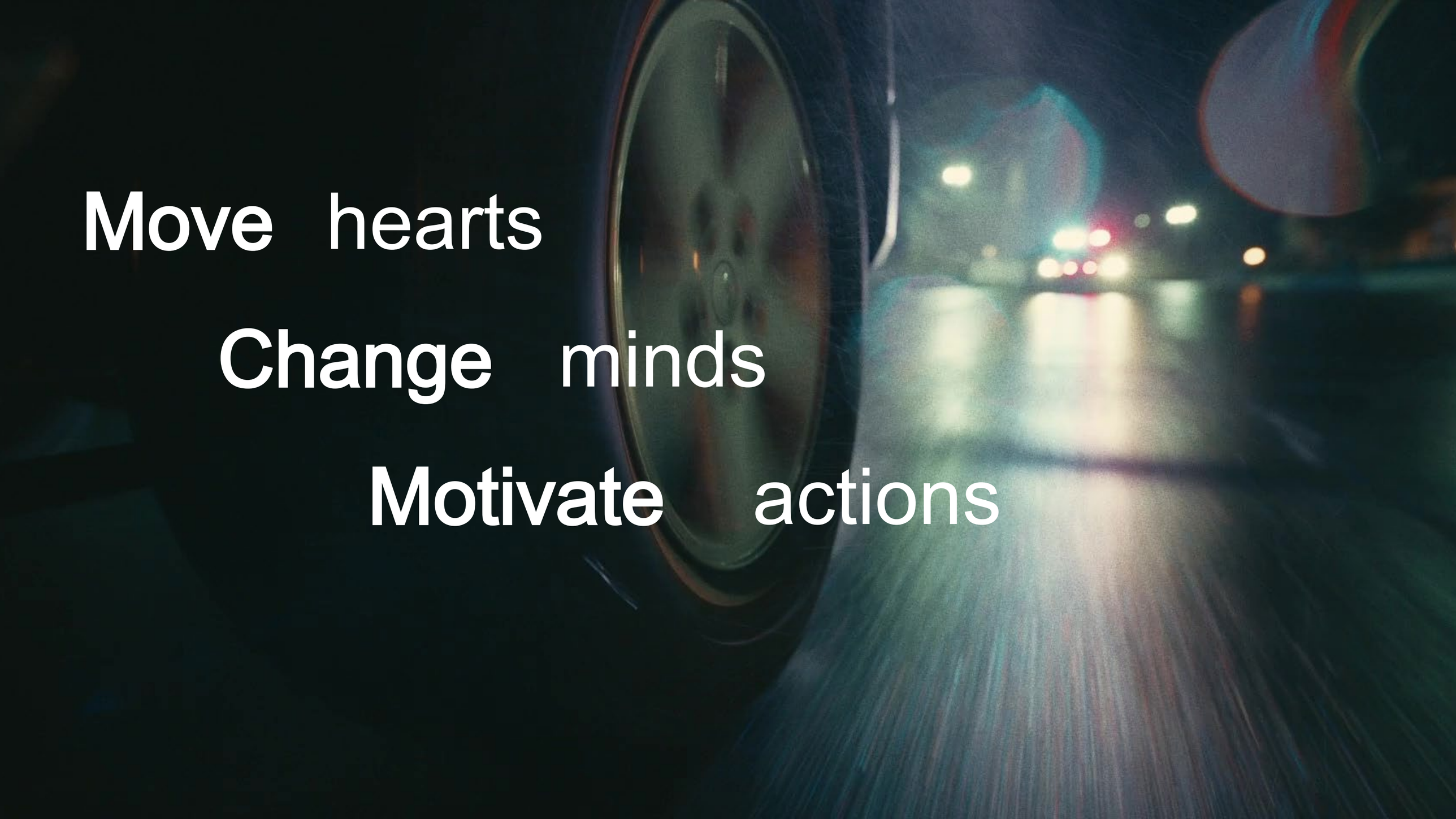
Instructor

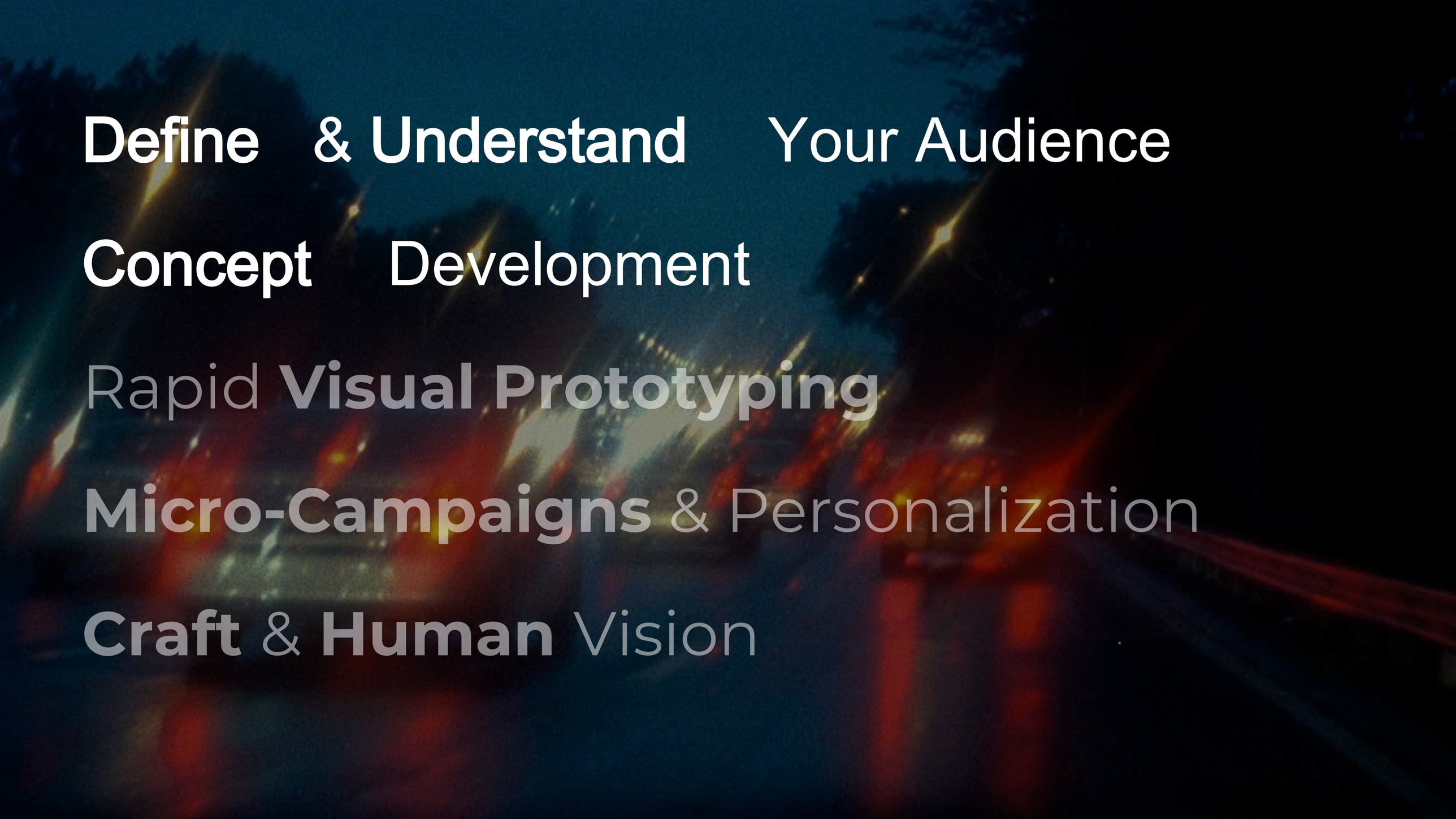

Define & Understand Your Audience
Concept Development
Rapid Visual Prototyping
Micro-Campaigns & Personalization
Craft & Human Vision


Move hearts
Change minds
Motivate actions

# Define & Understand Your Audience

## AI-Powered Insight for more effective Storytelling

- Use AI to analyze crash data, driver demographics, and high -risk areas.
- Summarize trends in behavior (e.g., distracted driving, speeding patterns).
- Generate audience personas to tailor messaging.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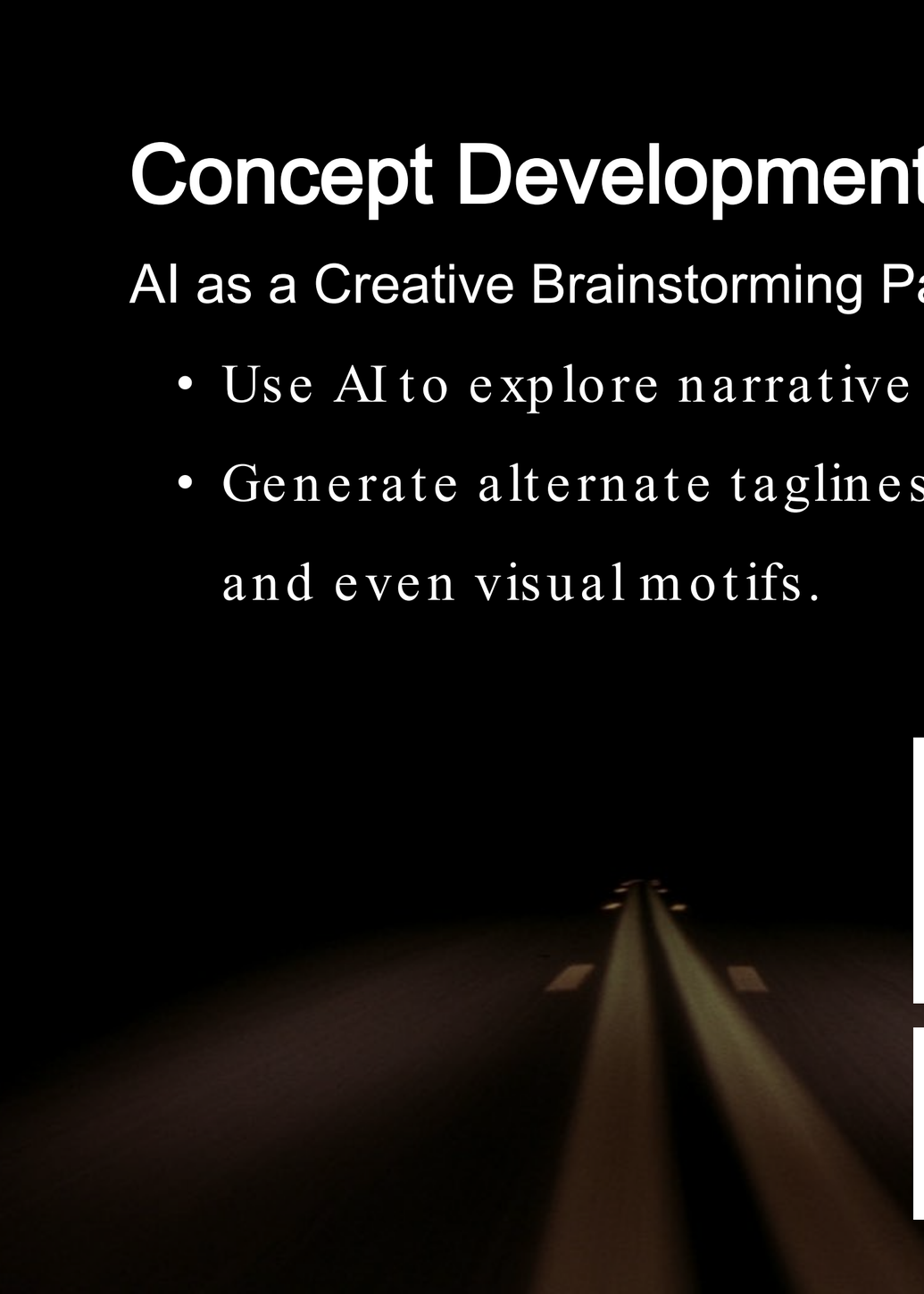
# Concept Development with “What if?” Thinking

## AI as a Creative Brainstorming Partner

- Use AI to explore narrative variations
- Generate alternate taglines, tones (funny, serious, poetic), and even visual motifs.



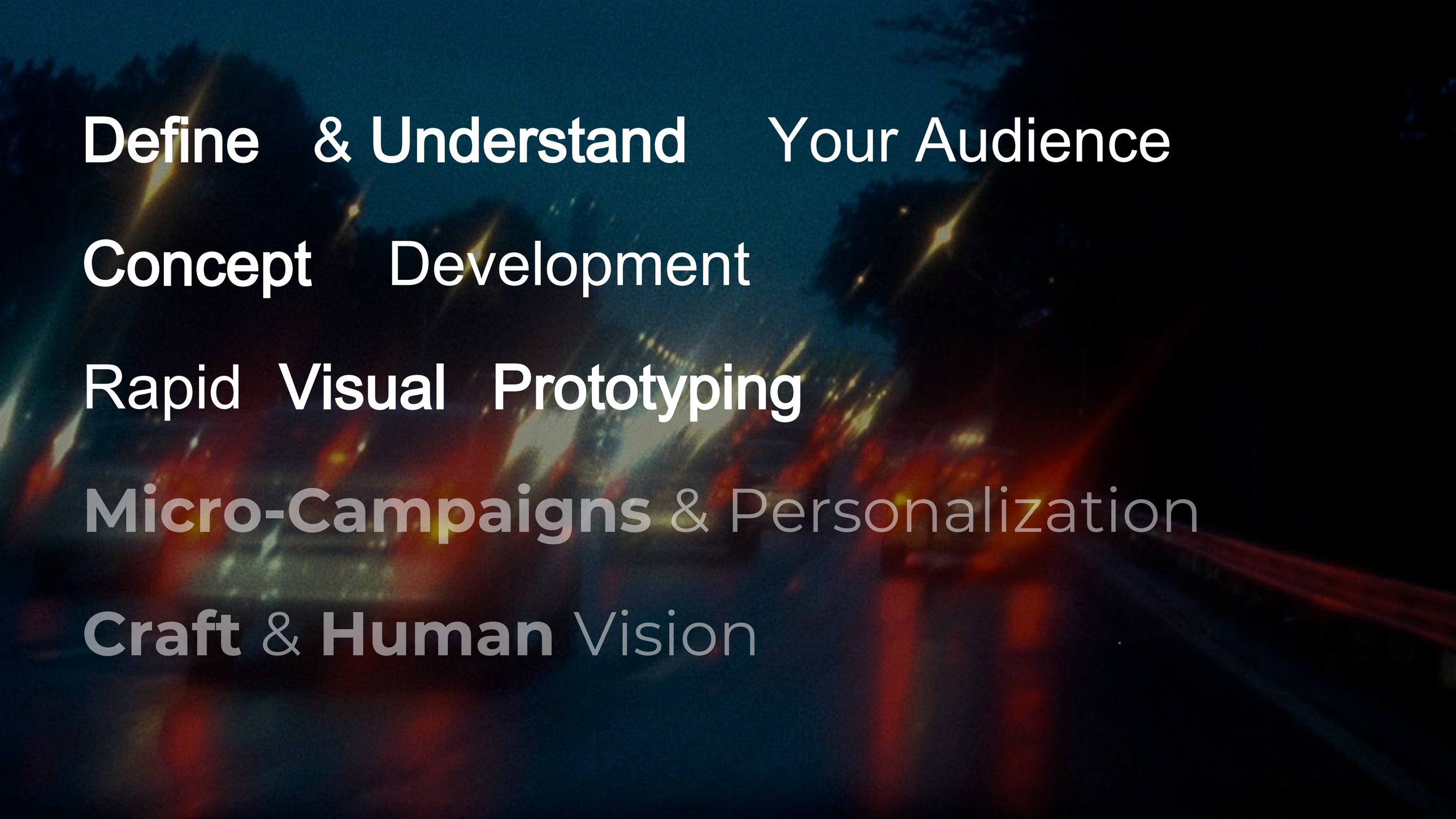
Gemini

Claude

ChatGPT

# What if scenario?

1. What if your future self was in the passenger seat?
2. What if every time you checked your phone, someone disappeared from the road?
3. What if getting there 3 minutes faster cost you 30 years?
4. What if cars told stories of crashes they’d seen?
5. What if your child saw how you drive —would they copy you?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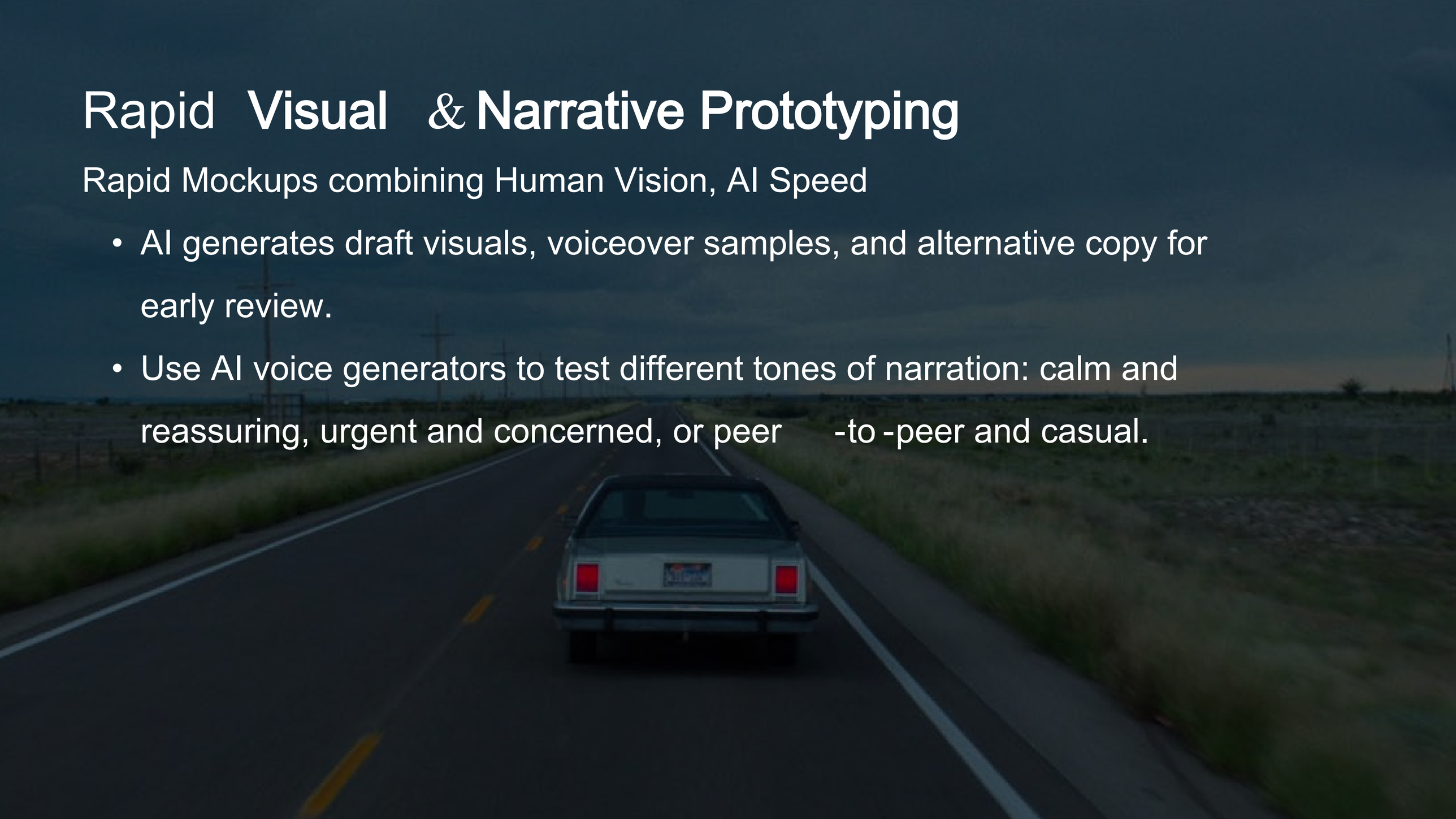
# Rapid Visual & Narrative Prototyping

Rapid Mockups combining Human Vision, AI Speed

- AI generates draft visuals, voiceover samples, and alternative copy for early review.
- Use AI voice generators to test different tones of narration: calm and reassuring, urgent and concerned, or peer-to-peer and casual.



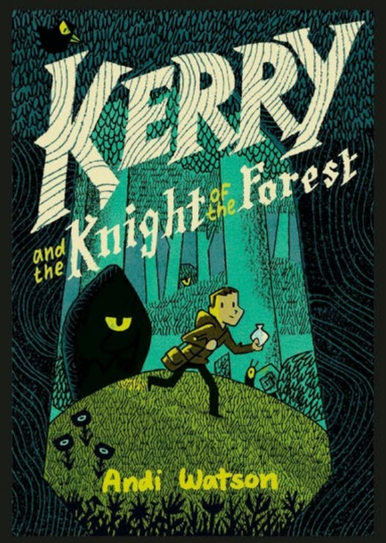
## SUMMARY

Against a warm, nostalgic small-town backdrop, "Everything Changes Tomorrow" is a short film that delves into the lives of two high school students, Lily and Ethan, on the precipice of their next chapter of life. On the eve of Ethan's grandfather's funeral Lily reveals her early departure for college. A quiet night between two friends becomes the backdrop for a heartfelt, bittersweet exploration of young love and unspoken emotions. The film's beauty is intricately woven into the Ethan's internal struggle, as he grapples with the overwhelming hesitation and resistance to confess his deep love for Lily. "Between the Tides" captures the transitory nature of youth and the exquisite yet painful dance of concealed desires, leaving viewers with a lasting sense of the fragile, unspoken moments that shape our lives.

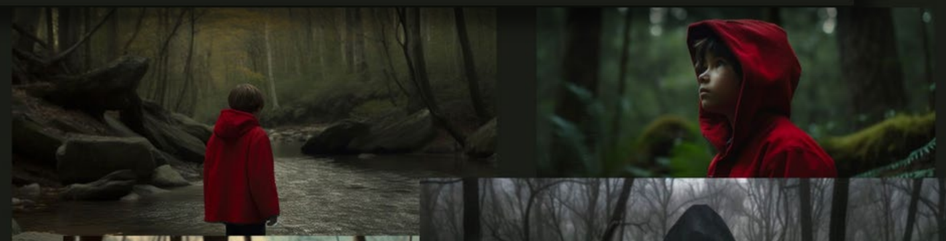
Hugging Face

Midjourney

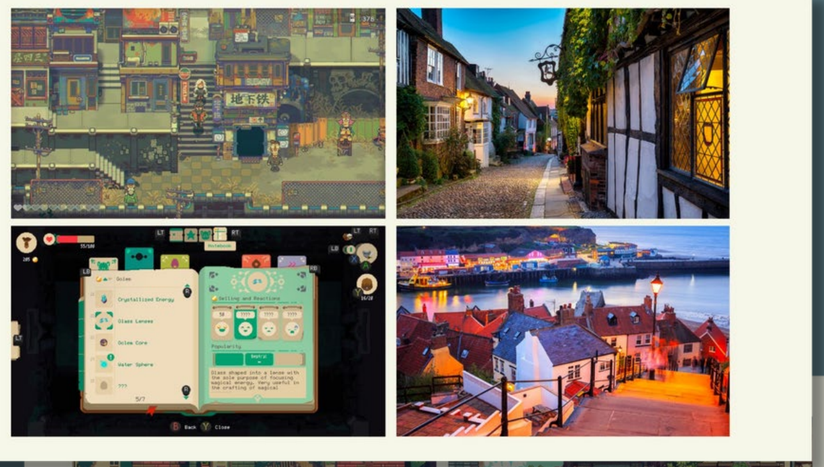
runway



SOURCE



CHARACTERS

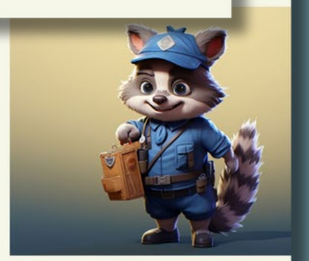


## A Racoon Willing to Help

Viewers will be treated to a rich vibrant community of creatures all with their own hobbies, jobs, lives and small mysteries.

Each episode will always have a small mystery to solve.

Episodes have variety in locations, characters, and themes.



“TECHNOLOGY INSPIRES ART, AND ART CHALLENGES THE TECHNOLOGY.”

– John Lasseter

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# Micro -Campaigns & Personalization

AI Driven Localization

- AI adapts messaging for different regions (urban vs rural), age groups, or languages.
- Versioning ads for TikTok, Instagram Reels, billboards, and audio platforms.

PERSONIS UNIVERSAL
Real lived human experiences

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# Craft & Human Vision

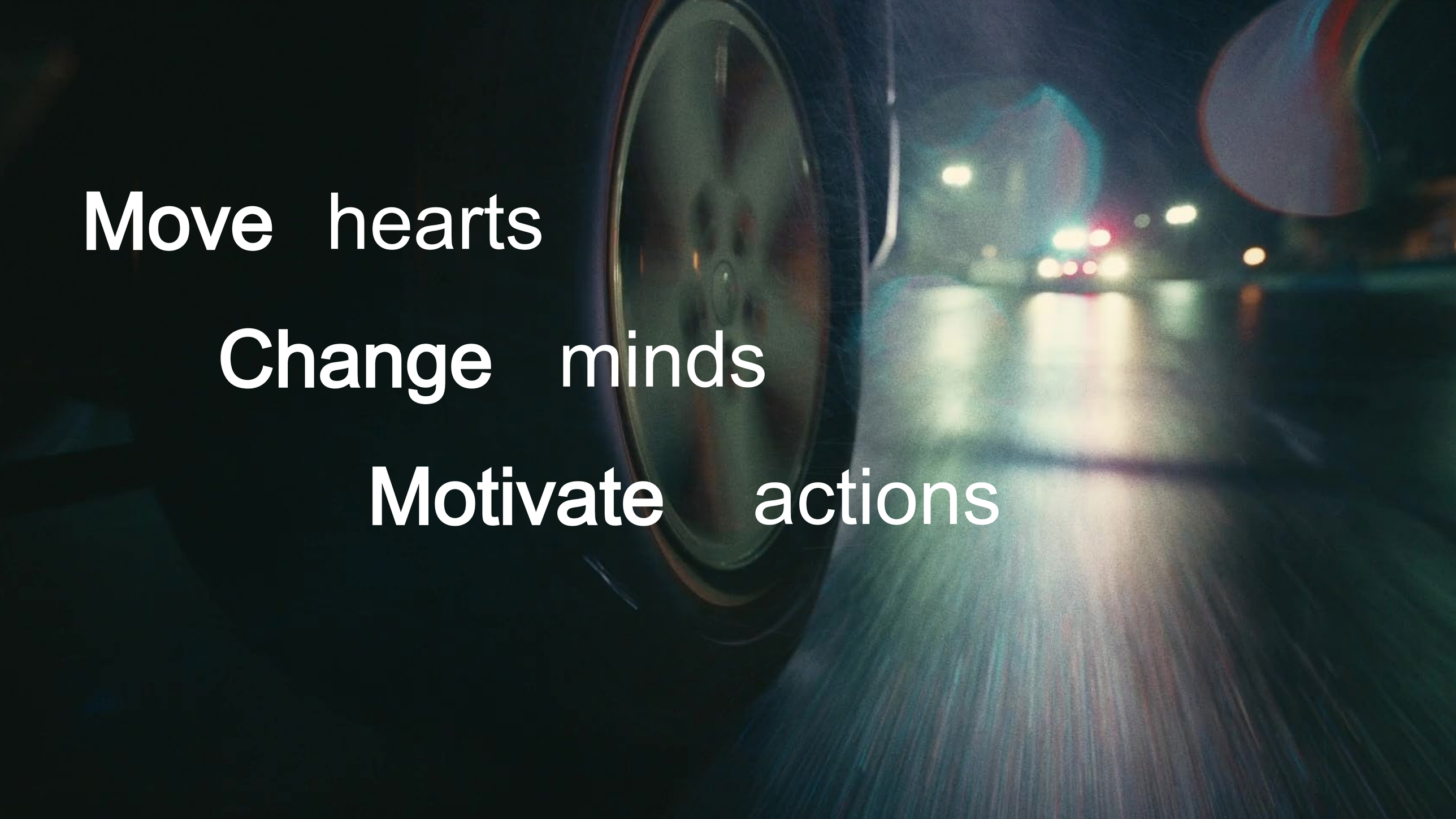
**AI is fast. But professionals are the key**

AI can flood you with ideas, images, and options,

but it can’t tell which ones will actually work.

## Creative know how to:

- Recognize when an idea resonates
- Craft a narrative arc that builds emotional tension
- Choose the right tone, pacing, and voice for an audience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“MARKETING IS NO LONGER ABOUT THE STUFF YOU MAKE BUT THE STORIES YOU TELL.”
– Seth Godin