



Media & Images in AI

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Introduction



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Agenda

- **Prompting Basics**
- **AI Image**
 - ChatGPT + ideogram
 - NapkinAI
- **AI Video**
 - Runway
- **AI Presentation/Media**
 - Gamma
- **AI Music**
 - Udio
- **AI Audio**
 - ElevenReader (mobile)



Goal of Today

Leave with at least **one AI platform**
you'd like to explore further

What's Your Experience With AI?



1

AI Newcomers

Little to no experience with AI



2

AI Explorers

*Experimented with AI
occasionally*



3

AI Power Users

Regularly use AI

Real or AI?



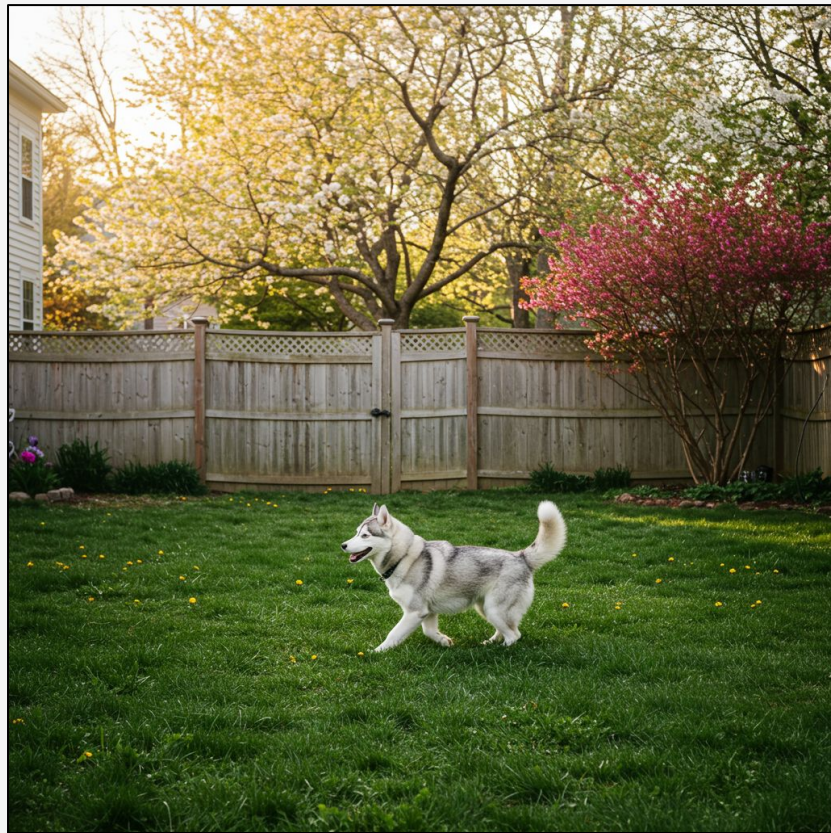
Real or AI?



Real or AI?



Real or AI?



Real or AI?



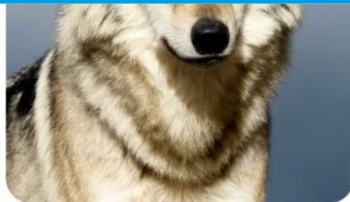
Created with **Imagen** in Gemini

Imagen

Our highest quality text-to-image model

[Try in Gemini >](#)

[Try in ImageFX >](#)





Basics of Prompting AI

ChatGPT

- **What is Prompting?**
 - Prompting is **how users communicate with AI** by providing input to receive specific responses.
- **Why Is It Important?**
 - A good prompt leads to **better AI outputs**, whether for conversation, task automation, or content creation.



Key AI Prompting Techniques

- **Be clear & specific:** “Summarize this 500-word article on climate change solutions” vs. “Can you summarize this?”
- **Provide context:** Background info helps AI generate better responses.
- **Revise & refine:** Adjust wording or constraints to improve results.
- **Engage in conversation:** Refine prompts based on AI’s responses.
- **Set constraints:** Specify tone, format, or length (e.g., “Write a 3-line poem in a cheerful tone”).
- **Use role play:** Assign the AI a persona (e.g., “Act as a marketing expert writing an ad”).

Basic vs Improved AI Prompts

English

- Basic Prompt: "Suggest a writing assignment for 8th-grade students."
- Improved Prompt: "Suggest a **creative writing assignment** for 8th-grade students where they **write a short story** from the **perspective of an inanimate object**, focusing on sensory details."

Science

- Basic Prompt: "Explain photosynthesis to middle school students."
- Improved Prompt: "Explain photosynthesis to **7th-grade students** using a **fun analogy, like a factory or a recipe**, and keep the explanation **under 150 words**."



AI Platforms + Free Play

ChatGPT+ideogram - Image

- Generate text-to-image prompt in **ChatGPT**:

You're a world-class image text prompt writer. Please write me a text-based image prompt for a first grade story starter featuring a tree and a sign that reads, "Who Lives Inside?". Please make the image compelling and visually impactful.

- Copy and paste output from ChatGPT into **ideogram**



Napkin - Image

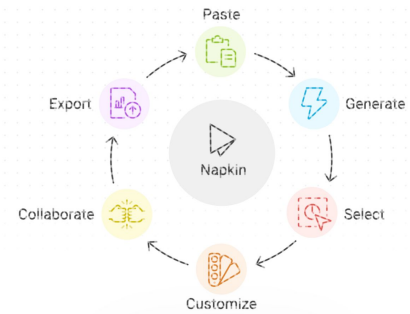
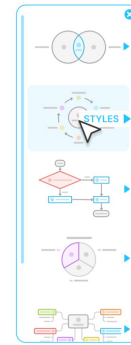
- Use **Napkin** to turn your text into visuals to share your ideas quickly and effectively.

Causes of Climate Change:

- ❖ *Greenhouse Gas Emissions: CO₂, methane, and other gases trap heat in the atmosphere.*
- ❖ *Deforestation: Reduces carbon absorption, increasing CO₂ levels.*
- ❖ *Fossil Fuel Burning: Cars, factories, and power plants release pollutants.*
- ❖ *Industrial Agriculture: Livestock and fertilizers contribute to methane emissions.*



Napkin



RunWay - Video

- Generate text-to-image prompt in **ChatGPT**:

You're a world-class text-to-video prompt writer. Please write me a text-based image prompt for a dog walking through a green field on a sunny day. Please make the video compelling and visually impactful.

- Copy and paste output from ChatGPT into **Runway**



Gamma - Presentation/Media

- **Gamma** is an AI-powered tool for creating visually engaging presentations, documents, and webpages. It allows users to generate content quickly with an AI assistant.

*Task: We will be looking to create a presentation on the **Boston Tea Party**.*



Gamma AI

Udio - Music

- **Udio** is an AI-powered music generation platform that allows users to create songs in various styles by providing text prompts.

Fast-paced pop-punk style song about technical woes that teachers face in the classroom. Lots of energy and frustration in a fun way.

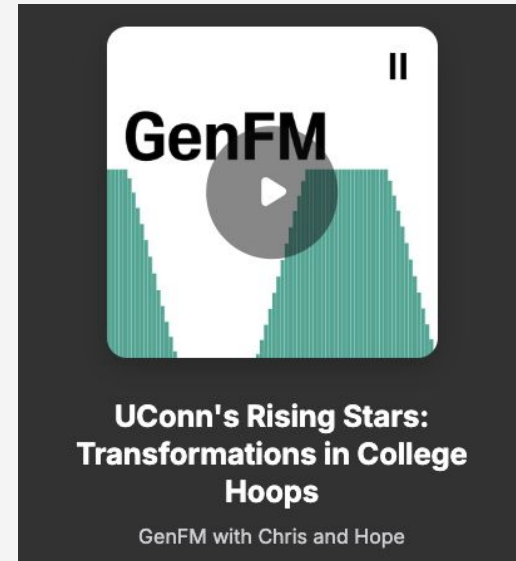
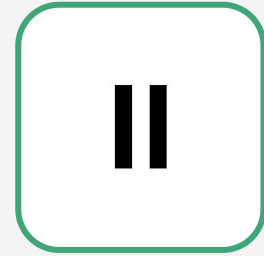
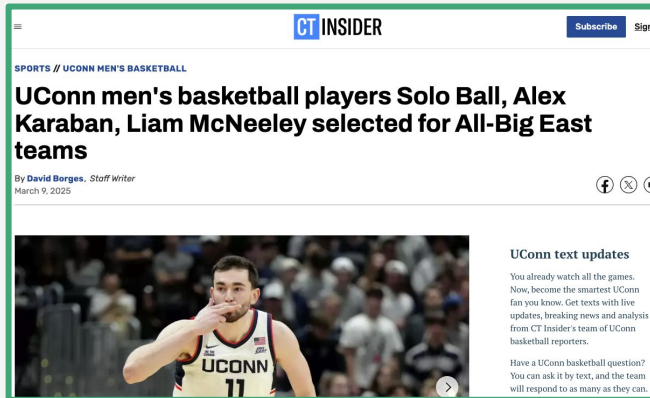
**Used ChatGPT to generate some lyrics*



ElevenReader - Audio

- **ElevenReader** is an AI-powered text-to-speech and audio creation app that converts text into natural-sounding audio and AI-generated podcasts with dynamic co-hosts

*DISCLAIMER: This is only available on mobile devices



THANK
YOU!



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