# AI-video: State of the ”art”

1. **Hvor godt er det blevet?**
2. **Tips og tjenester**
3. **Etisk tjekliste**
4. **Spørgsmål**

Prompt:

*Slow dolly shot: The man smiles to the camera. 1970s tv commercial*

DMJX
Center for AI
Webinar 3. okt
Jens Haaning

Video:
Runway

Lyd:
ElevenLabs

+

+

# Hvor godt er det blevet?

Michelle Cassis
Casting reel
Made with: Nano Banana, Enhancor, Photoshop, Seedance, Suno

Laszlo Gaal
Toyota spec ad
Made with: VEO 3

# CINEMATIC MOTION

Kavan Cardoza
Echo Hunter (short film)
Made with: Kling AI

# START FRAME – END FRAME

Jasper Claus
Farmer (spec kampagne film)
Made with: Kling AI

# DIALOG

HistoryVisualizedByAI
Troyan Horse
Made with: VEO 3

# LYDEFFEKT OG SOUNDTRACK

Sora 2 demo
Made with: Sora 2

# HYBRIDER

**Nano Banana**

**Runway**

**Sora**

**Kling AI**

Jens Haaning
Spec ad Sony
Made with: Sora,
ElevenLab, Premiere

Prompt:

*Make an angled midshot of the man sitting in a modern café wearing the headphones, he is working on his laptop, other people are sitting in the background talking or working, drinking coffee, outside is a sidewalk, the whole scene has a big city vibe, the style is professional cinematic photography, desaturated colors, low depth of field, real natural characters*

# Hvilke brancher adopterer AI-video?

# Use cases i brancherne

- Musikvideo til Lewis Capaldi ”Something in the heaven”
- Kampagne for fagforeningen ASE
- Reklame for Etoro – Invest in your future
- Musikvideo for Drew Sycamore ”Another Love Song”
- Reklame for Fleggard Sangen – Lige over grænsen
- Dokumentar på DR ”Fortidens hemmeligheder”
- Julekampagne af Coca Cola (Dec 2024) ”The Holidays Are Coming”

Lewis Capaldi: Something in the heaven
Lavet med i samarbejde med Google Deepmind

# Hvad er AI-video godt til?

**ANSIGTER**

**STOCK (fx mad, bygninger, landskab, biler)**

**WORLDBUILDING**

**KONCEPTER / VISUALISERINGER**

**HYBRIDER**

# Hvad halter det med endnu?

**CONSISTENCY**

**SKUESPIL**

**PROMPT UNDERSTANDING**

**BEVÆGELSE/ANATOMI**

**FYSISKE LOVE**

# To typer filmsprog

Kontinuitet
(Plot- og karakter)

Montage
(Stemning, følelse)

# AI-video bevæger sig mod kontinuitet

Volvo spec ad
VEO 3, Kling
Credit: Max Schlett, Simon Meyer
Budget: $800

# Det gode video prompt

## Promptopbygning

1. Shot
2. Character
3. Action
4. Setting + details
5. Time and mood
6. Style

HUSK:
Få hjælp af ChatGPT, Gemini

*[1] Total shot*
*[2] of an elephant*
*[3] standing*
*[4] inside a little glass shop full of vases, lamps and glass of all sizes, small figures og sculptures*
*[3] The elephant looks nervous and afraid of breaking things if it tries to move*
*[5] The atmosphere is light og humoristic*
*[6] the style is realistic, comedy, like a professional ad*

# Anbefaling til tjenester

**Startpakke**

- ChatGPT
- Midjourney
- runway
- Eleven Labs

**Pro pakke**

- Gemini
- Nano Banana
- Veo 3
- ByteDance
- KLING AI

**All in one**

- freepik
- KREA

# AI-mindset >< film mindset

**Åbenhed >< Kontrol**

**Iteration >< Instruktion**

**Design thinking >< Film making**

# Etisk/juridisk tjekliste

- Krænker du ophavsretten?
- Mister du troværdighed?
- Underminerer du andre erhverv?
- Hvor meget belaster du klimaet?
- Risikerer du bias?
- Udliciterer du din kreativitet?

# Ophavsret til output

**Det afgørende punkt er i hvilket omfang, der træffes *kreative valg*?**

- Har programmet kun været brugt som hjælpeværktøj i en (fri) kreativ proces
  → *brugeren har ophavsret*

- Hvis der *ikke* er truffet kreative valg (=programmet har skabt værket)
  → *brugeren har ikke ophavsret*

# Ophavsret til input

Midjourney*:*

*"You are responsible for all content that you provide or generate, including ensuring that it does not violate any applicable laws or this Agreement, and that you have all necessary rights and permissions to provide the Content."*

# Krænkelse af ophavsret

**Gråzone-scenarier**

- Brug af en model/tjeneste, som er trænet på ulovligt indhold
- Brug af personers stemmer, ansigter mv.
- Tesla vs. Alcon Entertainment

# Troværdighed

ASE
Kampagne
Fotorealisme

# Troværdighed

MAX Sverige
TV2 Norge
Avatar studieværter

# Ansvar for branchen

DR
Fortidens hemmeligheder
Midjourney

# Bias

”All I wanted was an AI image of a man cleaning a toilet”

Dr. Samantha Pillay

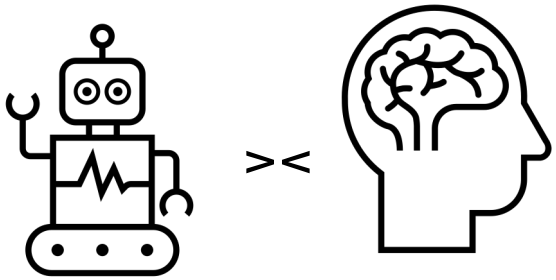
Artikel i The Female Lead, nov 2024.

# Klimaaftryk

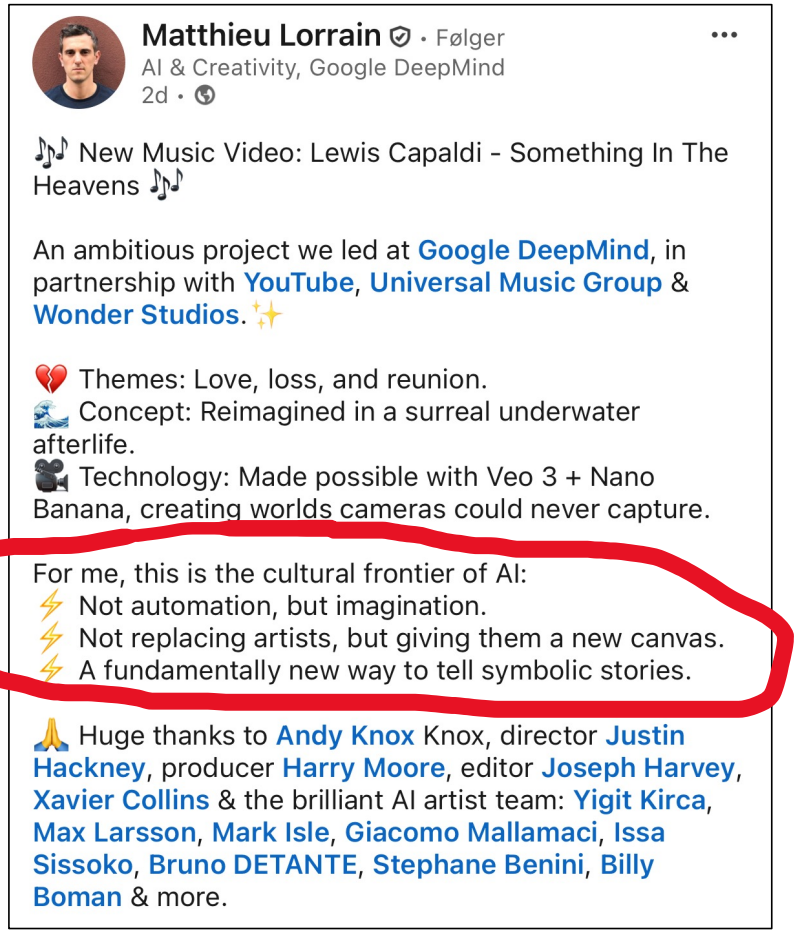
| | |
|---|---|
| 1 image generation = | 250 feet on an e-bike<br>5,5 sec running a microwave |
| 5 sec video clip = | 38 miles on an e-bike<br>1 hour running microwave |

MIT
”We did the math on AI’s energy footprint
Juni 2025

# Kreativitet og AI



**Udlicitering >< Sparring**



**Matthieu Lorrain** · Følger
AI & Creativity, Google DeepMind
2d ·

🎶 New Music Video: Lewis Capaldi - Something In The Heavens 🎶

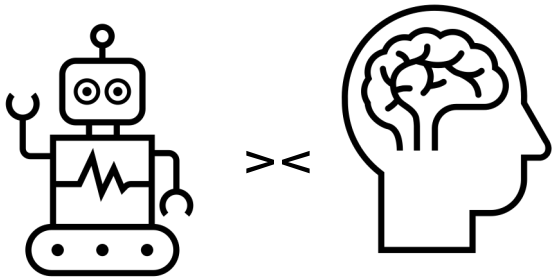
An ambitious project we led at **Google DeepMind**, in partnership with **YouTube**, **Universal Music Group** & **Wonder Studios**. ✨

💔 Themes: Love, loss, and reunion.
🌊 Concept: Reimagined in a surreal underwater afterlife.
🎥 Technology: Made possible with Veo 3 + Nano Banana, creating worlds cameras could never capture.

For me, this is the cultural frontier of AI:
⚡ Not automation, but imagination.
⚡ Not replacing artists, but giving them a new canvas.
⚡ A fundamentally new way to tell symbolic stories.

🙏 Huge thanks to **Andy Knox** Knox, director **Justin Hackney**, producer **Harry Moore**, editor **Joseph Harvey**, **Xavier Collins** & the brilliant AI artist team: **Yigit Kirca**, **Max Larsson**, **Mark Isle**, **Giacomo Mallamaci**, **Issa Sissoko**, **Bruno DETANTE**, **Stephane Benini**, **Billy Boman** & more.

# Kreativitet og AI



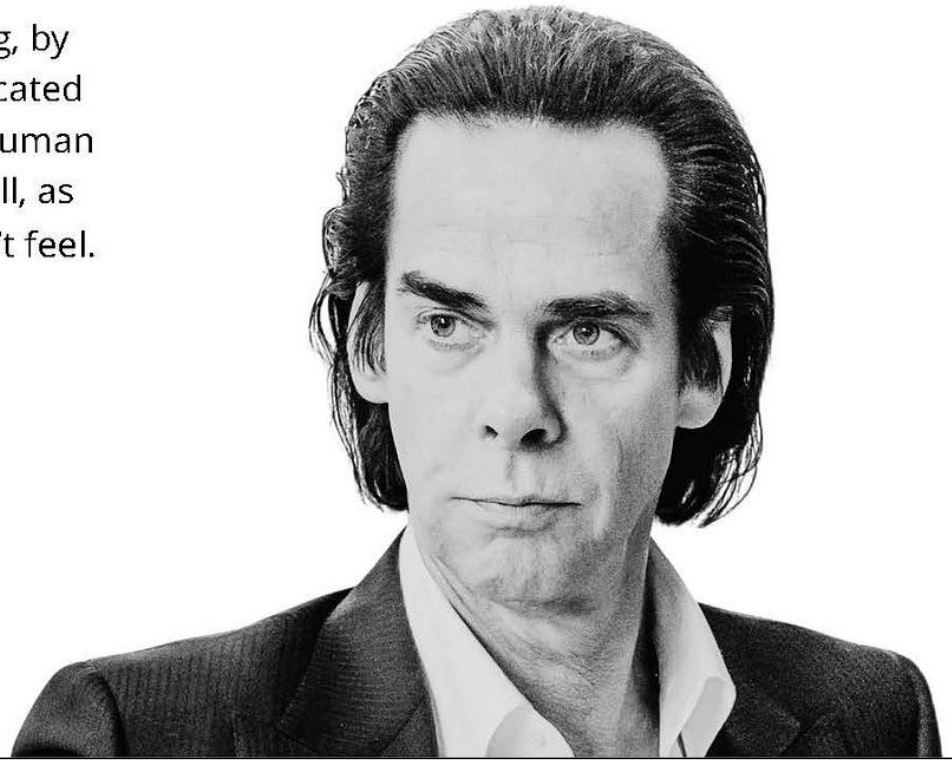
**Udlicitering >< Sparring**

Video models are getting very good, very quickly. General-purpose world simulators and robotic agents will fundamentally reshape society and accelerate the arc of human progress. Sora 2 represents significant progress towards that goal. In keeping with OpenAI's mission, it is important that humanity benefits from these models as they are developed. We think Sora is going to bring a lot of joy, creativity and connection to the world.

— *Written by the Sora Team*

"Songs arise out of suffering, by which I mean they are predicated upon the complex, internal human struggle of creation and, well, as far as I know, algorithms don't feel. Data doesn't suffer."

Nick Cave
(om sangskrivning med ChatGPT )



# Ressourcer, links, inspiration

**Inspiration, viden, læring**

- Ressourcer: https://curiousrefuge.com/ai-resources
- Showcase: https://realcreative.ai/
- Reddit: https://www.reddit.com/r/aivideo/
- E-læring: Curious Refuge
- Instagram: Evolving AI
- YouTube: Two-minute papers
- Podcast: Entertainmentretten

**Frontløbere på X og LinkedIn:**

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- Kasper Astrup Saugmann
- Morten Ravn (AIRevolution)

Spørgsmål?