Workflow Log — Task_06_Deep_Fake (Syracuse Women’s Lacrosse 2024)

Introduction

This workflow log documents the process I followed while attempting to create an AI-generated 'deep fake' style interview for Syracuse Women’s Lacrosse 2024. The log records step-by-step activities, tools used, challenges encountered, and reflections on what worked or failed. The intent is to show my full experimentation process rather than just the polished final deliverable.

Step 1: Data Exploration

- Imported three main datasets: * 2023 SU Women’s Lacrosse Cumulative Statistics (Excel) * Player Improvement (CSV) * Team Stats Comparison (CSV) - Reviewed metrics such as shots per game, goals, assists, turnovers, and shooting percentage. - Identified standout trends: * Higher shot attempts in 2024 (~55 per game) * Lower efficiency (20.6% shooting) * Rising turnovers (~26.6/game) * Individual standout players (Tyrrell, Adamson, Rowley).

Step 2: Narrative Building

- Wrote an interview-style script between an Interviewer and Analyst. - Script included: * Big picture season trends (shots, efficiency, assists) * Top scorers (Tyrrell, Adamson) * Player improvements (Rowley, Adamson) * Challenges (turnovers, shot selection) - Script was formatted as a casual street-interview Q&A; for natural flow. - File saved as scripts/lacrosse_interview.md

Step 3: Audio Generation (ElevenLabs)

- Uploaded the Q&A; script to ElevenLabs. - Selected two distinct voices to differentiate Interviewer and Analyst. - Generated MP3 output with realistic pacing and tone. - Exported audio as interview_final.mp3, stored in media/audio/. - Strength: Realistic multi-voice generation. - Limitation: Export limited by length of credits.

Step 4: Video Generation Attempts

- **CapCut**
  - Imported MP3 and transcript. - Added background (SU campus/lacrosse stock footage). - Auto-generated subtitles aligned with audio. - Limitation: Only one avatar/voice, no multi-speaker option.
- **D-ID (Trial)**
  - Uploaded MP3 and selected a stock avatar. - Avatar lip-synced audio effectively. - Limitation: Trial length capped at 1 min, watermark present, limited credits.
- **HeyGen (Trial)**
  - Used free credit to generate one talking-head video. - Avatar quality was realistic, suitable for interview format. - Limitation: Only one free video, additional credits require subscription.

Step 5: Workarounds & Creative Adjustments

- Since free tools limited multi-speaker video creation, I created workarounds: * Split ElevenLabs audio into separate files (Interviewer vs Analyst). * Used CapCut timeline layering to alternate dialogue sections. * Subtitles were color-coded to show different speakers. - Final deliverable became a hybrid: audio-based Q&A; interview with subtitles, supported by visuals/backgrounds. - This preserved the “interview feel” even without two avatars onscreen.

Reflections

- Successes: * Clear transformation of structured data → narrative → AI voices. * Multi-voice audio interview sounded realistic and engaging. * Subtitles and pacing gave the impression of a sports-style media piece. - Challenges: * Free avatar tools too restrictive for multi-speaker realism. * Export length and watermark issues reduced professional polish. - Lessons Learned: * Flexibility is key: pivoting from 'street interview deep fake' to hybrid audio+subtitle solution ensured a viable outcome. * Subtitles and background visuals can strongly reinforce the realism even without avatars. - Future Improvements: * Experiment with RunwayML for scene generation and compositing. * Explore Adobe Premiere or DaVinci Resolve for professional editing. * Consider investing in a paid HeyGen/D-ID account for multi-speaker deepfake interviews.