

WSN ACADEMY

Learn
Grow
Innovate

...BY AMAP PRODUCTION
**SUCCESSFUL PHOTO & VIDEO COMMUNICATION: TIPS, AI, AND
PITFALLS TO AVOID**



a m a p

Production

We are an audiovisual & digital creative agency - Studio Paris 11



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01

INTRODUCTION

Fashion, one of the most creative sectors,
but also one of the most saturated.

How do you make it appealing?



002

TRENDS

The **3 major photo and video trends** of 2026 in fashion and especially seeing how AI is already transforming creation, without replacing humans.



TREND 1

Desire for authenticity



TREND 2

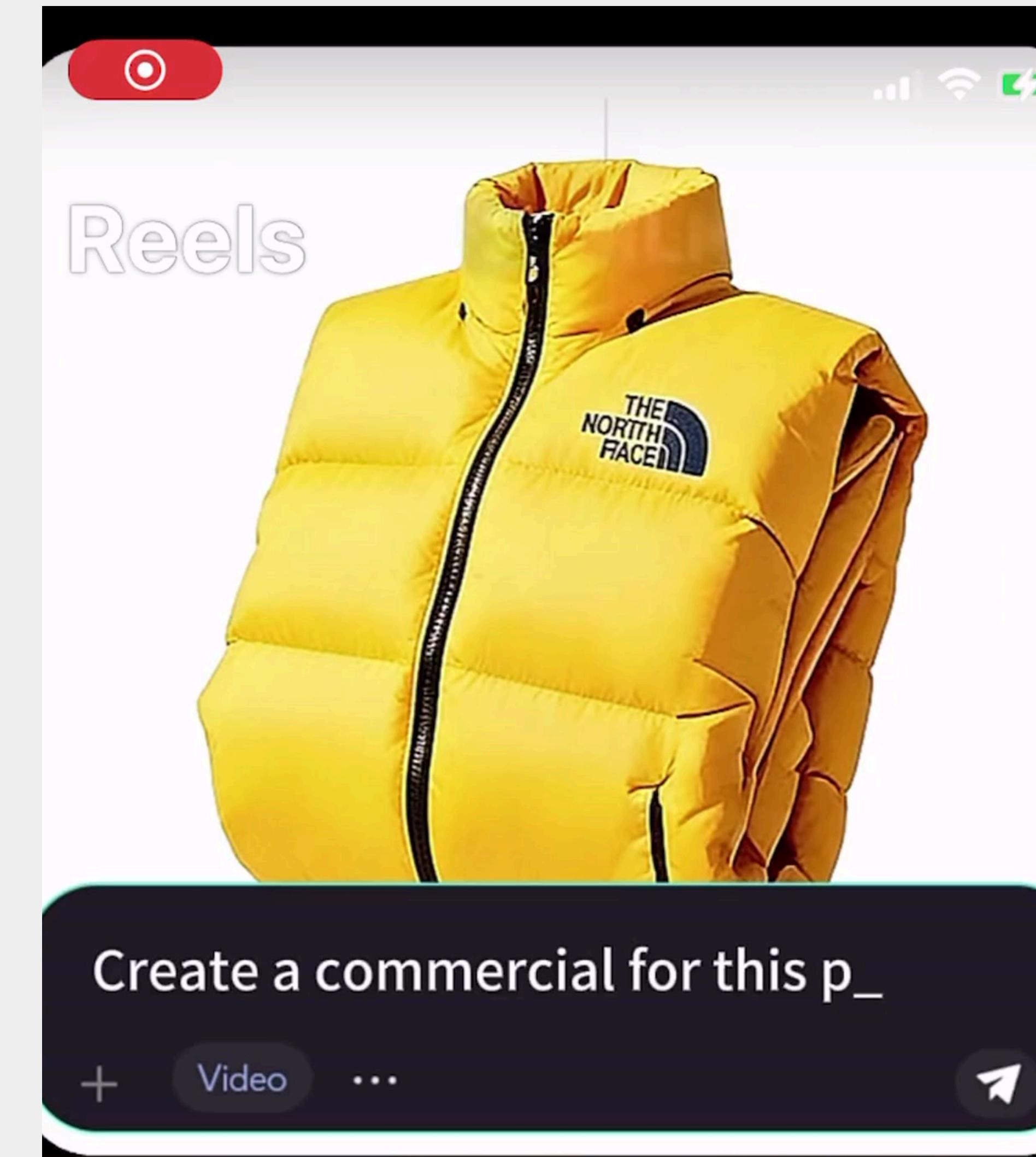
Video as language



TREND 3

AI and augmented images

Cliquez sur l'image pour voir la vidéo complète.





(yep, c'est de l'IA)

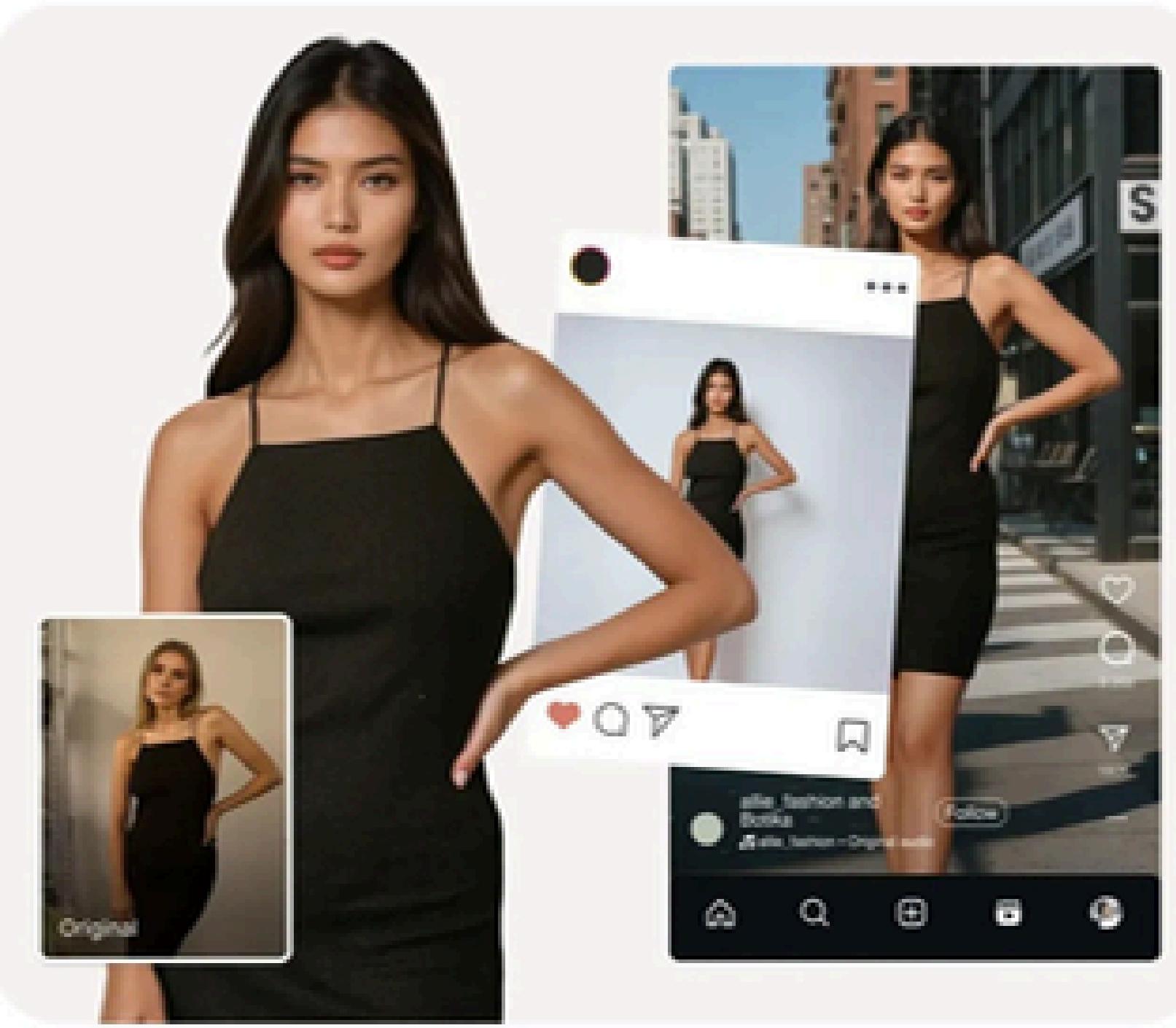


2 397



14

Cliquez sur l'image pour voir la vidéo complète.



BOOST SALES WITH VIDEO

Turn static photos into
fashion videos

SAVE TIME & MONEY

Skip the shoots

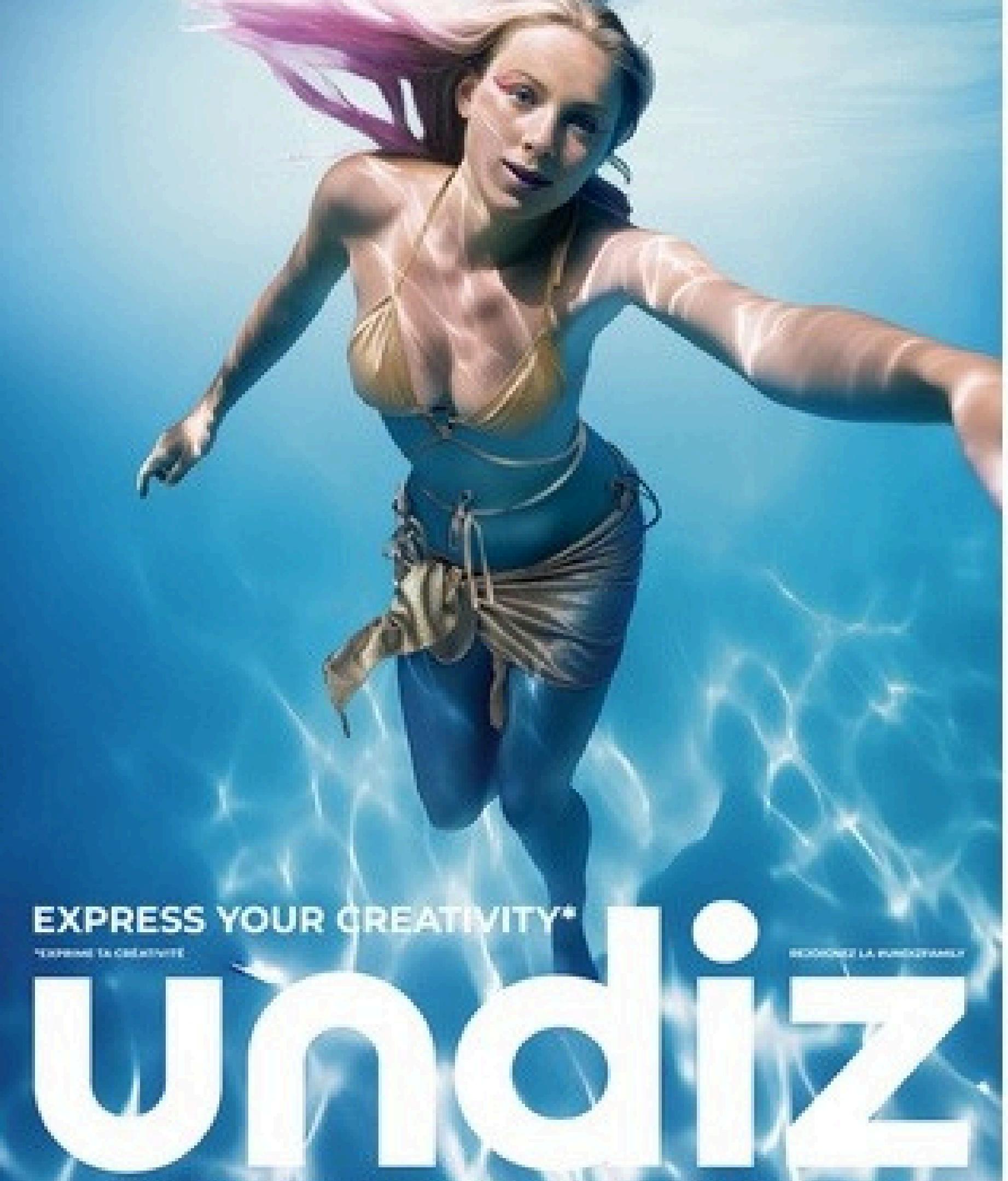


Guess x Vogue (August 2025)





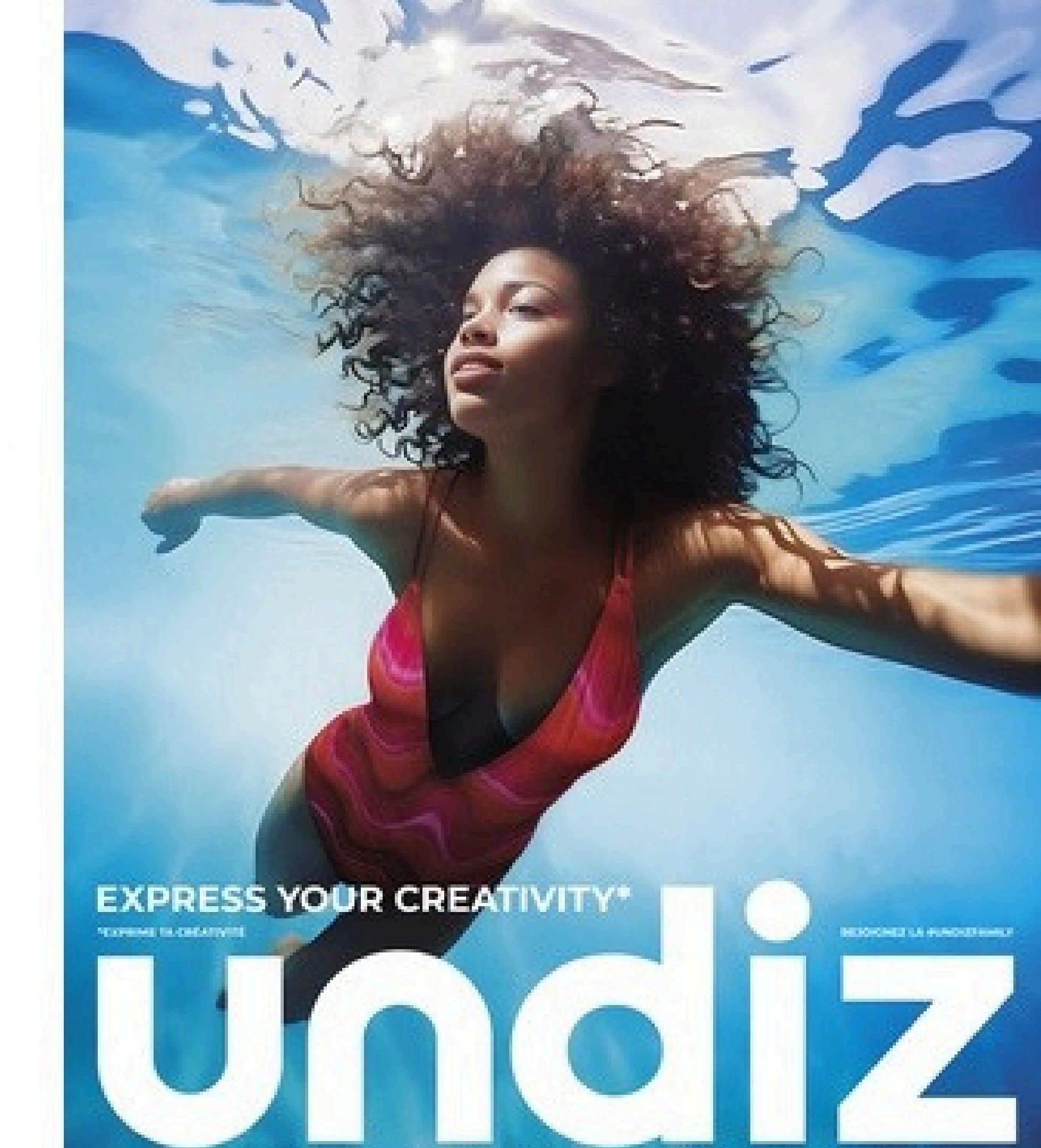
Levi's: virtual models for e-commerce



EXPRESS YOUR CREATIVITY®

EXPRESA LA CREATIVIDAD

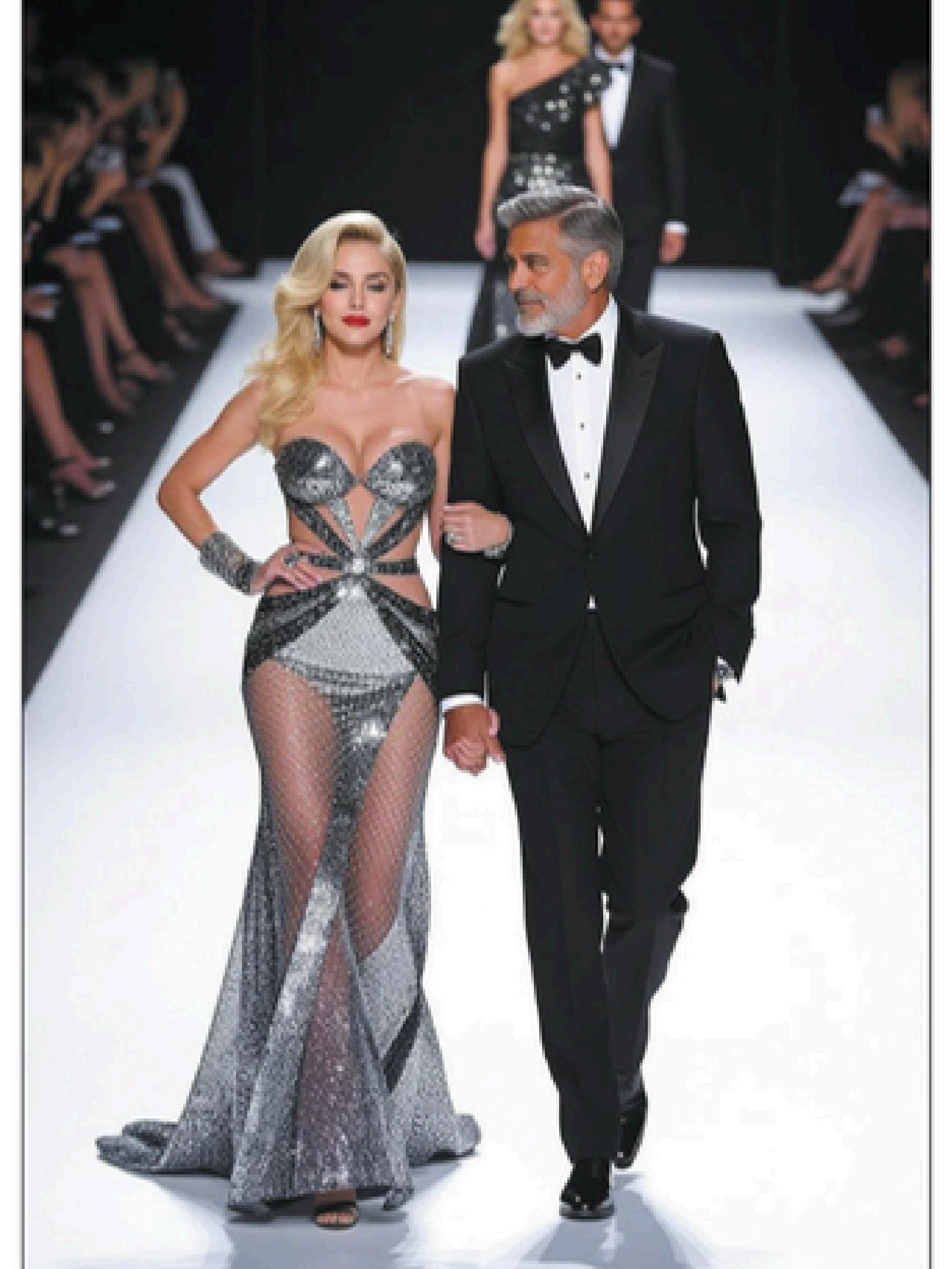
Undiz



EXPRESS YOUR CREATIVITY®

EXPRESA LA CREATIVIDAD

Undiz





TOOLS



Tools



Desired effect	Terms to use in the prompt
Lateral tracking shot	Side tracking shot, dolly left/right
Approach to the subject	push-in shot, dolly-in
Drift away	pull-out shot, dolly-out
Vertical movement	crane up/down shot
Handheld camera	handheld camera style
Drone or aerial shot	aerial shot, bird's-eye view
Long take	continuous shot, long take
Immersive shot	first-person POV, camera following closery



AI Tools



- Google - Nano Banana - VE03
- Midjourney
- Leonardo
- DALL·E 3 (via ChatGPT)
- Runway
- Adobe Firefly
- Stable Diffusion





Ethical, legal and social issues:

- Copyright and data exploitation
- Consent and double digit
- Deepfake and manipulation
- Consequences for the profession



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CONCLUSION

Human-AI hybridization



03

PITFALLS TO AVOID

Ultimately, the worst mistakes are often the simplest: copying, producing without vision, overselling, spreading oneself too thin, forgetting the human element.



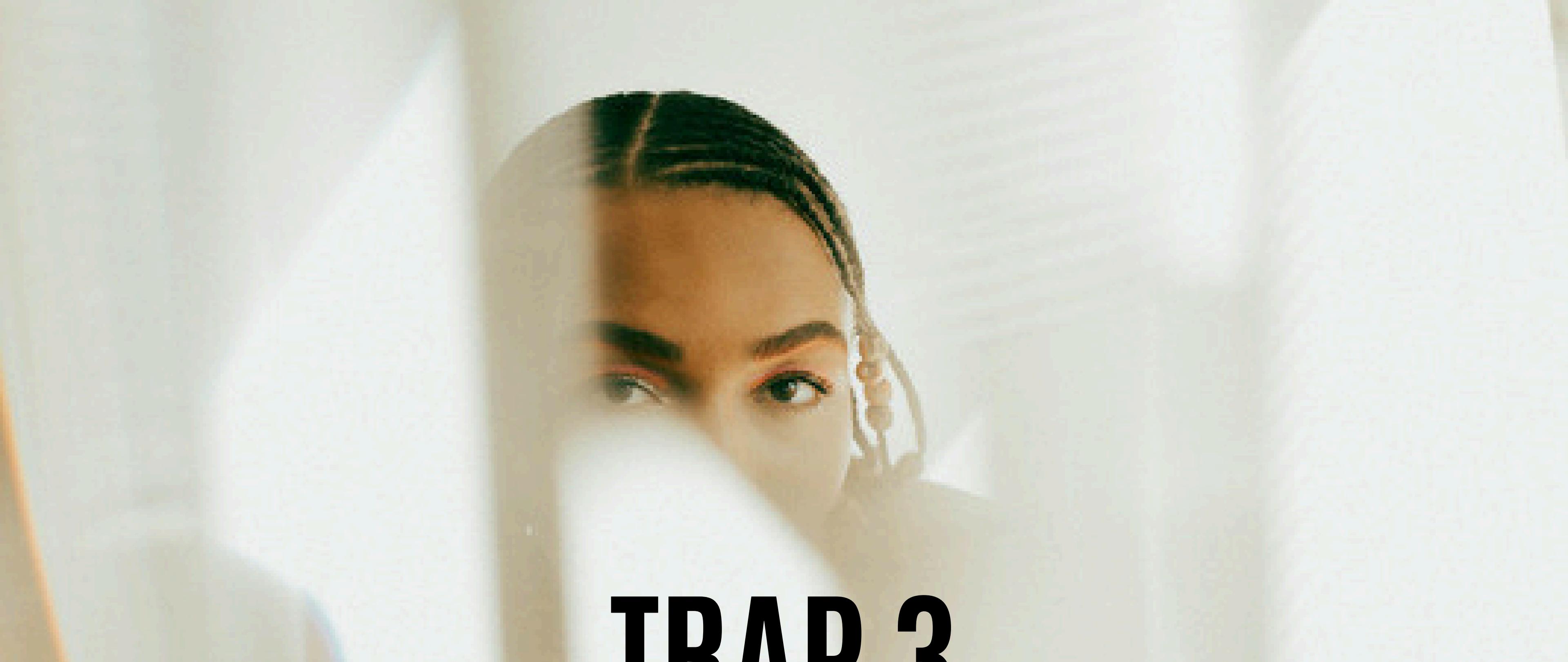
TRAP 1

DO LIKE EVERYONE ELSE



TRAP 2

CONFUSING AI AND TIME SAVINGS WITHOUT VISION



TRAP 3

SELL TOO MUCH, NOT ENOUGH TO DREAM



TRAP 4

MULTIPLYING FORMATS WITHOUT COHERENCE



TRAP 5

FORGET THE HUMAN



04

THE ADVICE

5 concrete tips to impact
your audience.



The advice



- TIP 1 - START WITH EMOTION, NOT FORMAT
- TIP 2 - TELL A STORY, EVEN IN 10 SECONDS
- TIP 3 - CREATE A UNIVERSE, NOT POSTS
- TIP 4 - THINK IN SERIES, NOT ONE TIME AT A TIME
- TIP 5 - TEST, MEASURE, ADJUST



05
Out

CONCLUSION

In 2026, the **fashion brands that will succeed** will not be those that produce the most, but those that **tell the best story**.

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Q&A
THANK YOU!

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We'd love to hear your opinion!