Assignment Tasks

Task 1: Research & Summarize

- What is SORA?

SORA is an Al-driven video generation tool developed by OpenAl that creates dynamic video content from text prompts or other inputs. Unlike traditional image generators, SORA adds the dimension of time, enabling it to produce moving visuals that combine scenes, motion, and narrative elements. It leverages advanced deep learning models to understand and synthesize complex multimedia content, making it a powerful resource for creators, educators, and marketers aiming to automate or enhance video production.

- Comparison with DALL \cdot E or alternatives like Pika Labs or RunwayML

In comparison, **DALL·E**, also from OpenAI, specializes in generating high-quality static images based on text descriptions. While DALL·E revolutionized text-to-image synthesis, it does not create videos. Alternatives like **Pika Labs** and **RunwayML** focus on AI video creation and editing but differ in their strengths. Pika Labs offers an easy-to-use platform for quickly generating AI videos from text, appealing to users who prioritize speed and simplicity. RunwayML provides a broad range of AI-powered creative tools for video editing, effects, and style transfer, making it popular with professionals seeking customization and integration into creative workflows. SORA distinguishes itself by integrating deep multimodal understanding, allowing for more nuanced video generation that blends visual storytelling with temporal elements.

- Ethical considerations in video generation

Ethical considerations in Al video generation are critical. The potential for misuse is high, as realistic Al-generated videos can be used to create

deepfakes, spreading misinformation or manipulating public opinion. Privacy concerns arise when videos use likenesses of real people without consent. Al models may also perpetuate biases present in training data, leading to unfair or harmful representations. Intellectual property issues complicate ownership and copyright of Al-generated videos, especially when based on existing works. Finally, the environmental impact of the computational resources required for training and running such models must be acknowledged. Responsible use, transparency, and regulation are essential to mitigate these risks as video generation technology evolves.

Task 2: Prompt Engineering Practice

Sure! Here are 5 creative prompts across different domains for video generation tools like SORA:

1. Education

"A 15-second animation showing the water cycle in action — evaporation from a lake, condensation into clouds, and rainfall over mountains with labels appearing as each stage unfolds."

2. Entertainment

"A 20-second fantasy scene of a dragon flying over a glowing medieval city at night, fireworks lighting up the sky as people celebrate below in a town square."

3. Environment

"A 10-second time-lapse of a forest regrowing after a wildfire — from charred trees to green sprouts, blooming flowers, and returning animals."

4. Technology

"A 12-second futuristic cityscape with flying cars, holographic billboards, and AI robots interacting with humans on clean, energy-efficient streets."

5. Health & Wellness

"A 10-second calming animation of a person doing deep breathing exercises on a mountain cliff during sunrise, with gentle wind and soft background music."

Task 3: AI + Creativity Simulation

- Wideo Concept: "How Al Works The Smart Robot Inside Your Phone"
- Role Chosen: Storyteller + Educator
- ▼ Topic: How Al Works
- ✓ Target Audience: General audience (kids to adults), short-form platform (Reels, TikTok, YouTube Shorts)

Detailed Prompt for SORA:

"Create a 15-second animated video for a general audience that explains how artificial intelligence works. The story is told from the perspective of a curious child and features a small, friendly robot (like a glowing cube with arms) that lives inside a phone. The robot reads, learns, and makes smart decisions. The setting shifts quickly between scenes: inside the phone, a digital library, and finally the real world. Bright colors, cartoonish animation style, energetic music, with clear voiceover narration suitable for a 10-year-old. Include subtitles."



Scene-by-Scene Breakdown (15 Seconds)

- (i) [0-2 sec] Scene 1: The Curious Kid
 - Visual: A cartoon kid stares at their phone, wide-eyed.
 - Narration:

"Ever wonder how your phone gets so smart?"

- (i) [2-5 sec] Scene 2: Inside the Phone
 - Visual: Zoom into the phone to reveal a cute Al robot sitting in a glowing digital room, surrounded by floating data bubbles.
 - Narration:

"There's a tiny brainy robot inside..."

- [5–8 sec] Scene 3: The Learning Lab
 - Visual: The robot reads books labeled "language," "faces," and "games." Screens around show it learning patterns and making choices.
 - Narration:

"It reads, learns, and figures things out!"

• **Visual**: The robot helps answer a question ("What's 5+5?"), recognizes a dog, and plays music with a click.

Narration:

"So it can help you talk, think, or even play music."

• Visual: Back to the kid smiling, the robot waves from inside the screen. Text bubble says: "That's Al!"

Narration:

"That's AI — your little genius helper!"

Keyframes for DALL·E (if simulating video)

Use DALL·E to generate these 4-5 scenes as images:

- 1. Curious kid holding a phone, looking amazed
- 2. Inside the phone with a glowing cute Al robot in a digital world
- 3. Robot studying data/books in a learning lab
- 4. Robot helping answer a question / recognizing a photo
- 5. Robot waving from inside the screen

1. Generate keyframes using DALL·E

2. Import into CapCut or Canva

- o Arrange in scene order
- Add smooth transitions

3. Add text/narration/subtitles

Use the narration above as voiceover or text-to-speech

4. Add background music

o Choose a playful, upbeat track