

Assignment 4

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Task 1: Research & Summarize

What is Sora?

Sora is a state-of-the-art AI model developed by OpenAI that can generate high-quality, realistic videos from text prompts. It uses a combination of transformer and diffusion models to interpret complex scenes and animate them with impressive temporal consistency and visual accuracy. Sora can generate videos up to one minute long, making it a significant advancement in text-to-video generation. It is trained on a combination of publicly available and licensed video datasets and is designed to push the boundaries of multimodal generative AI, especially in storytelling, simulation, and content creation.

Comparison with DALL·E, Pika Labs, and RunwayML

DALL·E, also developed by OpenAI, specializes in generating images from text, focusing on visual detail and imagination in still frames. In contrast, Sora adds the dimension of motion and time, offering dynamic video generation capabilities.

Pika Labs is a rising platform known for generating short-form, stylized video content from text or image prompts. It's popular among digital creators for quick, engaging animations.

RunwayML, especially with its Gen-2 model, allows users to transform text, images, or existing videos into new video clips. It is widely used in creative industries for prototyping, advertising, and design.

Sora stands out for its realism and consistency in complex scenes, whereas Pika Labs and RunwayML offer broader accessibility and real-time tools currently available to the public.

Ethical Considerations in Video Generation

The rise of AI video generation introduces critical ethical challenges. One of the primary concerns is the potential spread of misinformation through deepfakes or misleading content. Videos generated to look authentic can be used maliciously, especially in politics, journalism, and social media.

Intellectual property issues are another major concern. AI models trained on copyrighted content might unintentionally replicate or imitate protected works, raising questions about authorship and rights.

Privacy is also a pressing issue, particularly if the AI recreates the likeness of individuals without their consent. Moreover, such technology can be misused for creating harmful or exploitative content.

To address these risks, developers and users must promote transparency, ensure responsible use, and adopt safety features such as watermarking and content verification mechanisms.

Task 2: Prompt Engineering Practice

1. Education

"A 20-second animated video showing the water cycle, including evaporation, condensation, precipitation, and collection, in a cartoon style for middle school students."

2. Entertainment

"A short 15-second scene of a dragon flying through a neon-lit futuristic city at night, with cinematic camera movements and synthwave music."

3. Environment

"A time-lapse of a forest recovering over 20 years after a wildfire, starting from ash and ending with full tree growth and returning wildlife."

4. Technology

"A demonstration video showing how a humanoid robot assists an elderly person with daily tasks in a smart home environment."

5. Science Fiction

"A 10-second video of a spaceship launching from Mars' surface into orbit, with dust storms in the background and realistic sound design."

Task 3: AI + Creativity Simulation

Role Chosen: Educator
Video Topic: How AI Works
Duration: 15 seconds
Target Audience: High school and early college students

SORA Prompt (Detailed)

"Create a 15-second educational animation explaining how artificial intelligence (AI) works. Show a simple flow from input to output. Start with a person speaking to a computer (voice input), transition to animated icons representing data processing and neural networks inside the computer, and end with the AI giving a smart response (like text, image, or decision). Use a clean, modern 2D style with bold colors, simple motion graphics, and clear text labels like 'Input', 'Processing', 'Learning', and 'Output'. Add subtle background music and onscreen subtitles explaining each step."

Scene-by-Scene Breakdown

Time (Seconds)	Scene Description
0–3 sec	A person says, "What's the weather today?" into a microphone connected to a laptop. A label appears: "Input: Voice Command".
3–6 sec	The view zooms inside the laptop. Simple animations show waveforms converting into data. Icons representing machine learning algorithms, data nodes, and decision trees appear. Label: "Processing & Learning".
6–10 sec	A digital brain lights up, connecting nodes glow, simulating a neural network in action. Label: "AI Understanding".

10–15 sec Zoom out to the screen showing the AI’s response: “It’s sunny and 25°C today.” Label: “Output: Smart Response”. Subtitles narrate: “AI processes data and learns patterns to generate helpful results.”

Scan the below qr code to view the generated reference video

