

# SPP4: AI Video Report

Asael Tobar, Ian Burns  
& Teryn Guzman



# Assessment of AI Output

The first obvious flaw from the video is that this is not production-ready material. If people in the real world saw a video like this for a business, it would become a laughing stock, which is not ideal if you want to keep your company's reputation intact. Even if you spend a lot of time prompting, scene by scene, trying to make sure the video comes out as realistic as possible, people are quick to find flaws as we have observed by online forums, calling out or pointing out mistakes in AI. With AI videos, scenes feel awkward, there is random clipping or weird perspectives, or the characters aren't behaving in "human" ways. Creating scenes felt clunky, as we only had a few seconds at a time to work with, and had to fit every scene in that time frame.

However, one big strength of the AI is that it's way cheaper, and requires way less effort than if you were to create a production team to create advertisements. Usually, you'd need professional video editing, lighting, actors, green screens / good recording areas to make sure you can have a good industry-standard advertisement which may be a big group effort. However, thanks to AI, you can have smaller teams create videos with a much smaller budget. Our group kept running out of tokens, which was needed to make videos, but considering how the video turned out, it had the potential to be a more acceptable industry-standard video had we bought more tokens to keep prompting until we can get a good video. As students, we all have pretty low-production value videos, but if we were to all use AI and had enough resources to prompt with the tokens we have properly, we could all have high quality videos for a cheap price.

As mentioned above, AI would greatly benefit from its cheaper costs. All you would need is people to storyboard, and then prompters to carry out the vision. Saving time, resources, and manpower. Although our final product wasn't up to standard (and we're definitely not using this on our website, we'll either record one or get more free trials for more tokens to get a better video for our website), it's worth noting that if we just had a bit more resources, there was a real chance that this video could've looked like a professional, industry-standard video.