

CREATIVE AI

WITH MAMAD

FREE WORKSHOP

DATE **SUNDAY, APRIL 12**

50
MIN

WHAT WE COVER

TODAY'S AGENDA

01 Most Relevant AI Platforms Today

02 How to Use Creative AI to Make Content

03 Working with LLMs: Claude, Gemini & ChatGPT

04 Prompt Structure: Photo

05 Prompt Structure: Video

06 Consistent Character Creation

01 MOST RELEVANT AI PLATFORMS TODAY

NanoBanana 2

IMAGE

Fast, high-quality image generation. Excellent for product and commercial work.

Available on most AI platforms

Uni-1

IMAGE

Strong consistency — well-suited for brand character and product work.

lumalabs.ai

Seedance 2.0

VIDEO

Structured prompt control. Ideal for shot-precise cinematic sequences.

freepik.com · higgsfield.ai

Kling 3.0

VIDEO

Strong character consistency + realistic motion physics. Great for narrative video.

klingai.com

Higgsfield.ai

SUITE

AI video suite focused on cinematic quality and creative storytelling.

higgsfield.ai · freepik.com · lumalabs.ai

Freepik AI

SUITE

Full AI creative suite: image gen, character consistency, composition tools.

freepik.com

Luma Labs

VIDEO

Dream Machine: fast high-quality video. Great for product & lifestyle content.

lumalabs.ai

Midjourney

IMAGE

Benchmark for photo-real & artistic image generation. Strongest aesthetic control.

midjourney.com

02

HOW TO USE AI TO CREATE CONTENT

Generate Images for Your Brand

Use AI image tools to create product photos, lifestyle images and campaign visuals — without a full photo shoot. Describe your product, background and mood in a prompt.

Build a Visual Concept Fast

Before a shoot or production, generate reference images to show your client exactly what the final result could look like. Saves time and aligns everyone visually.

Ad & Commercial Content

Plan and produce short-form commercial content with AI. Write a scene, generate it, review it, refine it. Full creative control at a fraction of production cost.

Create Video Content

Turn a text description into a short video clip. Ideal for social content, ads and brand films. Write what happens in the scene — the platform generates it.

Product Visualisation

Place your product in any setting without a location shoot. Generate backgrounds, environments and lighting setups — then composite your product in.

Iterate & Test Ideas Quickly

Generate 10 different creative directions in minutes. Test colours, styles, characters and environments before committing to a single production direction.

03 LLMs — LARGE LANGUAGE MODELS

Use these to build prompts, write briefs, scripts and get creative direction before you go into any AI image or video platform.

Claude

BEST FOR

- Best for building structured, detailed prompts
- Script writing, briefs and creative strategy
- Long-form reasoning and nuanced feedback
- Understands creative context very well

Use for: prompt architecture, scripts, briefs

Gemini

BEST FOR

- Google ecosystem integration (Docs, Drive)
- Multimodal — accepts images, docs and text
- Long context window for large documents
- Real-time web access for research

Use for: research-heavy, document-based work

ChatGPT

BEST FOR

- Good for rapid ideation and brainstorming
- Integrates with DALL·E for image generation
- Easy back-and-forth conversational style
- Large plugin ecosystem for extended use

Use for: quick iteration, image gen combos

LLMs IN ACTION — PROMPT EXAMPLE

TYPE THIS INTO CHATGPT (or Claude / Gemini):

```
Write me a prompt for "a photograph of a woman dancing in a field of wildflowers" using this template:  
[medium], [subject], [action/pose], [environment], [style/vibe], [technical specs]
```

THE PROMPT IT GENERATES:

```
Photograph, woman, dancing gracefully with arms slightly raised and dress flowing, in a wide field of colorful wildflowers under soft natural sunlight, dreamy and poetic atmosphere with a sense of freedom and movement, shallow depth of field, golden hour lighting, 85mm lens, f/1.8, high-resolution, natural colors.
```

Copy the output prompt directly into Midjourney, Freepik AI, or any image generation platform.

04 PROMPT STRUCTURE: PHOTO

1

SUBJECT

A woman in her 40s, short dark hair, confident expression

3

LIGHTING

Golden hour side light, soft diffused shadows, warm tones

5

TECHNICAL

Shot on Leica M6, 85mm f/1.4, Kodak Portra 400, RAW

2

STYLE / MEDIUM

Editorial fashion photography, Vogue style, film grain

4

COMPOSITION

Rule of thirds, tight portrait crop, shallow depth of field

6

MOOD / REFERENCE

Cinematic, melancholic, reminiscent of Paolo Roversi

PHOTO PROMPT — FORMULA BREAKDOWN

[medium] · [subject] · [action/pose] · [environment] · [style/vibe] · [technical specs]

MEDIUM

The type of image. What style or format is it?

Photorealistic photograph · Animated 3D character · Pencil sketch · Claymation · Oil painting

ACTION / POSE

What is happening? What is the subject doing?

Sitting on a chair · Dancing with arms raised · Running through rain · Standing still, looking away

STYLE / VIBE

The mood, aesthetic, or artistic reference.

Dreamy and poetic · Cinematic noir · Minimalist editorial · Wes Anderson colour palette

SUBJECT

The main focus. What or who is in the image?

A woman in her 30s · A red fox · A vintage 1960s car · A futuristic city skyline

ENVIRONMENT

The setting, location, or background.

Misty ancient forest · Eiffel Tower at night · Cozy library · Empty desert highway at dawn

TECHNICAL SPECS

Camera, lens, aperture, film, effects, aspect ratio.

85mm f/1.8 · Golden hour · Kodak Portra 400 · Shallow depth of field · 16:9

05 PROMPT STRUCTURE: VIDEO

1

SHOT TYPE + CAMERA MOVE

Medium shot, slow push-in, camera at eye level

3

ENVIRONMENT

Industrial warehouse, late evening, fog machine, concrete floors

5

LENS + TECHNICAL STYLE

Anamorphic lens flares, 24fps, film grain, shallow focus

2

SUBJECT + ACTION

Woman walks into frame from left, pauses, looks directly at camera

4

LIGHTING + ATMOSPHERE

Hard backlight, orange practicals, low contrast, cinematic haze

6

DURATION + PACING NOTE

5 seconds, slow paced, beat lands on cut to black

06 CONSISTENT CHARACTER CREATION

THE 3-STEP WORKFLOW — Platform: Freepik AI

STEP 1 Character Prompt

Build a locked text description of your character — or use a reference headshot. This is your master template. Every generation starts from here.

Step 1 Alt: replace text description with @img1 (uploaded reference photo)

STEP 2 Composition Sheet



Use your Step 1 image + a multi-shot layout template as inputs. Generate a 5-angle model sheet — front, side, back, and two 3/4 views — with perfect consistency.

Inputs: @img1 = layout template • @img2 = your Step 1 character image

STEP 3 Scene Prompt

Place your locked character into any scene, environment, lighting or action. Your Step 1 image becomes @img1 — the character reference for every new shot.

Input: @img1 = Step 1 character image • Works with Freepik, Kling 3.0, Runway

 = Locked field — copy exactly every time. Fields without  = your creative input.

STEP 1 — CHARACTER PROMPT (PURE TEXT)

STEP
1

Copy the full prompt below and paste directly into Freepik AI (or Midjourney). Fill in the fields marked with 

[IMAGE TYPE: Full-length fashion photo]

[SUBJECT: *enter your subject details here*]

[POSE: Neutral standing pose, front view. Direct gaze at camera — expression neutral, composed, slightly guarded.]

[OUTFIT: *enter your outfit details here*]

[ENVIRONMENT & LIGHTING: pure white seamless background. High-key lighting, minimal cast shadow on the floor.]

[CAMERA & FILM STOCK: shot on Hasselblad H6D, 85mm lens, f/8, sharp focus, Kodak Portra 160 film stock, fine grain, accurate skin tones, commercial fashion photography style]

 = locked, copy exactly  = your input, replace with your content

STEP 1 (ALT) — FROM A HEADSHOT / CLIPPED SHOT

STEP
1

Upload your reference photo to Freepik — it becomes @img1. Then copy and paste the prompt below.

[IMAGE TYPE: Full-length fashion photo]

[SUBJECT: @img1]

[POSE: Neutral standing pose, front view. Direct gaze at camera — expression neutral, composed, slightly guarded.]

[OUTFIT: *add your outfit description here*]

[ENVIRONMENT & LIGHTING: pure white seamless background. High-key lighting, minimal cast shadow on the floor.]

[CAMERA & FILM STOCK: shot on Hasselblad H6D, 85mm lens, f/8, sharp focus, Kodak Portra 160 film stock, fine grain, accurate skin tones, commercial fashion photography style]

 = locked, copy exactly  = your input, replace with your content

STEP 2 — COMPOSITION PROMPT

STEP 2

Upload @img1 (layout template) + @img2 (your Step 1 character image) to Freepik. Then paste the prompt below.

[IMAGE TYPE: Fashion photo model sheet collage in exactly the same 5-shot layout and composition as @img1.]

[SUBJECT: Use @img2 as the ONLY reference for the character's exact face, skin details, body type, hair, makeup, expression, and full outfit/accessories — apply them identically and with perfect consistency across all five views.]

[ENVIRONMENT & LIGHTING: pure white seamless background. High-key lighting, minimal cast shadow on the floor.]

[CAMERA & FILM STOCK: shot on Hasselblad H6D, 85mm lens, f/8, sharp focus, Kodak Portra 160 film stock, fine grain, accurate skin tones, commercial fashion photography style]

[DETAILS: Perfect anatomical and clothing consistency across every angle, high-end editorial look, no text, no logos, no graphics.]

All fields are locked — copy exactly as written

STEP 3 — SCENE PROMPT

STEP
3

Upload your Step 1 character image to Freepik as @img1. Fill in the fields marked , then copy and paste.

[IMAGE TYPE: e.g. cinematic film still / dramatic photograph / moody portrait]
[CHARACTER REFERENCE: @img1]
[SUBJECT ACTION: e.g. standing with hand on hip / walking through grass / looking over shoulder]
[SHOT TYPE: e.g. full-length / medium shot / close-up portrait / wide establishing shot]
[CAMERA ANGLE: e.g. eye-level front view / low angle / high angle overhead]
[LENS: e.g. 85mm f/1.4 shallow focus / 35mm wide-angle f/4 deep focus]
[LIGHTING: direction, quality & mood – e.g. soft golden backlight / dramatic rim light]
[ENVIRONMENT: full background – location, time of day, surfaces, props]
[COLOR GRADE: e.g. warm filmic / cold desaturated / high contrast black & white]
[MOOD & ATMOSPHERE: e.g. cinematic / melancholic / energetic / tense]

 [CHARACTER REFERENCE: @img1] is locked. All other fields  = fill in your own content.

QUESTIONS



LET'S DISCUSS

CREATIVE AI WITH MAMAD

ZAZENPRODUCTION.SE

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Write AI in the comments
to get the recording link