

# AI video production: From idea to finished video in minutes!

Course code: AI\_VIDEO\_VK

AI video production: From idea to finished video in minutes! A three-hour practical workshop focused on creating videos using generative artificial intelligence. Participants will learn to use tools such as HeyGen, Kling AI, CapCut and Runway for fast and efficient video production without the need for filming or professional editing. The course includes examples of real AI videos, creation of your own short video and workflow design for companies. Ideal for anyone who wants to simplify and automate video production while maintaining professional quality. ATTENTION, THIS IS A THREE-HOUR MORNING COURSE!

## For whom the course is intended

For all users interested in using AI when creating videos.

## What we will teach you

Participants will learn to create and deploy AI agents (text and video) and help tools such as Power Automate, Make.com and Zapier automate routine activities and will connect AI to its company processes.

## Course outline

### Introduction to AI video creation: Possibilities and trends

- What AI can really do in video production today
- Technology overview: text-to-video, AI speaker, AI editing
- Comparison of traditional and AI approach - time, costs, output
- Samples of real videos created using AI tools

### Practical video creation using HeyGen and Kling tools AI

- How HeyGen works: avatar selection, language, voice, background
- Creating a script: how to write a text that will sound natural
- Kling AI and text-to-video generation: turning an idea into a scene
- AI dubbing and voiceovers: ElevenLabs, D-ID

**Practical part:** Participants will create their own short AI video based on the assignment topic

### Post-production automation and AI editing

- Adding subtitles automatically (CapCut, VEED, Subtitle Edit)
- Scene editing and editing using AI tools (Runway, Pika Labs)
- Translations and localization of videos into other languages
- Output branding: logo, colors, fonts, music

### Corporate use and efficient workflow

- Types of videos for marketing, internal communication, education
- How to set up a process in the team: who prepares the script, who makes the video
- Possibilities of personalization and automatic generation (eg from CRM)

**Mini workshop:** Design an AI video workflow for your own company

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