How can GenAI work its magic when it comes to content creation?

To kick start 2023, I explored if playing with AI could give educators back their time? in a post here on the TeachNet Blog, with the idea of 'one word' for the year ahead, DisruptED2023.

I revisited this space to *have a play* to see if I could turn my flat blog post into an engaging piece of video content using a GenAI tool. After a quick search of the tools available and a consult with 'my personal assistant' Bing Chat. I selected Pictory AI which promises to "enable you (it's users) to create and edit professional quality videos using text, no technical skills required or software to download."

To see if it really could save educators time? I set a timer for myself! From the time I clicked onto the site, signed up for my free account to downloading the finished video included here, it took 25 minutes in total, end to end. I am pretty impressed with the final output.

Let's take a look at what I did to get from a flat blog post to download a high quality, engaging video output? Here are the steps to follow:

1. Sign up for a free trial on the Pictory AI website.

2. Paste the link to your blog post in the "Article to video" box and click "Proceed".

3. Pictory's AI will extract key messages from your blog post and provide a script or outline of what you're creating.

4. There is an option to edit the text and add images or graphics selected to suit your needs and make your video more visually appealing.

5. Download your video.

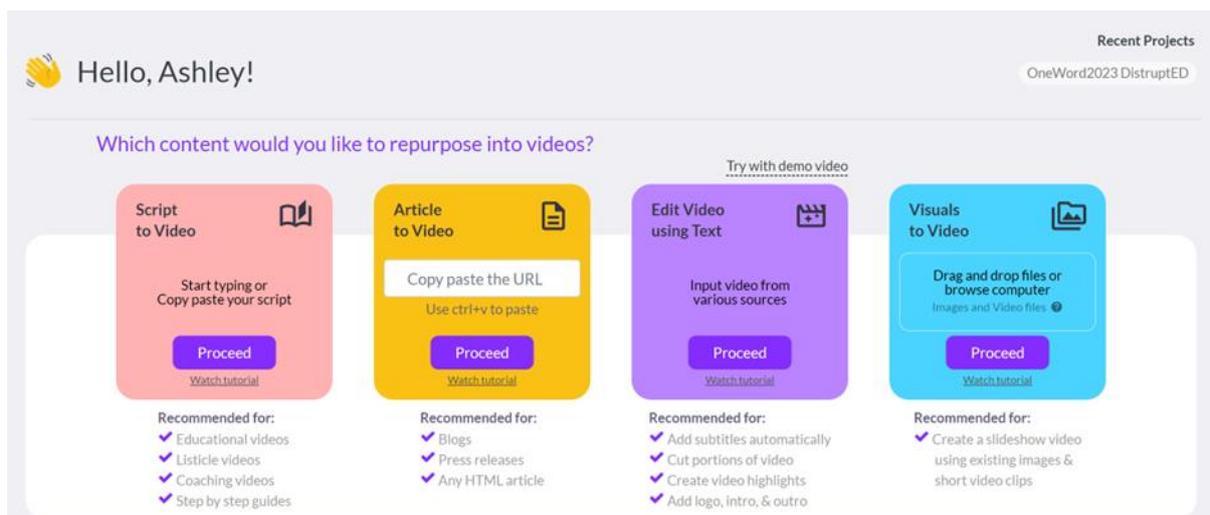In the image below you can see the options available within Pictory for video creation.

Image of user dashboard in Pictory AI showing options available for repurposing content into videos: Script to Video, Article to Video, Editing Video using Text, Visuals to Video.

To answer my original question, I think Michael Hallissy phrased it best "I think this shows the power of these tools – it can take material, we have created in other mediums, and make it more engaging and attractive for learners. It has the potential to save us time and to create content that can be tweaked by us, the humans, to help our learners."

Can you save yourself time with GenAI tools? As Educators, the power and potential is available to you in the tools you already have right at your fingertips. I encourage you to take the time to go and have a play.

Resources:

Microsoft's Bing Chat

Pictory AI

Note: Pictory AI is a subscription service at $19 per month, they do offer a free trial for 1 week where you can create 3 videos.

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