



AI DESIGN CORPS GENIUS GUIDE

RUNWAY ML



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RUNWAY ML OVERVIEW

Runway ML is a platform that facilitates the creation and use of machine learning models for creative projects. Launched as an accessible tool for artists, designers, and developers, it democratizes the process of utilizing advanced machine learning technologies. Users can experiment with pre-trained models or train new ones without needing deep technical knowledge. The platform supports various media including video, images, and sound, making it versatile for a range of artistic and creative endeavors.

How are people using RunwayML?

Runway ML offers a broad range of applications across different sectors. Here’s how various fields can utilize this platform:

Education

- ✦ **Interactive Learning Tools:** Develop interactive tools that help students understand complex concepts through visualization and simulation.
- ✦ **Art and Design Education:** Integrate AI into curriculum to teach students about digital art creation, design theory, and the impact of AI on creative fields.
- ✦ **Research Projects:** Use AI to analyze data or simulate experiments, enhancing academic research capabilities.
- ✦ **Custom Educational Content:** Create personalized learning materials and educational games that adapt to the learning pace and style of each student.

Financial Services

- ✦ **Fraud Detection Simulations:** Create models to simulate various fraud scenarios, helping institutions improve their preventive measures.
- ✦ **Customer Service Automation:** Enhance customer interaction with AI-driven chatbots and informational kiosks.
- ✦ **Market Analysis and Forecasting:** Use AI to analyze market trends and predict future market behaviors, aiding in investment decisions.
- ✦ **Personalized Banking Services:** Develop tools that provide customers personalized financial advice based on their spending habits and goals.

Media

- ✦ **Content Creation:** Automate the creation of visual content such as graphics for news stories or promotional videos.
- ✦ **2. Animation and Special Effects:** Generate sophisticated animations and visual effects for movies and television.
- ✦ **3. Personalized Content Delivery:** Develop systems that curate media content based on viewer preferences, enhancing user engagement.
- ✦ **4. Archival Research:** Use AI to search and categorize vast archives of media, making it easier to retrieve and repurpose old content.

Local and State Government

- ✦ **Public Service Enhancements:** Improve public service announcements and communication through AI-generated visuals and interactive digital platforms.
- ✦ **Urban Planning and Simulation:** Use AI to simulate urban development projects or changes in city layouts, aiding in better planning decisions.
- ✦ **Training Simulators:** Develop training modules for public safety officials, using realistic simulations for practice without real-world risks.
- ✦ **Document Processing and Automation:** Automate the processing of public documents, reducing workload and increasing efficiency.

Aerospace

- ✦ **Aircraft Design and Simulation:** Utilize AI to model and simulate new aircraft designs, optimizing for factors like aerodynamics and fuel efficiency.
- ✦ **Maintenance Prediction:** Predict maintenance needs of aircraft based on operational data, improving safety and reducing downtime.
- ✦ **Space Exploration Simulations:** Simulate space missions, including planetary landings and spacewalks, to prepare for actual missions.
- ✦ **Pilot Training Modules:** Create advanced training modules with realistic flight simulations for pilot training.

OPEN RUNWAY ML

30-60 Mins

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ACTIVITY NAME

**RUNWAY
PROMPT & MODEL ENGINEERING**

RUNWAY ML

PROMPT & MODEL ENGINEERING

PURPOSE

Learn how to develop prompts for that produce the output required for your assignment.

OBJECTIVE

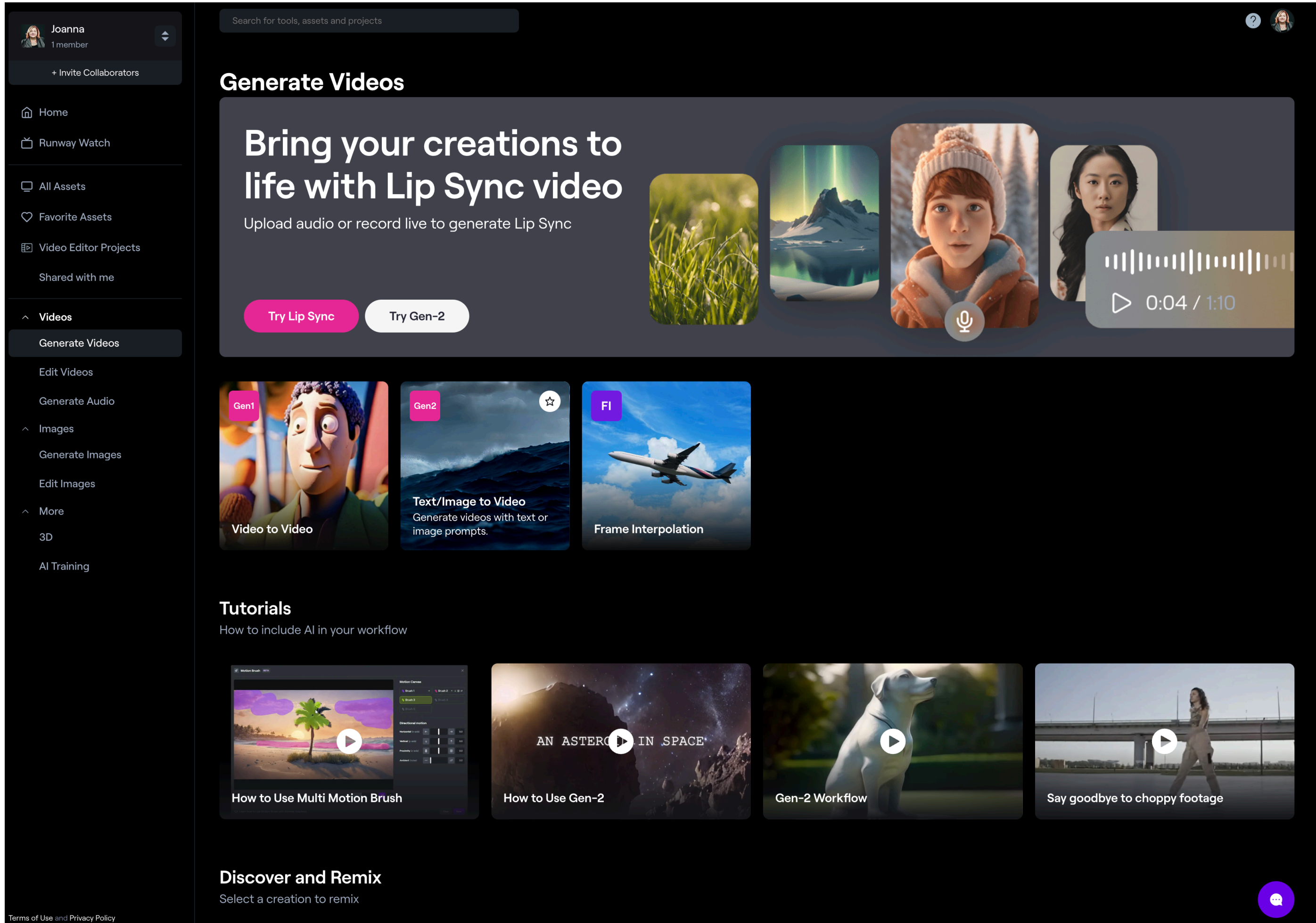
Develop a concise and effective text prompt for Runway ML that guides the creation of a video depicting a tech entrepreneur's progression from startup founder to industry leader, emphasizing key milestones and personal growth

ACTIVITY

- ♦ **Define Your Video Concept:** Decide the story, theme, or message for your video in 300 characters or less..
- ♦ **Select a Text-to-Video Model:** Choose a model on Runway ML that generates videos from text descriptions.
- ♦ **Write Your Text Prompt:** Draft a clear and detailed text describing the desired video content, including setting, actions, and mood.
- ♦ **Input Your Prompt and Configure Settings:** Enter your text into the model's prompt field.
 - ♦ Adjust basic settings like video length and resolution.
- ♦ **Generate and Review the Video:** Start the model to create the video. Review the output and note any necessary changes.
- ♦ **Refine and Finalize:** Modify your prompt if needed and regenerate the video. Then download the final video once satisfied.
- ♦ **Export and Share:** Export your video in the desired format and share it as needed.

DELIVERABLE SAMPLE

Runway ML Prompts



OPEN RUNWAY ML

RUNWAY ML

PROMPT ENGINEERING

30-45 MINS



ACTIVITY

- ♦ Open up Gen-2 and enter an extremely simple prompt (in this example, a dog)
- ♦ Use the preview functionality to get a feel for what your prompt will generally generate
- ♦ From there, get more specific with details
 - ♦ For this example: color, breed, location, time of day
- ♦ Taking it a step further, include details about the type of shot you're going for
 - ♦ For this example: adding "an extreme close-up shallow depth of field portrait" to the prompt
- ♦ Two things to focus on: what it looks like + what it is
 - ♦ Example: a painting of (+) a bowl of fruit
 - ♦ Example with detail added: a textured historical oil painting of (+) a bowl of fruit on a wooden table in a farmhouse kitchen
- ♦ Find Style Presets at the bottom of the prompting box in Gen-2 if you're looking for a specific style
- ♦ Use prompt modifiers at the end of a prompt for further customization
- ♦ Examples include:
 - ♦ cinematic - shallow depth of field - warm color palette - moody - smooth texture — imperfect
- ♦ In summary, focus on:
 - ♦ What it looks like
 - ♦ What it is
 - ♦ Relevant modifiers
 - ♦ Keep it focused

GEN-2

Prompting For Text To Video

Shot type	Subject	Description	Modifiers
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WATCH VIDEO TUTORIAL

RUNWAY ML ACADEMY

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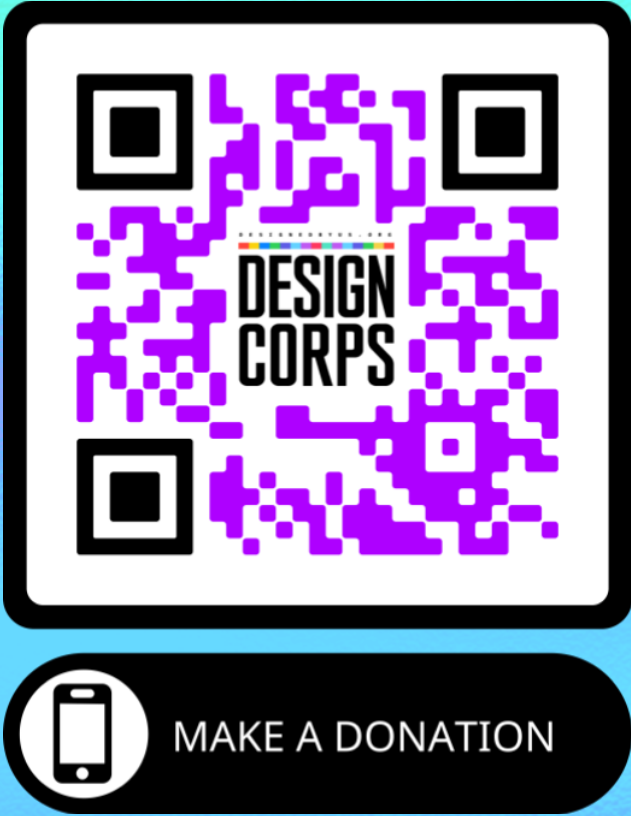
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