01 / STYLE YOUR SLIDES

Give your ideas a point of view.

Choose one direction. Keep it consistent. These are design briefs to apply in the presentation app you already use.



Fashion editorial

A concept, collection or creative direction.

Ivory, ink and rust. Georgia headlines; Arial detail. One large image and generous space.



Clear argument

Research findings and a recommendation.

White, navy and cobalt. Arial. A clear conclusion above one comparison, with its source.



Cinematic pitch

Introducing a proposal or customer experience.

Ink, ivory and pale yellow. Bold headlines. Alternate a dramatic image with a quiet explanation.

Compare the interactive previews and ask for a design brief

02 / PROMPT THE PROMPT

Ask AI to help you art-direct.

You do not need to know design terminology. Describe the result you want, then ask AI to turn it into a usable brief.

> Help me art-direct my presentation about [topic] for [audience]. I want it to feel [direction]. Before designing, ask me up to three questions about my content, tools and presentation setting. Wait for my answers. Then suggest colours, fonts, image treatment and three layouts: opening, evidence and recommendation. Preserve my facts and limitations. Do not invent findings. Explain how I can build one sample slide in the app I already use. Let me approve that sample before expanding the design.

1. Bring your content.

Finish the argument in the deck builder. Download the editable PowerPoint. Open it in PowerPoint or import it into your chosen app, checking that everything transferred.

2. Build one sample, then a small system.

Use one consistent font pairing, a small palette and a repeatable alignment. Make opening, evidence and recommendation layouts. Keep titles editable; add them over images in the editor.

3. Give it the room test.

View it in presentation mode from a distance. Keep one point per slide, with readable supporting evidence. Shorten text before shrinking it. Sources and limitations must remain available.

4. Add motion only when it helps.

Reveal a comparison when you discuss it. Use a short clip for an action. Hold still for evidence. Keep a PDF backup; it will not play video or animation.

Open the deck builder

03 / TRY AN ANIMATIC

A story before a film.

An animatic is a sequence of still pictures with timing. It lets you test the idea before generating video.



Existing AI-generated workshop image / fictional concept, not customer evidence

1. The situation / 0-5 seconds

Establish the setting before explaining the garment. Wide view: a wearer, a rain-soaked street and an illuminated entrance.

2. The detail / 5-10 seconds

Direct attention to the unusual shoulder and sleeve construction. Close detail of the sculptural rain-catching shoulder and clear vessel beside the coat.

3. The proposition / 10-15 seconds

Finish with the concept, not a claim that customers want it. Return to the full garment. In the editor, add the title beside the image.

Build your own in an editor.

Put three images or sketches in order. Start with five seconds each, then adjust for reading time. Add editable titles and simple cuts or fades. Play it with your explanation. Export an MP4 if you need a timed film.

Play the 15-second example on the website

04 / THE VIDEO PIPELINE

Plan > stills > animatic

Keep each approved result. Use it as the input for the next step. Generate one test clip before making more.

1. Say what the film should do

Put in	Your audience, one idea, the time available and the facts you can support.
Use	An AI chat, including Ask AI here
Do	Ask for a three-shot storyboard before generating anything.
Get back	A short shot list: what we see, how long it lasts, and why it is there.
Check	Does each shot help someone understand the idea? Remove anything that is just decoration.

2. Make one good still first

Put in	Your approved shot description and a reference image you may use, if you have one.
Use	Your image tool, such as ChatGPT Images or Adobe Firefly
Do	Generate the first frame. Fix the garment, composition and lighting before moving on.
Get back	An approved still image, saved as a PNG or JPEG.
Check	Inspect hands, garment construction, background details and space for titles. Is the picture communicating your intended idea?

3. Test the story with stills

Put in	Three approved stills or rough sketches, plus the shot list.
Use	Canva, PowerPoint or a video editor
Do	Put the pictures in order and give each a duration. Play them with your spoken explanation.
Get back	An animatic: a timed sequence of still pictures. It can be your finished presentation asset.
Check	Does someone understand the sequence without you apologising for it? Slow down if they cannot read it.

04 / THE VIDEO PIPELINE

Motion > edit > present

Keep each approved result. Use it as the input for the next step. Generate one test clip before making more.

4. Animate only what needs movement

Put in	An approved still plus one short motion request.
Use	Runway image-to-video; or Adobe Firefly video
Do	Upload the still. Request a simple action or camera move. Generate one short test clip before making the rest.
Get back	A downloaded video clip. Trim it to your storyboard in the editor.
Check	Play it slowly. Did faces, hands, garment details or objects change? Simplify the movement or keep the still if it fails.

5. Edit the sequence; add words and sound

Put in	Your accepted clips, any stills, the storyboard and permitted sound assets.
Use	Canva video editor or your existing video editor
Do	Arrange, trim and adjust pacing. Add titles in the editor. Add music or narration after the sequence makes sense without sound.
Get back	One assembled film with readable titles and a deliberate beginning and end.
Check	Keep speech clear above music. Add captions for essential speech. Test muted playback. Do you have permission to use every asset?

6. Bring it into the presentation

Put in	The exported MP4 and a still image to use if playback fails.
Use	Your presentation app
Do	Insert the saved video into your slide. Test in presentation mode on the actual device, including sound and screen sharing if needed.
Get back	A slide with a playable film, plus a usable still alternative.
Check	Download a local copy. Check the first and final frame, volume and playback. A PDF preserves the slide, not the video.

05 / KEEP THE USEFUL PARTS

Good requests. Clear handoffs.

The simplest pipeline is the one that helps you explain your idea. A beautiful still or a timed storyboard may be all you need.

Ask for a pipeline before trying to build one.

My goal is [goal]. Ask what I have, who it is for and which tools I already use. Then suggest the simplest sequence. For each step, give the input, tool, request, output file and one thing to check. Help me choose between a still, an animatic and video. Wait for my answers before deciding.

For image-to-video, describe the movement.

Upload your approved still, then try: "The camera slowly moves closer as the wearer turns slightly towards the entrance. Light rain falls. The garment retains its silhouette and details. One continuous shot with restrained, natural movement." Inspect the result; the request is not a guarantee.

Keep the history small and useful.

Record the tool/model, input image, exact prompt, output filename, change requested and what you checked. Example: "v2: reduced the camera move; the sleeve stayed consistent." Save an approved still before moving to video.

The workshop helper plans; your chosen tools generate.

Use the workshop password for text help on the website. External image and video tools may need separate accounts or credits. Check your access before generating. Add sound after the sequence works; caption essential speech and test muted playback.

Official tool guides / checked 16 September 2026

Canva: animated presentations

Runway: image-to-video prompting

Adobe Firefly: video prompts and reference frames

Open the interactive visual guide + download your own brief