AI AT WORK · BEGINNER · 12 MIN READ

AI for content: images, video and voice

Make graphics, short videos, voiceovers and captions with AI, and use them honestly: rights, likeness and labels.

Pass the check (4 of 5) online to earn the “Content Creator” badge:
https://digitalbuilders757.com/university/study/ai-for-content-images-video-voice

What AI can make now

Beyond text, AI tools can generate and edit images from a description, create short video clips, turn text into natural speech, transcribe and caption audio, translate and dub, and remove backgrounds or clean up photos. Design tools like Canva and Adobe have these built in, and the big assistants (ChatGPT, Gemini, Claude) can create images, documents and slides.

Prompting for visuals

Describe it like a brief for a designer:

- Subject and action: 'a barber cutting a customer's hair'.
- Setting and mood: 'bright modern shop, morning light, friendly'.
- Style: 'flat illustration', 'photo, shallow depth of field', 'pixel art'.
- Format: 'square for Instagram', 'wide banner 16:9'.
- Text: generators can still garble words. Add text yourself in a design tool.

A simple content workflow

- Start from one real story: a project, a result, a lesson learned.
- Ask AI for a short script or post, then edit it into your voice.
- Make visuals: your real photos and screen recordings first, AI images to fill gaps.
- Add captions (AI transcription) so people can watch with the sound off and screen readers can follow.
- Repurpose: one story becomes a post, a 30-second video and an email.

Use it honestly

Don't make images, videos or voices of real people without their permission, and never to mislead. Don't ask AI to copy a specific artist's work, a brand's logo or a character you don't own. Check each tool's terms for commercial use. Label AI-made media where it could be mistaken for real, especially in news, reviews, testimonials or anything about real events.

Key terms

Generative AI
AI that creates new text, images, audio, video or code.

Text-to-image
Generating a picture from a written description.

Transcription
Turning speech into text, for captions, notes and search.

Voice cloning
AI that imitates a specific person's voice; needs that person's permission.

Deepfake
Fake AI-made media of a real person, often used to mislead.

Alt text
A short description of an image for screen readers and search engines.

Multimodal
Able to work with more than text: images, audio, video or files.

Try it: One story, three formats

1. Pick one real thing you built or learned this month.
2. Ask AI for a 100-word post, a 30-second video script and a 3-sentence email about it; edit each.
3. Make one image (your photo or AI) with text added in a design tool, plus alt text.
4. Record the video with captions and post or share one piece.

KNOWLEDGE CHECK

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5 questions. Circle one answer for each; 4 or more correct passes. Answers are at the back.

1. What's the best way to get readable words on an AI-generated image?

A. Keep regenerating until the generator spells every word right
B. Use more emojis
C. Add the text yourself in a design tool
D. Make the image smaller

2. Which use of AI media is NOT okay?

A. Captioning your own video
B. Removing a background from your product photo
C. Drafting a script you then edit
D. Making a fake video of a real person saying something they never said

3. Why add captions to videos?

A. People watch with sound off, and captions make video accessible
B. They're required by every social app before a video can be uploaded
C. They make video files smaller so they load faster on slow phones
D. They hide mistakes

4. What is alt text?

A. A backup font
B. A short text description of an image for screen readers
C. A caption shown underneath the image for all visitors to read
D. A file format

5. Before using an AI image commercially, you should:

A. Nothing, because AI-generated images are always free to use for anything
B. Remove the colours
C. Check the tool's terms for commercial use and avoid copying brands
D. Add a filter

Official sites

Canva AI tools: https://www.canva.com/ai-image-generator/
W3C: Images tutorial (alt text): https://www.w3.org/WAI/tutorials/images/

Last reviewed 2026-11-25. AI tools change fast; check each tool's own site for current features, plans and prices.

ANSWER KEY

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1. C: Add the text yourself in a design tool
Generators can garble text; add words in a design tool for reliable results.

2. D: Making a fake video of a real person saying something they never said
Misleading media of real people (deepfakes) harms people and trust, and may be illegal.

3. A: People watch with sound off, and captions make video accessible
Captions reach more people, including deaf and hard-of-hearing viewers.

4. B: A short text description of an image for screen readers
Alt text describes images for people who can't see them and helps search engines.

5. C: Check the tool's terms for commercial use and avoid copying brands
Terms differ by tool, and copying protected brands or characters creates risk.