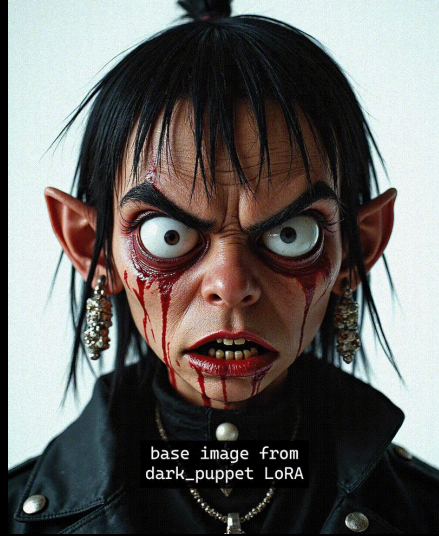


Essential Tools For Next-Gen Creatives


A roundup of the **state of the art** tools and models for
new media production at **quality** and **scale**



An AI Wave Will Sweep Through Hollywood's VFX Systems in 2025

Generative AI systems like Runway are on the threshold of being ready for major studios to use, experts tell TheWrap

New Report Confirms Worst Fears: AI Will Disrupt Countless Animation Jobs Over Next 3 Years

By **AMID AMIDI** | 01/31/2024 1:47 pm |  32

AI Is Already Taking Jobs in the Video Game Industry

ARTIFICIAL INTELLIGENCE

AI Is Coming for Hollywood's Jobs

But so is everyone else.

It's official: AI is coming for your graphic design job

Designers should pay attention to a new report from the World Economic Forum.

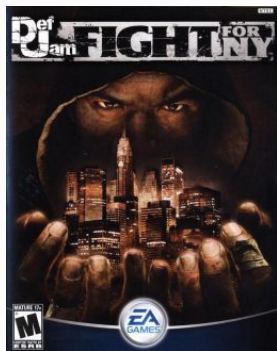
Hollywood's AI Revolution: Innovation Or Impending Disaster?

Daryl Anselmo

Founder, Art Director, Creative Technologist (GenAI)

San Francisco & Vancouver

Co-Creator & Art Director



Art & Creative Director



Founder



Acquired By



Intro

Is CGI dead? / Paradigm Shifts / GenAI Roundup

Image Tools

GPT / Midjourney / ComfyUI (SDXL/Flux) / Magnific

Video Tools

KlingAI, KREA, Luma, Sora, Freepik, Topaz

Audio Tools

Suno, Udio, ElevenLabs

Training

Kohya, FluxGym, Ostris AI-Toolkit, Moondream, JoyCaption

Automation

API Requests, FAL, Replicate, Chaining Workflows

Summary

Resources, Next Steps

This talk is fast and dense.

But don't worry.

All of the slides and resources are available for download at the end of the presentation.

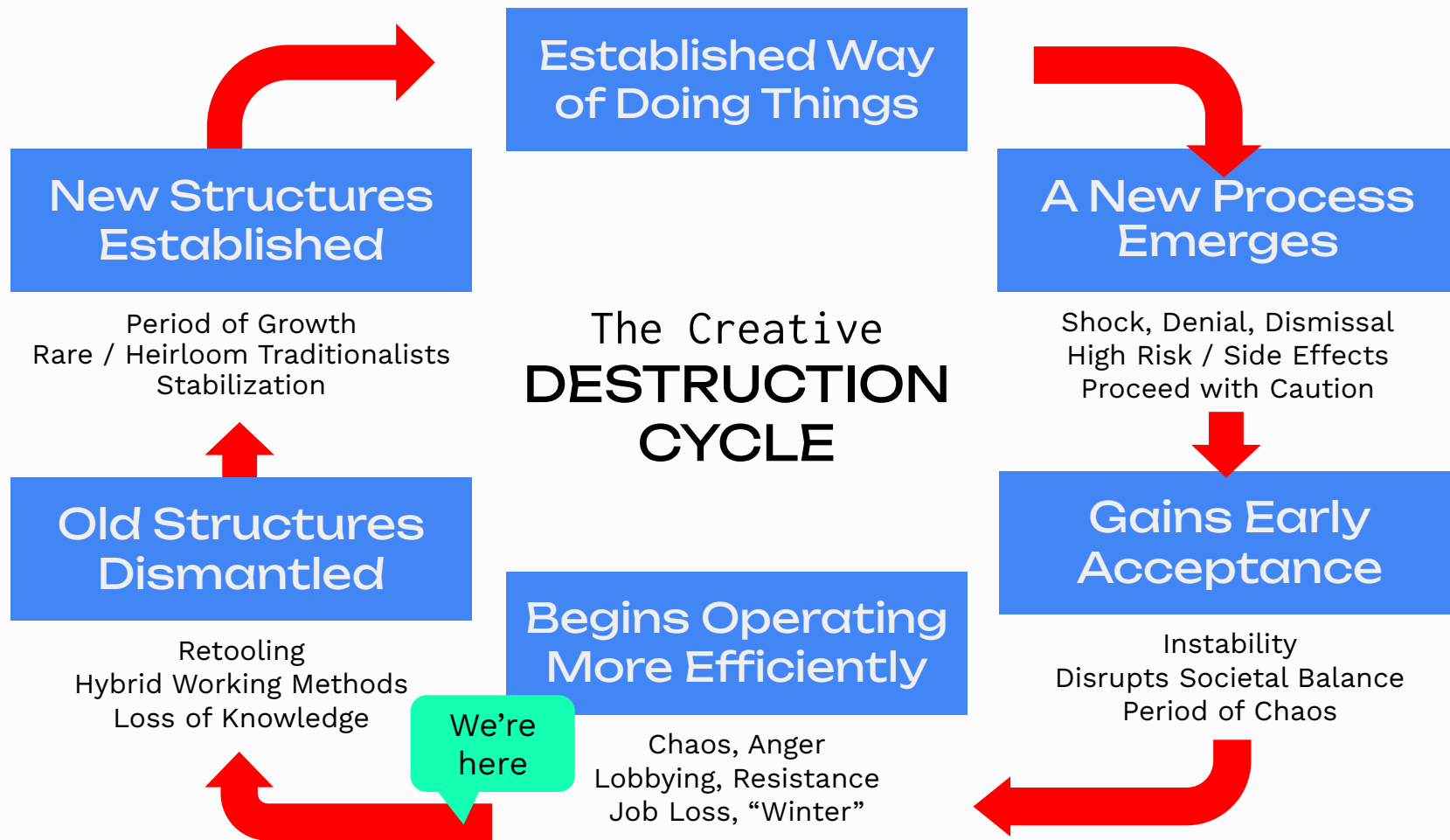
Is CGI Dead?

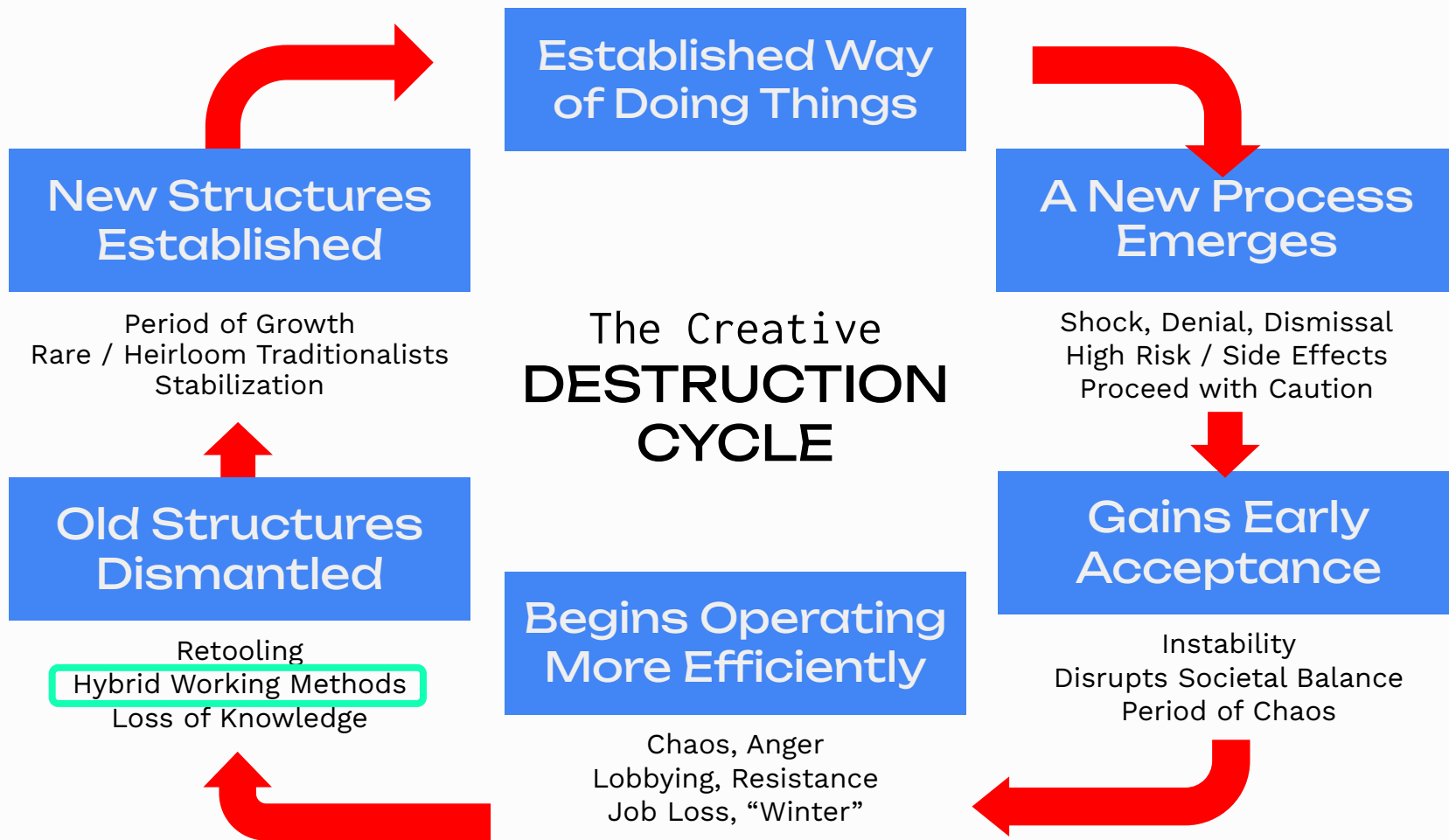
No.

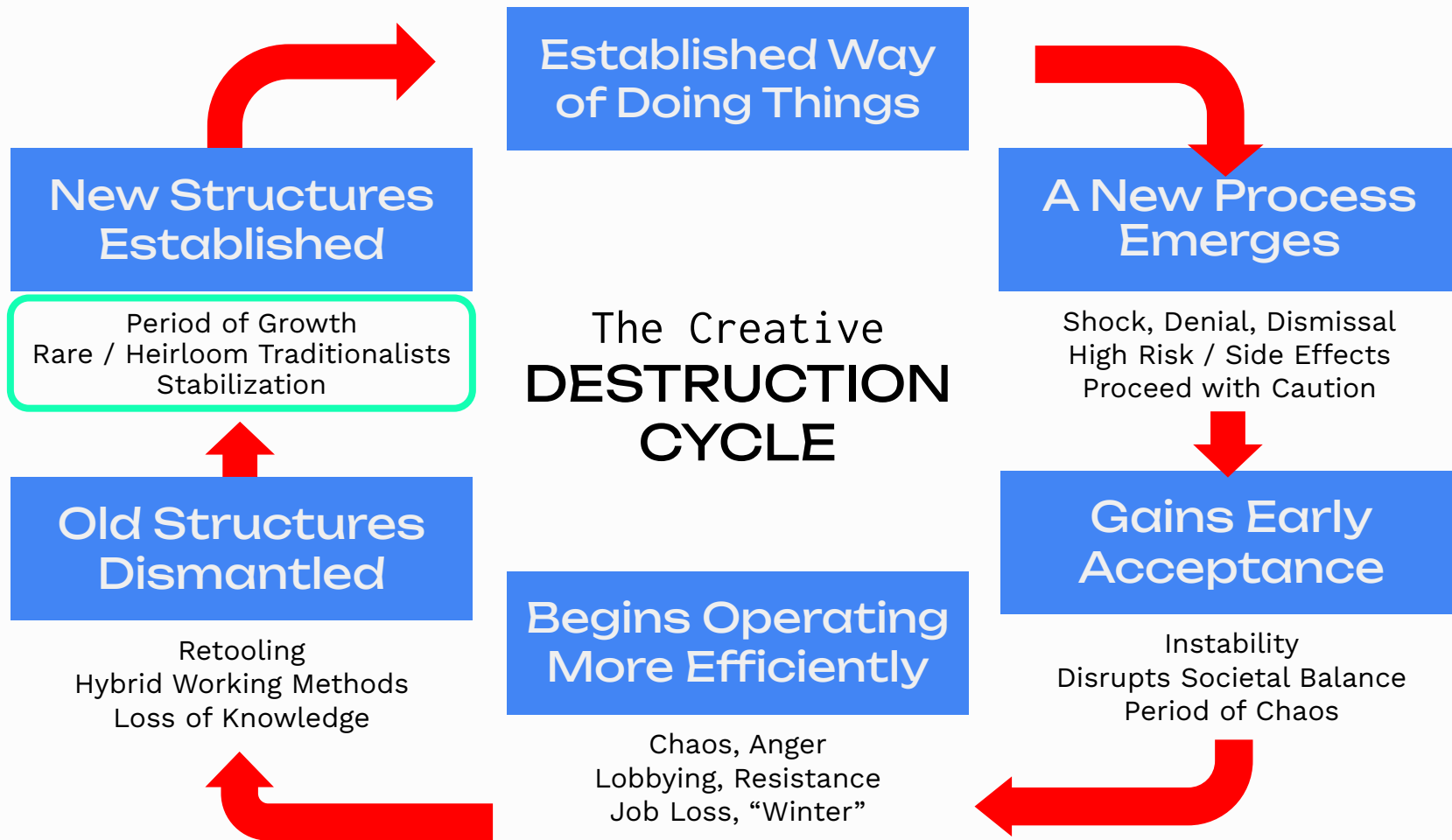
(Not yet, anyway.)

Paradigm Shifts

1990's	3D CGI
2000's	Motion Capture
2000's	Art Outsourcing
2010's	Mobile + Social Media
Now	GenAI







The New Media Kitchen



Data



Workflows



Models



Generation



Tuning

The New Media Kitchen



Slop



Fast Food



Meal Kit



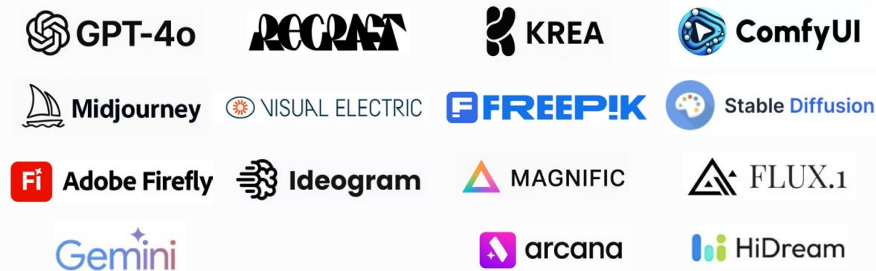
Gourmet Dinner



Fine Dining

GenAI Landscape

Image



Video



Audio



Training



Captioning



API



Infra



Image Tools

Starter



Design Tools



Integrated Suites



Professional Tools



GPT-4o

Multimodal Input

Use text and image prompts together

Conversational

Refine images through interactive dialogue

Style Interpretation

Captures vibe, tone and aesthetic cues

Autoregressive

Builds images sequentially, rather than from noise

High Precision

Sharp, clean results

GPT-4o

“Draw me a UI mockup for a modern food ordering app. Give it a light and airy aesthetic, gourmet photorealistic visuals, and Swiss typography.”

Breakfast



Q Search

Popular



Pancakes

\$ 8.50



Chicken Salad

\$ 10.00



Avocado Toast

\$ 6.50



Scrambled Eggs

\$ 7.00

GPT-4o

“Draw me a UI mockup for a modern food ordering app. Give it a light and airy aesthetic, gourmet photorealistic visuals, and Swiss typography.”

“Now, give me a dark mode version of this.”

Breakfast



🔍 Search

Popular



Pancakes

\$ 8.50



Chicken Salad

\$10.00



Avocado Toast

\$ 6.50



Scrambled Eggs

\$ 7.00

GPT-4o

“Design me a canned probiotic soda product named "fizzia". A single can in a bold color with geometric graphic design. High key lighting, on a white background. Photorealistic rendering. The flavor is lemon-lime”



GPT-4o

PROTIP: For faster production, **Sora** also has the GPT-4o Image Generator & allows you to do 4 images at a time.

It also allows you to queue jobs.



GPT-4o



“Take the can of fizzia and put it in this woman's hand. Set it against a sunnier and brighter version of this sky in the reference image.”



GPT-4o



“Take the can of fizzia and put it in this woman's hand. Set it against a sunnier and brighter version of this sky in the reference image.”

“Make it pop.”



GPT-4o



“Take the can of fizzia and put it in this woman's hand. Set it against a sunnier and brighter version of this sky in the reference image.”

“Make it pop.”

“No. Like REALLY POP!!!!!!”



GPT-4o



“See the attached reference images. Now, generate me a new character in this style: A creature made of a big sloppy pile of Pad Thai Noodles. Set it on a black background. Give it bean sprouts, prawns, lime slices, crushed peanuts, cilantro and chives.”





“I need more of a fashion pose of this exact character. Be precise with its likeness and pay particular attention to the form of its costume.”



Image Tools

Starter



Design Tools



Integrated Suites



Professional Tools



Midjourney

Aesthetic Leader

Consistently beautiful, stylized results out of the box

Powerful

Advanced features like image weights, permutations, remix

Fast & Scalable

Rapid, batch-friendly generation

Personalization

Rankings and settings tailor results to your taste

Diverse Styles

Millions of pre-trained styles to explore and remix

Midjourney

- sref

Millions of pre-trained style codes that you can explore and remix



--sref 1966369669



--sref 3688802674



--sref 3666609067



--sref 1642112591

-sw Style Weighting



-sw 0



-sw 25



-sw 50



-sw 100



-sw 1000

-p Aesthetic Personalization



Default Midjourney Output



With -p Personalization

Image Tools

Starter Tools



Limited Control

No ControlNet, Region Masking or advanced composition

Limited Consistency

No fine-tuning or methods to lock style or likeness

No API / Developer Tools

Not suitable for automation, pipelines, or tooling

Web Interface

Stuck in Discord or Chat Interfaces. No local workflows.

Best for One-Offs

Great for exploration, not serious production tools.

Image Tools
















Starter	Design Tools	Integrated Suites	Professional Tools
 GPT-4o		 KREA	 ComfyUI
 Midjourney	 VISUAL ELECTRIC	 FREEP!K	 Stable Diffusion
 Adobe Firefly	 Ideogram	 MAGNIFIC	 FLUX.1
		 arcana	 HiDream

Image Tools































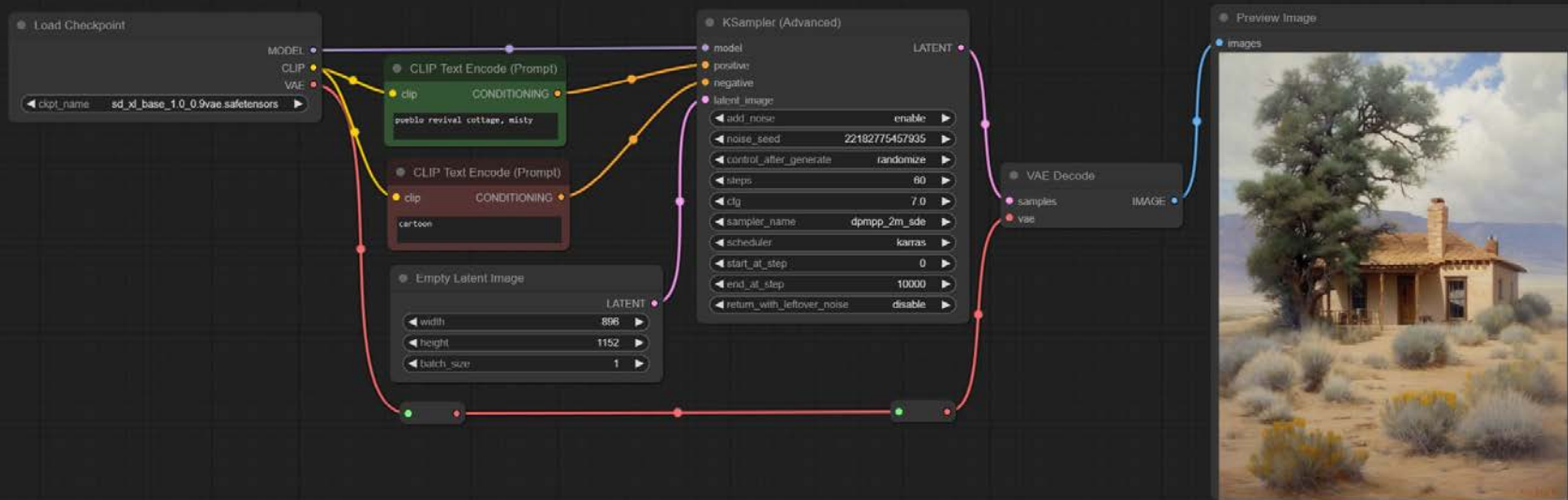
Starter	Design Tools	Integrated Suites	Professional Tools
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 Adobe Firefly	 Ideogram	 MAGNIFIC	 FLUX.1
		 arcana	 HiDream

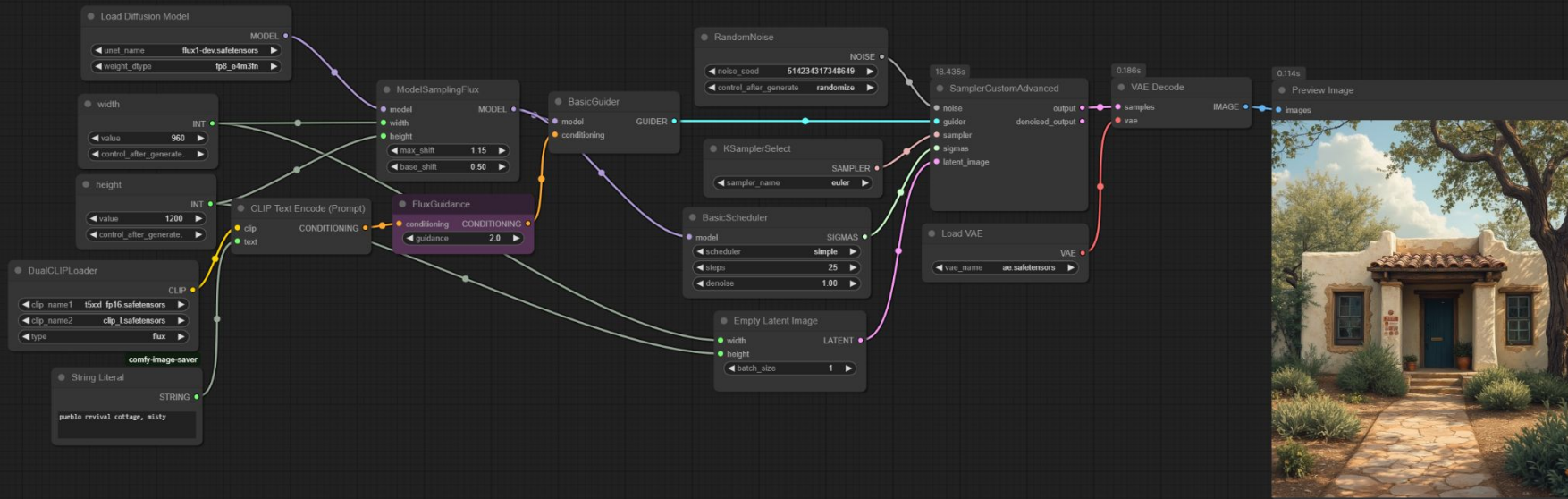
Image Tools

Starter	Design Tools	Integrated Suites	Professional Tools
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 Adobe Firefly	 Ideogram	 MAGNIFIC	 FLUX.1
		 arcana	 HiDream

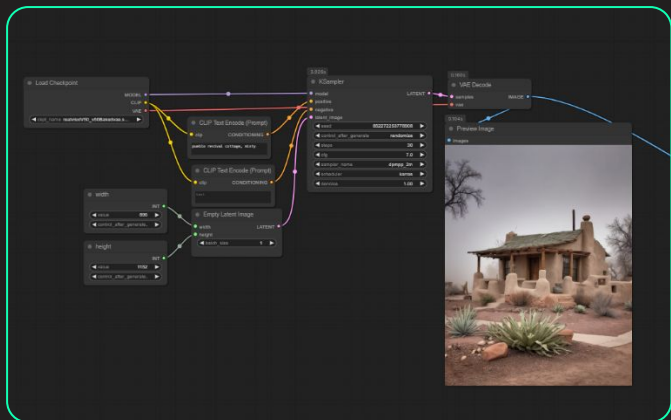
ComfyUI - SDXL Minimal



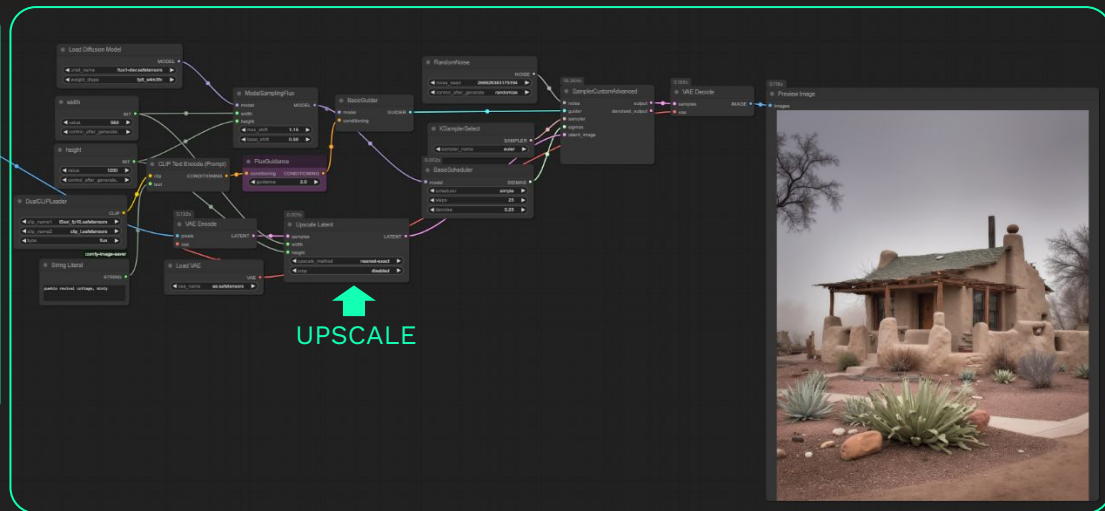
ComfyUI - Flux



ComfyUI - SDXL/Flux Refiner

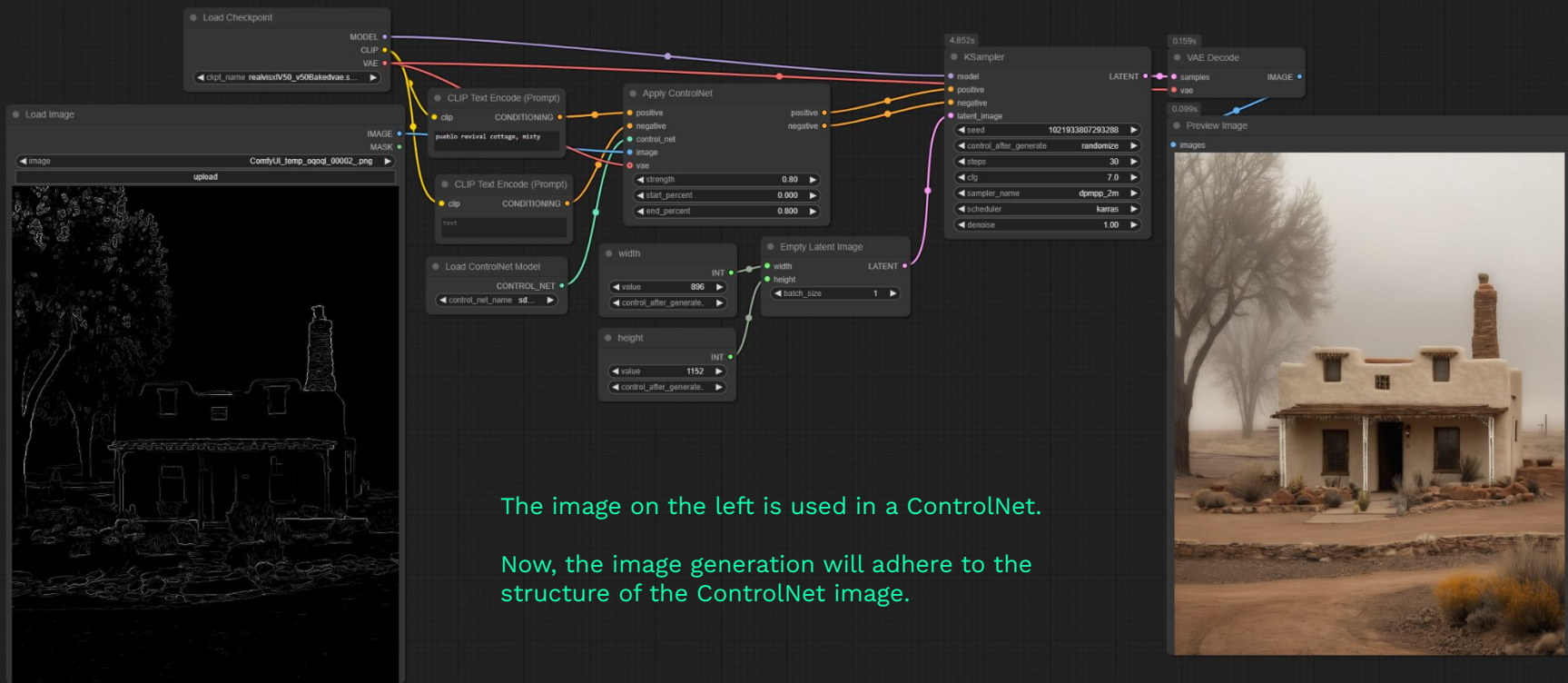


SDXL



FLUX

ComfyUI - Basic ControlNet



ComfyUI - ControlNet Strength

ControlNet Image



0.00



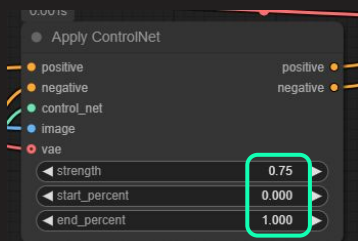
0.25



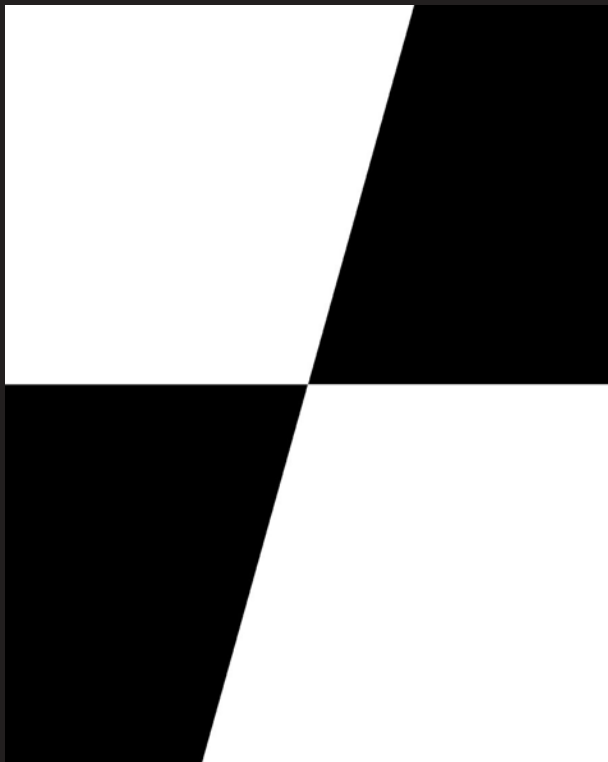
0.50



0.75



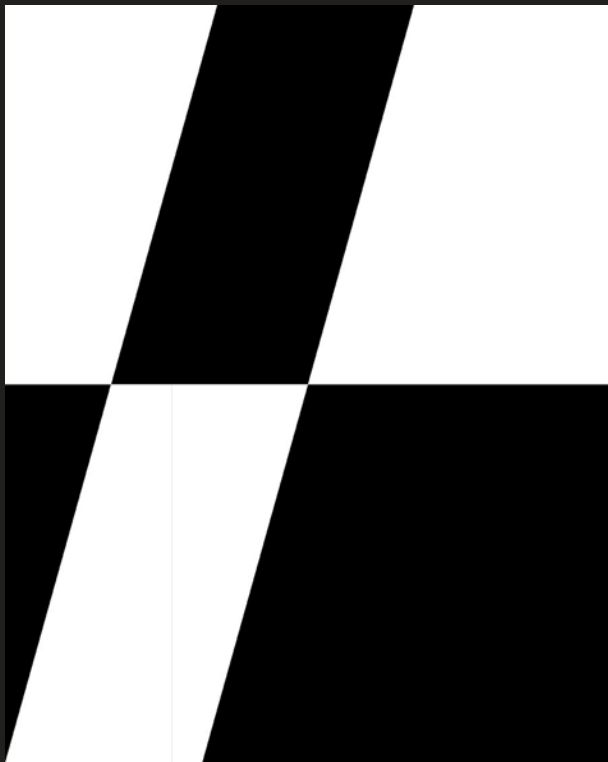
QRCode Monster



QRCode Monster



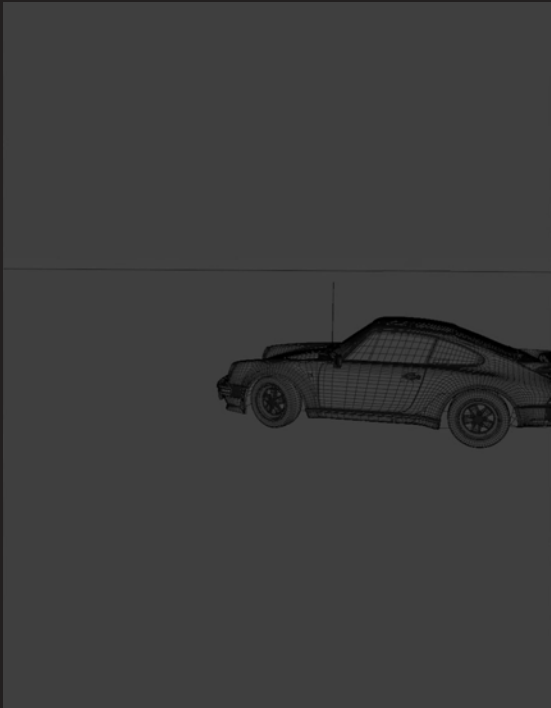
QRCode Monster



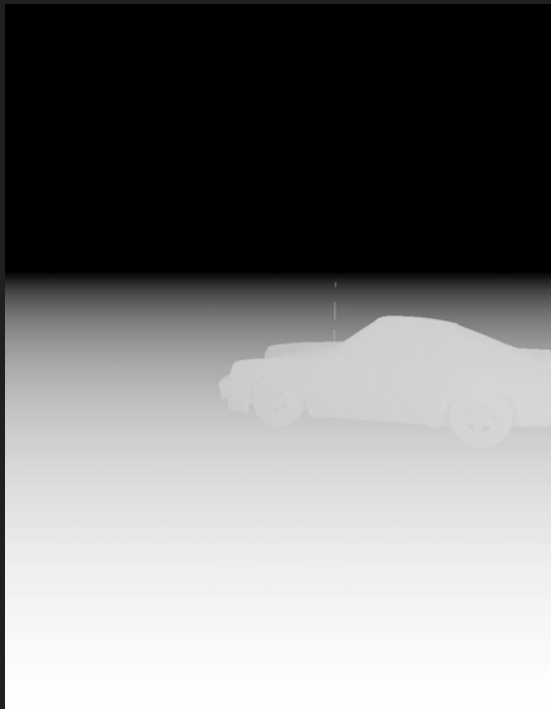
ControlNet Depth



ControlNet Depth



ControlNet Depth



ControlNet Depth



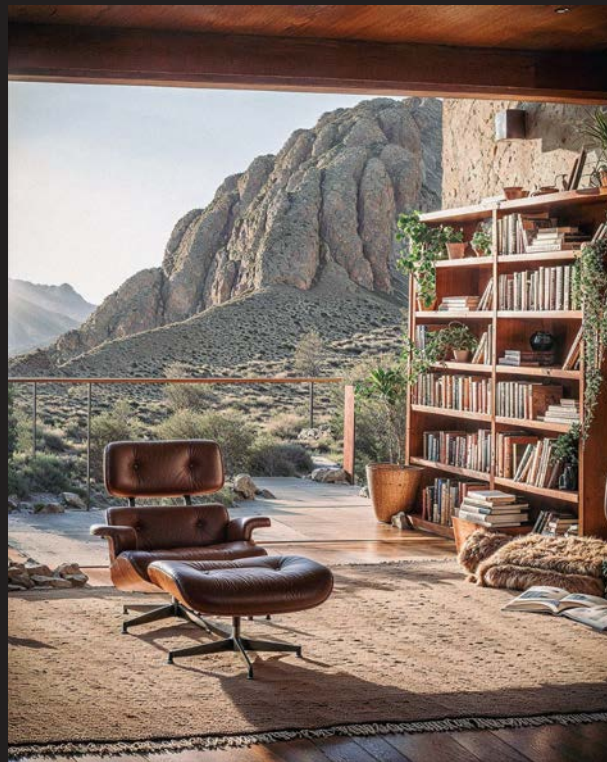
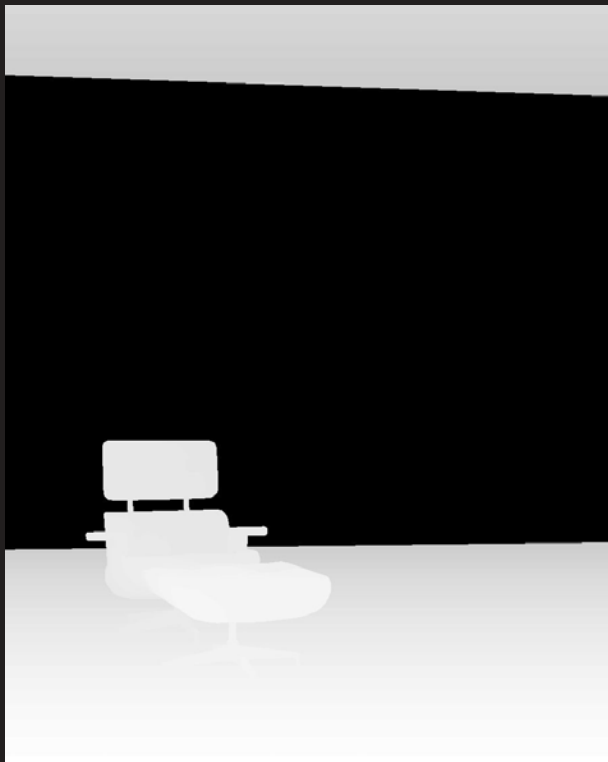
ControlNet Depth



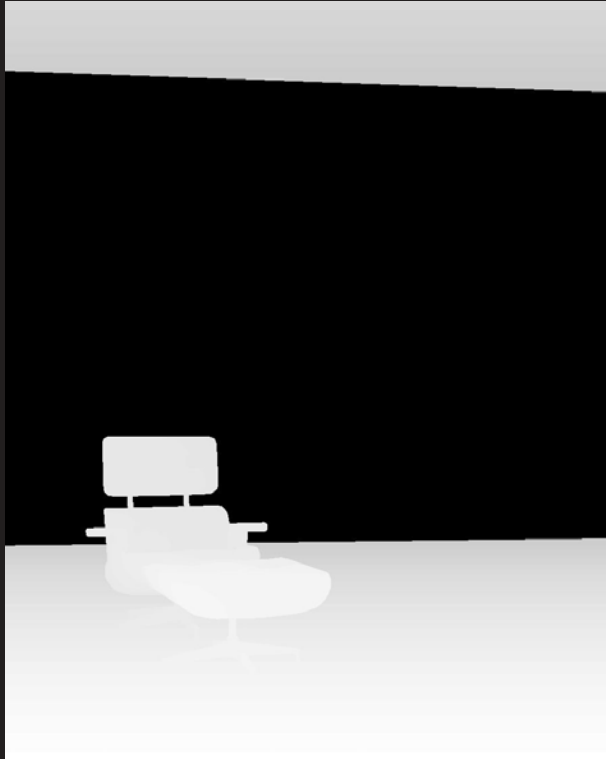
ControlNet Depth



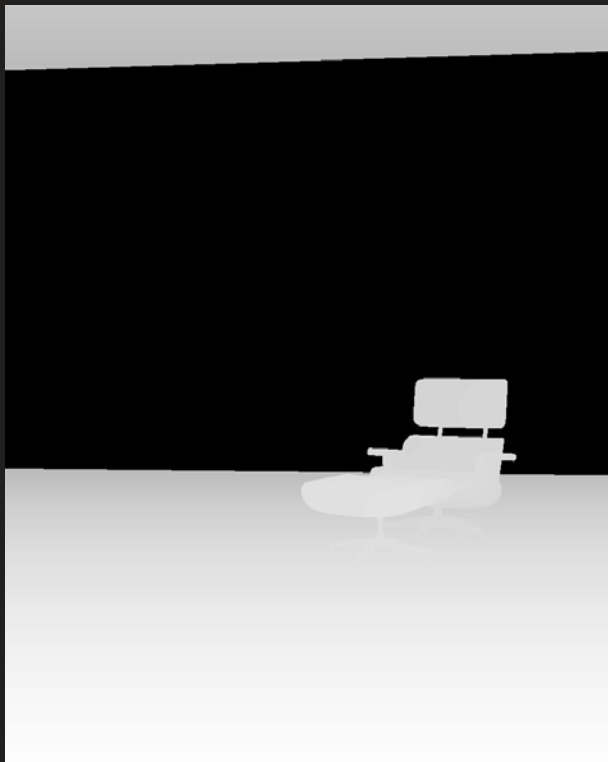
ControlNet Depth



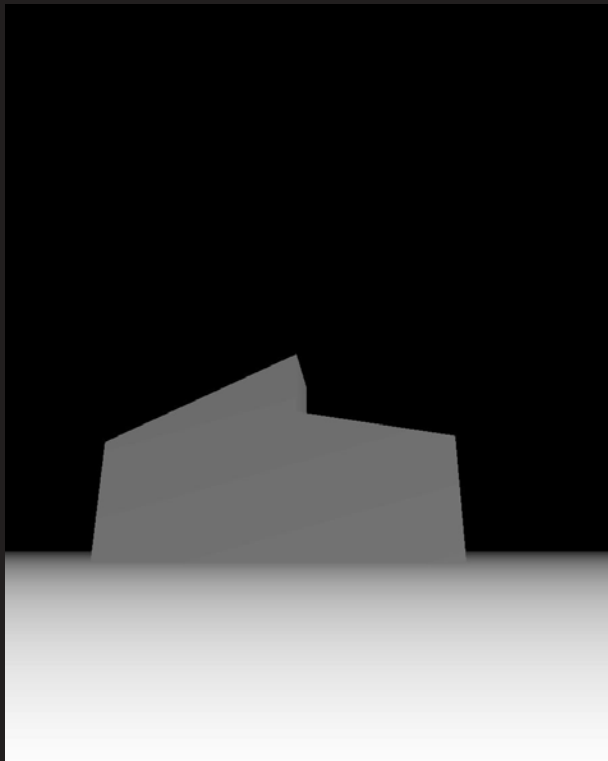
ControlNet Depth



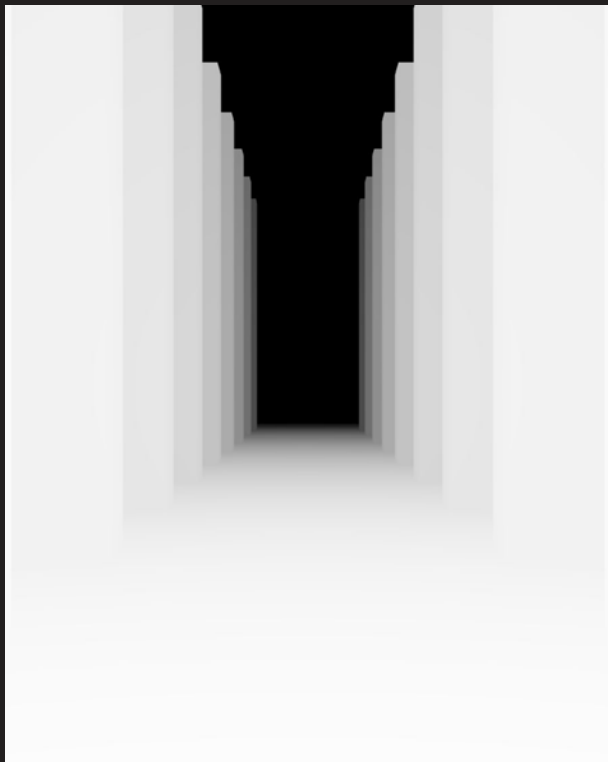
ControlNet Depth



ControlNet Depth



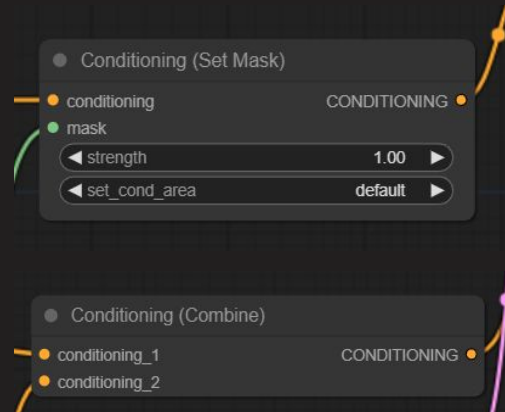
ControlNet Depth



Regional Prompting

pueblo revival cottage, misty

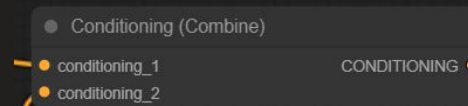
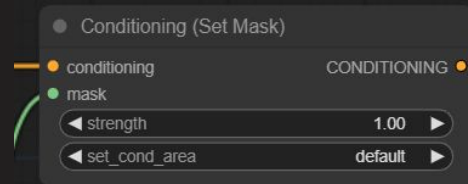
lavender field



Regional Prompting

pueblo revival cottage, misty

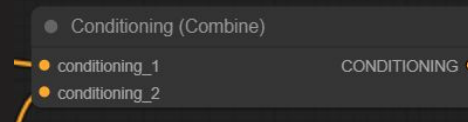
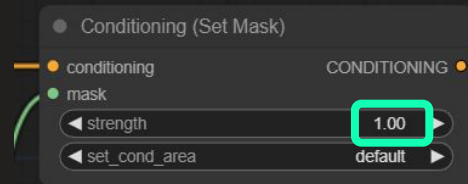
lavender field



Regional Prompting

pueblo revival cottage, misty

lavender field



Conditioning Mask - Weighted



0.00



0.25



0.50

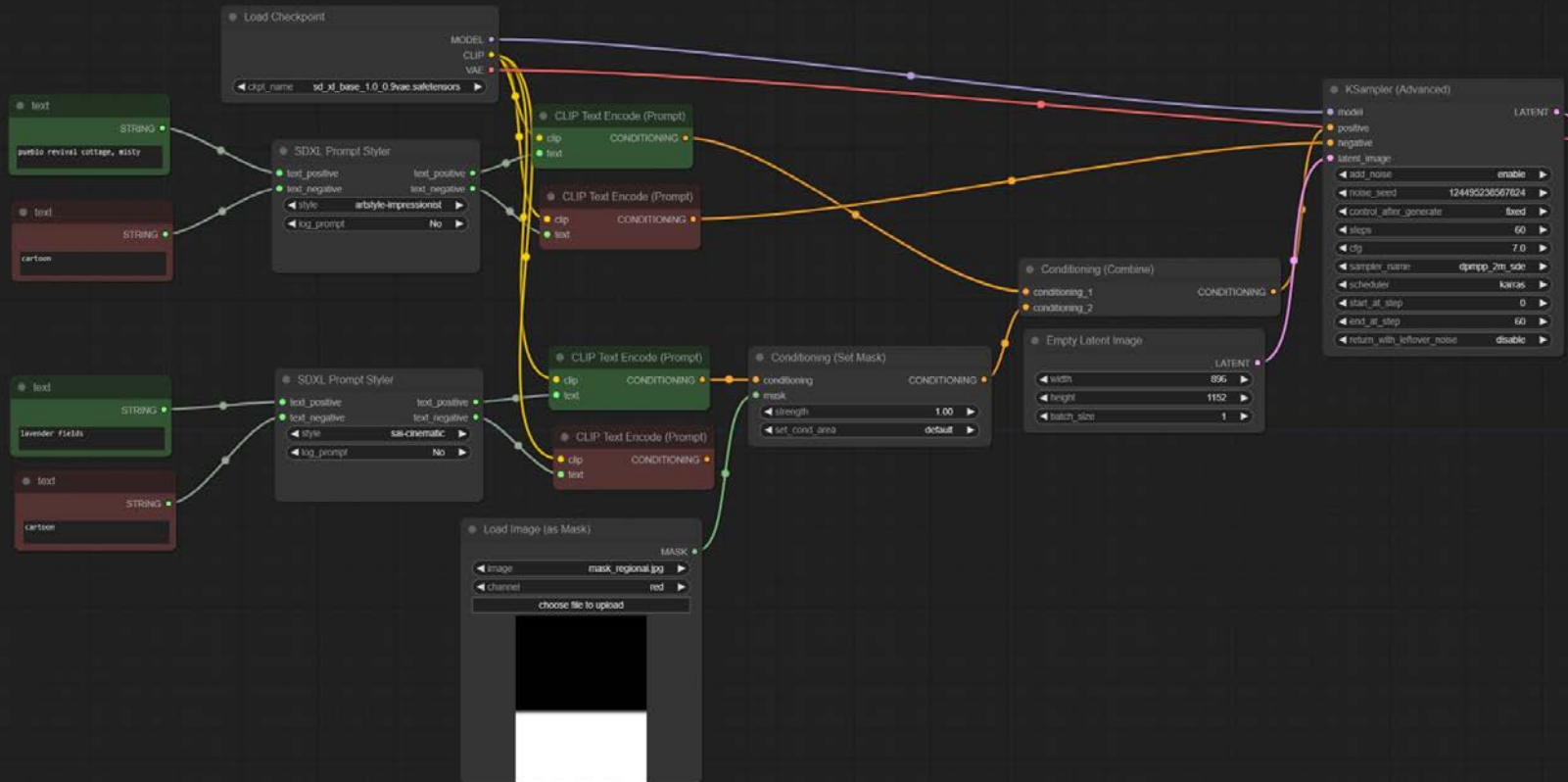


0.75



1.00

Conditioning Mask



Whitepaper

REGIONS
by DARYL ANSELMO
— JUNE 2024

ABSTRACT

From tape to stencils, and friskets to dodging - masking techniques have been widely used across all forms of traditional image production for centuries, allowing artists to protect certain parts of an image, while isolating others for specific changes.

For AI to be useful as a production tool, precise artistic control is required. While inpainting and outpainting are now common techniques, specifying distinct regions to be diffused with different visual information, up-front, is powerful and not as widely practiced.

For his 10th consecutive 13-week deep-dive, 'Regions', Anselmo focuses his latest exploration on the application of these methods to control image diffusion.



Fig 1.1: smelting greek motif, with pink chrysids and corpse flowers - June 23, 2024



Fig 1.2: misty seascape are vaporized around cyclopic ruins - May 6, 2024



Fig 1.3: a vertical gradient of medieval rosemaring over cooiber paddy - May 21, 2024

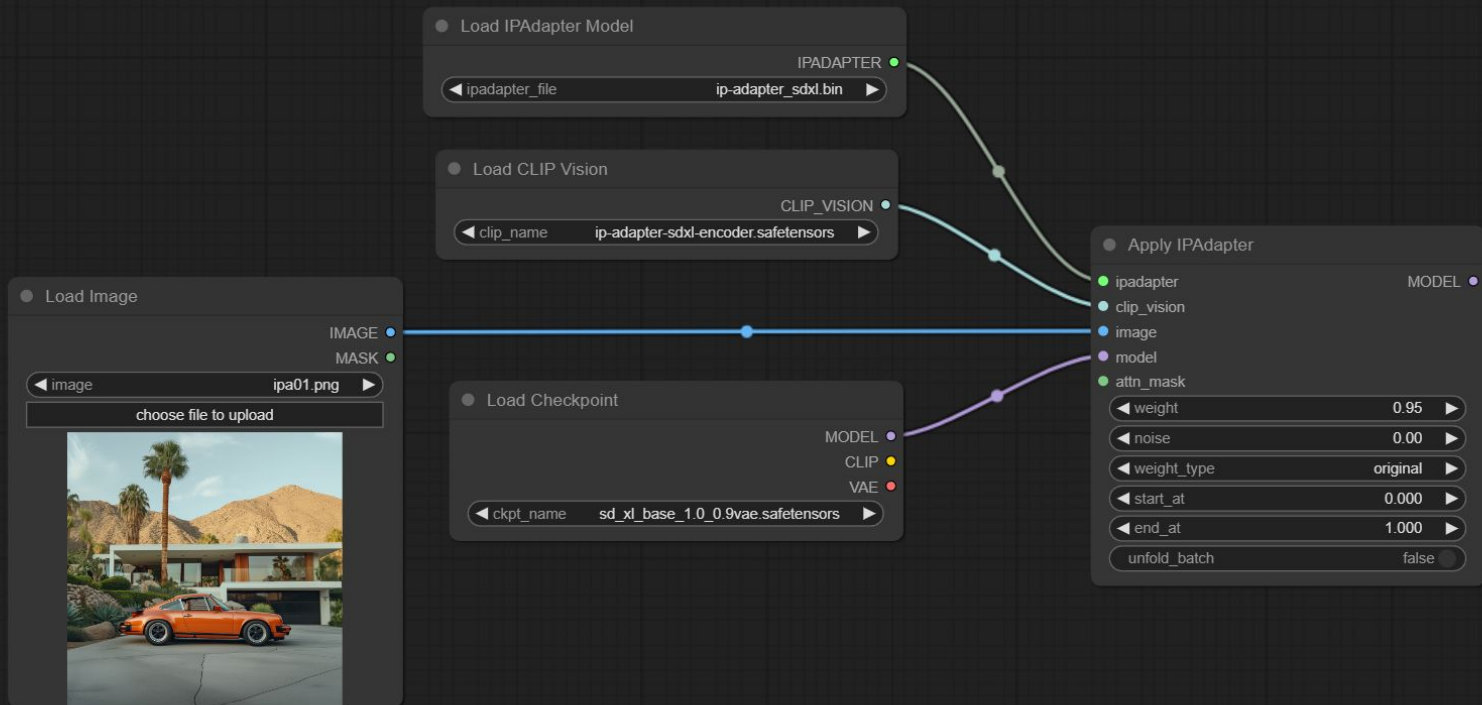
PROCESS

At the most basic level, **regional prompting** involves creating a digital mask, constructing prompts for each region of the mask, then conditioning and combining the inputs used to guide diffusion.



<https://www.darylanselmo.com/regions/>

IPAdapter



IPAdapter



IPAdapter Input

IPAdapter



+

pueblo revival cottage, misty

IPAdapter Input

IPAdapter



IPAdapter Input

+

pueblo revival cottage, misty



Result

IPAdapter

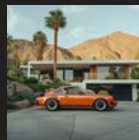
pueblo revival cottage, misty



+0.00



+0.50



+0.75



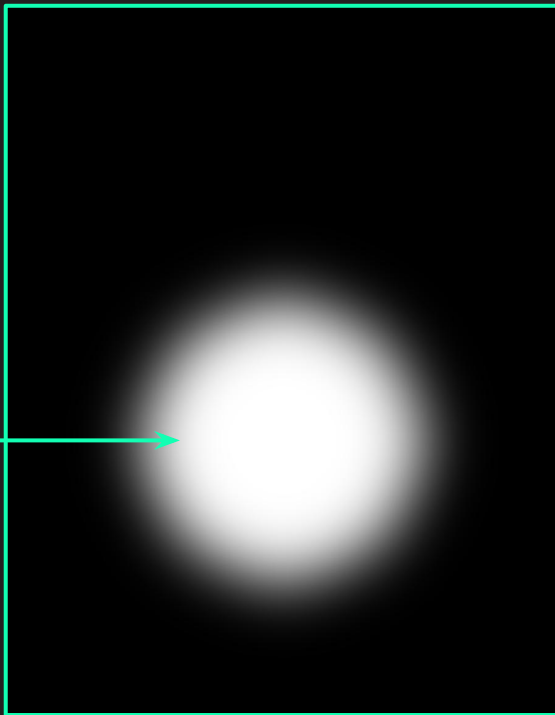
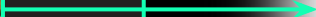
+0.90



+1.00



Attention Mask



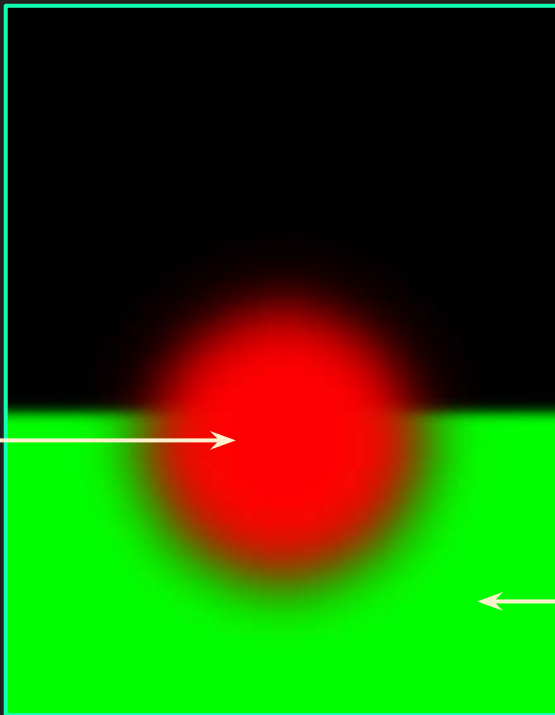
pueblo revival cottage, misty

Attention Mask



pueblo revival cottage, misty

Attention Mask



pueblo revival cottage, misty



Multi IPAdapter



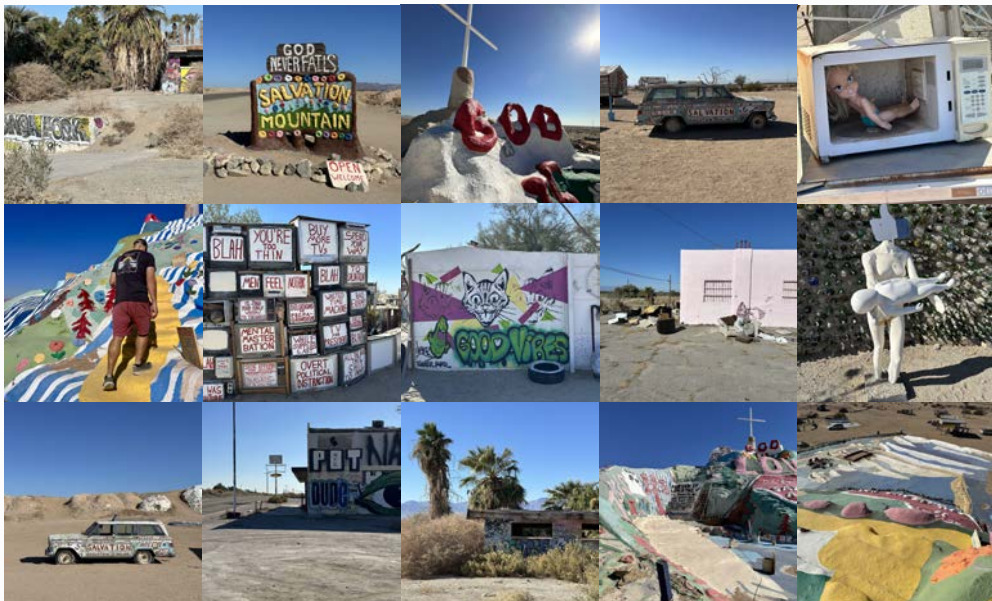
pueblo revival cottage, misty



Multi Attention Mask



Custom LoRA



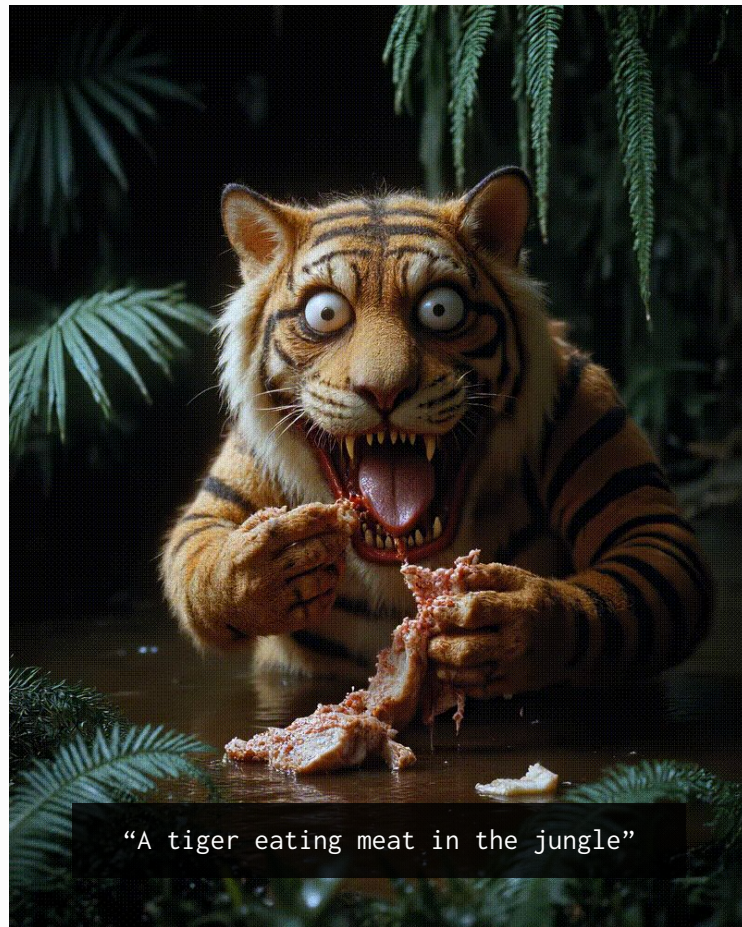
Trained on my iPhone Vacation Photos from the Salton Sea



Custom LoRA



Synthetic Dataset for Custom LoRA “Dark Puppet”



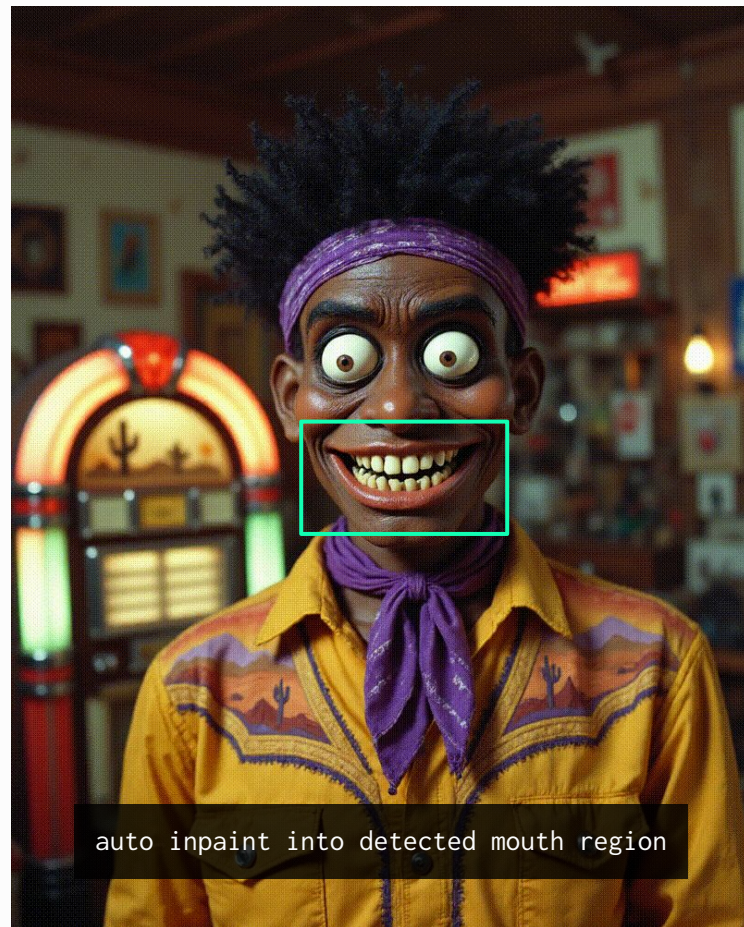
“A tiger eating meat in the jungle”

Custom LoRA

With Auto-Inpaint



Custom LoRA trained on synthetic dataset



auto inpaint into detected mouth region

With Auto-Inpaint





Base Image



Magnific 4x (Moderate Creativity)

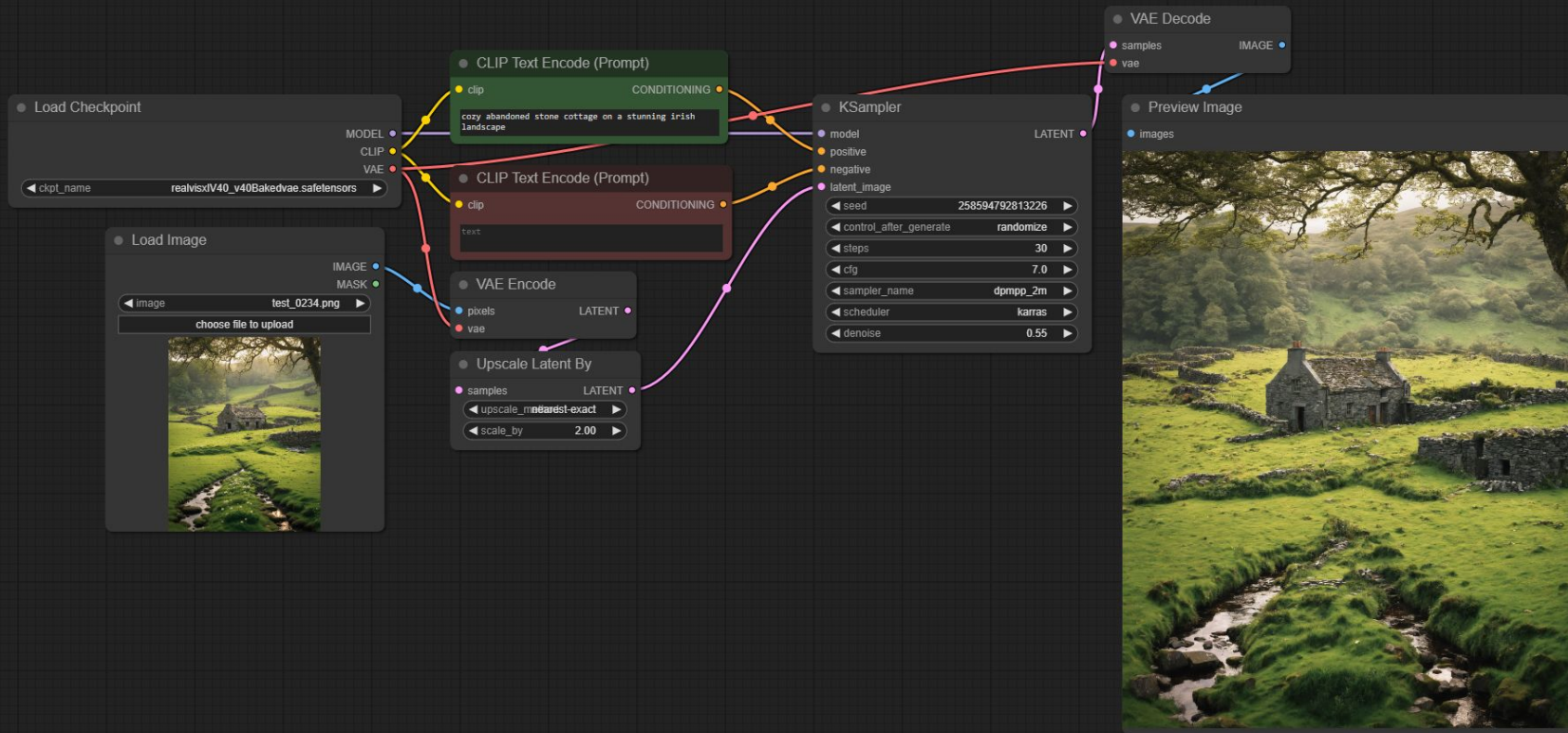




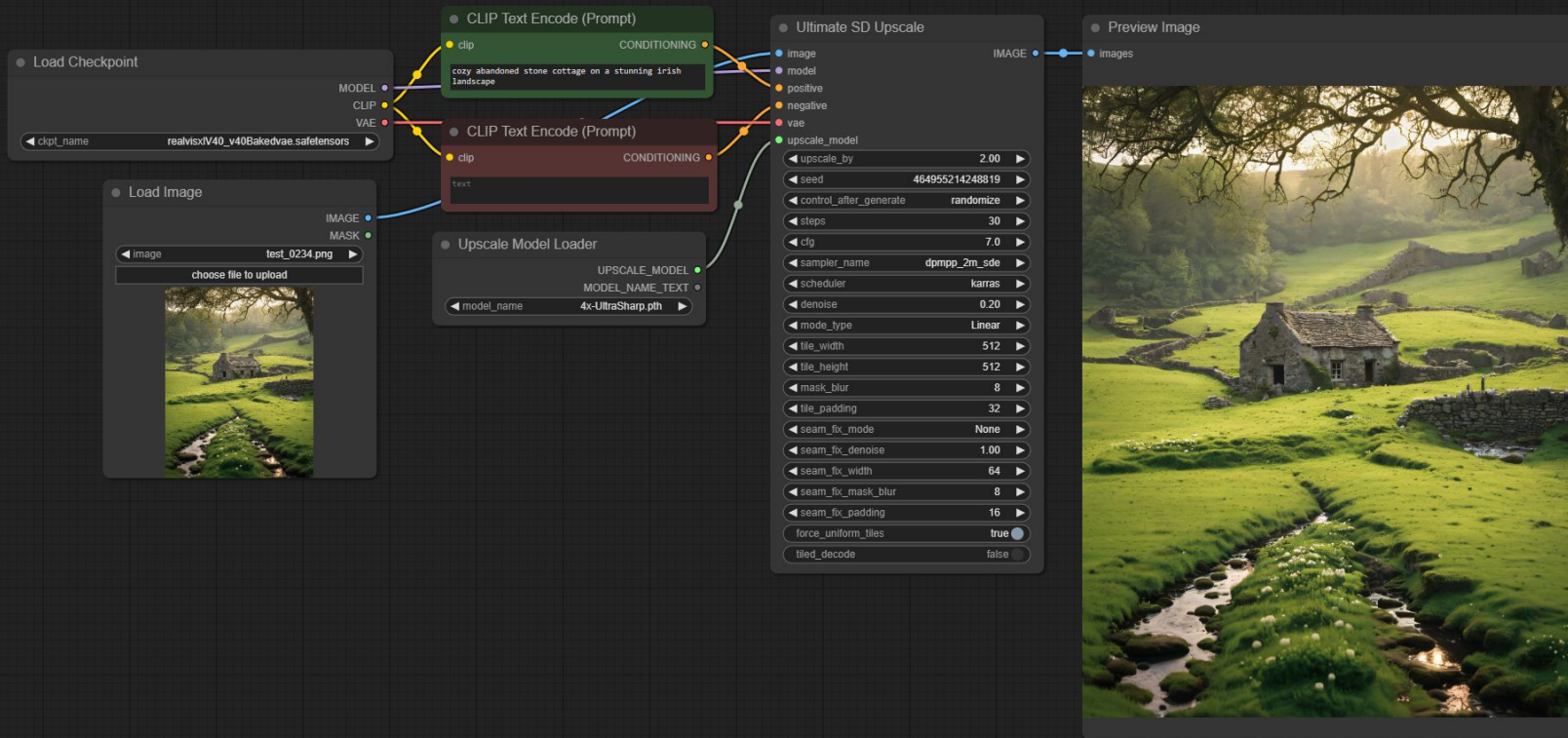




Guided 2x Latent Upscale



SD Ultimate Upscale





Original Image



Highres Fix (2x)



CCSR (2x)



SUPIR (4x)



Ultimate SD (8x)



Real ESRGAN (4x)



Fooocus (4x)



Arcana AI (2x)



Topaz AI (4x)



Magnific (4x)

Video Tools

Base Models



Veo 2



Integrated Suites



Open Source



Specialty Models



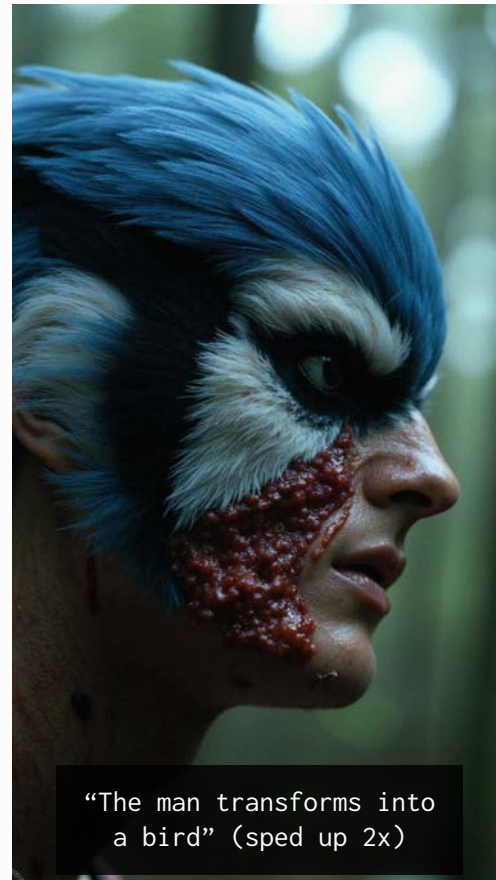
Kling Examples

Expressiveness





Kling Frames



Luma

Dream Machine



Dream Machine has end-frame capability making looping clips possible.

These were generated in Ray 1.5, however, 2.0 has since been released with even more fidelity.

Video Tools

Base Models



Veo 2



Integrated Suites



Open Source

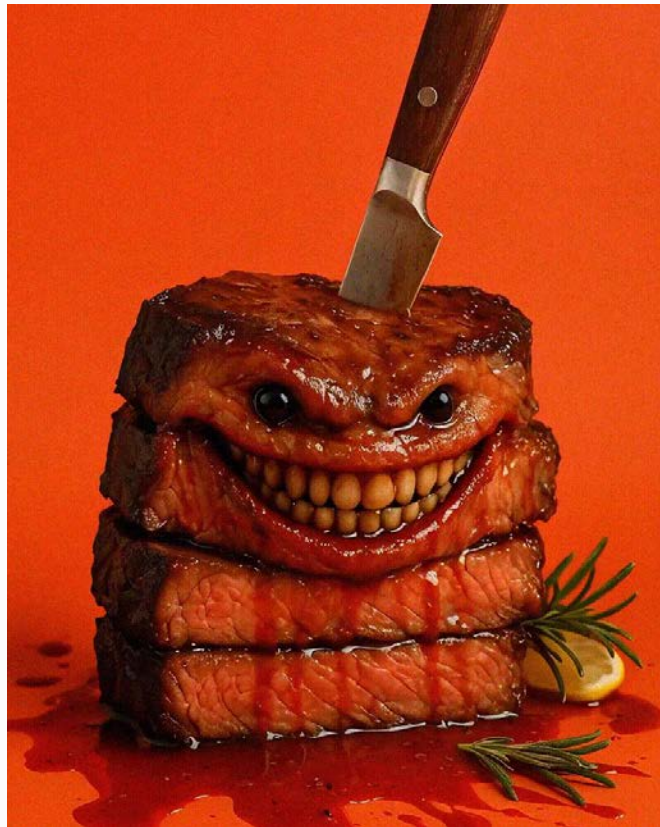


Specialty Models



Pika Examples

Expressiveness

















Hedra

An omnimodal image, text, and audio to video model optimized specifically for lip-sync.



Video Tools

Base Models		Integrated Suites	Open Source
 KLING AI	 runway	 KREA	 ComfyUI
 Luma AI	 Pika	 FREEPIK	 Wan
 sora	Veo 2	 arcana	Specialty Models
 Hailuo AI	 Adobe Firefly		
			 hedra
			 Topaz Labs™

Video Tools

Base Models



Veo 2



Integrated Suites

















Open Source



Specialty Models



Other Models

Audio	Training	Captioning	API	Infra
 SUNO	kohya-ss	JoyCaption	 Replicate	 ViewComfy
 udio	 CIVITAI	 Moondream	 fal	 RunPod
 ElevenLabs	 fluxgym	LLaVA 13B	 FREEPIK	
 MMAudio	 ostris/ai-toolkit	wd14-tagger	 Hugging Face	

Summary



<https://www.darylanselmo.com/resources/>

Creative Destruction

A paradigm shift reshaping all creative industries

The Death of Raster Graphics

And the rise of Neural Graphics

Hybrid Working Methods

Invisibly integrating GenAI into our work, step by step

ComfyUI

The Gateway to Production at scale

The New Media Kitchen

GenAI as “Cuisine”

Resources



<https://www.darylanselmo.com/resources/>

Whitepapers

Topics: Regional Prompting, AI Slop (Video Methods)

Slides

This presentation in PDF Format

ComfyUI

Links to ComfyUI and my custom workflows on Github

Workshop List

Sign up for workshops and updates

Contact Info

Get in touch

THANKS!



<https://www.darylanselmo.com/resources/>