

# CREATE A BRANDING PACKAGE & COMMERCIAL IN A DAY

*Prototyping with AI - Step-by-Step*



# STEP 1: CONCEPT & MOODBOARD PHASE

*This Mock-up brand campaign is  
for a luxury perfume called "Shaman" to show  
the production steps for designing with AI  
from rough idea to commercial in a day.*

*Step 1: Collect key words  
and visuals  
for the story of the brand.*

*Evoke feelings:*

*raw  
nature  
rituals  
alchemy  
transformative  
luxury  
minimalism  
monochromism  
wild & authentic  
hot & cold  
fire & ice*



Moodboard Phase: Collecting style references, ideas, visuals

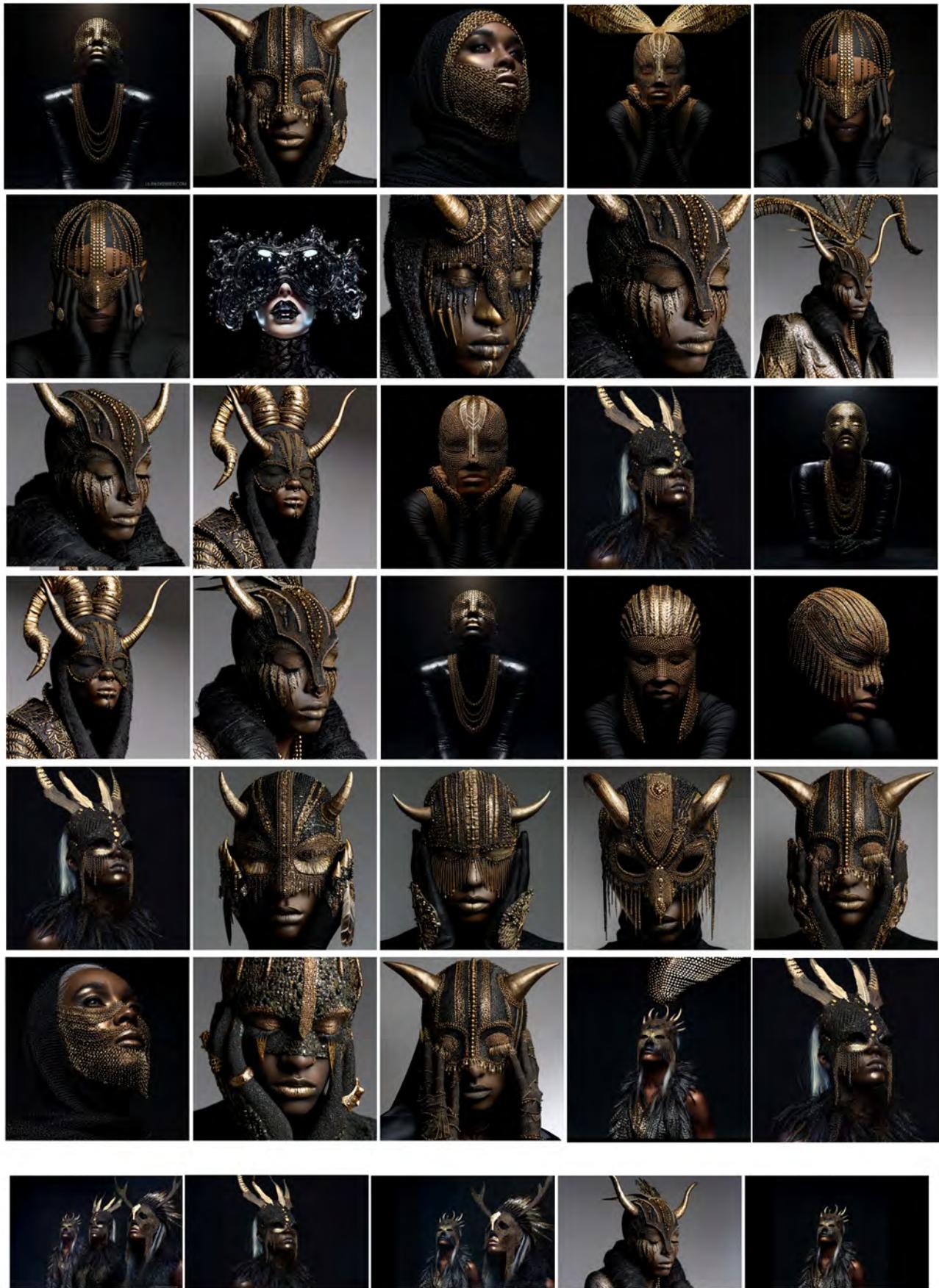


MOODBOARD

# STEP 2:

## CREATE STYLEFRAMES & KEY-ART

*Keyart lays the foundation  
for the look and feel of the brand  
and consequent commercial production*



STYLEFRAMES IN MIDJOURNEY  
RETOUCH KEY-ART IN PHOTOSHOP

KEYART

# STEP 3:

# BRANDING PACKAGE:

# LOGO-EXPLORATION

# WITH GEMINI

*After a few basic prompts  
describing look and feel,  
add words to your prompt from other domains  
to infuse creativity and divergence:*

*Sophisticated  
medieval  
Asian  
African  
calligraphy  
handwritten  
esoteric  
yoga studio  
meditation space  
ancient wisdom  
exotic language  
forgotten wisdom  
runes  
elfish  
mysterious  
fantastic  
sci fi  
creative  
expensive  
negative space  
luxury brand*



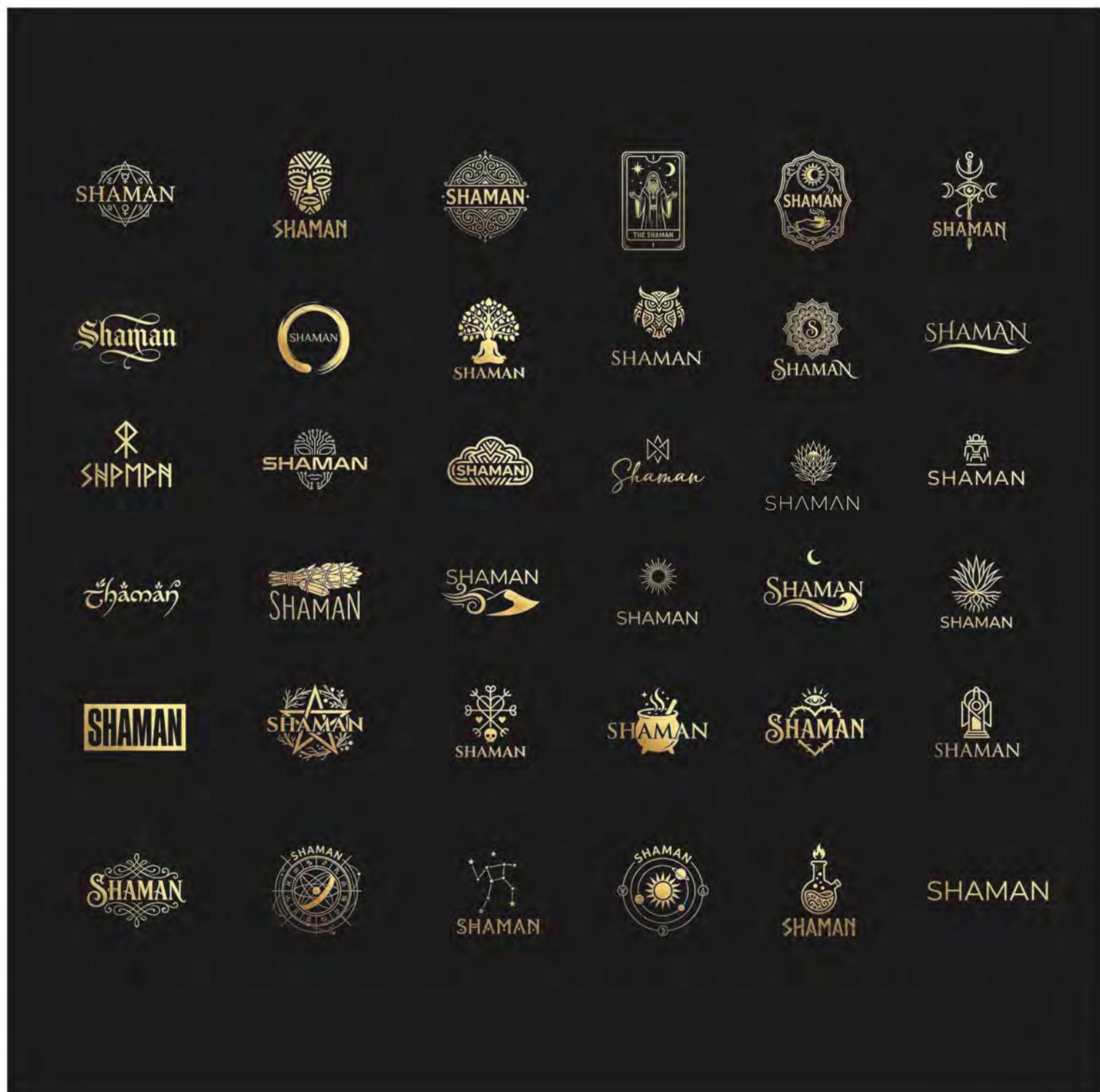
First prompt with Gemini: Basic results

logo versions of the perfume "SHAMAN", gold on black, elegant typography with a logo mark on minimal black BG. modern modern sans serif type like montserrat light, and the logo mark with a tribal feel, decorative tribal ornaments, inspired by magical tarot card, or icons from the astrologer world or a tribal chemistry lab. this is for a luxury brand



Second round of Gemini:

15 variations on type, go to extreme bold, to filligran sophisticated, medieval, calligraphy, handwritten, in lower caps, esoteric, think yoga studio, runes, elfish, fantastic, movie title, sci fi, eroded, stencil

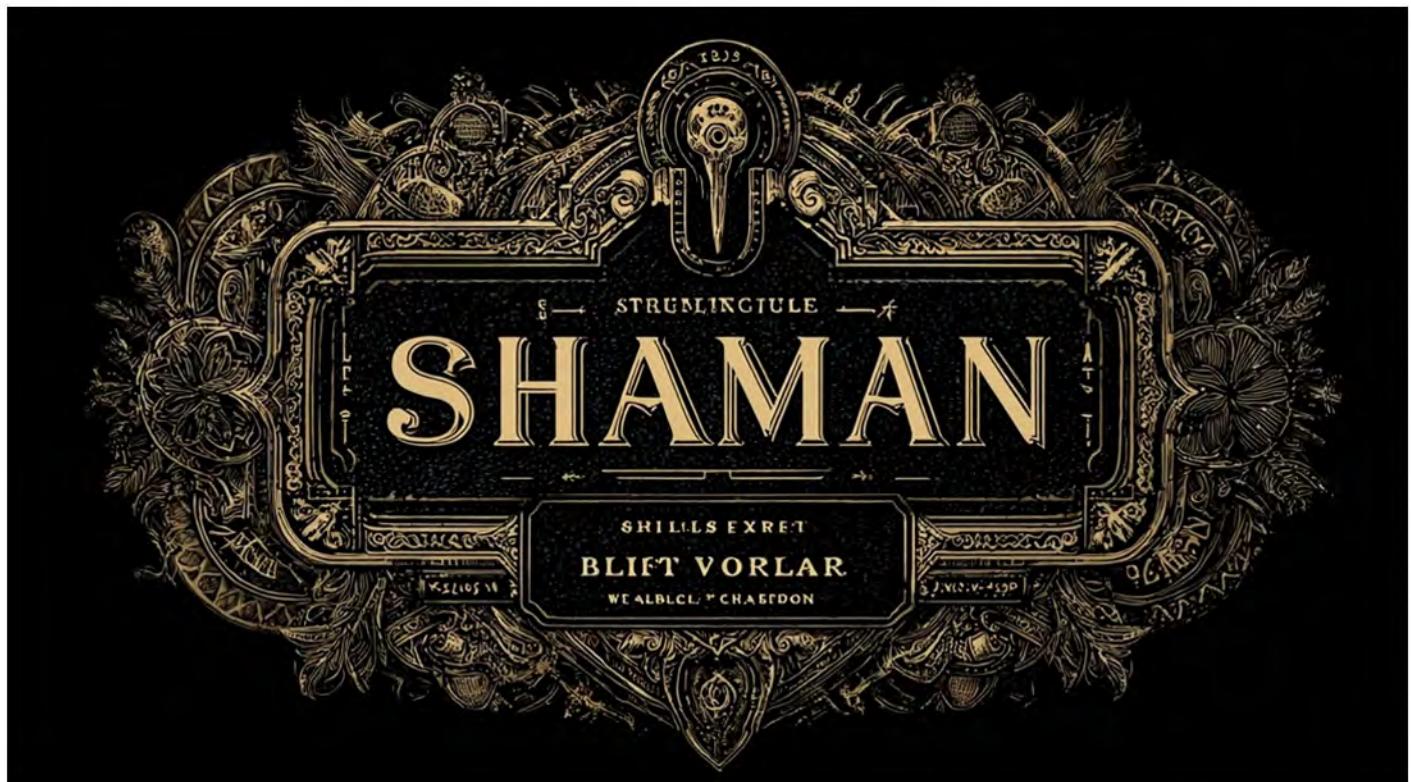
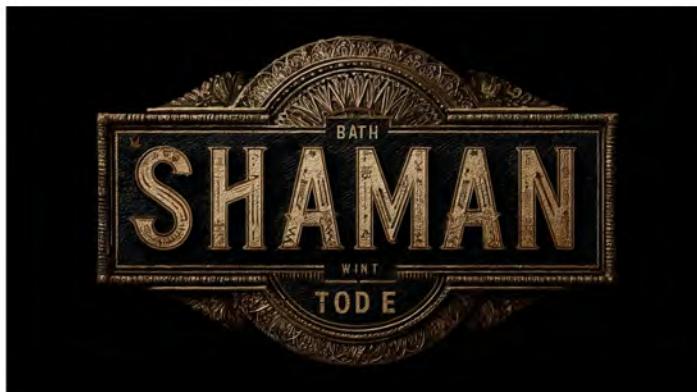


# STEP 3:

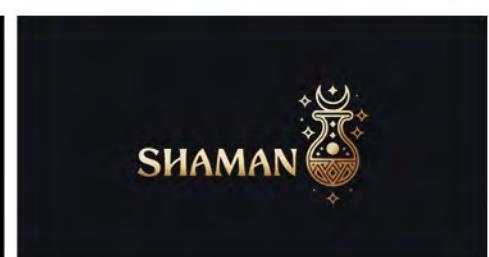
## BRANDING PACKAGE: LOGOS WITH MIDJOURNEY IDEOGRAM ADOBE FIREFLY

*After iterating variations  
and testing AI platforms for different approaches,  
select type and elements  
and photoshop final logo.  
Create vector graphic in Adobe Illustrator.*

Results ignored the prompt suggestion "sans Serif type".



MIDJOURNEY



IDEOGRAM



ADOBE FIREFLY

LOGO VERSIONS

# **STEP 4:**

## **PRODUCT & PACKAGING**

*Prompt Key art for product and package.  
Photoshop elements if necessary.*



PRODUCT PROTOTYPES IN GEMINI

*Close-up of a transparent PERFUME bottle containing liquid black, the bottle is clear glass, content is black. the shape of the bottle is unusual, liquid fluid, mysterious, luxurious perfume. The shape itself is a fragrance. professional product lighting, soft box, seamless black matte background*



PRODUCT PROTOTYPES IN MIDJOURNEY



PLACING LOGO AND PRODUCT TOGETHER IN GEMINI

# STEP 5:

## ADS SOCIAL MEDIA TEXT & IMAGES

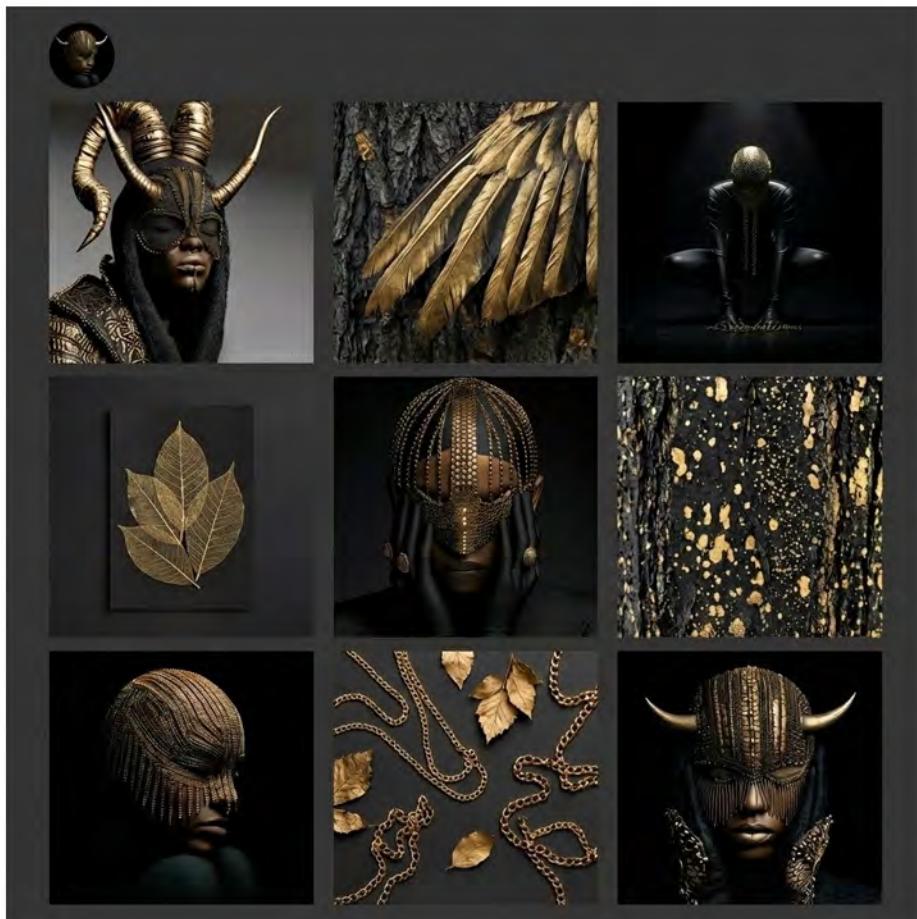
*How does the brand communicate, what voice and language?*

*Develop the brand language in ChatGPT  
or other AI  
& create an agent or GPT  
for brand consistency.*

*Develop imagery for  
social media in Gemini  
using the selected keyart.*



VISUAL & VERBAL VOCABULARY FOR ADVERTISEMENT:  
USING GEMINI, MIDJOURNEY & CHATGPT  
VARIATIONS WITH GEMINI



SOCIAL MEDIA & MARKETING

# STEP 6:

# PROMPT AI VIDEO

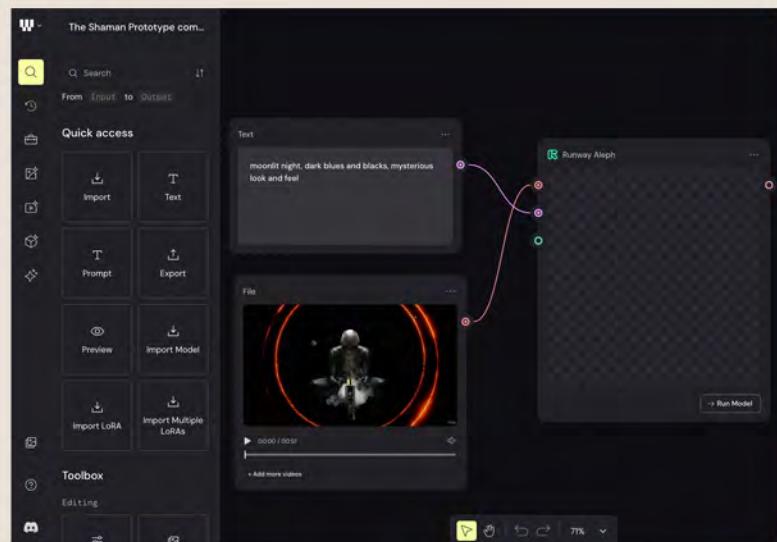
*Use Keyart as foundation  
to prompt video segments in Veo, runwayML or choose  
video platform in Weavy*



WEAVY, MOONVALLEY



VEO3



WEAVY FOR DIFFERENT EFFECTS

**STEP 7:**

**CREATE MUSIC & SOUNDS**

**STEP 8:**

**COMPOSITE  
EDIT &  
ADD SXF**

Library

Songs Playlists Workspaces Studio Projects Personas Cover Art Hooks Liked Hooks History

Search

Filters (2) Newest Liked Public Uploads

Back with another one of those AI-driven v4.5-all

Under the Moon's Spell v4.5-all

Untitled PositiveEncoder925

## CREATING MUSIC IN SUNO

After Effects File Edit Composition Layer Effect Animation View Window Help

Adobe After Effects 2025 - /Users/ulrikekerber/Libraries/Workshops/ AI TOOLS/25-12-15 The Shaman AE folder/26-01-09 The Shaman.aep \*

Project Effect Controls (none)

SHAMAN VIDEO

0:00:00:07

Source Name Mode Track Matte Parent & Link

1 vlny-crackle-33rpm-6065.mp3

2 Whispers Beneath the Tides1.mp3

3 030412\_chimes-koshi-68498.mp3

4 Whispers Beneath the Tides1.mp3

5 Whispers Beneath the Tides.mp3

6 Under the Moon's Spell (3).mp3

7 beautiful-es-amp-bells-ambience-2-434528.mp3

8 logo.alt.jpg

9 Golden\_Glitter\_Background\_1\_FullHD.mov

10 female-sigh-edit-97234.mp3

11 female-sigh-450446.mp3

12 fire-sounds-405444.mp3

13 Golden\_Glitter\_Background\_1\_FullHD.mov

14 becoming the ritual

15 29.mov

16 The ritual. Born of fire.

17 Adjustment Layer 1

18 Dust\_Bo\_On\_Alpha\_Loop\_source\_2917239.mov

19 Dust\_Bo\_On\_Alpha\_Loop\_source\_2917239.mov

20 SINGL25.mov

21 SINGL.mov

22 SINGL.mov

23 SINGL.mov

24 SINGL.mov

25 lights5.mov

26 Dark Gray Solid 2

27 logo.alt.jpg

28 urban.shaman.jpg

29 eureka\_-eee0-4eec-9347-70e7debdf630\_0.mp4

30 The\_fog\_disappears\_1080p\_202601091511.mp4

31 Suddenly\_there\_is\_1080p\_202601091512.mp4

32 Dec\_13\_1709\_35s\_202601091410\_xjdt3.mp4

33 weavy-Held Video-2025-12-13 at 16.54.19.mp4

34 weavy-Moonvalley-2025-12-13 at 17.02.39.mp4

35 Smoke\_1.mp4

36 Smoke\_Loop\_1.mov

37 Macro\_shot\_202512141715.mp4

38 Subtely\_white\_fogs\_202512141641.mp4

39 Camera\_zowards\_1080p\_202601091419.mp4

40 Smoke\_atmosphere\_(Converted).mov

41 Camera\_zooms\_into\_202512142042.mp4

42 Beautiful\_embraces\_1080p\_202601091446.mp4

Frame Render Time: 0ms Toggle Switches / Modes

## COMPOSITING IN AE



WATCH FINAL VIDEO  
[ULRIKEKERBER.COM/VIDEOS](http://ULRIKEKERBER.COM/VIDEOS)



[ULRIKEKERBER.COM](http://ULRIKEKERBER.COM)  
VIVA DESIGN  
[ULRIKEKERBER@PROTONMAIL.COM](mailto:ULRIKEKERBER@PROTONMAIL.COM)