AI Image + Video Storytelling Lab

Live in Berlin Mitte

A hands-on, in-person creative lab for Visual Worldbuilding with AI.

In this one-day studio workshop, you'll learn how to use AI image and video tools to quickly explore ideas, shape visual worlds, and turn a concept into a "living storyboard" made of short clips.
This is a practical, creative lab for people who want to think visually, experiment freely, and work faster without losing direction.

AI is changing how creative work happens. It can speed things up—but it can also overwhelm or flatten ideas if you don't know how to guide it.
The real challenge today isn't learning more tools. It's learning **how to work with AI while keeping your own voice, taste, and critical judgment**.

In this lab, we focus on what AI is great at: helping you explore many visual directions quickly, compare options, and test ideas before committing to one path.
We treat AI as "the awkward collaborator," talented, but has not seen much of this world. AI is useful, surprising, sometimes strange, but always guided by you.

Who this workshop is for

This lab is for designers, creative directors, strategists, marketers, educators, founders, and curious makers who want to:

• build visual story worlds for brands, products, campaigns, or fictional concepts

• explore more ideas in less time, then clearly decide what works

• learn how to evaluate AI outputs instead of relying on "lucky prompts"

No previous AI experience is required.
More experienced users will benefit from deeper workflows, storytelling structure, and guided critique.

What to expect: 3 modules in one day

🧠 1) WORLD SEEDS (Mindset + Direction)

How worldbuilding works in practice: mood, in words and visuals, and narrative tension. You can bring your own project to work on and build your brand idea, product, mission, book, or video, or follow the suggested creative exercises.

💥 2) EXPLORATION ENGINE (Methods + Tools)

Using AI to explore many visual options quickly: styles, characters, objects, spaces, and key moments.
You'll learn a clear, repeatable workflow for:

- prompting with intention (not endless trial and error)

- keeping visual consistency across images

- selecting and refining strong directions

- building a simple "world bible" board in Miro (or similar)

🌊 3) LIVING STORYBOARD (From Still to Motion)

Turning images into movement: short clips, small scenes, transitions, and story beats. You'll create a "living storyboard"—a sequence of short AI video clips that bring your world to life.
We also cover how to review AI outputs critically: quality control, obvious errors, and responsible use.

What you'll leave with

- a visual **world board** (visual system, rules, references, key motifs)

- a **living storyboard** (with multiple short clips + a simple narrative arc)

- **workflows for future projects** (ideation → prototype → critique → refine)

- **a practical critique checklist** for AI outputs (bias, plausibility, provenance, brand fit)

Hard facts

- **When: April 11, or** May 9, 2026 , 10:00–16:00

- **Where:** Berlin Mitte, designer conference room (address after registration)

- **Format:** In-person lab, max. 10–12 participants

- **Language:** English (bilingual support if needed)

- **Included:** materials, templates, snacks & drinks, follow-up resources

- **Not included:** personal AI subscriptions or credits (free options are fine; setup guidance provided). We will likely work with either runway, weavy, midhjourney or Gemini. Do not buy anything yet, a prep email will go out before the workshop.

What to bring

- Open mind to learning and having fun

- Laptop + charger

- Headphones

- A concept to explore (brand, product, story, app, or mission), or use workshop prompts or just come as you are and follow along our suggestions!

- Optional: brand assets, moodboards, visual references

Registration & payment

Seats are limited and assigned first-come, first-served.
After registration, you'll receive an invoice by email (PDF). Payment is due within 7 days.

Registration for April 11

Registration for May 9

Cancellation & replacement

- Free cancellation up to 15 days before the workshop

- 14–8 days before: 50% fee

- 7 days or less, or no-show: 100%

- You may send a replacement participant at no cost

- In case of illness or serious reason, transfer to a future date may be possible

About the method: Fluxus (briefly)

This lab introduces a light version of **Fluxus**, my learning framework developed through practice-based PhD research on AI-supported design. Fluxus is a practical learning structure for working fast (rapid prototyping) and Design Thinking, without losing clarity or a critical mindset.

Schedule:

The day is structured as a smooth creative flow. We begin with arrival and a brief introduction to the AI tools, followed by a guided creative exercise to get everyone started. From there, we move into focused prompting and open exploration, generating and refining visual ideas. In the second half of the workshop, we step back to make sense of the results, share work in short presentations, and engage in constructive peer feedback. The day closes with reflection and practical takeaways you can apply to future projects.

Registration for April 11

Registration for May 9