AI Video Workshop - Worldbuilding

Create Living Storyboards in A 3-Day Creative Weekend Workshop

Thursday Evening to Sunday Afternoon

Dive into the creative possibilities of AI and build an entire world around a product, brand, or mission. In this intensive weekend, you'll explore worldbuilding through visual storytelling—creating a living storyboard made of multiple short AI-generated video clips. It's hands-on, playful, explorative, skillful and fun!

Your Weekend at a Glance

18 Hours Over 3 Days | Small Group | Highly Interactive

Join us for a long, intensive creative weekend where experimentation meets community. You'll work with cutting-edge AI tools to build visual worlds, share feedback with fellow creatives, and leave with a dynamic visual storyboard that brings your concept to life.

What You'll Experience

- **Worldbuilding with AI** – Create a cohesive universe with images and videos around your chosen product, brand, or mission. Let's focus on storytelling aspect. This can be a fictional or actual brand.
- **Living Storyboards** – Develop multiple short video clips prompted from still frames
- **Master Key AI Tools** – Hands-on with Midjourney, RunwayML, Veo 2, Suno, and more
- **Embrace the Unexpected** – Discover creative possibilities through divergent thinking and happy accidents
- **Build Community** – Connect with fellow creatives through peer feedback and collaborative learning
- **Have Fun!** – This is a playful exploration, not a serious production course

Why This Workshop Matters Now

The Strategic Value of AI Literacy

As AI reshapes creative industries, professionals need more than theoretical knowledge—they need hands-on experience with real tools solving real challenges. This workshop bridges that gap.

For Individuals:

- Build confidence with AI tools in a supportive environment
- Develop a portfolio piece showcasing AI capabilities
- Learn workflows you can immediately apply in your work
- Network with other forward-thinking professionals

For Organizations:

- Upskill employees in high-demand AI competencies
- Foster innovation and creative problem-solving
- Stay competitive in rapidly evolving markets
- Demonstrate commitment to employee development

Why Worldbuilding?

Instead of creating one complete video (ambitious for 3 days), we're taking a more strategic approach: building an entire world. Think of it as creating the visual DNA of a brand universe—the colors, moods, characters, and spaces that make it come alive.

This approach is:

- **More achievable** in a weekend format
- **More creative** – you're designing a universe, not just a linear narrative
- **More versatile** – applicable to branding, marketing, product launches, and content strategy
- **More fun** – each clip is a mini-adventure with room for experimentation

6 Core Benefits

1. Your World, Your Vision
Bring a product you're developing, a brand you're working with, or a mission you care about. We'll help you build a visual world around it. Maybe it's a sustainable product line that exists in a

solarpunk future, or a wellness brand set in a dreamy ethereal realm. Your project becomes your learning vehicle.

2. Divergent Thinking & Creative Problem-Solving
The best innovations come from experimentation. We embrace unexpected outcomes, unconventional prompts, and creative detours. AI sometimes gives you exactly what you didn't know you needed. This mindset translates directly to workplace innovation.

3. Community & Peer Learning
You'll work alongside other professionals, share ideas, give and receive feedback, and build connections that extend beyond the weekend. Peer learning often yields insights that formal instruction cannot.

4. Hands-On with Industry-Leading Tools
Get comfortable with AI tools that are reshaping visual creation: Midjourney for images, RunwayML and Veo 2 for video, Suno for sound, ChatGPT and Claude for ideation. Learn by doing, not by watching.

5. Expert Guidance from an AI Researcher
Learn from someone who not only practices creative AI but researches it at the doctoral level. Ulrike bridges academic rigor with practical application, ensuring you understand both the "how" and the "why."

6. Leave with Tangible Outcomes
By Sunday, you'll have a living storyboard—a collection of short video clips that showcase your world. It's a portfolio piece, a proof of concept, and evidence of your new capabilities.

Prerequisites & What to Bring

Technical Requirements

Required:

- Laptop (Mac or Windows)
- Basic computer literacy and being comfortable learning new software
- Familiarity with cloud-based applications

Helpful but Not Required:

- Previous experience with creative software (Photoshop, Canva, etc.)
- Basic understanding of visual design principles
- Experience with video editing tools

Tool Access (Setup Before Workshop)

You'll need to create accounts for the following tools. Some offer free tiers; others require subscriptions. We'll send detailed setup instructions upon registration.

Required Tools:

- **Midjourney** (~$10/month basic subscription or $30/month standard)
- **Gemini** (a one month subscription)
- **ChatGPT** or **Claude** (free tier acceptable; paid recommended)
- **RunwayML** or **Veo 2** (credits-based; ~$15-30 budget recommended)
- **CapCut** (free)

Get familiar with the digital whiteboard Miro, and know how to work with it it. Use this google tutorial if you do not know it beforehand.

Optional Tools:

- **Suno** (free tier available)
- **ElevenLabs** (free tier with limitations)
- **Perplexity** (free tier available)
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Estimated tool costs for workshop: €40-80 depending on subscriptions you already have and how much you generate. We'll provide guidance on maximizing free tiers where possible.

What to Bring

Required:

- **Your Laptop:** With access to the tools (we'll send setup instructions beforehand)
- A concept to explore: product, brand, or mission you want to build a world around
- Open mind and willingness to experiment
- Headphones for video editing and sound work
- Creative Energy: This is a playful, experimental weekend—bring your curiosity!

Optional:

- Visual inspiration (saved images, mood references)
- Brand guidelines if working on an existing brand
- Notebook for analog sketching and note-taking

Mindset & Expectations

This workshop is ideal if you:

- Want hands-on AI experience, not just theory
- Are comfortable with experimentation and imperfect results, we are using AI iteratively
- Enjoy collaborative learning environments
- Are willing to share work-in-progress with peers
- Can commit to the full weekend schedule

This workshop may not be ideal if you:

- Expect to create a polished, broadcast-ready video
- Prefer working entirely independently
- Need prescriptive step-by-step instruction for every task
- Are not comfortable with rapidly evolving technology or the idea of agile prototyping

Investment & Value

Workshop Pricing

Early Bird Rate (8+ weeks before workshop): €890
Standard Rate: €1,290
Corporate Rate (3+ participants from same organization): €990 per person

What's Included

- 18 hours of expert instruction from experienced brand designer and doctoral-level AI researcher
- Small group format (maximum 12 participants) for personalized attention
- Comprehensive workshop materials and resources
- AI Tool guidance, and technical support
- "The Best AI Tools for Designers" Book by Ulrike Kerber
- Certificate of completion (18 hours professional development)
- Post-workshop resource package and continued learning guide
- Access to private participant community for ongoing collaboration after the course
- Coffee, tea, snacks caterd by the Roasting Company

What's Not Included

- Accommodation (recommendations provided)
- Individual AI tool subscriptions (~€40-80 estimated)
- Meals, Restaurant purchases
- Travel to/from workshop location

Weekend Schedule

THURSDAY EVENING – Welcome & Warm-Up

6:00 PM - 9:00 PM

Arrival & Introduction
Arrive anytime, get settled, meet your fellow participants, and share what brought you here or quietly check in. We'll do a quick show-and-tell of inspiration and ideas over a glass of wine or tea. What do you have in mind for this weekend? What worlds are starting to take shape?

FRIDAY MORNING – Visual Research & Moodboarding

9:30 AM - 12:30 PM

Morning Energizer
After a yummy breakfast: quick check-in, and warm-up exercise.

Deep Dive: Creating Your Visual Language
Time to define your world visually. What colors, shapes, textures, and aesthetics define this universe? Learn Image -Prompting skills.

Hands-On:

- Use GenAI Tools to research and create visual references
- Experiment with prompting techniques to get closer to your vision
- Create multiple image variations exploring different moods and angles

Moodboard Creation
Assemble your visual research into a cohesive moodboard. This becomes your north star: the aesthetic foundation of your world.

Group Share & Feedback
Present your moodboard to the group. Get fresh perspectives, spot patterns you might have missed, and refine your vision based on peer input.

FRIDAY AFTERNOON – From Stills to Storyboard

2:30 PM - 5:00 PM

Storyboard Thinking
How do you translate a mood into a sequence? We'll explore how to think in frames and scenes.

Building Your Frame Set
Create 6-10 key images that will become your storyboard frames. Each one is a potential starting point for a video clip. Think of them as the DNA of your world—different moments, angles, or aspects that together create a complete picture.

Peer Review Session
Share your frames with the group. Which ones are strongest? Which could be pushed further? This is where community magic happens—fresh eyes see new possibilities.

Evening Experiment
Before we break: everyone picks their favorite frame and we try turning it into a first video clip with RunwayML or Veo 2. No pressure, just exploration. What happens? What surprises you?

SATURDAY MORNING – Bringing Your World to Life

Morning Energizer
After a yummy breakfast: quick check-in, and warm-up exercise.

9:30 AM - 12:30 PM

Video Generation Deep Dive
Now we get serious (but still fun!) with video AI. Learn advanced techniques in RunwayML, Veo 2, or Krea to generate clips from your storyboard frames. Learn Video-Prompting skills.

Hands-On Production Time
This is your main creation session. Generate multiple short clips—experiment, iterate, try variations. Aim for 5-8 short clips (5-10 seconds each) that showcase different aspects of your world.

Troubleshooting Together
AI doesn't always cooperate. We'll problem-solve as a group, share workarounds, and celebrate the weird unexpected results that sometimes turn out to be the best ones.

SATURDAY AFTERNOON – Sound, Atmosphere & Polish

2:30 PM - 5:00 PM

Adding the Sonic Layer
A world isn't just visuals—it's atmosphere. Experiment with Suno or ElevenLabs to create sound, music, or even voice elements that bring your world to life.

Assembly & Sequencing
Use CapCut or similar tools to arrange your clips into a living storyboard. The order matters—how does one clip flow into another? What story does the sequence tell?

Refinement Time
Polish your favorite clips, add transitions, layer in sound. This isn't about perfection—it's about coherence. Does it feel like one world?

Saturday Social
Optional: Informal evening gathering to share progress, swap tips, and enjoy the creative energy of the group.

SUNDAY MORNING – Presentation & Celebration

9:30 AM - 12:30 PM

Final Touches
Last chance to refine, adjust, or add that one thing you thought of overnight.

Presentation Preparation
Prepare to share your work: What's the concept? What was your creative process? What surprised you?

Group Showcase
Each participant presents their living storyboard. This isn't a critique session—it's a celebration of what everyone created in just three days.

Peer Appreciation & Feedback
The group shares what resonated, what inspired them, what they'd love to see more of. Build each other up!

Wrap-Up & Next Steps
Reflect on the weekend: What did you learn? What will you take with you? How will you continue experimenting?

Farewell Lunch
Depart after a casual lunch together (1:30 PM - 2:00 PM).

Between sessions, you are welcome to use the workroom, take a break and enjoy the beuatiful nature around, hop in the sauna, or simply take a nap.

Community & Connection

One of the best parts of this workshop is the people. You'll be working in a small group of fellow creatives who are all exploring the same creative frontier. Expect:

- **Regular peer feedback sessions** where you'll see your work through fresh eyes
- **Collaborative problem-solving** when AI throws curveballs
- **Shared discoveries** as someone figures out a cool technique
- **Informal connections** that often lead to future collaborations
- **A supportive environment** where experimentation is celebrated

We believe the best learning happens in community. You'll leave with new skills in the FLUXUS framework and new creative connections.

Price includes: Materials for further learning

All AI sessions

Coffee and tea in the workroom

Price does not include room and board, restuarant or bar purchases.

About Your Guide

Ulrike Kerber

Ulrike brings 25+ years of creative experience from Los Angeles (Disney, MTV, E! Entertainment, BET—Emmy nomination, multiple Promax Awards) combined with cutting-edge AI research as a doctoral candidate in design and innovation.

She's passionate about making AI accessible and fun for creatives, always emphasizing human creativity as the driver and AI as the collaborator. Her approach is hands-on, experimental, and community-focused.

Author of "The AI Handbook for Designers" and educator at Berlin International University, Media University, and SCAD College, Ulrike teaches with enthusiasm, warmth, and a belief that the best creativity comes from play.

What gets her excited: Good coffee, unexpected creative outcomes, the moment when someone realizes what AI can do, and building communities of curious creatives.

Workshop Details

When: Thursday 6 PM arrival through Sunday 2 PM departure
Duration: 18 contact hours over 3 days
Group Size: Small cohort for personalized attention
Format: Highly interactive with lots of hands-on creation time
Level: No prior AI experience needed—just curiosity and creativity!

What's Included:

- All instruction and guided sessions
- Tool access guidance (you'll need your own accounts for some tools)
- Peer feedback and community building
- Final showcase and celebration

Ready to Build Your World?

This isn't your typical serious production course. It's a creative playground where experimentation is encouraged, unexpected results are celebrated, and community makes everything better.

Come play with AI. Build a world. Make new creative friends. Leave inspired.