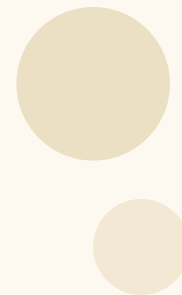


Go Viral in 60 Seconds

AI Content Creation Workshop

Create your own short film — no camera needed

Periyar International USA



What is AI?

A simple way to think about it:

1

AI learns from examples

It studied millions of images, songs, and videos — and learned the patterns

2

You give it instructions

You describe what you want in plain English (a "prompt")

3

It creates something new

It generates images, music, or video based on your description

4

It's a tool, not magic

Think of it like a tool you use to create something new.

Think of it like: You are the film director. AI is your entire production crew.

What if you could make a movie in 5 minutes?

- No camera
- No editing software
- No experience needed
- ✓ **Just your idea + AI**

The Secret Behind Viral Videos

Every viral video follows the same 3-beat formula:

01

Setup

Introduce the character
and their world

02

Twist

Something unexpected
happens

03

Payoff

A satisfying or
surprising ending

10 seconds or 60 seconds — TikTok, Reels & Shorts all use this.

Story Formulas That Go Viral

The Plot Twist

A student discovers their teacher is a robot... then ALL students are robots too

The What If

What if your shadow had its own life and snuck away while you slept?

The Glow-Up

A stray dog walks through a magic door and emerges as a king with a crown

The Emotional Punch

An old man sits alone. A child brings him a flower. He smiles for the first time.

Our Demo Story

"The Wrong Wish"

1

A tired kid opens their school bag — finds a dusty golden lamp between textbooks

2

They rub it. A bored, annoyed genie appears in purple smoke.

3

Kid grins: "I wish homework didn't exist!"

4

POOF — they're now at the teacher's desk. 40 notebooks to grade. The genie is gone.

We'll build this live — watch the full pipeline in action.

Step 1

See Your Story — AI Images

Describe a scene in words → AI draws it

ChatGPT (DALL·E)

Simple prompts, safe outputs, free tier

Canva AI

Kid-friendly interface, great templates

Leonardo AI

Creative control, multiple styles, free credits

Pro tip: Style words change everything — "Pixar style" vs "Anime" vs "Comic Book" produces completely different art from the same prompt.

Live Demo

Creating Our Scenes

Scene 1

[Generated Live]

"A tired Indian teenager opening a school backpack, surprised, a glowing golden lamp between textbooks, Pixar animation style"

Scene 2

[Generated Live]

"A bored genie with crossed arms, emerging from a golden lamp in purple smoke, colorful cartoon style"

Scene 3

[Generated Live]

"A teen at a teacher's desk looking horrified, 40 notebooks to grade, red pen in hand, Pixar style, comedic"

Step 2

Hear Your Story — AI Music

Describe a mood → AI composes a full track with instruments & vocals

Tools

Suno AI

Type a description → full song
with lyrics & vocals

Udio

High-quality music
Multiple genres

Mood → Music Style

"mysterious" → Dark orchestral

"funny" → Playful sitcom

"epic" → Cinematic, Zimmer

"chill" → Lo-fi beats

"dark" → Tension & suspense

Composing the Soundtrack

Suno prompt:

"A 30-second comedic orchestral track. Starts magical and mysterious with sparkly chimes, builds excitement, then drops into a sad trombone comedy moment at the end."

Why this works:

- The magical buildup makes the "sad trombone" punchline funnier
- Music doesn't just accompany — it makes the joke land
- A soundtrack turns 4 images into an emotional experience

Step 3

Watch Your Story — AI Video

Take your image → describe how it moves → AI animates it

Google Veo

Free via Google Gemini
High quality output
No signup needed

Kling AI

Free daily credits
Realistic 5–10 sec clips
Great for workshops

Runway

Text & image to video
Pro quality
Paid plans

Motion prompt examples:

"camera zooms in" "character turns" "smoke swirls" "rain falls gently"

Live Demo

Bringing It to Life

Animating Scene 2: The Genie Appears

Motion prompt:

"Purple smoke swirling upward from the lamp. Genie slowly materializes, arms crossed, slight head shake. Camera zooms in gently."

The full pipeline: Story → Images → Music → Video → Captions = Done!

Step 4

Add Captions — Complete Your Film

Captions make your video shareable, accessible, and more viral

1

Why captions matter

85% of social media videos are watched on mute — captions keep viewers watching

2

Intro text

Add a hook caption in the first 2 seconds ("What would YOU wish for?")

3

Story captions

Short text overlays that narrate the key moments of your story

4

End card

A final frame with your name, a call to action, or a punchline

Tools: Canva (free) • CapCut (free) • InShot (free) • Or just type directly on your AI video tool

Your Turn

The 60-Second Film Challenge

- 1 Write your story (beginning, twist, ending)
- 2 Create 3–4 key scene images
- 3 Compose your soundtrack
- 4 Animate your best scene
- 5 Add captions & text overlays
- 6 Done — you made a short film!

Story Starters

Pick one or create your own

1. A street cat discovers it can talk — but only during eclipses
2. Your future self sends you a 10-second video warning
3. A kid's drawing comes to life at midnight
4. The school WiFi becomes sentient and texts students
5. A door appears in your house that wasn't there yesterday
6. A delivery drone gains consciousness and refuses to deliver

Pro Tips for Viral Content

- 1 Hook in the first 2 seconds — grab attention immediately
- 2 One BIG twist — not three small ones
- 3 End on emotion — make them laugh or give goosebumps
- 4 Music does 50% of the work — choose your mood wisely
- 5 Less is more — cut anything that feels boring

The Premiere

Show your film. Everyone votes.

Award Categories

Best Plot Twist

Funniest

Most Likely to Go Viral

Most Beautiful

Most Suspenseful

The AI Creator's Toolkit

Bookmark these — keep creating after today

Images

ChatGPT (DALL·E) • Canva AI • Leonardo AI

All have free tiers

Music

Suno AI • Udio

Type mood → full song

Video

Google Veo (free) • Kling AI • Runway

Image → animation

Voice

ElevenLabs • Google NotebookLM

Text → speech

AI is the tool.

You are the creator.

Now go make something
the world hasn't seen yet.

What's Next?

Your AI filmmaking journey doesn't end today

1

Post your film

Share on YouTube Shorts, TikTok, or Instagram Reels — see if it actually goes viral!

2

Try a longer story

Challenge yourself: make a 2–3 minute short film using the same pipeline

3

Explore new tools

AI evolves fast — new tools launch every month. Stay curious.

4

Collaborate

Team up with friends: one writes, one does images, one does music, one edits

5

Learn prompting

The better your prompts, the better your output. Practice makes perfect.

Keep creating. The world needs your stories.