

Interreg Communication Network meeting – ICON 2025, Alicante

Anatomy of an AI-generated project video

Arkam Ograk/ Interact / 25.02.2025

Interact



**Co-funded by
the European Union**
Interreg

[Link to the video](#)

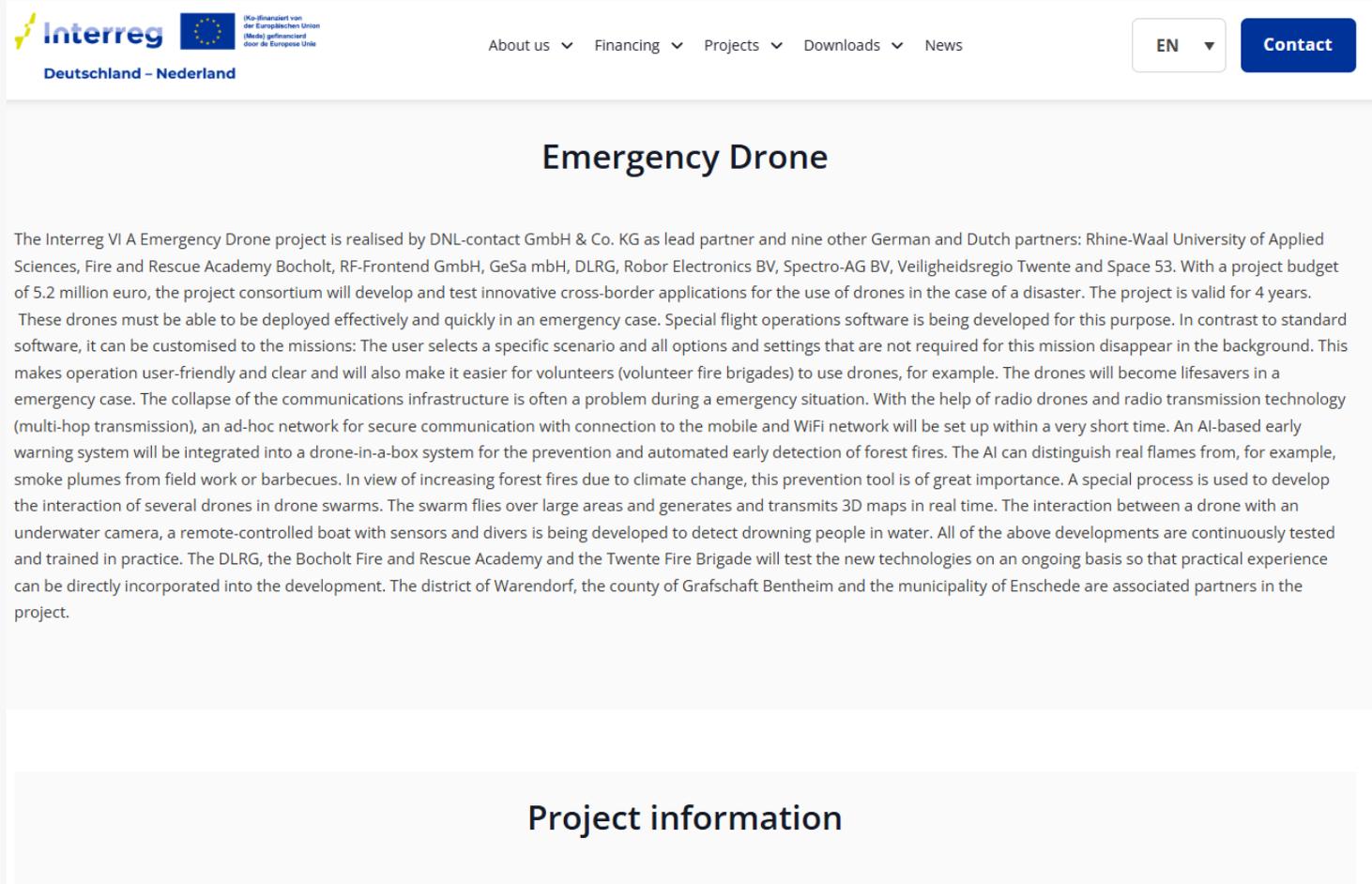


What if **drones**
could be our first
line of defense...

Steps and tools used

1. Refined the project description into a story – ChatGPT
2. Generated a video script and visual concept – ChatGPT
3. Generated prompts for Midjourney – ChatGPT
4. Generated still images – Midjourney
5. Animated the images – Runway ML
6. Edited animations in sequence – Canva
7. Added AI generated music – Suno AI

1. Description of the project



The screenshot shows the website for the 'Emergency Drone' project. At the top, there is a navigation bar with the Interreg logo, the European Union flag, and the text 'Deutschland - Nederland'. The navigation menu includes 'About us', 'Financing', 'Projects', 'Downloads', and 'News'. There is a language selector set to 'EN' and a 'Contact' button.

Emergency Drone

The Interreg VI A Emergency Drone project is realised by DNL-contact GmbH & Co. KG as lead partner and nine other German and Dutch partners: Rhine-Waal University of Applied Sciences, Fire and Rescue Academy Bocholt, RF-Frontend GmbH, GeSa mbH, DLRG, Robor Electronics BV, Spectro-AG BV, Veiligheidsregio Twente and Space 53. With a project budget of 5.2 million euro, the project consortium will develop and test innovative cross-border applications for the use of drones in the case of a disaster. The project is valid for 4 years.

These drones must be able to be deployed effectively and quickly in an emergency case. Special flight operations software is being developed for this purpose. In contrast to standard software, it can be customised to the missions: The user selects a specific scenario and all options and settings that are not required for this mission disappear in the background. This makes operation user-friendly and clear and will also make it easier for volunteers (volunteer fire brigades) to use drones, for example. The drones will become lifesavers in an emergency case. The collapse of the communications infrastructure is often a problem during an emergency situation. With the help of radio drones and radio transmission technology (multi-hop transmission), an ad-hoc network for secure communication with connection to the mobile and WiFi network will be set up within a very short time. An AI-based early warning system will be integrated into a drone-in-a-box system for the prevention and automated early detection of forest fires. The AI can distinguish real flames from, for example, smoke plumes from field work or barbecues. In view of increasing forest fires due to climate change, this prevention tool is of great importance. A special process is used to develop the interaction of several drones in drone swarms. The swarm flies over large areas and generates and transmits 3D maps in real time. The interaction between a drone with an underwater camera, a remote-controlled boat with sensors and divers is being developed to detect drowning people in water. All of the above developments are continuously tested and trained in practice. The DLRG, the Bocholt Fire and Rescue Academy and the Twente Fire Brigade will test the new technologies on an ongoing basis so that practical experience can be directly incorporated into the development. The district of Warendorf, the county of Grafschaft Bentheim and the municipality of Enschede are associated partners in the project.

Project information

2. Refined the project description into a story – ChatGPT prompt:

I need to convert rather dry project descriptions into an easily understandable stories. To do that, I'm using a storytelling formula with seven steps. The steps are as follows:

1. **Context:** Creating a compelling story begins with a complete understanding of your project's context. In just one or two sentences, it's crucial to explain where the project takes place and which sector it's part of.
2. **Specific problem:** The next step is to clearly state the specific problem within the context of your project. This helps to understand the challenges you are tackling.
3. **Idea:** It's vital to present the proposed solution or plan created by the partnership effectively. Using a well-crafted sentence, preferably in question form, can engage and keep the audience attentive.
4. **Solution:** Now, the aim is to persuade the audience by summarising the overall solution of your project in one sentence. Establish credibility by linking the specific problem with the practical and real solution.
5. **How it works –Part 1:** This section delves into executing the solution. It focuses on offering a clear and straightforward explanation of the steps taken by the partnership, avoiding complicated language or too many adjectives. **How it works - Part 2:** Continuing from Part 1, this section expands on the implementation details, ensuring a smooth connection between the presented data and the overall solution. **How it works - Part 3:** Concluding the 'How it works' section involves summarising the tasks, outputs, events, and discussions carried out during the project. The challenge is to present this information in a simple yet engaging way, avoiding excessive technical jargon and complex narratives.
6. **Evidence/Credibility:** Demonstrating the project's success through results, figures, and testimonials builds credibility. It is crucial that these outcomes are directly linked to the initially presented problem.
7. **Vision/Impact:** Inspiring the audience with a single sentence about the achieved impact and potential future initiatives within your project.

These projects are financed by the European Union's Interreg funding scheme and they are non-profit. You can learn more about Interreg on its website: <https://interreg.eu>

The particular project I am working on is funded by Interreg Germany-Netherlands Programme, and this is the official programme website: <https://deutschland-nederland.eu>

In the next message I will paste the project description/ It is a basic description of the project. I need you to turn into a story based on the above storytelling formula.

Result:

Reasoned for 8 seconds ▾

1. Context

In the border region between Germany and the Netherlands, a diverse team of ten partners is revolutionising disaster response by harnessing drone technology. Supported by the non-profit Interreg Germany-Netherlands Programme, they're working together to protect communities from emergencies ranging from natural disasters to water rescues.

2. Specific Problem

During large-scale crises—such as forest fires, floods, or building collapses—crucial communication networks often fail, and emergency responders struggle to coordinate their rescue efforts swiftly and effectively.

3. Idea

What if drones could become the first line of defence, providing stable communication links, detecting fires at an early stage, and assisting rescue teams on land and water?

4. Solution

The Emergency Drone project brings together German and Dutch experts to develop specialised drones and user-friendly flight software that ensure rapid, reliable support for emergency responders across borders.

5. How it Works – Part 1

A customisable flight operations software is at the core of the project. Instead of generic, one-size-fits-all tools, users can select a scenario—like a forest fire or a water rescue—and instantly see only the relevant options, making the system intuitive for both professionals and volunteers (such as volunteer fire brigades).

How it Works – Part 2

To tackle communication breakdowns, the team is creating “radio drones” equipped with multi-hop transmission technology. When standard networks collapse, these drones rapidly establish an ad-hoc network, ensuring secure connections to mobile and WiFi signals. Additionally, an AI-driven “drone-in-a-box” system monitors at-risk areas and distinguishes real flames from harmless smoke, offering an invaluable early-warning system against forest fires intensified by climate change.

How it Works – Part 3

Going a step further, the consortium is exploring drone swarms that can map vast areas in real time, plus underwater-camera drones and sensor-equipped boats to locate and rescue drowning individuals. These pioneering technologies are continuously tested by fire and rescue teams, ensuring every innovation is shaped by real-world feedback.

6. Evidence/Credibility

With a budget of 5.2 million euros over four years, the project's interdisciplinary efforts are already proving their worth. Frequent training sessions and live drills—conducted by organisations like the Fire and Rescue Academy Bocholt, the Twente Fire Brigade, and the DLRG—offer tangible proof that these drone systems work effectively under practical emergency conditions.

7. Vision/Impact

By uniting German and Dutch expertise through Interreg, the Emergency Drone project paves the way for quicker, safer, and more coordinated disaster responses—ultimately saving lives and setting a new standard for emergency technology across Europe.

3. Generated a video script - ChatGPT

This is great. Based on the story you proposed, I would like to generate a video. The video should be between 7 to 10 frames. I will follow the exact storyline you proposed. Please now propose short and simple messages to appear on each of the frames.

Reasoned for 7 seconds ▾

Below are **nine** concise text proposals (one per frame) aligning with the seven-step storyline. Feel free to adjust or combine them if you prefer fewer frames.

Frame 1 (Context)

"On the Germany–Netherlands border, a team of experts unites under Interreg to protect our communities."

Frame 2 (Specific Problem)

"During disasters, critical communication breaks down and rescue teams can't respond fast enough."

Frame 3 (Idea)

"What if drones could be our first line of defense—quickly restoring communication and spotting danger?"

Frame 4 (Solution)

"We're developing specialized drones and easy-to-use software to tackle emergencies head-on."

Frame 5 (How It Works – Part 1)

"Our software is scenario-based: select the type of incident, and everything you need is right there."

Frame 6 (How It Works – Part 2)

"Radio drones set up a secure network when signals fail, while AI detects fires before they spread."

Frame 7 (How It Works – Part 3)

"Drone swarms and underwater cameras map vast areas and locate people in real time."

Frame 8 (Evidence/Credibility)

"Ongoing tests by fire brigades and rescue teams prove these innovations work under real conditions."

Frame 9 (Vision/Impact)

"By uniting German and Dutch expertise, we're saving lives—today and for the future."

Visual concept:

This is awesome. What kind of visuals would you use for each of the frames in order to visualise this story in a consistent and easily understandable way? I am planning to generate images on Midjourney AI, and animate them via Runway ML. Please propose visuals for each of the frames.

Reasoned for 5 seconds ▾

Below is a frame-by-frame suggestion for visuals that match the short text on each screen. The goal is a cohesive and easily understandable style that conveys the story's key messages. You can adjust according to your preferred artistic style (realistic, minimalist, isometric, etc.), but maintaining visual consistency (color palette, lighting, or illustration style) across all frames will help unify the video.

Frame 1 (Context)

- Text: "On the Germany–Netherlands border, a team of experts unites under Interreg to protect our communities."
- Visual Concept:
 - An overhead map or simplified outline of Germany and the Netherlands with a subtle highlight on the border region.
 - Small icons representing people or organizations working together across that border.
 - A subtle Interreg logo or color scheme in the background to suggest cross-border collaboration.

Frame 2 (Specific Problem)

- Text: "During disasters, critical communication breaks down and rescue teams can't respond fast enough."
- Visual Concept:
 - A dramatic scene of an emergency situation: maybe a stylized depiction of a flooded area or burning forest (keep it simple to ensure clarity).
 - Visual elements indicating communication breakdown (e.g., a collapsed cell tower icon, or signals fading).

Frame 3 (Idea)

- Text: "What if drones could be our first line of defense—quickly restoring communication and spotting danger?"
- Visual Concept:
 - A single, futuristic drone in the center, with a question mark or lightbulb icon overhead to suggest an innovative idea.
 - Possibly symbolic beams of signal emanating from the drone to illustrate communication.

Frame 4 (Solution)

- Text: "We're developing specialized drones and  y-to-use software to tackle emergencies head-

Frame 5 (How It Works – Part 1)

- Text: "Our software is scenario-based: select the type of incident, and everything you need is right there."
- Visual Concept:
 - Close-up of a simple, stylized software interface with big scenario buttons (e.g., "Fire," "Flood," "Rescue").
 - A hand or cursor clicking on one of these scenario buttons, indicating ease-of-use.

Frame 6 (How It Works – Part 2)

- Text: "Radio drones set up a secure network when signals fail, while AI detects fires before they spread."
- Visual Concept:
 - Two main elements:
 1. A radio drone hovering, with signal waves radiating outward (symbolizing network coverage).
 2. An AI-driven drone scanning a small patch of forest with a thermal or IR overlay to show it detecting heat/flames.

Frame 7 (How It Works – Part 3)

- Text: "Drone swarms and underwater cameras map vast areas and locate people in real time."
- Visual Concept:
 - A swarm of drones in the sky, mapping a wide landscape (could show a mesh-like pattern over farmland or forest).
 - Underwater perspective of a drone or robotic boat scanning for a missing person (silhouette of a person in water), suggesting rescue operations.

Frame 8 (Evidence/Credibility)

- Text: "Ongoing tests by fire brigades and rescue teams prove these innovations work under real conditions."
- Visual Concept:
 - Emergency responders (firefighters, lifeguards) training with the drones.
 - Scenes of a live drill with drones in action, perhaps a small crowd of uniformed personnel observing or operating control devices.

Frame 9 (Vision/Impact)

- Text: "By uniting German and Dutch expertise, we're saving lives—today and for the future."
- Visual Concept: 

4. Generated prompts for Midjourney – ChatGPT

Please propose Midjourney prompts in order to generate images to appear on each of the frames.

Your job is to provide detailed and creative textual descriptions that will inspire unique and interesting images from Midjourney. Analyze each of your frame proposals and give me three prompt ideas for each frame.

Midjourney prompts are different than DALL-E prompts. They need detailed description of the desired image, separated by comas.

For example, when I want a realistic image of a cow, I would need to describe in detail, as follows: Realistic photo, cow, green grass, Alpine mountains in the background, outdoor lighting, vivid colors, etc.

So your prompt proposals should look like this example, not in natural language. Generally, good Midjourney prompts include the following details.

Subject: person, animal, character, location, object, other, etc.

Medium: photo, painting, illustration, sculpture, doodle, tapestry, other, etc.

Environment: indoors, outdoors, on the moon, in Narnia, underwater, the Emerald City, other, etc.

Lighting: soft, ambient, overcast, neon, studio lights, other, etc

Color: vibrant, muted, bright, monochromatic, colorful, black and white, pastel, other, etc.

Mood: Sedate, calm, raucous, energetic, other, etc.

Composition: Portrait, headshot, closeup, birds-eye view, other, etc.

Make sure the style and format of the images to be generated are consistent. For example, if you are proposing realistic photos, each frame has to be a photo. If there are people on the images, the characters have to be consistent. So should the colors and other style elements.

Results:

Reasoned for 7 seconds ▾

Below you'll find **three prompt ideas per frame**—each offering a slightly different angle or composition while maintaining a **consistent realistic photo style** with cinematic lighting, vibrant yet natural colors, and a professional, hopeful mood. Use these as starting points and feel free to refine or combine elements to match your vision.

Frame 1 (Context)

Text: "On the Germany–Netherlands border, a team of experts unites under Interreg to protect our communities."

1. Overhead Map Scene

Aerial photo, top-down view of the Germany–Netherlands border region, subtle glowing outlines indicating the border, a small group of people in professional attire gathered at the border area, cinematic lighting, vibrant colors, realistic photo, wide-angle, --ar 16:9

2. Meeting at the Border

Realistic photo, a small team of German and Dutch officials shaking hands at a rural border crossing, gentle sunlight, vibrant colors, cinematic style, lens flare, slight depth of field, professional mood, --ar 16:9

3. Collaborative Office Setup

High-resolution photo, a team of German and Dutch experts gathered around a large map on a conference table, flags of Germany and the Netherlands in the background, vibrant yet natural colors, cinematic soft lighting, professional atmosphere, --ar 16:9

Frame 2 (Specific Problem)

Text: "During disasters, critical communication breaks down and rescue teams can't respond fast

Frame 2 (Specific Problem)

Text: "During disasters, critical communication breaks down and rescue teams can't respond fast enough."

1. Flooded Town

Realistic photo, aerial view of a partially flooded town, emergency vehicles struggling to coordinate, moody overcast sky, cinematic lighting, vibrant but somber colors, slight desaturation to emphasize urgency, --ar 16:9

2. Burning Forest

Dramatic photo, a smoky forest fire scene with firefighters in the distance, weak communication signals displayed as faint icons floating in the air, cinematic lighting, vibrant colors against dark smoke, realistic style, --ar 16:9

3. Collapsed Cell Tower

Realistic photo, a collapsed cell tower in a disaster zone, rescue teams looking confused without signals, swirling dust in the air, cinematic lighting, vibrant color with muted tones of destruction, --ar 16:9

Frame 3 (Idea)

Text: "What if drones could be our first line of defense—quickly restoring communication and spotting danger?"

1. Conceptual Drone Spotlight

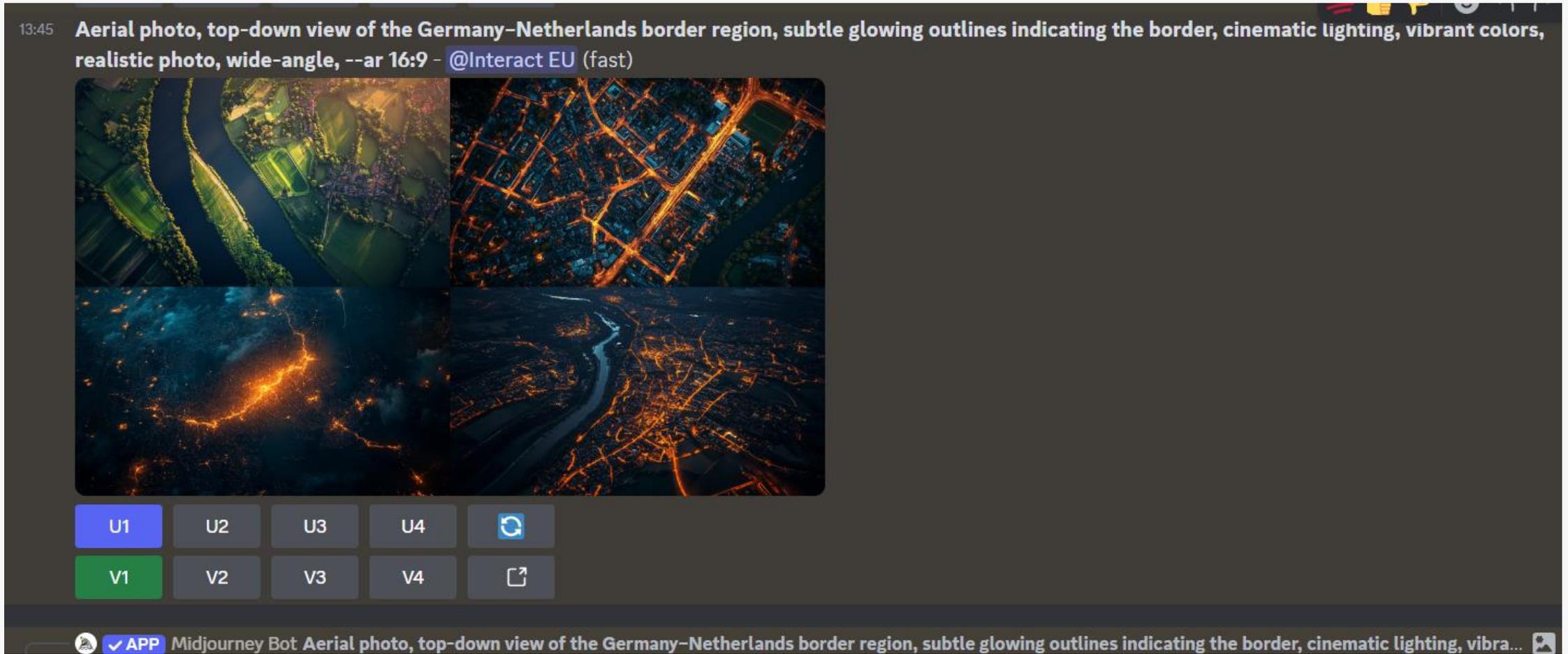
Dramatic photo, a futuristic drone hovering in mid-air emitting digital signal waves, cinematic lighting with a focused spotlight on the drone, vibrant blues and oranges, realistic style, minimal background, --ar 16:9

2. Drone Overlook



Ask anything

5. Generated still images – Midjourney





Midjourney Bot ✓ APP Realistic photo, aerial view of a partially flooded German town, emergency vehicles struggling to coordinate, moody overcast sky, cinematic lig...

Midjourney Bot ✓ APP 17/02/2025 10:38

Realistic photo, aerial view of a partially flooded German town, emergency vehicles struggling to coordinate, moody overcast sky, cinematic lighting, vibrant but somber colors, slight desaturation to emphasize urgency, --ar 16:9 - Image #3 @Interact EU



Upscale (Subtle) Upscale (Creative) Vary (Subtle) Vary (Strong) Vary (Region)

Zoom Out 2x Zoom Out 1.5x Custom Zoom Make Square

← → ↑ ↓

♥ Web ↗

Upscaled these:

























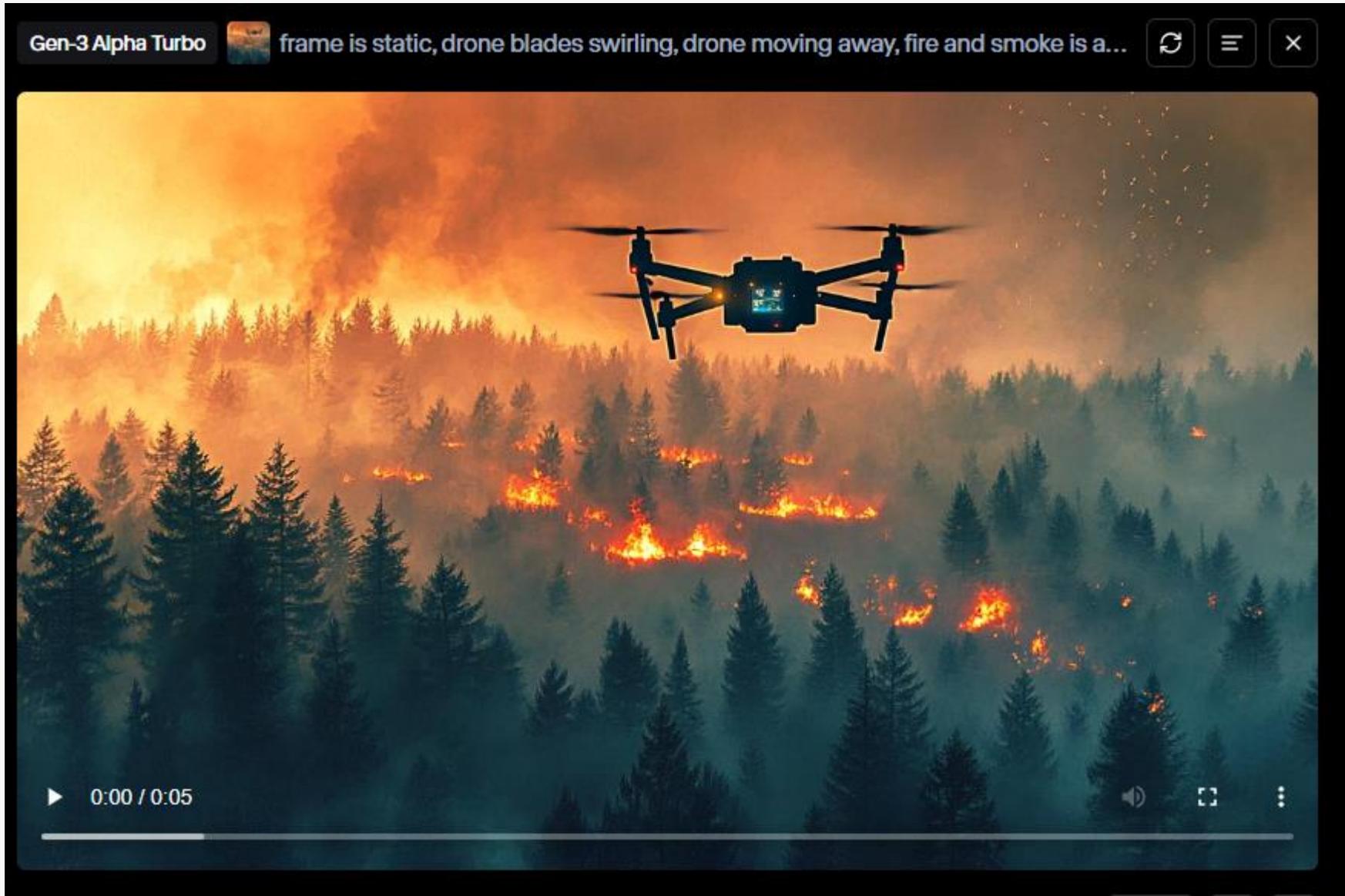








6. Animated the images – Runway ML



Gen-3 Alpha Turbo



frame is static. man slightly looks up at the drone, the drone moving upwards



Actions ▾

Add tag



Gen-3 Alpha Turbo  frame is static. man slightly looks up at the drone, the drone moving upwards 🔄 ☰ ✕



▶ 0:01 / 0:05 🔊 📺 ⋮

Actions ▾ Add tag 📄 ▾ ❤️ ⋮

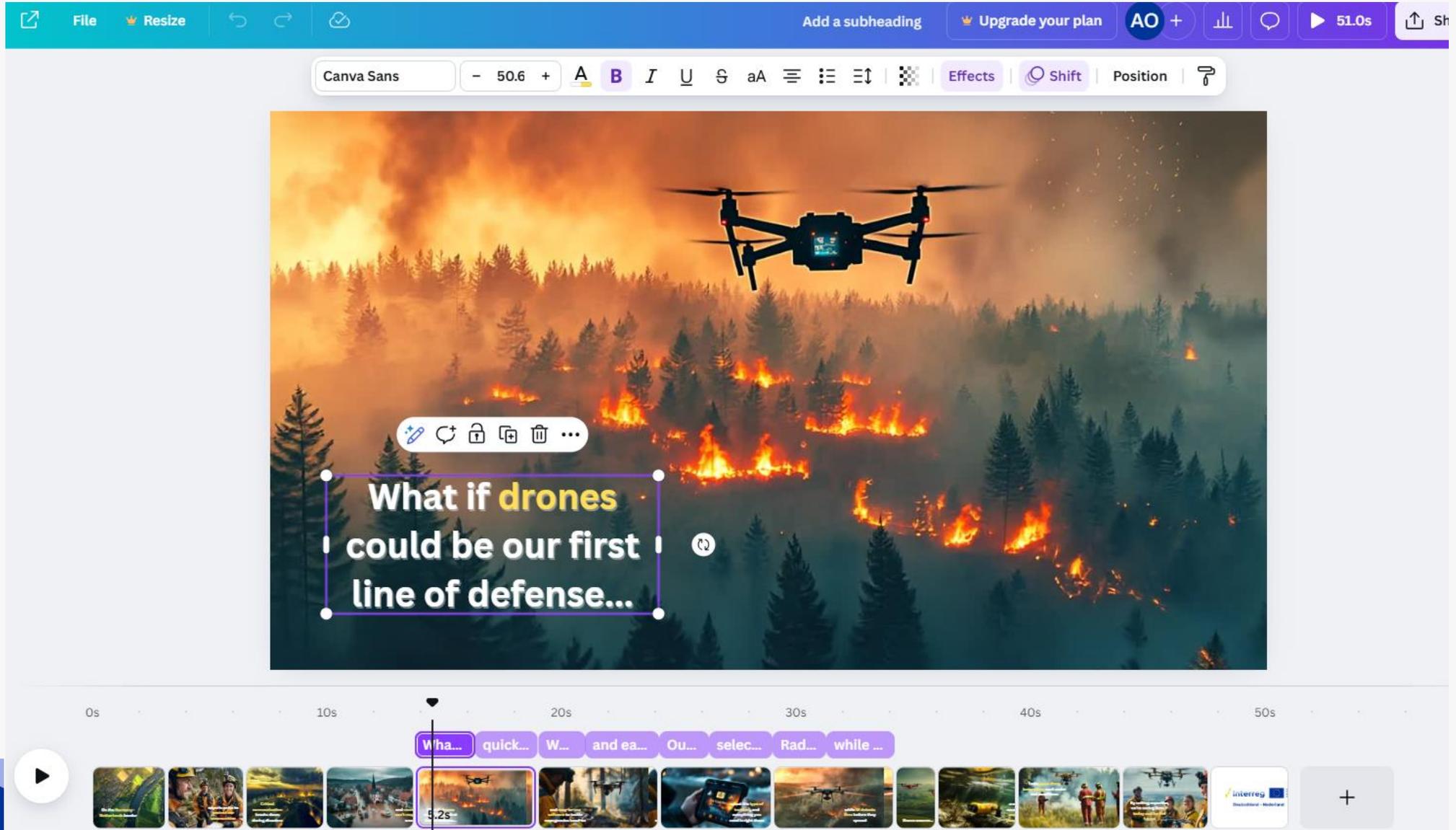
Gen-3 Alpha Turbo beams emanating from the drone flash

0:02 / 0:05

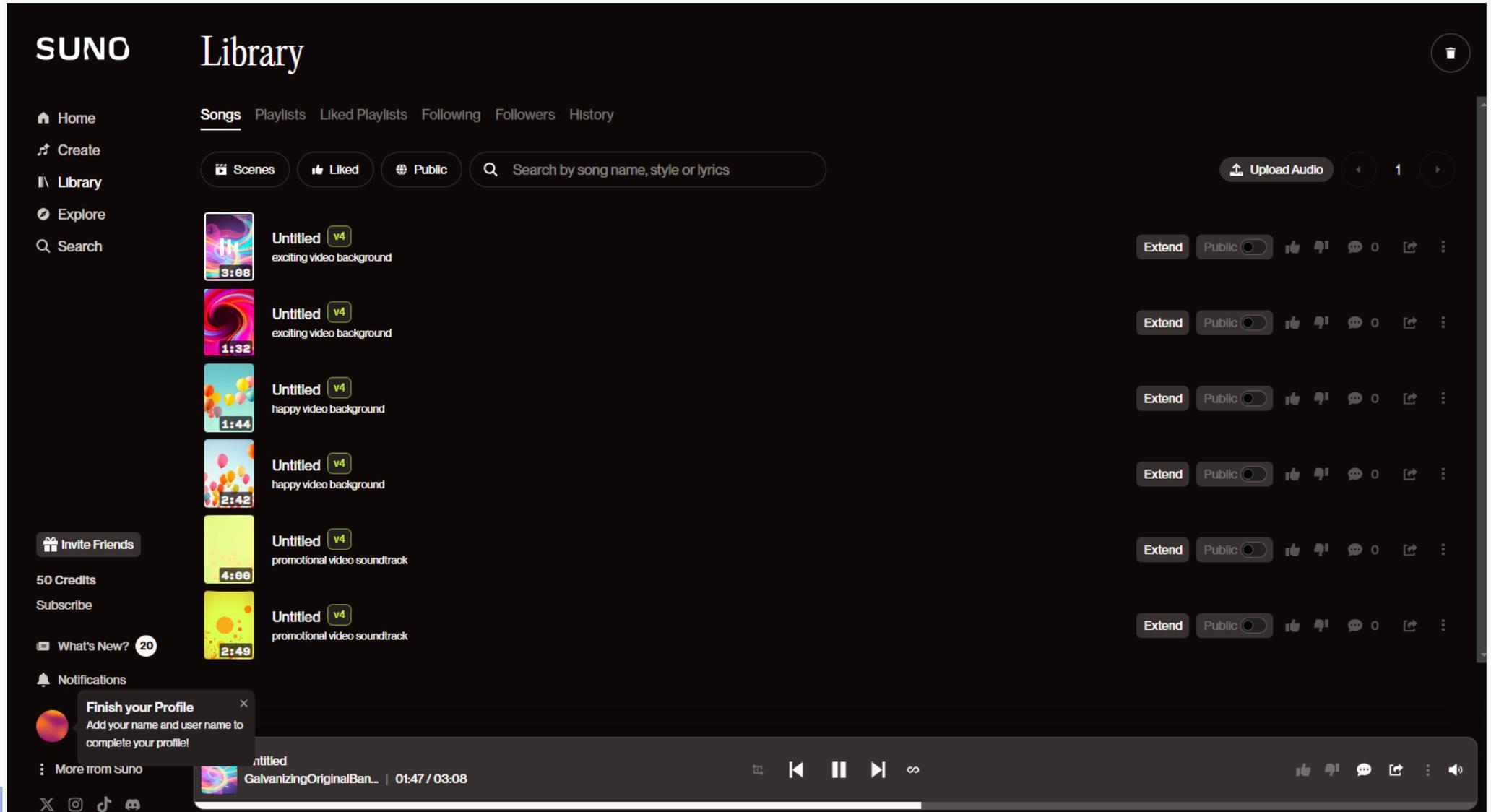
Actions Add tag

Download Heart Share

7. Edited animations in sequence – Canva



8. Added AI generated music – Suno AI



When asked other models to generate images for the same project (for comparison)

Dall-E (by OpenAI, ChatGPT creators)













Copilot (by Microsoft, collaborating with OpenAI)

















Freepik (paid but with good free plan)

















Gemini (by Google)



















Text-to-image tools

Midjourney: Realistic, artistic generations

Dall-E: Generations through 'natural language' prompts

Stable Diffusion: Open source, base model for many tools on the market

Gemini, Co-pilot: Combined with LLMs

Freepik: Free alternative to Midjourney

OpenArt: Third party interface with good free plan+creative features. Access to different models

Runway ML: Versatile use, text to image, text to video, editing, etc

Playground, Leonardo, Nightcafe, etc: Versatile use, switch between models

...and many more popping up

Text-to-video and image-to-video tools

[Runway ML](#): Free plan available. Gen 3 (Turbo, Alfa) is the name of the video generation tool.

[Hailuo](#): Free plan available.

[Kling](#): Free plan available but very slow.

[Flux](#): Paid.

[Pika Labs](#)

[Krea](#): Third party interface, access to different models

Some more **useful links**

- <https://openart.ai> for free generations and trying out different models
- Also check out [Nightcafe](#), [PlaygroundAI](#), [LeonardoAI](#)
- Check out [Podcastify AI](#) podcast generation tool.
- And [Suno AI](#) music generation tool.
- [RunwayML](#), powerful website, trend-setting developers
- And of course, [Midjourney](#). Check out the user documentation for self-training.

Final tips to wrap up

- Authenticity first! Use genuine visuals from real projects, use AI if none available.
- Official visuals such as logos, flags, maps should be added at the editing stage, not left to the AI.
- Human supervision is key: always review the generated outputs carefully & revise.
- Research, but don't get lost in details. Try new tools, see what works for you.
Combine different tools.
- Consider the legal & ethical concerns.
- Do not share confidential or personal info