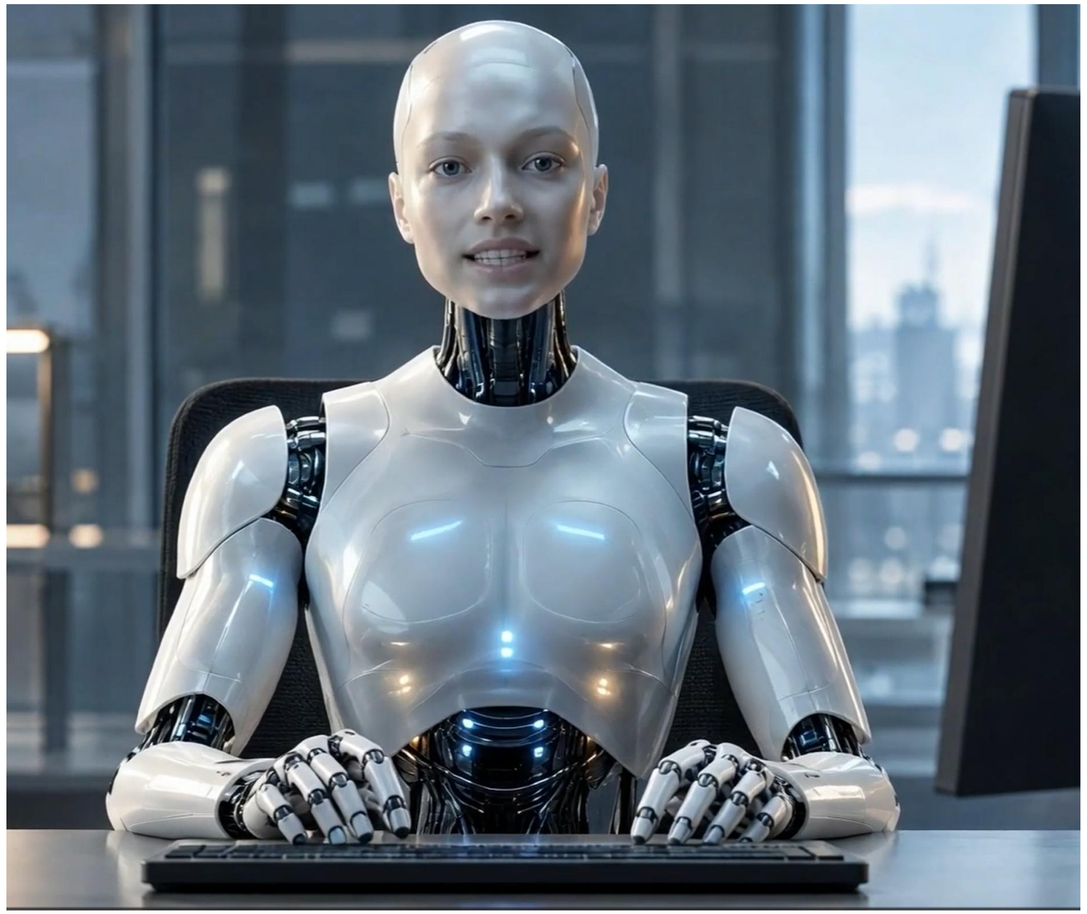
Griffith City Council



Using AI for "Good not Evil"

- Griffith City Council uses HeyGEN to create Training Videos

- HeyGEN is an artificial intelligence video generation platform that lets users create studio-quality videos using custom digital avatars, text scripts, or uploaded files without a camera, crew, or editing experience.

Griffith City Council's tips so far

- AI videos that are too long get boring.
- That video was around 5 and a half minutes.
- A short video is better, less than 2 minutes, and provide no more than 3 key messages.

- In that video there were a lot of visuals and several poor attempts at humour was required in an effort to keep it engaging.

- A training or safety video would not be like that as it could dilute the seriousness of the information to be relayed.

- Use the publicly available avatars and avoid using actual people.

- Sarcasm and humour do not translate well, even a well-intentioned video of staff may miss the mark.

- GCC does have a specific Artificial Intelligence policy but there are no references to using staff members images or voices.

- This shows just how fast technology is evolving, that even a recently introduced policy doesn't capture how staff could potentially be implicated.

- In summary, AI generated videos are best when used as a quick way to share knowledge in small meaningful chunks.

- Just understand who the intended audience is and tailor it to suit.

Questions