

Artificial Intelligence in Audiovisual Communication: recommendations to produce a promotional video

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Abstract— This study aims to analyze the potential of free Artificial Intelligence tools in audiovisual production - covering pre-production, production, and post-production - to create a practical guide for producing a promotional video. The methodology adopted was Practice-Based Research, combining creative production with critical reflection as complementary modes of knowledge generation. The empirical object was the production of a promotional video for “VC Pure”, an innovative showerhead designed to promote well-being, health, and sustainability, developed in collaboration with GoUpBuzz. In pre-production, GPT Video Strategist, HyperWrite, and Boards were applied for planning, scriptwriting, and storyboard creation. During production, HeyGen was used to generate avatars and Runway to produce b-roll footage. In post-production, CapCut was employed for video editing. The promotional video was evaluated by the partner company. Results demonstrate that it is possible to create a functional and visually appealing promotional video using only free AI tools, provided users have technical expertise and clearly defined quality criteria. While these tools offer a cost-effective alternative - especially in low-budget contexts - limitations remain in terms of technical flexibility, creativity, and customization, making expert supervision advisable. As its main contribution, the study presents a set of practical recommendations for the effective use of free AI tools, enabling accessible audiovisual production aligned with strategic communication goals. It is essential to define objectives, audience, tone, and style to align results, as well as to develop clear and specific prompts. Given the technical limitations of free tools, it is advisable to test multiple versions to ensure visual coherence, especially in video. Professional supervision is indispensable to guarantee aesthetic and narrative quality, and it is equally important to maintain realistic expectations: these tools support the creative process but do not replace human intervention.

Keywords—*artificial intelligence, audiovisual communication, promotional video*

I. INTRODUCTION

Due to its ability to adapt, make decisions, reason, and analyse, Artificial Intelligence (AI) has taken on an increasingly important role in the creation and production of videos, including the subject of this study—promotional videos. According to [1], the implementation of automation, data analysis, and visual effects generation technologies is replacing laborious manual processes. [2] and [3] reinforce this perspective and further highlight that AI can play active roles in teams, automating the creation of videos, audio, animations, and images. However, they warn of the importance of collaboration between professionals and AI systems. [4] also point out that, although Generative Artificial Intelligence (GenAI) tools offer numerous

advantages in this area, it is essential to maintain continuous human supervision to ensure the quality of content. Several authors state that AI can be applied at various stages of the audiovisual creation process, from the generation of ideas, scripts, editing, and distribution of the final product [3; 5; 6; 7; 8], but mostly through paid AI tools and systems. In addition, there are also several reports of unsuccessful experiences, with distorted information, for example, in the production phase [9]. Although this study focuses on generative AI in audiovisual production, it is important to note that AI technologies are widely applied across various fields, including education, healthcare, and scientific research. This broader context reinforces the relevance of exploring AI's potential in creative and strategic communication processes.

This raises some questions about whether audiovisual products generated using free GenIA tools will be satisfactory or effective.

To contribute to scientific study in this field, a methodological approach centered on practice-based research was defined [10; 11]. This option is justified by the need to establish practice and research as complementary and interdependent processes, whose audiovisual artifact contributes to knowledge.

In this context, a collaboration was established with the company GoUpBuzz, where participation determined the format of the audiovisual product (promotional video), the product to be promoted (VC Pure shower), and specific indications regarding the objective, tone, style, and target audience.

II. AI AND PROMOTIONAL VIDEO

According to [12], video is a form of communication that enables the sharing of all types of information and makes possible the creation of new forms of identity, often linked to imagination. It is a tool with its own visual style that, through the combination of diverse techniques, creates and communicates in multiple ways, not merely reproducing but also modifying and questioning reality. Although video's most natural form is recording and documentation, countless possibilities of presentation combine distinct elements within a process of meaning-making [13].

From an artistic perspective, video exists between two realities, as it is neither entirely fictional nor entirely real, positioned between cinema and television, and between art and communication [12]. As noted earlier, with technological advancement, the technical and artistic complexity of video has become more accessible to a wider

audience. Anyone with minimal instruction can record, edit, and share a video, which has democratized audiovisual production. However, despite these technical facilities, the creativity involved in the production process is not a characteristic possessed by all individuals [14].

This combination of technical accessibility and creativity has a direct impact on the production of specific content, such as a promotional video. An effective promotional video addresses the needs and problems of clients, providing an opportunity to explain why a company's product or service can solve these problems. Moreover, it has the potential to stimulate purchases, contribute to brand positioning, and generate engagement [15]. To achieve these goals, it is essential to develop a deep understanding of the target audience, maintain clarity and conciseness, and clearly define the objectives of the video [16].

According to [17], a promotional video's structure consists of six elements. The hook aims to capture the audience's attention within the first ten seconds, often through emotions such as shock, surprise, or pleasure. The second step addresses the problem or pain point of the target audience. This is followed by the presentation of the solution and an explanation of why the chosen product or service is the most appropriate option, highlighting benefits and expected results. Next comes the call-to-action (CTA), which directly encourages purchase and may include urgency, such as a limited-time promotion or low stock availability. Finally, the necessary contact information is provided. In addition to these elements, the style of the video and its associated components—such as tone, transitions, design, script, CTA, colors, camera angles, and lighting—must be carefully considered [15]. The same authors stress that before beginning production, it is necessary to understand the target audience and conduct a thorough competitive analysis. This analysis examines the types of videos used, their style, CTAs, and levels of audience acceptance, as measured by likes, shares, and comments [15].

In recent years, the availability of GenAI tools applied to audiovisual creation has expanded rapidly, impacting both professional and amateur editing. The automation of repetitive and superficial tasks increases efficiency, freeing creators to focus on the creative process [3]. This technology enables the personalization of content tailored to specific audiences, providing richer experiences. Aspects such as editing, filming, soundtrack selection, and even sharing can be automated through AI-based tools. Examples include drones capable of filming without human intervention and editing tools that perform cuts and adjustments with high speed [17]. According to [18], digital video production was once a time-consuming process that required numerous tasks, many of which are now facilitated by GenAI tools. These tools allow for process optimization, reducing workload and increasing efficiency. However, the author argues that the potential of these tools has not yet been fully explored. [19] tested the effectiveness of using generative AI in video production. Three different advertisements were distributed randomly: a personalized generative AI-based video, a personalized image, and a video with a generic brand message. Results indicated a higher engagement rate—between 6% and 9%—for the generative AI video [19]. Although ethical, social, and data-bias implications must be considered, monitoring and understanding technological advances is crucial, as AI tools are increasingly being

integrated into the creative process—not to replace human work, but to enhance it [1]. On the other hand, [2] argues that AI may assume roles within design teams by automating the production of videos, audio, animations, and images, potentially replacing certain specialists. The integration of specialists and AI thus results in a greater quantity and variety of content.

A. GenAI tools and video production phases

In pre-production, GenAI tools prove to be central, enabling the development of scripts, shot lists, and scenes [20]. According to [8], they reduce time and costs, increase the likelihood of success, and allow for the creation, revision, and enrichment of content. Some tools analyse audience reactions to scripts, suggesting improvements, adapting vocabulary to target audiences, and even efficiently generating complete scripts. Despite these advantages, limitations persist, including ethical concerns, the reliability of training data, and scepticism toward automated decision-making. During production, GenAI contributes by generating content, replicating locations and characters, and operating autonomous drones capable of obstacle avoidance and synchronized movements. These technologies enable the reconfiguration and expansion of content while reducing costs and risks. However, the digital cloning of individuals continues to pose legal and ethical challenges due to the lack of regulatory frameworks [8]. Post-production represents the phase with the greatest potential. Here, AI enables realistic voice cloning, automatic translation, and synchronized dubbing, facilitating distribution across multiple languages. It also assists in video editing through object, color, and emotion recognition, the application of effects, automated cutting, and content personalization [3; 8]. Several studies have analyzed specific tools. [6] compared ten solutions, including Runway (advanced editing and text-to-video creation, though requiring technical expertise), Synthesia (realistic avatars generated from scripts), Colossyan (editing of pre-existing videos), Hour One (simple pre-made models), D-ID (photo animation), Elai.io (text-to-video conversion with virtual voice), HeyGen (high-quality avatars with lip synchronization), Pictory (user-friendly for simple videos), Deepbrain (customizable avatars), and InVideo (pre-made templates and translation, albeit with limited features in the free version). [22] tested free tools such as Runway, Visla, Chromox, Genmo, and InVideo, with the latter proving most effective despite extended processing times. Sora stood out for creating realistic videos of up to 60 seconds, including complex scenarios [22]. For creative support, other tools include Video Strategist (strategy and format planning), HyperWrite (scriptwriting assistance), Storyboarder.ai (automatic storyboarding), Promptessor (prompt optimization), Runway (multimodal editing), CapCut (editing with multiple AI functions), and again HeyGen, with advanced avatar models and dubbing capabilities.

III. METHODOLOGY

This study on the use of free GenAI tools in promotional video production followed a Practice-Based Research methodology [10; 11], implemented in three phases:

- Literature review and tool analysis. To establish the theoretical foundation and identify suitable GenAI tools, a bibliographic search was conducted in scientific repositories as well as the “There’s an AI

for That” repository—one of the largest databases of GenAI tools. In this repository, tools were initially selected using the filters “popularity” and “free,” in line with the objectives of this study. In certain cases, more than one tool was tested for a single task due to limitations inherent in free versions.

- **Audiovisual product development.** In collaboration with GoUpBuzz, a promotional video for the VC Pure shower was produced. The company’s objective was to increase sales, adopting an inspiring and sophisticated tone, a visual style featuring b-roll, actors, and talking-head shots, and targeting predominantly women aged 25–45 residing in the UK, USA, and Australia, with mid-to-high incomes and interests in wellness, health, and aesthetics. Based on these guidelines, the pre-production, production, and post-production frameworks [14; 15; 23], and tests of GenAI tools, the promotional video was developed. While it was initially expected to validate each stage of production with the company, they suggested evaluating only the final audiovisual product. To assess the video generated with free GenAI tools, a questionnaire was administered, comprising eleven questions (nine Likert-scale items and two open-ended questions), constructed from initial data and validated by two experts. The process was documented in a production logbook, organized according to production phases and respective steps.
- **Design of recommendations for promotional video production.** The detailed literature review, exploration of production phases using free GenAI tools, and creation of the reference audiovisual product, as outlined by [10], enabled the development of a practical guide to support promotional video production using free GenAI tools.

A. The product, the company

The VC Pure shower (Fig. 1) is a product designed to promote daily well-being, distinguished by its innovation, design, and functionality. It features a filtration system, microbubble technology, and multiple pressure modes. The filtration system is the shower’s primary component, ensuring thorough water purification. Positioned within the shower handle, the filter removes impurities such as heavy metals and chlorine and should be replaced every one to two months. The microbubble technology, effective for deep cleansing of the scalp and skin, eliminates impurities and residues by penetrating the pores.



Fig. 1. VC Pure shower

GoUpBuzz is a digital marketing agency with over 10 years of experience, specializing in online stores and lead generation. Its client portfolio includes a diverse range of international brands in the beauty, fitness, health and wellness, technology and devices, fashion, and lifestyle sectors, among others. GoUpBuzz operates under a performance-based model (pay-per-result), with no fixed costs or long-term commitments, and offers comprehensive 360° solutions — including SEO, ad management on Facebook/Instagram/Google, email automation and chatbots, conversion optimization, and omnichannel monitoring. The agency is also distinguished by its technological integration, connecting campaigns in real-time to Customer Relationship Management systems or Google Sheets, and by its use of advanced reporting that supports strategic decision-making [24].

IV. PRODUCTION OF THE PROMOTIONAL VIDEO

It is important to note that this development took place between June and July 2025 and, given the rapid evolution of generative AI tools, some functionalities may become obsolete or subject to restricted access.

Based on the previously analyzed generative AI tools, the process began with GPT Video Strategist to study the target audience, the product, and certain guidelines. To optimize the effectiveness of the input, prompt construction was examined, consulting the *Prompt Engineering Guide*. Prompts should include clear instructions, context, specific data, and an explicit definition of the desired response type and format. For complex tasks, progressive prompt subdivision is recommended to avoid ambiguity. Advanced strategies include few-shot prompting, chain-of-thought, and ReAct, enabling structured reasoning and interaction simulation [25].

The chain-of-thought strategy was adopted, using multiple prompts to familiarize the model with the content and organize information logically. The first prompt explored the product and target audience, while subsequent prompts detailed the narrative and creative structure, following [15]. The tool suggested starting with a sensory hook, illustrating the audience’s pain points, clearly presenting the USPs, justifying the product, and including an appropriate CTA, maintaining a sophisticated and inspiring tone.

During the pre-production phase, the final prompts generated plot proposals, character descriptions, and script type, which were later used to produce the screenplay with HyperWrite. The technical script (see Table 1) was structured in a table, detailing narrative, content, shot type, production notes, and duration, combining talking-head and B-roll shots [5; 16; 23].

TABLE I. TECHNICAL SCRIPT GENERATED BY THE GENIA TOOL

<i>Narrative structure and duration</i>	<i>Content/Voice-over</i>	<i>Plane Type / Visual Style</i>	<i>Achievement notes</i>
Opening - Intimate Introduction 5 seconds	"It's amazing how small choices can transform our day... and our skin."	Talking head - close-up, natural luz	Soft and diffused light, minimalist ambience, actress with introspective and serene look, calm pace

Transformative decision 4 seconds	"Changing the shower was one of those simple but profound decisions."	B-roll - close-up of hand opening shower, clear flowing water	Focus on details, slow-motion of water, glow in reflections, smooth transition to movement of water
Product Benefits 6 seconds	"VC Pure purifies water, eliminates impurities, and leaves the skin breathing... renewed."	B-roll - detail of the shower in operation, water droplets glistening	Sensory image, clear and clean lighting, slow pace, emphasize purity and freshness
Feel of use 6 seconds	"Before, I felt tired, heavy... Now, each shower is a moment of lightness and renewal."	Talking head + B-roll: woman in the shower, eyes closed, subtle smile	Mid-shot and close-up intersperse, warm light for cozy feeling, relaxed expression
Result in personal care 5 seconds	"Taking care of myself like this, with simplicity and awareness, is where I find balance."	B-roll: woman touching face, luminous skin, straightening hair	Detailed close-ups, smooth camera movements, highlight naturalness and minimalist elegance
Closing - final message 4 seconds	(confident and smooth): "VC Pure. Pure water, real care."	Talking head - open plan, natural light	Direct look at the camera, warm expression, soft fade out for brand logo

For the storyboard, Storyboardai, Voxxio, and Boords were tested, with the latter proving to be the most effective tool.

During production, avatar creation was carried out using HeyGen, and B-roll videos were generated with Runway based on detailed prompts, adjusted for visual and sensory consistency. Certain limitations were observed (Fig. 2), such as inaccuracies in the representation of movements and objects, confirming the warnings of [21].



Fig. 2. Videos generated, but without the shower working properly

For instance, the generated video did not fully depict the functioning of the shower; therefore, the prompt was updated to specify the source of the water, which was still not accurately rendered. In addition to the videos not corresponding fully to reality, the tool ignored the instruction indicating the presence of a hand turning the faucet. This issue had also been reported by [21].

In post-production, CapCut and its sub-tool Pippit were used for automatic editing, supplemented with manual adjustments to captions, cuts, visual and sound effects, including the final CTA.

Table 2 provides a summary of the main features and limitations of the tool under analysis, offering a quick and concise reference.

TABLE II. KEY FEATURES AND LIMITATIONS OF THE GENIA TOOLS

Features of the tools (GenAI)	Observed limitations
Automatic video and audio generation	Inconsistent quality in certain contexts
Intuitive and user-friendly	Reduced functionality in free versions
Basic customization options	Limited creative control
Rapid content production	Insufficient narrative fluency
Integration with digital platforms	Dependence on updates and technical support

The generated promotional video (Fig. 3) can be seen at <https://www.youtube.com/shorts/NCpqGmjshvY>.

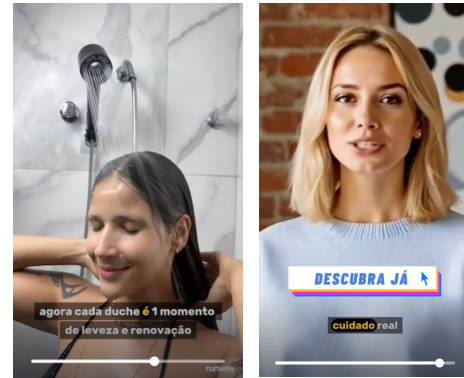


Fig. 3. Generated promotional video

A. Evaluation of the Promotional Video by GoUpBuzz

GoUpBuzz reviewed the promotional video and deemed it suitable for publication on Facebook and Instagram, noting that the selected avatar accurately represents the product. The narrative structure, tone, creative direction, and concept were considered appropriate, and the content aligns with the target audience, containing essential features to achieve the intended objective. However, the company identified limitations in the visual representation of the shower and in the overall visual style, suggesting that the video could benefit from more dynamic transitions.

Recent studies warn that AI tools, especially free ones, present constraints in visual fidelity and creative control [6; 21]. GoUpBuzz's practical experience confirms these limitations, indicating that while the use of AI facilitates and democratizes production, visual accuracy still relies on human intervention. The literature emphasizes that post-production is essential to ensure aesthetic coherence, visual pacing, and narrative fluidity [14; 26]. Even with automated resources from CapCut, customization functionalities remain insufficient to achieve full refinement, particularly when only free tools are used.

V. DISCUSSION

The promotional video produced for the product "VC Pure" was created entirely using free generative AI tools, including GPT Video Strategist, HyperWrite, Boords, HeyGen, Runway, and CapCut.

Data collected by GoUpBuzz indicate that the video is, overall, suitable for the defined strategic objectives. Its effectiveness was acknowledged in terms of alignment with the target audience, the digital platforms used (Facebook and Instagram), tone, and visual concept. However, the company

highlighted shortcomings in the product representation and a lack of dynamism in visual transitions, pointing to practical limitations that correspond with theoretical weaknesses discussed in the literature [6; 21].

Throughout production, it was observed that the construction and refinement of prompts are a determining factor in the success of the generated outputs. As noted by [5; 8], the clarity, context, and specificity of input directly influence the quality of AI-generated content. In the present study, visual errors (such as anatomical distortions and movement inconsistencies) were observed, highlighting the current limitations of these free technologies.

Additionally, tests conducted with different source images demonstrated that the quality of the outcome also depends on the material provided to the tool. This finding reinforces the notion, supported by [1], that human supervision is indispensable in content evaluation, particularly for projects involving the representation of real products or requiring higher visual detail.

VI. CONCLUSIONS

In conclusion, Artificial Intelligence holds significant potential for audiovisual production, particularly in terms of efficiency, scalability, and accessibility. However, the true value of AI-generated content emerges when it is combined with human creativity. Professional oversight is indispensable to ensure accuracy, aesthetic quality, and communicative appropriateness, positioning AI as a complementary rather than substitutive resource.

Free generative AI tools can be considered a viable option for producing promotional videos in resource-limited contexts, provided they are employed alongside well-defined technical and creative guidelines. While these tools offer clear advantages in task automation and accessibility, they cannot replace professional expertise in the creation, curation, and validation of content, thereby reinforcing the essential role of human supervision in maximizing the impact and strategic effectiveness of audiovisual materials. As a primary contribution, this research offers a set of practical recommendations based on empirical experience, obtained results, and literature review, which can support professionals in the conscious and effective integration of these tools within the context of strategic communication.

These recommendations are as follows:

- Strategic planning and pre-definition of objectives: Pre-defining the video objectives, target audience, tone, and style is essential to align AI tool outputs with communication goals.
- Careful prompt design: The quality of generated content directly depends on the clarity and specificity of prompts. Poorly formulated inputs require reformulation or supplementation and should include context, desired format, and appropriate language.
- Testing and visual validation: Due to the technical limitations of free tools, it is necessary to test multiple versions and source images, especially in video generation, to ensure visually coherent results.

- Specialized supervision: The presence of professionals throughout the production process is fundamental to ensure aesthetic quality, narrative coherence, and correction of errors that AI may not detect.
- Realistic expectations regarding limitations: Free tools are accessible and efficient, but still present restrictions in customization and visual quality. They should be considered supportive of the creative process rather than a substitute for human intervention.

This study has limitations. Exclusive use of free generative AI tools reduced creative control and content quality, although it demonstrated feasibility in low-resource contexts. The video evaluation was conducted solely by the partner company GoUpBuzz, without including the target audience, limiting the understanding of communicational effectiveness and generalization of results. Furthermore, the involvement of audiovisual professionals was minimal, contrary to the literature emphasizing the importance of human supervision to ensure aesthetic and narrative quality. These limitations should be considered when interpreting the results. It is important to highlight that the rapid evolution of Artificial Intelligence technologies may render some of the tools analyzed obsolete, thereby restricting the future applicability of the findings. To mitigate this risk, it is advisable to periodically replicate studies with updated versions and to include both commercial and open-source solutions, thus ensuring the continued relevance and comparability of the conclusions.

Based on the limitations identified in this study, several directions for future research on the application of Artificial Intelligence in audiovisual production can be outlined. First, comparative studies between free and commercial generative AI tools are recommended to assess whether financial investment translates into significant improvements in visual and sound quality, as well as in aspects such as personalization, creative control, and narrative fluency.

Second, it is advisable to broaden the evaluation sample to include not only company representatives but also members of the target audience, thereby enabling a more robust validation of the generated content.

Another promising avenue is the systematic integration of audience testing to evaluate AI-generated audiovisual content. Involving target audience members in the evaluation process provides valuable insights into perception, engagement, and communicational effectiveness, complementing internal assessments by companies or professionals. Audience testing can take various forms, including pre-screenings, focus groups, A/B testing, or digital analytics experiments, allowing researchers to measure preferences, emotional responses, and behavioral intentions. Incorporating these methodologies in future studies would strengthen the validation of AI-generated content, support iterative refinement, and provide empirical evidence to optimize content strategy and creative decisions.

Additionally, performance metrics on digital platforms—such as views, retention rates, interactions, and conversion indicators (e.g., website traffic, contact requests, sales, or subscriptions)—should be analyzed to measure the effectiveness of AI-generated videos in real campaigns objectively. Future studies may also compare this

performance with that of videos produced by traditional human teams, considering the relationship between cost, time, and impact.

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