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DigiWork

digital skills for adult learners

Practical Guidelines  
for Creating Videos  
with AI and the  
Synthesia App



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## PRACTICAL GUIDELINES FOR CREATING VIDEOS WITH AI AND THE SYNTHESIA APP

Creating videos with the help of Artificial Intelligence (AI) is one of the latest and most powerful innovations in multimedia production. Using tools like the Synthesia app allows you to generate professional video content easily and effectively, even without advanced technical skills. Below are practical guidelines to maximize the use of these technologies.

### 1. Content planning

Before starting video production, it's essential to have a clear vision of the content you want to communicate. This includes defining the main message, identifying the target audience, and structuring the video. Consider the ideal duration to maintain audience engagement, typically between 1 and 3 minutes for promotional or educational content. Prepare a storyboard or outline that highlights the main scenes and key points of your message.

### 2. Script writing

The script is the heart of your video. It must be clear, concise, and tailored to the communication style of the target audience. With Synthesia, the script is especially important as it will be used to generate the audio and synchronize the digital avatar. Ensure that the text is easily understandable and free of complex terms that might be difficult to pronounce or comprehend. Keep in mind that while AI-generated speech is advanced, it may not always capture human emotional nuances, so avoid overly colloquial or ambiguous expressions.

### 3. Selecting the avatar and language

Synthesia offers a wide range of digital avatars that can be used as virtual presenters in the video. The choice of avatar should reflect the tone and style of the content. For educational videos, a professional-looking avatar is more appropriate; for more informal content, you might choose a more friendly and relaxed avatar. Synthesia also supports multiple languages and accents, which is useful if the video is intended for an international audience. Choose the language and accent that best suit your audience.

### 4. Creating the video with Synthesia

Once the script is ready and the avatar is selected, you can proceed to create the video in Synthesia. The app's interface is intuitive and guides you through the necessary steps to upload the text, select the avatar, and

configure other options like layout and background. It's important to preview the video to ensure everything is synchronized correctly and the final result meets your expectations. At this stage, you can also add subtitles, which are essential for accessibility and ensuring the message is understood even without audio.

## 5. Review and optimization

After generating the video, take time to review it carefully. Check that the pacing is appropriate and that the avatar pronounces all words correctly. If you notice errors or inconsistencies, go back to the script, make the necessary changes, and regenerate the video. Synthesia allows for quick and easy modifications, making the process iterative and flexible. Consider testing the video with a small sample of your target audience to gather feedback and make further improvements.

## 6. Publishing and sharing

Once you're satisfied with the video, export it in the desired format and prepare for publication. Synthesia supports various export formats, making it easy to share on platforms like YouTube, social media, corporate websites, or e-learning platforms. Depending on the video's objective, you can optimize the title, descriptions, and tags to improve visibility and audience engagement.

## 7. Ethical considerations

When using AI and digital avatars, it's important to consider the ethical implications of the technology. Ensure that the video complies with privacy regulations and does not exploit AI in ways that could be perceived as manipulative or misleading. It's advisable to inform the audience that the video was created using a digital avatar and AI, to maintain transparency and trust.

## 8. Future updates and iterations

AI technologies and tools like Synthesia are constantly evolving. Staying up to date with new features and app updates will allow you to continuously improve the quality of your videos. Plan regular iterations of the content to keep it relevant and updated, especially if it's educational or promotional material.

These guidelines will help you fully leverage the potential of Synthesia and AI to create high-quality, effective, and engaging videos, contributing to the success of your digital communication efforts.