Mahidol University
Faculty of Science

Stang Mongkolsuk Library
and Information Division

Stang Library Training
Information skills for you

Generative AI Series
Text to Video

PICTORY

What is Generative AI?

Generative AI refers to AI techniques that learn a representation of artifacts from data, and use it to generate brand-new, unique artifacts that resemble but don't repeat the original data. These artifacts can serve benign or nefarious purposes. Generative AI can produce totally novel content (including text, images, video, audio, structures), computer code, synthetic data, workflows and models of physical objects. Generative AI also can be used in art, drug discovery or material design.

Video Making Tools

Adobe Premiere Pro

Video editing software for film, TV and the web

Adobe Premiere Rush

Mobile and desktop video editing app

CapCut

All-in-one video editor and video maker app

Canva

Video editing tools

Pictory

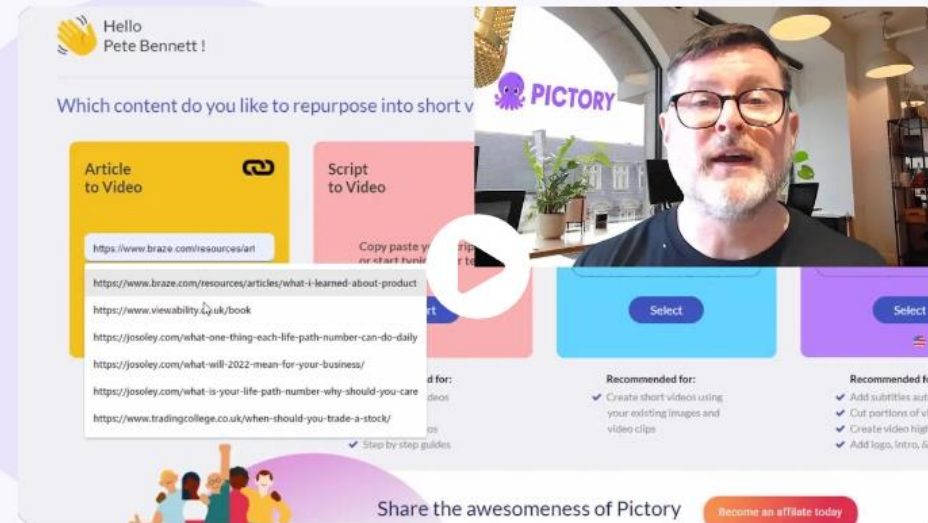AI Video Editing and Content Generation Software

What is Pictory?

Video Creation Made *EASY*

Automatically create short, highly-sharable branded videos from your long form content.

Quick, easy & cost-effective.

No technical skills or software download required.

Get Started For Free!
No Credit Card Required

See Pictory in Action

Pros & Cons of Pictory

Pros

- Simple to use

- Works with any computer

- Unlimited access to over 3 million media

- AI assistant helps create your videos

Cons

- Not support Thai language

- Not suitable for advanced video creation

Free Trial Subscription Plan

PICTORY

My projects   Get started   Help   🔔   Upgrade   K

Subscription plan
Free Trial

Status	Videos used	Transcription hrs used	My templates used
Active	0 / 3	0 / 1	0 / 1

All plans include

Videos from scripts, blogs

Automatic transcription & captioning of video recordings

Conversational style AI Voices

Edit video recordings with text, create highlights

Full access to 3+ million licensed stock videos and images

👋 Hello,

Kanokporn Ngamsawangrungrot!

Which content would you like to repurpose into videos?

Try with demo video

Script to Video 📖

Start typing or
Copy paste your script

Proceed

Watch tutorial

Recommended for:
- ✔ Educational videos
- ✔ Listicle videos
- ✔ Coaching videos
- ✔ Step by step guides

Article to Video 📄

Copy paste the URL

Use ctrl+v to paste

Proceed

Watch tutorial

Recommended for:
- ✔ Blogs
- ✔ Press releases
- ✔ Any HTML article

Edit Video using Text 🎬

Input video from
various sources

Proceed

Watch tutorial

Recommended for:
- ✔ Add subtitles automatically
- ✔ Cut portions of video
- ✔ Create video highlights
- ✔ Add logo, intro, & outro

Visuals to Video 🖼

Drag and drop files or
browse computer
Images and Video files ❓

Proceed

Watch tutorial

Recommended for:
- ✔ Create a slideshow video using existing images & short video clips

Script to Video

- **Input your script → get a video**
- Add visuals from our large library of stock images
- Add AI voice overs
- Add your own voice over, and auto-sync it
- Apply styles and branding
- Change aspect ratio of your videos
- Create your own templates, for future use

Recommended for:
✓ Education videos
✓ Listicle videos
✓ Coaching videos
✓ Step by step guides

Article to Video

- **Input your article → get a video as an output**
- Let AI summarize your article and create your video
- Apply your own voice-over and let Pictory auto-synchronize it
- Apply your own visuals or pick from our library
- Change subtitle styles
- Change branding and save branding for future

Recommended for:
✓ Blogs
✓ Press releases
✓ Any HTML article

Edit Video using Text

- **Edit videos without the timeline (only using text)**
- Clean your videos at the click of a button
- Let AI summarize your video
- Create small video clips (multiple at the same time)
- Change subtitle styles
- Add B-Rolls

Recommended for:
✓ Add subtitles automatically
✓ Cut portions of video
✓ Create video highlights
✓ Add Logo, intro, & outro

Visuals to Video

- **Upload all your visuals and order them as you like to create a video**

- Add text and AI Voiceover

- You can add your own voice over and auto-sync if you are on Premium Plan

Recommended for:
- ✓ Create short video using your existing images
- ✓ Video clips

Video Creation In Minutes

STEP 1

Select input source

STEP 2

View and edit text summary

STEP 3

View and edit video storyboard

STEP 4

Add music and voice-over

STEP 5

Choose video theme

STEP 6

Preview, generate and share video