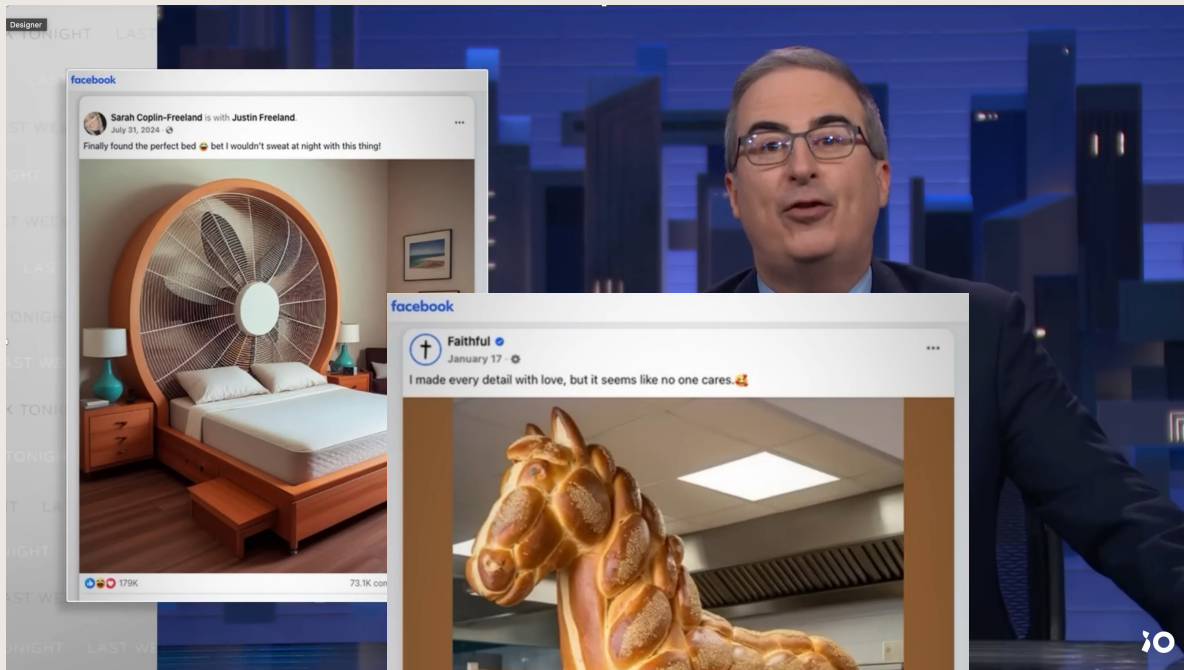


AI video als
superpower voor
creatives. 

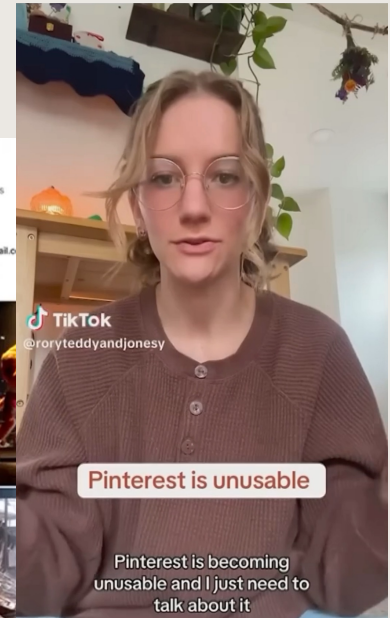
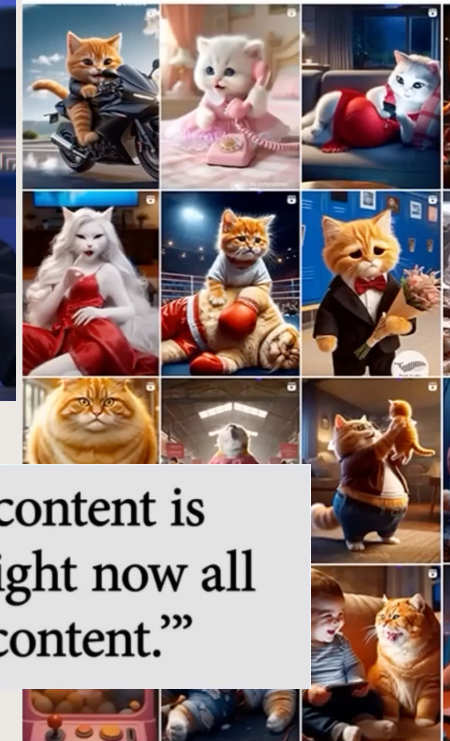
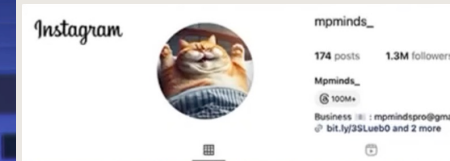


Wie is Sjoerd?

- AI slop. 🤖
- Alles verandert(?)
- Specificiteit en herhaalbaarheid.
 - Anti slop.
- Wat & hoe. AI workflow.
 - Waarom?



“Not all AI content is spam, but ... right now all spam is AI content.”





Sjoerd Madou

Wat is AI slop?



Claude Sonnet 4.5

AI Slop

AI slop is een term die wordt gebruikt voor **lage-kwaliteit, massaal geproduceerde AI-gegenereerde content** die het internet overspoelt. Het is een wat denigrerende term (vergelijkbaar met "spam") voor AI-content die:

Waarom is het problematisch?

Het overspoelt platforms en maakt het moeilijker om **kwaliteitsvolle, menselijk gemaakte content** te vinden. Het devalueert ook het vakmanschap van creators.

Relevant voor jou:

Gezien jouw focus op **creatieve AI-integratie**, gaat het bij jouw werk juist om het **tegenovergestelde** - AI gebruiken als tool voor **betere, meer doordachte content**, niet als vervanging van creatief denken.





Wat weten we?

AI is een tool die nog volwassen moet worden

We willen goede content maken. Geen slop!

En we weten nog iets...



“Every aspect of filmmaking is a huge pain in the a** and it is never worth it.”





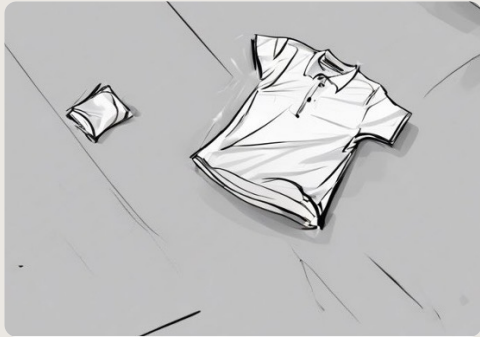
Waar staan we?

(anno November 2025).

Preproductie:

AI als structuur & brainstorm tool.

Storyboarding



In de schaduw van het asfaltveld...



Waar jouw stick.



Het verhaal vertelt.



Dat is waar de toekomst.



Van onze sport.



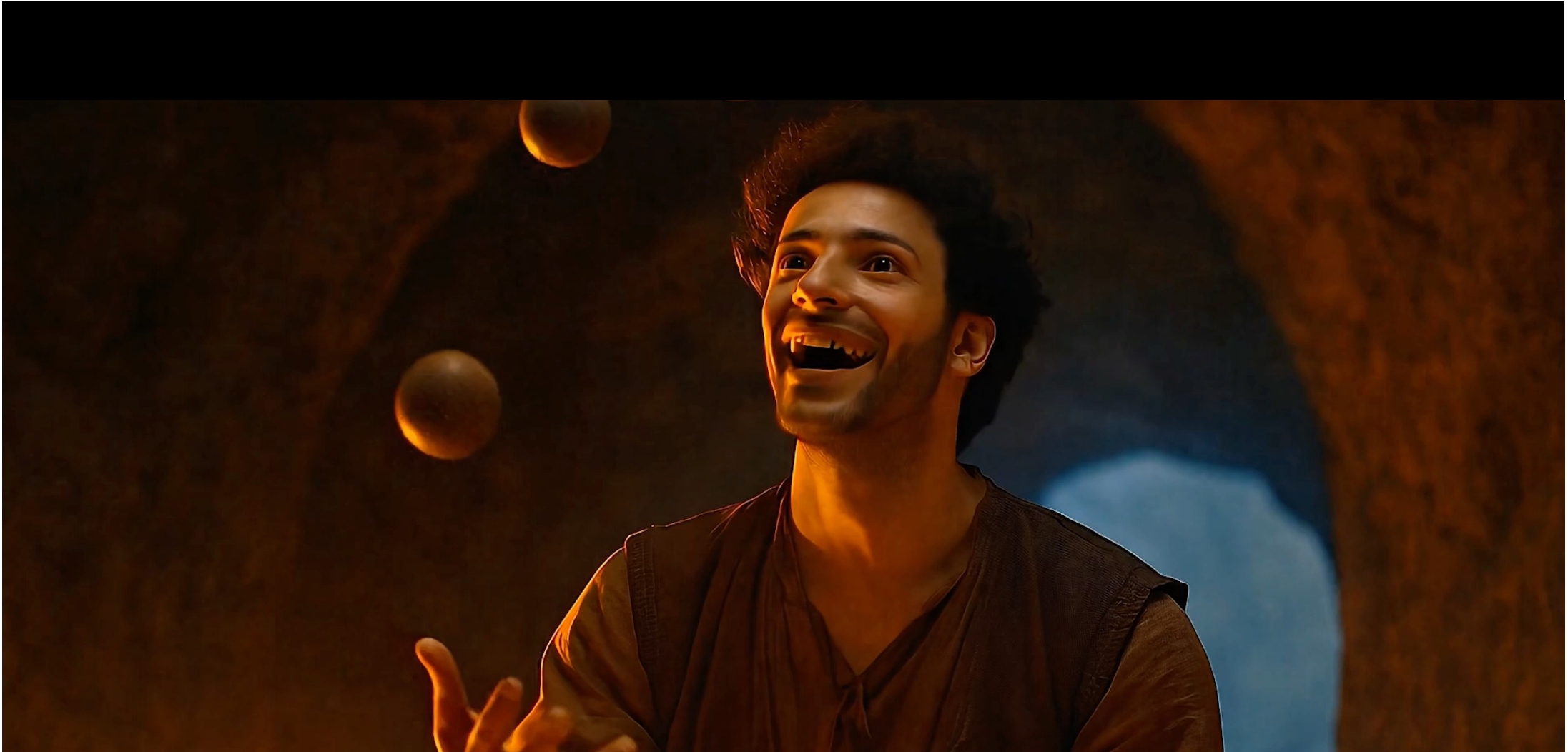
geschreven wordt.

De eerste stappen





Specifiek & Herhaalbaar.



Training actors, locations and objects

Modern Minimalist Kitchen

3 weeks ago

3 images krea #Imm528bix Private Krea 1



Use with Krea 1

Publish

Reuse dataset

Dramatic Dragon

Jul 11, 2025

13 images krea #7q4z0e4av Private Flux



Use with Flux

Publish

Reuse dataset

Urban Arcade Style

Jul 11, 2025

3 images krea #h76fylmlj Private Flux



Use with Flux

Publish

Reuse dataset

BSH Karl

Jul 11, 2025

17 images krea #del2xd12k Private Krea 1



Use with Krea 1

Publish

Reuse dataset

Casual Portrait

Jul 8, 2025

12 images krea #zxul92ift Private Flux



Use with Flux

Publish

Reuse dataset

Nederlandse vrouw ABP

Jun 23, 2025

7 images krea #9zbmbt0ox Private Flux



Use with Flux

Publish

Reuse dataset

New



Hailuo 2.3

Frontier model with dynamic motion

Start Frame

3min

New



Hailuo 2.3 Fast

Fast frontier model with dynamic motion

Start Frame

2min

New



Sora 2

OpenAI's new powerful video model. Create rich detailed, dynamic clips.

Start Frame

3min

Expensive model

New



Sora 2 Pro

OpenAI's state-of-the-art, most advanced video generation model.

Start Frame

8min

Expensive model

New



Seedance Pro Fast

Fast and cheap model, up to 12 seconds

Start Frame

1min

New



Vevo 3.1

Highest-quality frontier model with audio and reference images

Start Frame

End Frame

4min

Expensive model

New



Vevo 3.1 Fast

Fast frontier model with audio

Start Frame

End Frame

3min

Expensive model

New



Wan 2.5

Latest frontier model from Alibaba with improved quality

Start Frame

3min

Expensive model

New



Kling 2.5

Next-gen model with improved dynamics and enhanced style adaptation from Kling

Start Frame

2min

Expensive model

New



Kling 2.5 Turbo

Top-tier text-to-video generation with unparalleled motion fluidity and cinematic visuals

Start Frame

2min

New



Seedance Lite

Fast, high-quality model from ByteDance

Start Frame

End Frame

1min

New



Seedance Pro

Fast, high-quality model from ByteDance

Start Frame

End Frame

1min

Expensive model

New



Kling 2.1

Frontier model with 1080p resolution

Start Frame

End Frame

3min

Expensive model

New



Vevo 3

Highest-quality frontier model with audio

Start Frame

5min

Expensive model

New



Vevo 3 Fast

Fast frontier model with audio

Start Frame

New



Pika 2.2

Add, remove, and change things in your video.

Start Frame

End Frame

Effects

New



Vevo 2

Expensive high-quality model from Google

Start Frame



Models,
models &
More
models

Anti-slop look.



Prompt:

Shot on 16mm, pronounced but fine film grain, neo-noir, authentic 1970's cinema look. Photorealistic, shot with vintage 50mm prime lens, naturalistic soft focus, moderately shallow depth of field. Cinematic lighting, overcast day, soft diffused natural light, low contrast, milky blacks. Muted and desaturated color palette, color graded with dominant earth tones, beige, olive green and charcoal grey.



AI- Spelregie





Mijn werk verandert niet.

Workflow

1. Trainen van beeldelementen.
2. Look bepalen. Start frame.
3. Video genereren op basis van de start frame.
4. Scalen.
5. Finishing touches in post

1. Trainen





2. Look



2. Startframe

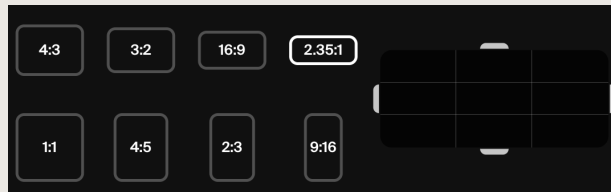
Prompt:

We see a young eight year old black football player practicing his skills by kicking the ball against the side of his house in the Amsterdam area of Bijlmermeer in 2015. He is wearing an Ajax shirt and casual black gym pants.

Look:

Cinematic sports aesthetic. ARRI alexa look. Anamorphic aesthetic. Desaturated, muted color palette. Blue-teal pushed shadows and midtones. Slightly warm amber highlights. Low contrast, lifted blacks. Faded film look. Ultra-shallow depth of field f/1.4. subject sharp, background blown out. Grainy look.

4K



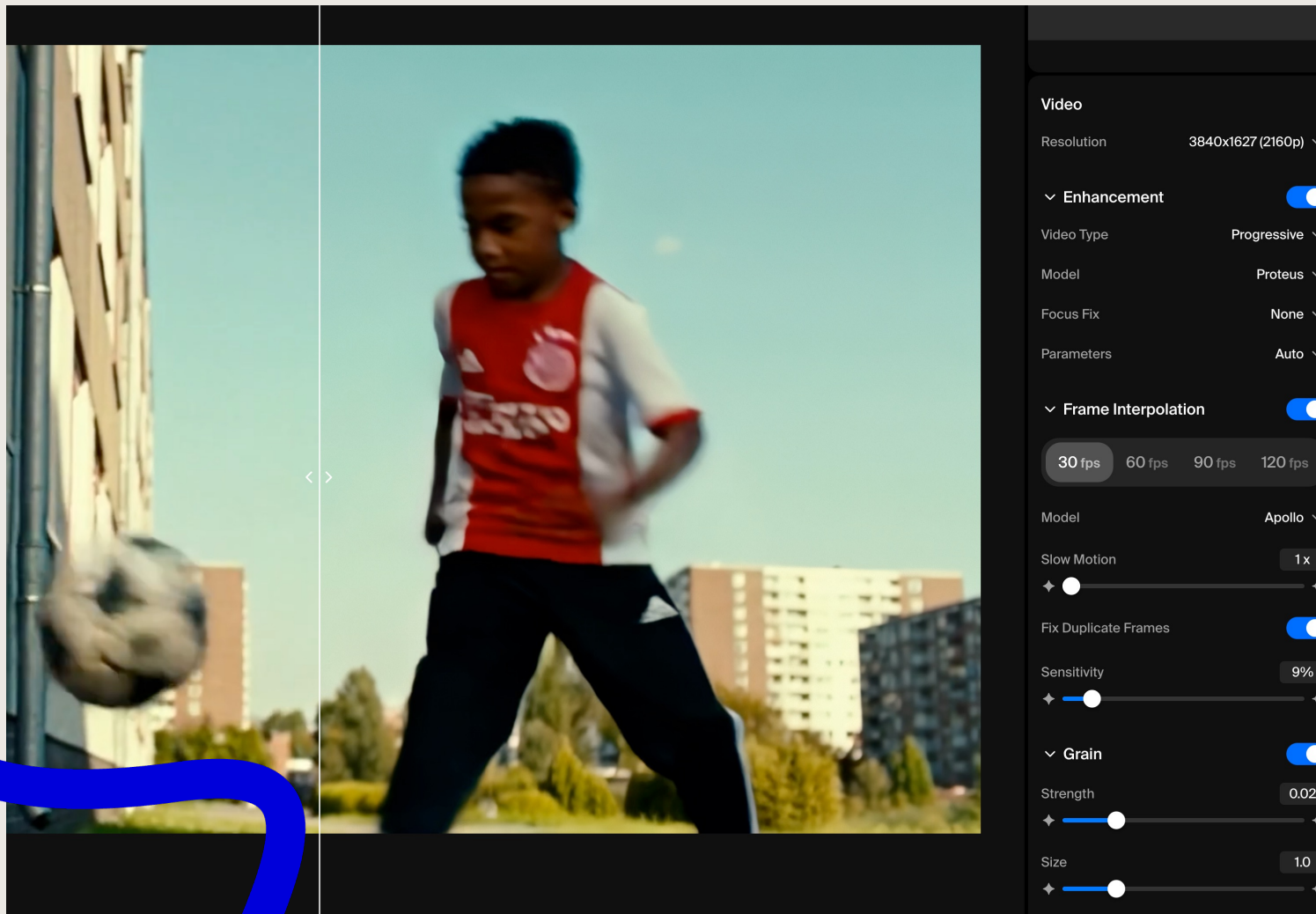


3. Video Genereren

Prompt: The boy is kicking the ball against the wall. It bounces towards the camera. The boy follows the ball and kicks it again and again against the wall until he clears the corner and runs to the left of the frame, still kicking the ball. The camera naturally follows the boys' movements.

Seedance Pro, Sora2, Veo 3.1. Kling 2.5 Turbo.





4. Scalen

5. Finishing touches in post.







Compressie &
Creative overload

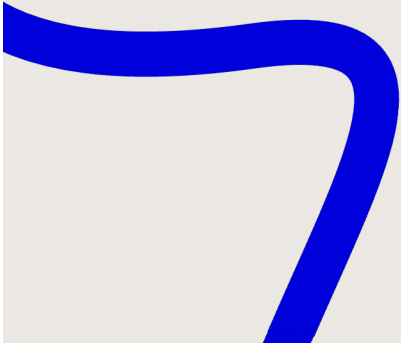
Wat betekenen
deze mogelijkheden?

Vroeger...



In 2025





Content at Scale.

Questions?