

The Multi-Format Visual Storyteller: Exploring Narrative Perspectives in Contemporary Media and the Intersection of AI and Narrative Creation

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Abstract

The Emergence of digital technology has revolutionized the way narratives are constructed and conveyed across various media formats. The advent of multi-format visual storytelling has expanded the creative possibilities for artists, filmmakers, and content creators. This study aims to investigate the potential of AI in storytelling and visualization by comparing their performance with GPT-4 and Jasper, and also explore the intersection of AI and storytelling in film industry. Because of the rapid advancements in AI technology, content creators are looking for innovative ways to incorporate AI tools in the creative process, enhancing narrative creation and storytelling techniques. The author uses AI to create plot structure with Blake Snyder's Beat Sheet and experiments procedures and methods for writing prompt (Prompt Engineering) to input commands for AI to generate story and visual. The study provides an overview of the role of AI in the film industry and explores its impact on aspects of storytelling, including scriptwriting, character development, visual effects, and audience engagement. The author provides discussions, challenges and considerations Through an analysis of key examples, scholarly investigations, and relevant case studies, this paper aims to demonstrate the potential of AI as a transformative force and a solid assistant in film and media industry while acknowledging its limitations and ethical implications.

Keywords: AI and Screenwriting, AI Art Generated, Narrative Perspectives, Practice-Based Research

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I. Introduction

The rapid evolution of media technologies has opened up new avenues for storytelling. Multi-format visual storytelling refers to the practice of creating narratives that span across different media formats, combining elements such as film, photography, text, audio, and interactive elements. Since, film is one of the media which influence people at large, it can impact people in terms of values, ideas, attitudes, and lifestyles. Film can be entertaining, artistic, animated, historical, including a vehicle to deliver some ideologies or concepts from storytellers to viewers. As a result, film can connect with and dominate the minds of individuals at all ages (Wiwatsinudom, 2002).

Therefore, storytelling is an integral part of human culture, serving as a fundamental means of communication, education, and entertainment. With the advent of digital technology, the nature of storytelling has evolved, giving rise to the concept of multi-format storytelling (Miller, 2008). Visual storytelling has long been a powerful medium for conveying narratives and engaging audiences. Traditional forms such as film, photography, and illustration have captivated viewers for decades. However, recent advancements in digital technologies have revolutionized the landscape of visual storytelling, enabling creators to explore new avenues and experiment with various format approaches. Multi-format storytelling is a relatively new phenomenon, born out of the convergence of media in the digital age. It was first introduced in the early 2000s, with the advent of transmedia storytelling, a term coined by media scholar Henry Jenkins. Jenkins (2006) defined transmedia storytelling as a process where integral elements of a fiction get dispersed systematically across multiple delivery channels for the purpose of creating a unified and coordinated entertainment experience.

Likewise, the emergence of Artificial Intelligence (AI) in recent years has brought a paradigm shift in various industries, including the film industry. AI, as a technology, has the capability of automating complex tasks, predicting outcomes, and producing high-quality results. The film industry has taken advantage of this technology in various ways, one of which is storytelling. AI has been used to generate stories, create character arcs, act, score and even direct films (Sharp and Goodwin, 2018). In this paper, the author will discuss the impact of AI on storytelling in the film and media industry.

II. Research Objectives

The present study aims to investigate the potential of AI in storytelling and visualization by comparing their performance with GPT-4, Jasper AI which represent the most popular practices in writing performance from academic, business content to media industry. The study also explores the intersection of AI in visual effects, character development, and audience engagement while acknowledging its limitations and ethical issues. In so doing, this paper expects that useful guidelines for implementing AI tools as solid assistants for media creators will be developed.

III. Literature Review

In film and media industry, issues of AI and narrative creation have been moderately explored. For example, Riedl and Young's (2010) pioneered narrative planning algorithms in AI storytelling, focusing on plot coherence. As well as, Goldman (2019) explored AI's role in collaborative screenwriting, assisting writers in plot development and character arcs.. On the other hand, Bode (2020) raised ethical concerns about AI-generated stories, including

originality and bias. In the field of visual generation, Elgammal et al. (2017) demonstrated AI's use in art creation, highlighting its potential to innovate in the field of visual arts. As well as, Johnson et al. (2016) explored style transfer in images using deep learning, showcasing AI's capability to merge and transform visual aesthetics.

Apart from academic papers, Holmberg (2023) revealed the latest cinematic experiment *Another Persona*, an AI-Generated version of Ingmar Bergman's *Persona* produced by Göteborg Film Festival in collaboration with SF Studios, Gothenburg Film Studios, and the Ingmar Bergman Foundation, which will screen exclusively at the 2024 Göteborg Film Festival, following by the discussion on acting and technology. The experiment teams use AI technology to replace Liv Ullman's interpretation with Alma Pöysti's new role interpretation of Elisabet Vogler, the mute actress and seeming merges with her nurse.

IV. Methodology

Based on a semi-qualitative, this study has drawn on a literature review and practice based research, which were conducted between August 2023 and October 2023. The author's experiment by refining a text prompt, and instruct GPT-4 to generate, comparing with jasper AI.

Input: Write a lengthy and detailed 500 word response in the style of a Save the Cat scene-by-scene Blake Snyder's Beat Sheet for a drama thriller film using the Log Line, Setting, Comparable Films, Protagonist, Antagonist, and Scenes to Include provided below:

Log Line: A woman running her family's noodle restaurant receives an invitation to join the fine-dining industry under the tutelage of an infamous chef.

Setting: Bangkok

Comparable Films: *Hunger* (2023)

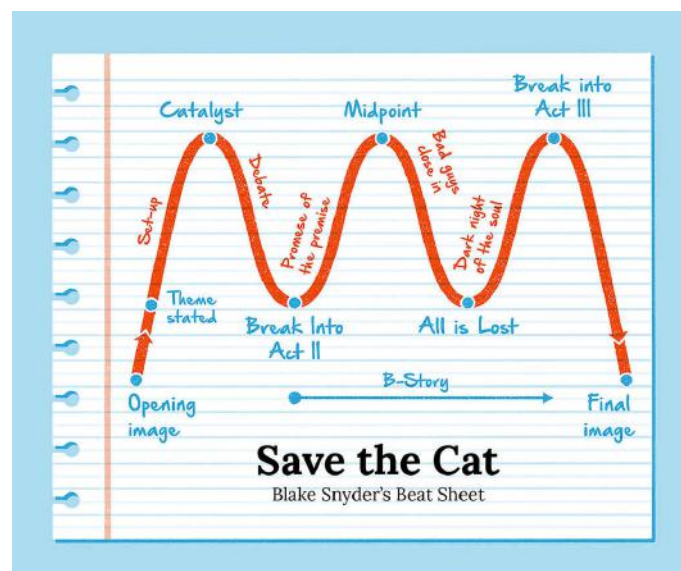


Figure 1: Blake Snyder's Beat Sheet

Source: <https://blog.reedsy.com/guide/story-structure/save-the-cat-beat-sheet/>

V. Results

The following beat sheets were generated using Jasper and GPT-4.

Title	The Noodle Whisper (Jasper AI) September, 2023	The Noodle Noir (GPT-4) September, 2023
1. Opening Image 1-10	Lin is seen working tirelessly at her family's humble noodle restaurant in the heart of Bangkok, serving customers with a smile despite the heat and chaos. She finds joy in the simplicity of her life.	Early morning in Bangkok, we see Mai's modest noodle restaurant. A few locals chat while enjoying their food, hinting at a tight-knit community.
2. Set Up 1-10	Lin receives an invitation from Chef Ramon to apprentice under him in his upscale restaurant. She's torn between loyalty to her family's business and her personal ambition.	Mai's younger brother, Somchai, mentions how they're "just simple noodle makers" and wonders if they're destined for more. Mai seems content, but a spark of curiosity is evident.
3. Theme Stated (5)	Lin's mother tells her, "Sometimes, to preserve what you love, you must be willing to change it."	Mai manages the daily operations, juggling financial stress and local competition. Yet, she's determined and has a clear passion for the art of noodle-making.
4. Catalyst (12)	Lin decides to take the leap of faith and accept Chef Ramon's offer. She leaves her family's restaurant and steps into the world of fine dining.	A mysterious invitation arrives, offering Mai a chance to apprentice with Chef Rama. Mai is torn—this could be her ticket to success and recognition, but she's also wary of leaving her family's legacy behind.
5. Debate (12-25)	Lin struggles to fit into the high-end culinary world. She faces ridicule for her simple background and feels like an outsider. Chef Ramon is harsh and demanding, often belittling her efforts.	Discussions ensue with family and close friends. Somchai is excited, thinking of the money and prestige. Others warn Mai about Chef Rama's notorious reputation.
6. Break into Act II (25)	After a particularly grueling day, Lin contemplates returning home. But she remembers her mother's words and decides to stick it out, vowing to prove herself.	Mai decides to venture into Chef Rama's world, securing someone trustworthy to run the noodle restaurant in her absence.
7. B Story (30)	Lin befriends another apprentice, Aiden, who helps her navigate the cutthroat industry. A romantic spark develops between them.	On her first day, Mai meets Arun, another apprentice, who becomes her confidant and romantic interest, providing contrast to the intense culinary world.
8. Fun and Games (30-55)	Lin begins to understand the intricacies of fine dining. She experiments with new ingredients and techniques, making some mistakes but also enjoying small victories.	Mai is introduced to the glamorous and cutthroat world of fine dining. She's awed by the precision, artistry, and intensity. She learns, grows, but also realizes how different this world is from her own.

9.Midpoint (55)	Lin creates a dish that impresses Chef Ramon. He acknowledges her talent, boosting her confidence.	Chef Rama unveils his new dish inspired by a traditional noodle dish but with a fine-dining twist. It's a hit, and Mai realizes he might've appropriated her family recipe. Her suspicions grow.
10.Bad Guys Close In (55-75)	Chef Ramon's recognition of Lin breeds jealousy among the other apprentices. They sabotage her work, leading to a major setback. Lin is devastated, doubting her ability to succeed in this world.	Mai feels the weight of Chef Rama's expectations and his manipulative tendencies. She's conflicted between loyalty to her roots and the allure of fine dining. Rivalries with other apprentices intensify.
11.All is Lost (75)	Chef Ramon, believing Lin's mistakes were due to negligence, threatens to expel her from his kitchen. Lin feels all her efforts have been in vain.	During an intense training session, Chef Rama publicly humiliates Mai for a small error, questioning her worthiness. Mai, feeling defeated, contemplates returning home.
12.Dark Night of the Soul (75-85)	Lin contemplates giving up. However, Aiden encourages her to fight back and prove her worth. He reminds her of the passion and determination she has for cooking.	In the quiet hours of the night, Mai revisits her family's noodle restaurant. Here, she finds solace in her roots, understanding the true value of her heritage.
13.Break into Act III (85)	Lin decides to create a fusion dish incorporating her family's noodle recipe into a fine-dining presentation. She presents it to Chef Ramon, who is initially skeptical.	With renewed determination, Mai confronts Chef Rama about stealing her family's recipe. He dismissively admits it, revealing his belief that traditional dishes need "refinement" to be of value.
14.Finale (85-110)	Chef Ramon tries Lin's dish and is impressed by its taste and creativity. He apologizes for misjudging her and acknowledges her talent. Lin earns respect from her peers and gains confidence in her abilities.	A grand food gala is announced. Mai decides to participate, making her family's traditional noodle dish with her own authentic twist. The dish is a hit, garnering more attention than Chef Rama's dish.
15.Final Image (110)	Lin returns to her family's noodle restaurant, bringing with her the lessons she learned from the fine-dining industry. She revamps their menu, infusing traditional recipes with a touch of fine dining. The restaurant thrives, and Lin realizes she has managed to preserve what she loves by changing it.	Back at her family's restaurant, a line of eager food lovers extends down the street, including some familiar faces from the fine dining world. Mai smiles, realizing she's bridged two worlds while staying true to herself.
16.Conclusion	Lin's journey is a testament to resilience, adaptability, and the power of staying true to one's roots, even in the face of adversity.	"Flavors of Ambition" takes audiences on a thrilling journey through the culinary world of Bangkok, where tradition and ambition collide. Mai's transformation from a humble noodle chef to a culinary master is a captivating tale of passion, perseverance, and the pursuit of one's dreams.

Table 1: Beat Sheets 15 Sections AI Generated
Paninya Paksa (2023)

After generating beat sheets, the author uses AI to visualize them as storyboards. For consistency between image generations, the author includes character descriptions such as age, ethnicity as well as art style.

Examples of text prompts:

1. Opening Image: Create a photo-realistic painting of Lin, the cheerful 27-year-old, as she expertly serves patrons at her family's modest noodle shop in Bangkok.
3. Theme stated section: Create a photorealistic oil painting of an Asian mother and her 27-year-old daughter, who is a fried noodle cook. The mother stands looking at the daughter while placing a hand on her shoulder. The daughter is in her kitchen holding a mixing bowl. The painting should capture their relationship and the mother's advice.



Figure 2: AI Art Generated Beat Sheet Section 1-4
Source: Paninya Paksa (2023)

5. Debate: Create a photorealistic portrait of Lin in cooking attire, with the background being a bustling, high-end kitchen. The focus should be on the intensity and determination in Lin's eyes despite the belittling. Use a mix of graphite and charcoal to create a sense of depth and texture in the strings of her apron and the shine of her chef.
8. Fun and Games: Create a photorealistic portrait of Lin, a 27-year-old girl expertly slicing into a beautifully plated dish at a high-end restaurant. The focus of the piece should be on the intricate details of the dish and the concentration on Lin's face as she prepares to savor every bite. The painting should be in oil on canvas and should capture the elegance and refinement of fine dining.



Figure 3: AI Art Generated Beat Sheet Section 5-8
Source: Paninya Paksa (2023)

Apart from GPT-4 and Jasper, there is also AI called Gen-2 by Runway which can visualize image from text to video, text + image to video, image to video, stylization, storyboard, mask, render, and customization. It is the new standard for video and visual effects generation. The author approaches to prompt engineering: *Cinematic action, long shot, silhouette of a woman driving a sport car during sunrise in the big city, shallow depth of field, warm lighting, feature film.* And the following were Gen-2 Art generated.



Figure 4: AI Generated Video by Gen-2 (Text-based video)
Source: Paninya Paksa (2023)



Figure 5: AI Generated Video by Gen-2 (Text-based video)
Source: Paninya Paksa (2023)

VI. Discussion

Some believe that AI is already beginning to replace writers. A post on Fox Print Editorial suggests that AI is forcing many writers to reconsider their craft and the unique value they bring (Martin, 2023). On the other hand, there are those who argue AI won't replace screenwriters. An article on Medium suggests that while AI can produce something resembling a screenplay when properly prompted, it cannot yet create an engaging, original work (Nachaj, 2023). Similarly, a discussion thread on Reddit argues that despite advances in AI technology, it's unlikely AI will ever fully replace screenwriters. There are also those who see AI as a tool to assist rather than replace writers. In the realm of TV writing, TechCrunch reports that AI is not yet sophisticated enough to replace trained TV writers (Siberling, 2003). Moreover, a Film Courage video interview features actor, writer, filmmaker Blayne Weaver arguing against the idea that AI will replace screenwriters (Film Courage, 2023). Wired reports that while AI isn't currently replacing screenwriters, there is fear in Hollywood that it could happen in the future (Beddingfield, 2023). This sentiment is echoed by NPR, which reports that striking movie and TV writers are worried about being replaced by AI, even though experts say the technology isn't yet capable of writing a good script (Del Barco, 2023). The Society of Audiovisual Authors (SAA) also weighs in, noting that while AI can't replace screenwriters now, the rapidly developing technology makes it crucial for writers to stay informed (Rakza, 2023).

In conclusion, while there are differing opinions, the consensus seems to be that while AI has the potential to assist in the writing process, it is unlikely to replace human writers and screenwriters in the near future due to its current limitations in creativity, authenticity as well as human insight, empathy and cultural awareness (Kundu, 2022).

VII. Conclusion

There are many AI-based platforms advancement in media industry. Virtual Production and Immersive technology for TV, film, streaming and new media technology will continue to grow faster. Collaboration between humans and AI will be deeper and wider in many aspects. It can still play a valuable role in the future of screenwriting, assisting screenwriters by providing tools for generating ideas, suggesting plot points, analyzing data on audience preferences, and automating certain administrative tasks. While AI can be a helpful tool for screenwriters, it is unlikely to replace them entirely duets the unique creativity, emotional depth, and human understanding that screenwriter bring to their craft. AI is more likely to augment and support the creative process rather than replace it. It has been being used in pre-production process, predicting the success of film and film series, selecting actors, promoting movies and TV program, editing, creating music, and even producing movies. Therefore, AI is powering the future of media and film industry in many exciting ways.

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