

DAY 03 • DAILY KIT

Images, Voice, and Video AI + Talking To Real Customers

AI doesn't just write. It sees, speaks, sings, and directs.

Theme: Multimodal Magic • Homework: 60 min • Project: 90 min

WHAT'S INSIDE

01 Take-home assignments

Missions to complete tonight.

02 Project steps

Ship one thing before Demo Day.

03 Reflection prompts

Write, don't just think.

04 Master checklist

Tick it. Prove it. Done.

Homework — Day 3

Estimated time: 60 min

01 Voice clone

Set up an ElevenLabs account. Clone your voice with a 30-second recording. Have it read your Day 1 origin story.

02 Image challenge

Generate 5 versions of the same subject using different styles: photo-realistic, anime, oil painting, low-poly 3D, hand-drawn. Notice how one keyword changes everything.

03 3 real interviews

Talk to 3 real humans about your problem. Not friends who'll be nice — people who actually have the problem. Text, call, or in person. 5 minutes each.

REFLECTION — WRITE, DON'T THINK

☐ Which style worked best for your project vibe?

☐ What surprised you in the 3 interviews?

☐ Did anyone say something that made you want to change your idea?

BONUS ROUND

Post one AI-generated image on your Instagram or WhatsApp status. Don't tell people it's AI. See who notices.

Project Kit — Your Brand Vibe Deck

Estimated time: 90 min

THE GOAL

Create a 6-image mood board + 15-second AI voice tagline that captures your business vibe.

MATERIALS

Image AI	ElevenLabs	Canva or Figma
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STEPS

01 Define the feeling

3 adjectives for how your brand should feel. (e.g. 'nostalgic, hopeful, midnight'.)

02 Generate 20, pick 6

Iterate. Reject anything that feels 'AI-generic'.

03 Write & record the tagline

15 words max. Voice it with ElevenLabs, dramatic tone.

04 Lay it out

One page mood board, tagline as caption, your logo (AI-generated) top-right.

DELIVERABLE

One image (JPG) + one audio file (MP3), uploaded to the gallery.

RUBRIC — HOW WE JUDGE

✓ Cohesion

Do all 6 images feel like the same universe?

✓ **Originality**

Does it dodge AI clichés (glowing brains, neon Tokyo, purple gradients)?

✓ **Emotional hit**

Does the tagline give me chills or a smile?

✓ **Craft**

Would this pass as an art director's work?

PROMPT TEMPLATES – COPY & USE

Style-locked image prompt

Generate 4 variations of: [SUBJECT]. Locked style across all 4: [3 STYLE WORDS]. Locked color palette: [3 HEX CODES]. Aspect ratio 4:5. No text in image.

Tagline generator

You are a legendary ad copywriter. My brand: [ONE-LINE]. Feeling: [3 ADJECTIVES]. Give me 15 taglines under 10 words each. Rank them. Rewrite the top 3 to be even sharper.

Tick each box only when it's actually done.

HOMEWORK MISSIONS

- ☐ Voice clone
- ☐ Image challenge
- ☐ 3 real interviews

PROJECT STEPS

- ☐ Define the feeling
- ☐ Generate 20, pick 6
- ☐ Write & record the tagline
- ☐ Lay it out

SHIP IT

- ☐ Reflection questions answered in writing
- ☐ Deliverable submitted: One image (JPG) + one audio file (MP3), uploaded to the gallery.
- ☐ Posted to the camp gallery / shared with a friend
- ☐ Bonus round attempted

Done? Sign it. Date it. Show up tomorrow ready to build.

Signed _____ Date _____