ARTIST-LED RESEARCH

Evaluating AI Video Models

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JUNE 2025

MY LENS AS AN ARTIST-RESEARCHER

As an artist, I explore surreal and emotional storytelling using multiple exposure, symbolic layering, and visual poetry.
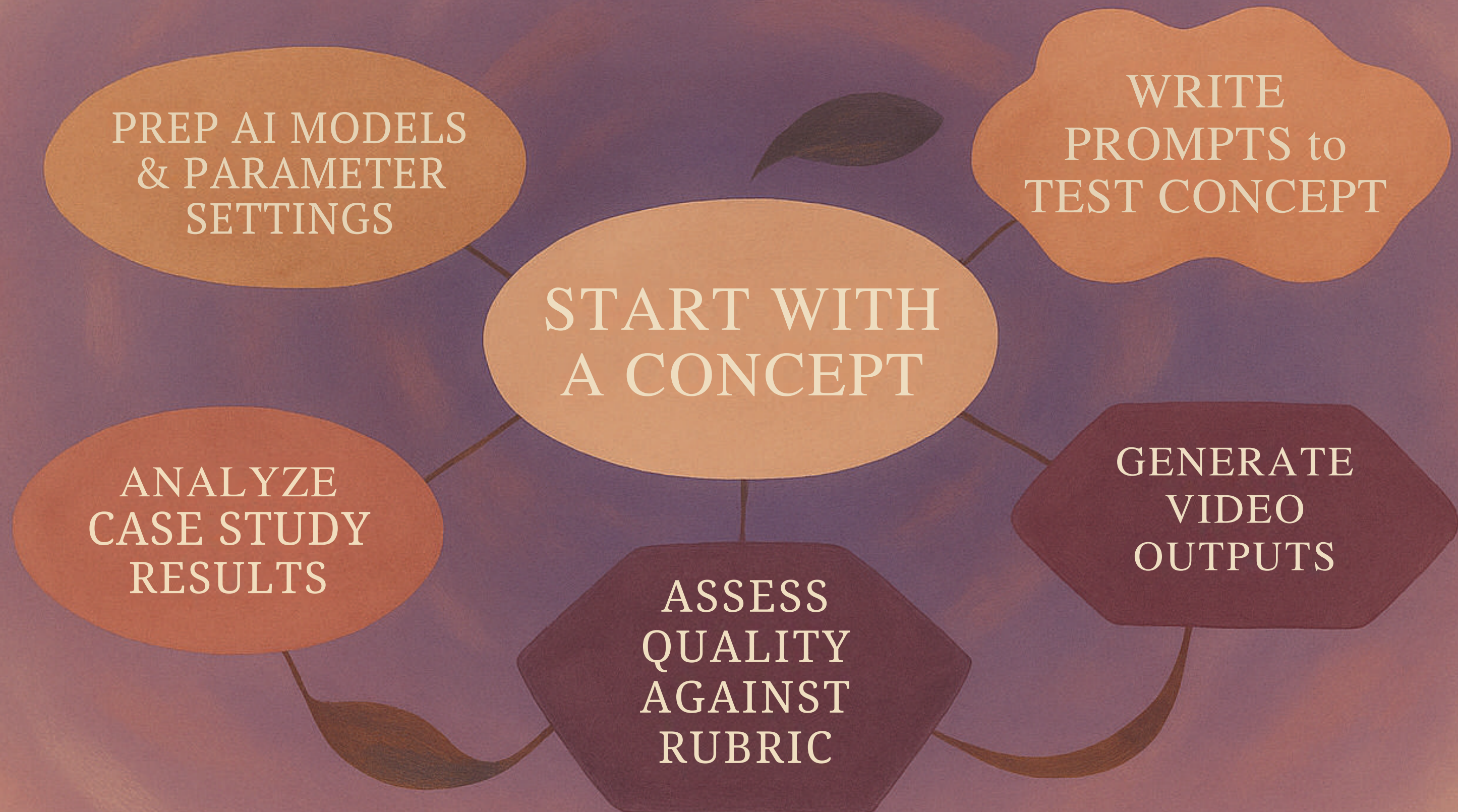
My practice blends emotion, visuals and experimentation with AI art tools and video frameworks like Runway, Sora, Midjourney, OpenAI and Photoshop AI.

RESEARCH OBJECTIVES

- Assess AI video models for their ability to evoke surreal, emotional visuals
- Explore their capacity for slow, symbolic movement
- Evaluate the use of light, color, and pacing to convey mood

METHODOLOGY & WORKFLOW

PREP AI MODELS & PARAMETER SETTINGS

WRITE PROMPTS to TEST CONCEPT

START WITH A CONCEPT

ANALYZE CASE STUDY RESULTS

GENERATE VIDEO OUTPUTS

ASSESS QUALITY AGAINST RUBRIC

TOOLS I'D USE & WHY

Runway ML
For generating and editing
AI videos with stylistic control

Sora (OpenAI)
For testing storytelling depth
and longer scenes

**Midjourney/Adobe
Firefly**
For building image to video
test inputs and help me control
the visual tone from
the start.

**Figma or
Canva**
For organizing prompt
maps and visual
comparisons

**Notion or
Google Sheets**
For documenting
results and rubrics
Clean,structured but still
lets me write freely.

WHY THIS WORKFLOW MATTERS

This process isn't just about testing features -
it's about protecting the heart of the work.
Starting with a concept reminds me to ask why, not
just how. Writing prompts carefully helps shape
meaning, not just visuals.
By generating and analyzing outputs through emotion,
light, pacing, and silence - I'm not only evaluating a tool.
I'm seeing if it can tell a story that feels alive.

PROMPT MATRIX- Through My Lens

Test Dimension	Prompt	Type	Why This Is Me
Camera Control	The camera moves slowly in a circle around two people holding hands in the middle of a quiet room. Light comes in soft from the window. Petals float up instead of down. You can almost hear the stillness.	Text-to-video	I like calm scenes with tension underneath. This is how I show care, longing, and time.
Style Consistency	A double exposure of someone fading into soft smoke and old photos. Their face glows with warm light, like morning sun through a dusty curtain. The background shifts gently from pastel pink to grey.	Text-to-video	I use double exposure and fading to talk about memory and identity. The light and color help carry the mood.

PROMPT MATRIX- Through My Lens

Test Dimension	Prompt	Type	Why This Is Me
Motion & Physics	Books fall one by one, slowly, but in reverse. A person walks backward through them. The pages flutter like wings. It's quiet except for the sound of paper moving. There's a dream-like glow around everything.	Text-to-video	I like playing with gravity and silence- things moving in ways they shouldn't, but still feeling soft and emotional.
Complex Scene	A train station filled with reflections instead of people. Every reflection shows a different emotion: joy, fear, peace, anger. The walls flicker like candlelight. The sound is distant - like music from another room.	Image-to-video	I want to test how the model handles many feelings at once - and if it can still feel personal, not noisy.

PROMPT MATRIX- Through My Lens

Test Dimension	Prompt	Type	Why This Is Me
Temporal Coherence	A dancer spins slowly. As they turn, the background changes — a bedroom, then a forest, then underwater. But the lighting on their face stays golden, like it's always evening. Their breath is the only sound.	Text-to-video	I use slow changes and mood shifts to tell emotional stories. I want to see if it can follow through without glitching.
Editability Test	A dream of a girl running through color - try the same scene once with no red at all. In one, she feels warm and open. In the other, she feels like she's hiding something.	Prompt variants	I use color for feeling. I want to see if the models can handle that level of control.

PROMPT MATRIX- Through My Lens

Test Dimension	Prompt	Type	Why This Is Me
Latency & Output	Try the same spiraling hands prompt on all models. See which one gives me smooth light, good contrast, and fast results without losing mood.	All Models	I need speed, but not if it kills the atmosphere. I want to know which model respects emotion and timing.

EVALUATION RUBRIC & METRICS

Camera Control

- Smoothness of motion
- Emotional framing
- Response to pan/tilt/zoom

Style Consistency

- Realism of movement
- Weight/physics feel believable (even in surrealism)
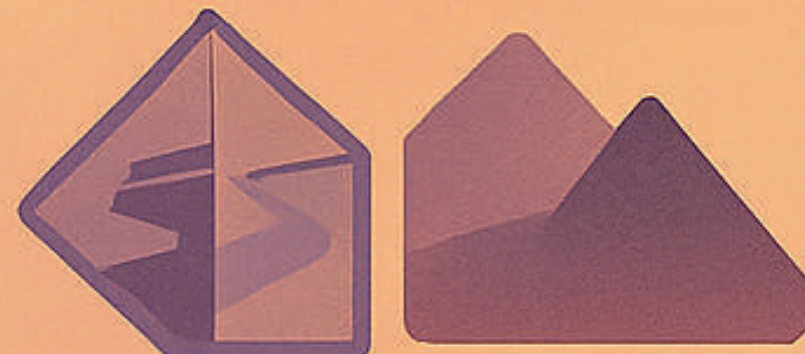- Elegance of motion

Complex Scene

- Ability to handle multiple elements
- Clarity of emotional cues
- Visual layering without noise

Temporal Coherence

- Smooth transitions
- Lighting continuity
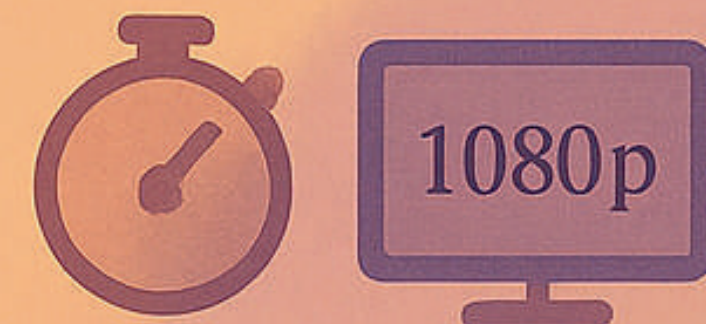- Scene blending over time

Editability Test

- Responsiveness to prompt variations
- Style control
- Color adaptabillity (e.g. removing red changes fading)

Latency & Output

- Generation time
- Output resolution
- Format compatibility

EXPECTED OUTPUTS

Side-by-Side Visual Grid

Model A	Model B	Climax

Beginning	Midpoint	Climax

Rating Dashboard

Model A

Style Faithfulness	★★★★★
Emotional Clarity	★★★★⯪
Editability	★★★★⯪
Scene Transitions	★★★★⯪

Highlighted Moments

Double exposure fading worked well

Lighting here feels off less moody

Nice day-to-dusk transition

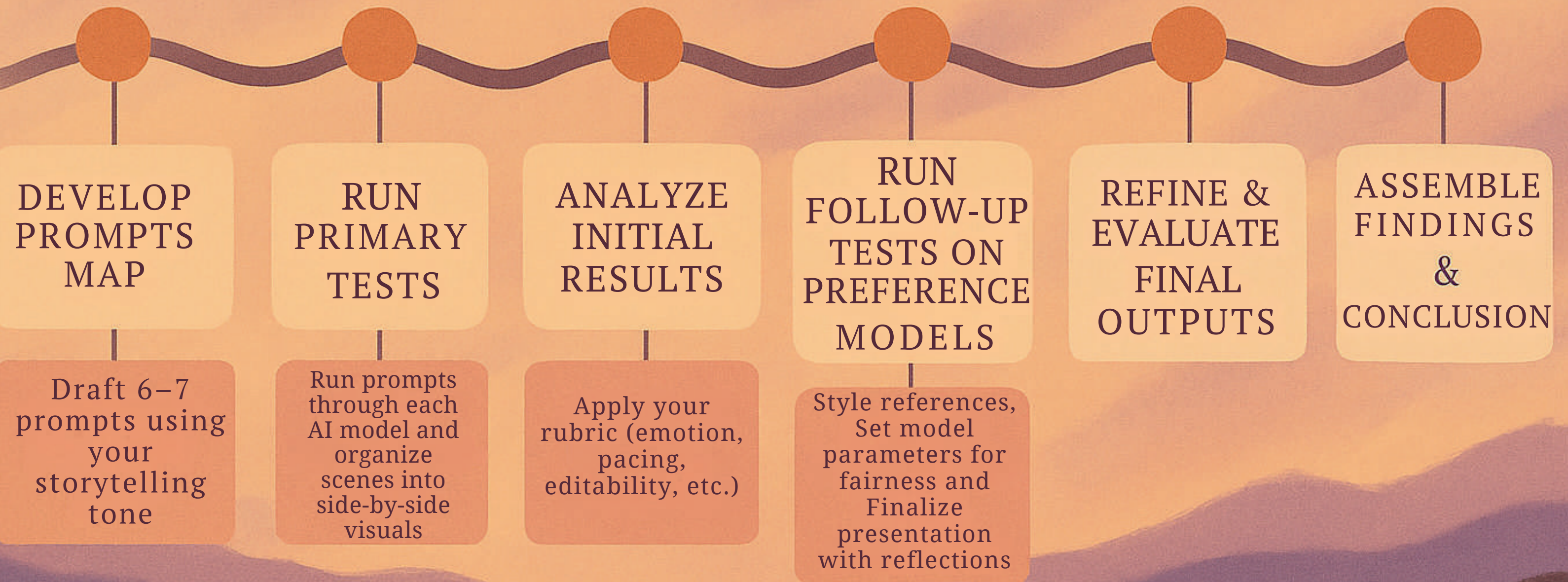## Small Video Stills + Commentary

Background flickers broke continuity

Picked up the dreamy glow nicely

Lacked softness in color and light

TIMELINE & CHECKPOINTS

DAY 1 **DAY 2** **DAY 4** **DAY 5** **DAY 6** **DAY 7**

DEVELOP PROMPTS MAP

Draft 6–7 prompts using your storytelling tone

RUN PRIMARY TESTS

Run prompts through each AI model and organize scenes into side-by-side visuals

ANALYZE INITIAL RESULTS

Apply your rubric (emotion, pacing, editability, etc.)

RUN FOLLOW-UP TESTS ON PREFERENCE MODELS

Style references, Set model parameters for fairness and Finalize presentation with reflections

REFINE & EVALUATE FINAL OUTPUTS

ASSEMBLE FINDINGS & CONCLUSION

FINAL NOTE

When it comes to AI video models, I'm not just interested in output. I'm interested in what the process, the results, and the moments in between can reveal about the creative soul.