

**PROGRAMME**

**THINK,  
PROMPT,  
CREATE**

From Prompting to Directing:  
Creative Intelligence for AI-Native Production

CFA: 3 / ECTS: 3  
Year of study: 2nd and 3rd undergraduate

## **00. THINK, PROMPT, CREATE**

Think, Prompt, Create is an intensive workshop on **AI creative direction** — the discipline of orchestrating generative systems with intentionality, coherence and authorship.

The course does not teach how to use AI tools. It teaches how to **direct** them.

The distinction is fundamental. The market is saturated with platforms that generate content. What remains scarce — and increasingly valuable — is the ability to maintain a creative vision across complex, multi-model production pipelines.

This programme trains participants to think as **creative directors of intelligent systems**: designing coherent visual worlds, managing character and environmental persistence, sequencing cinematic narratives, and building production-grade workflows that protect authorial identity.

### **Rome as Production Set**

The programme is not a classroom-only course. It is **a site-specific creative production** rooted in the city of Rome.

On Day 2, through **Rome by Romans** — a directed field expedition guided by local experts and AI — participants will be taken into hidden, off-the-beaten-path locations of the city: places that most visitors and even many residents have never seen. Not tourist landmarks. Forgotten courtyards, layered architectural fragments, subterranean passages, peripheral ruins, overgrown gardens — Rome's **secret visual DNA**.

During this expedition, participants will collect **original photographic material**: textures, surfaces, atmospheres, light conditions, spatial compositions, architectural details. This raw material will become the scenographic foundation of their entire workshop project — the visual world upon which their AI-directed video production will be built, from the first generated image to the final cinematic sequence.

The result is a course where AI creativity is not abstract or self-referential. It starts from a real place, a real eye, a real directorial intention — and uses generative systems to transform documented reality into a cinematic vision that could not exist without both the human gaze and the machine's generative power.

AI without direction becomes noise. Direction is the premium layer. And direction begins with what you see.

# 01. THE PARADIGM SHIFT

The first generation of AI creativity was about **generation**: faster outputs, more variations, infinite possibilities.

That era is over.

Generation is now a commodity. Every tool generates. Every platform promises “stunning visuals” and “effortless creation.” The result is a landscape of technically impressive but creatively indistinguishable outputs – content without continuity, images without identity, sequences without coherence.

The next frontier is not generation. It is **direction**.

Direction means:

- maintaining visual and narrative coherence across dozens of outputs;
- orchestrating multiple AI models as a unified production system;
- building persistent characters, environments and visual languages;
- designing modular workflows that can be iterated, refined and scaled;
- protecting creative authorship in an automated production environment.

Think, Prompt, Create positions participants at this frontier – not as users of AI tools, but as **architects of creative systems**.

# 02. THE APPROACH

## **Direction Over Generation**

The course operates on five interconnected principles that define what it means to direct – rather than simply use – generative AI.

### **1. Cinematic Thinking**

AI production is treated as filmmaking, not image-making. Participants learn to think in terms of shot logic, sequencing, continuity, visual rhythm and narrative systems. Every output is part of a sequence. Every sequence is part of a world.

### **2. Persistent Identity**

The course addresses one of the most critical challenges in AI production: maintaining consistency. Participants build character systems, environment libraries and visual identity frameworks that persist across sessions, models and outputs. Every output is part of a sequence. Every sequence is part of a world.

### **3. Multi-Model Orchestration**

Modern AI-native production requires coordinating multiple specialised models — image generation, video synthesis, upscaling, background removal, style transfer, prompt optimisation. Participants learn to design and manage these pipelines as integrated production workflows.

### **4. Modular Production**

Every creative element is designed as a reusable, editable module. Character sheets, environment briefs, prompt architectures, style references — all structured for iteration, variation and scale. Not single prompts. Creative systems.

### **5. Authorship Protection**

In a landscape where AI outputs risk becoming anonymous and interchangeable, the course emphasises strategies for maintaining creative signature, visual identity and directorial voice throughout the production process.

## **03. THE PRODUCTION ENVIRONMENT**

The workshop unfolds within a **real production context**: participants do not complete academic exercises — they build a coherent, portfolio-ready creative project from concept to final output.

The starting point is Rome itself. The photographic and video material collected during the **Rome by Romans** field expedition becomes the scenographic raw material — textures, spaces, light, atmosphere — that participants will transform into an AI directed visual world. The project follows a complete production arc: from field documentation to creative direction, from visual system design to cinematic video production.

The production environment includes:

- **Field documentation tools** (photography, video capture, reference collection during the Rome expedition);
- **AI image generation systems** (state-of-the-art diffusion models);
- **AI video synthesis platforms** (text-to-video and image-to-video generation);
- **Prompt architecture tools** (structured, production-ready prompt design);
- **Multi-model workflow environments** (node-based orchestration pipelines);
- **Post-production and refinement tools** (upscaling, compositing, colour grading);
- **Asset management systems** (character sheets, environment libraries, style guides).

All tools and platforms used in the course are selected for their **production-grade** capabilities — not for experimentation or play.

The continuous transition from real-world observation to directed AI production will allow participants to understand methods and a working approach that can be replicated in any professional context: agencies, film production, commercial campaigns, editorial projects, visual storytelling.

## 04. THE TOOLS

Participants will work with a curated production stack including:

- **Generative image models:** current state-of-the-art diffusion architectures for directed visual production
- **AI video synthesis:** text-to-video and image-to-video platforms for cinematic sequence generation
- **Prompt engineering frameworks:** structured methodologies for building precise, repeatable, production-ready prompts
- **Workflow orchestration environments:** node-based systems for designing and managing multi-model creative pipelines
- **Character and world persistence systems:** frameworks for maintaining visual consistency across outputs
- **Post-production tools:** AI-powered upscaling, background removal, compositing and refinement
- **Reference and asset management:** structured approaches to style guides, mood boards and creative direction documentation

The specific tools will be communicated before the course begins, as the AI production landscape evolves rapidly and the most current professional-grade platforms will be selected.

## **05. LEARNING OUTCOMES**

### **Analysis**

- Understanding the current AI creative production landscape and its structural limitations;
- Reading and deconstructing existing AI-generated content to identify coherence failures;
- Directed observation and documentation of real-world spaces as creative source material;
- Identifying the gap between generation and direction in professional contexts.

### **Direction**

- Designing a creative direction framework: visual language, character systems, environment logic;
- Building prompt architectures that encode directorial intention;
- Structuring multi-model workflows as coherent production pipelines;
- Maintaining visual and narrative persistence across outputs and sessions.

### **Production**

- Transforming field-collected material into AI-ready scenographic assets;
- Executing a directed AI production from documented reality through final delivery;
- Managing character consistency, environmental coherence and stylistic continuity;
- Orchestrating image generation, video synthesis and post-production as a unified pipeline;
- Building a production-ready portfolio piece that demonstrates directorial control.

### **Critical Framework**

- Articulating the difference between AI-assisted creativity and directed creative production;
- Understanding authorship, provenance and creative governance in AI-native workflows;
- Developing a professional methodology that is tool-agnostic and future-proof.

## 06. STRUCTURE

| ACTIVITY                         | HOURS     |
|----------------------------------|-----------|
| Online preparatory sessions      | 6         |
| Lectures and workshops (on-site) | 25        |
| Seminars and tutorials (online)  | 3         |
| Independent study and production | 41        |
| <b>TOTAL LEARNING HOURS</b>      | <b>75</b> |

## 07. ACTIVITIES

### **ONLINE – Preparatory Sessions**

Two online sessions (dates TBD, 2027)

#### **Session 1 (3H)**

- Course philosophy: from prompting to directing
- The crisis of generation and the value of creative control
- Required tools: setup, accounts and workspace preparation
- Assigned reading and reference analysis

#### **Session 2 (3H)**

- Introduction to prompt architecture and structured creative briefs
- Multi-model workflow logic: how directed pipelines work
- Pre-course assignment: concept development for the workshop project

### **ON SITE – Intensive Workshop (dates TBD, 2027)**

Five days, Monday to Friday. The week follows a complete production arc: from directorial mindset (Day 1) to field documentation in Rome's hidden locations (Day 2), visual system construction (Day 3), cinematic production and orchestration (Day 4), and final screening (Day 5). Morning sessions in class or on location. Afternoon: directed independent production.

# THINK, PROMPT, CREATE

## Day 1 – THE DIRECTOR’S MINDSET

*Monday*

### Morning 09:00 – 13:00

| TIME        | ACTIVITY  |
|-------------|---|
| 09:00–10:00 | <b>Welcome and introduction</b> · Course philosophy, objectives, production workflow and team formation             |
| 10:00–11:00 | <b>Lecture – Guest Professor</b> · The evolution of creative production: from analogue craft to AI-native direction |
| 11:00–12:00 | Lesson · Why generation is a commodity – and direction is the premium layer   |
| 12:00–13:00 | <b>Lab</b> · First direction exercise: from uncontrolled generation to intentional output                           |

### Lunch

**Afternoon 14:00 – 18:00** Independent study: tools setup, reference analysis and preparation for the field expedition

## Day 2 – ROME AS SET: THE FIELD EXPEDITION

*Tuesday*

### Morning 09:00 – 13:00

| TIME        | ACTIVITY  |
|-------------|---|
| 09:00–13:00 | <b>Rome by Romans</b> · Directed field expedition into Rome’s secret places – guided by local experts through hidden courtyards, layered architectural fragments, subterranean passages, peripheral ruins, overgrown gardens. Participants document through photography and video |

### Lunch

**Afternoon 14:00 – 18:00** Independent production: material selection, cataloguing and organisation into production-ready scenographic assets. First creative direction decisions: what world does your Rome become?

## Day 3 – FROM ROME TO WORLD: VISUAL SYSTEMS & PERSISTENT IDENTITY

*Wednesday*

### Morning 09:00 – 13:00

| TIME        | ACTIVITY  |
|-------------|---|
| 09:00–10:00 | <b>Lecture</b> – Guest Professor · Visual coherence in contemporary AI production                       |
| 10:00–11:00 | Lesson · From field material to visual world: transforming Rome's textures into AI- ready scenographies |
| 11:00–12:00 | Lesson · Building character systems: identity sheets, visual DNA, persistence protocols                 |
| 12:00–13:00 | <b>Lab</b> · Character and environment construction from collected material                             |

### Lunch

**Afternoon 14:00 – 18:00** Independent production: character system and environment library development based on Rome field material

## Day 4 – CINEMATIC SEQUENCE & PRODUCTION ORCHESTRATION

*Thursday*

### Morning 09:00 – 13:00

| TIME        | ACTIVITY  |
|-------------|---|
| 09:00–10:00 | <b>Lecture</b> – Prof. Cardea · Cinematic thinking meets multi-model orchestration: directing AI production pipelines |
| 10:00–11:00 | Lesson · Shot logic, visual rhythm and narrative sequencing for AI video  |
| 11:00–12:00 | Lesson · From scenography to sequence: directing coherent AI-generated video within your Roman world                  |
| 12:00–13:00 | <b>Lab</b> · Full pipeline workshop: executing a directed production from field material to cinematic output          |

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## Lunch

**Afternoon 14:00 – 18:00** Independent production: video sequence development, pipeline execution and portfolio assembly

## Day 5 – SCREENING & CRITICAL DIRECTION

*Friday*

### Morning 09:00 – 13:00

| TIME        | ACTIVITY  |
|-------------|---|
| 09:00–10:00 | Independent production · Final refinement and portfolio assembly                              |
| 10:00–12:00 | <b>Screening</b> · Presentation of directed video productions – group viewing and peer review |
| 12:00–13:00 | <b>Critical discussion</b> · Directorial choices, authorship strategies and lessons learned   |

## Lunch

**Afternoon 14:00 – 18:00** Portfolio finalisation and independent production

## POST COURSE

- Portfolio completion and final delivery
- Online review session (3H) – presentation and critical discussion of directed productions

## 08. FINAL OUTPUTS

Each participant will deliver a **directed AI production portfolio** including:

- **Field documentation archive:** curated photographic and video material from the Rome by Romans expedition, organised as production-ready scenographic assets
- **Creative direction document:** visual language definition, character systems, environment frameworks and stylistic parameters – all rooted in the collected Roman material
- **Prompt architecture:** structured, production-ready prompt sets demonstrating directorial
  - precision
- **Directed visual sequence:** a coherent series of AI-generated images building a cinematic world from Rome's hidden scenographies
- **Directed video passage:** an AI-generated cinematic sequence demonstrating shot logic, continuity and narrative control within the constructed visual world
- **Production pipeline documentation:** workflow structure showing multi-model
  - orchestration methodology
- **Critical reflection:** written analysis of the directing process – from field observation to AI production – challenges encountered and authorship strategies employed

## 09. KEY WORDS

- Creative Direction
- AI-Native Production
- Multi-Model Orchestration
- Visual Persistence
- Prompt Architecture
- Cinematic Thinking
- Production Pipeline
- Character System
- Directed Generation
- Authorship
- Creative Infrastructure
- Worldbuilding
- Site-Specific AI Production
- Field Documentation
- Scenographic Direction

## 10. INDICATIVE BIBLIOGRAPHY

### Core Reading

1. Melanie Mitchell – *Artificial Intelligence: A Guide for Thinking Humans*
2. Walter Murch – *In the Blink of an Eye: A Perspective on Film Editing*
3. Robert McKee – *Story: Substance, Structure, Style and the Principles of Screenwriting*

### Supplementary Materials:

- Articles, case studies and production references provided during the course, tailored to the current state of AI creative direction tools and methodologies
- Selected readings on cinematic language, visual systems design and creative production workflows
- Industry references on AI governance, authorship and creative provenance

## 11. ASSESSMENT

### ECTS 3 (CFA 3)

Assessment is based on the **directed production portfolio** (Section 08), evaluated across four dimensions:

| CRITERION   | WEIGHT |
|---|--------|
| <b>Directorial coherence</b> – visual and narrative consistency across all outputs              | 30%    |
| <b>Technical orchestration</b> – effective use of multi-model workflows and prompt architecture | 25%    |
| <b>Creative identity</b> – distinctiveness of visual language and authorial voice               | 25%    |
| <b>Critical awareness</b> – depth of reflection on directing methodology and authorship         | 20%    |

*Think, Prompt, Create is a BIP Erasmus+ programme hosted by AANT – Accademia delle Arti e Nuove Tecnologie, Rome.*

*The planned activities are open to students with varying levels of technical experience and can be modulated according to the background of the group. No prior AI expertise is required – only the willingness to think as a director.*