

DARK LORD SKAAR

LILLY ROSE

DROD

JAY CONNOR



## IMPERIA | THE AI MANUFACTURING PROCESS

The epic science fiction drama **IMPERIA** was produced with the help of artificial intelligence using a complex and visual AI process. Since AI technologies at the time were not yet capable of producing consistent characters and scenes, director Marcel Barsotti had to consider how realistically the film could be produced. The screenplay for **IMPERIA** is a classic analogue script with lots of dialogue, different main and supporting actors, and many elaborate futuristic scenes from different worlds. Barsotti therefore had to develop a technology that would make the characters look consistently the same, which is not 100% feasible with conventional AI programmes. For example, a character could not wear a watch in one scene, two watches in the next scene, and have different facial features or clothing in yet another scene.

Marcel Barsotti then came up with the idea of developing a process like animation technology, but not in the sense of CGI technology to move characters in three dimensions, but with the help of individual still images. Barsotti began with a complex AI photo software process using AI brush techniques to first create each individual scene of the film as a still image and then prompt it into motion using AI. Barsotti thus began by prompting all the characters, such as main and supporting actors, animals, robots, androids, machines, spaceships, cities and aliens, individually. These individual parts were then assembled with appropriate camera settings on several levels, corrected, post-processed and added using green screen techniques. Barsotti also used these techniques to give the main actors different outfits. Only then were the still images animated, completed with further elaborate prompts for camera work and emotional movements of individual bodies.

The techniques used to create the robots and alien worlds were even more complex. Here, the director used AI morphing technology, which allows a wide variety of images to be merged using multiple parameters. One alien, the Dark Lord Skaar, the villain in the film, was created from tools in his garage, glass bottles and various cables and cords. In a second morphing process, these images

were then merged with designs from architecture and mechanical engineering. Barsotti varied this process until the film and its images had their own identity and were clearly distinguishable from other science fiction films. A unique look was created.

The images were then added with SFX and various AI greenscreen techniques, each object adjusted in colour grading and shading to optimally set each scene in motion using AI.

Once a scene was perfect, the individual scenes were synchronised with various AI voices. The director took great care to ensure that the synchronisation of the voices retained emotional vitality. Here, too, Barsotti had to use various editing techniques of his own, which AI cannot otherwise produce, to cut, edit and change the tempo of individual sentences, words and even letters. This was achieved using Logic PRO-X, which offers perfect algorithms for this purpose.

In total, the production of the film **IMPERIA**, including the film music, sound design, dubbing and 5.1 surround mixing, took six months. The music, sound design, editing and mixing were done analogue. Marcel Barsotti did all the work himself!

Softwares: Kling AI, Runway Gen3, Green Screen technology, sfx technology, Leonardo AI, Nightcafe AI, Midjourney, Revoicer, ElevenLabs, Logic ProX, Photoshop AI, Artlist, Ai tools, Finalcut SFX, Chat GPT...

© copyright 2025 by **BAI PICTURES** **À IMPERIA**  
[info@baipictures.com](mailto:info@baipictures.com)

