

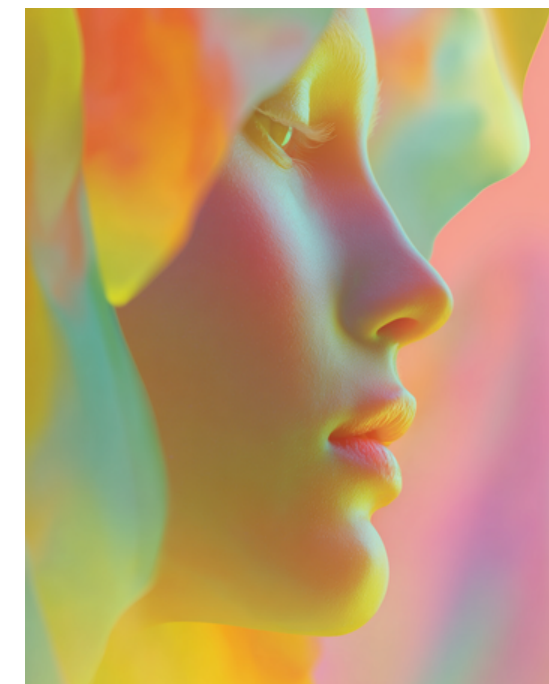
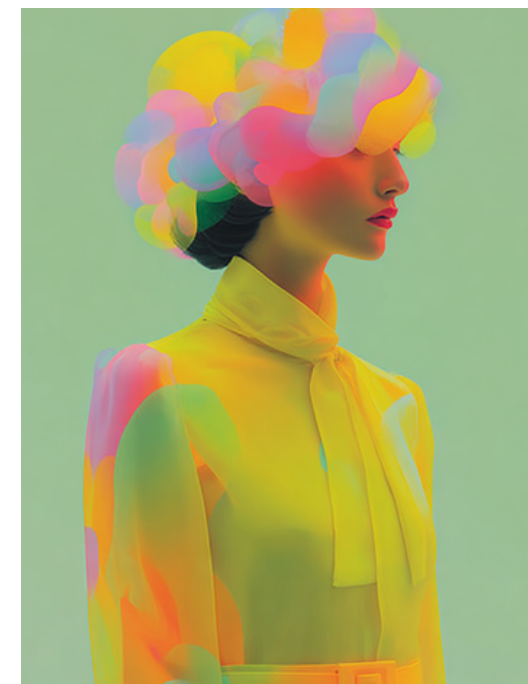
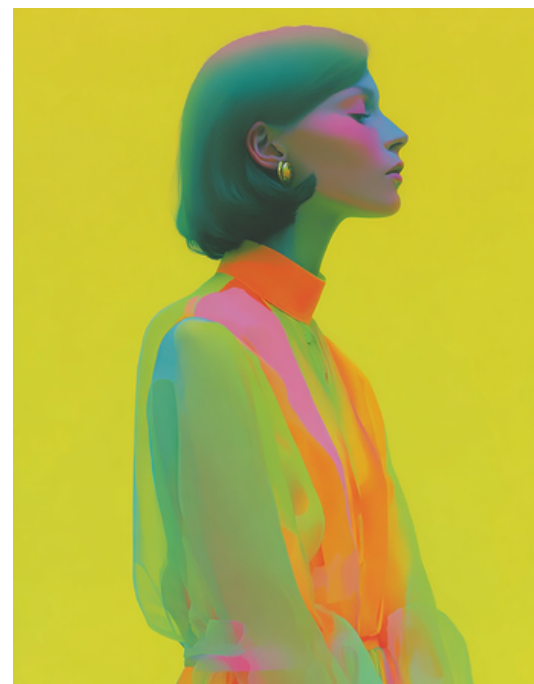
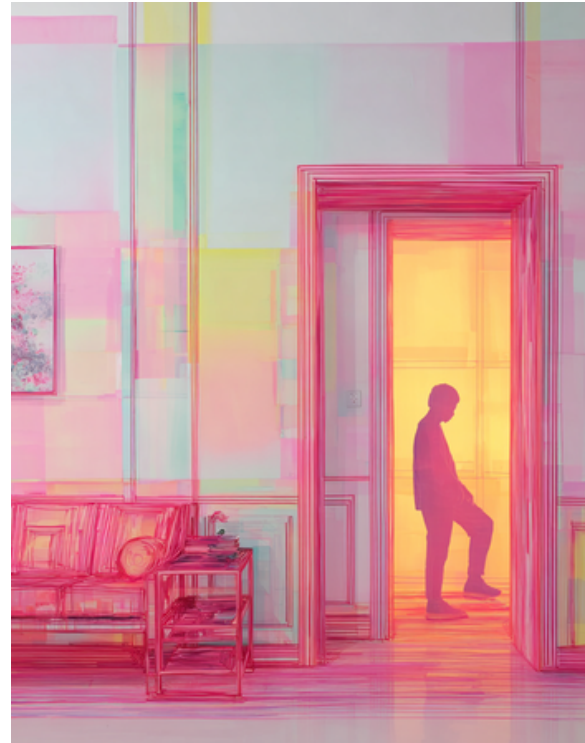
PAULA FREEMAN

AI CONTENT CREATOR | CREATIVE
TECHNOLOGIST GENERATIVE IMAGE +
MOTION



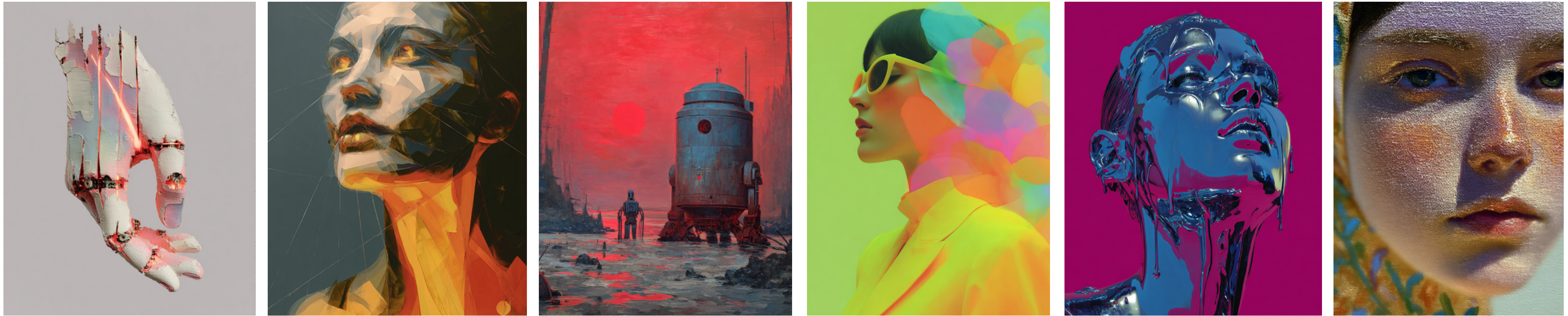
Hypercolor Dream- AI Film Concept

Hypercolor Dream explores a surreal visual world defined by saturated color, stylized portraiture, and cinematic lighting. The project investigates how generative imagery can be used to build a cohesive visual language for speculative film environments and narrative concepts.



AI Concept Development

This series explores concept-driven visuals developed through generative exploration and refined through compositing and color direction. The work focuses on creating striking visual ideas that could evolve into marketing campaigns, narrative visuals, or cinematic environments.



A selection of concept-driven visuals developed through generative exploration and refined through compositing and color direction.

AI Creative Workflow

My workflow combines generative AI tools with traditional artistic direction and refinement. I use AI to rapidly explore visual concepts, then curate and refine the strongest ideas into production-ready imagery and motion content.

1. Concept Direction

I begin with a visual idea, theme, or atmosphere and develop prompts designed to explore composition, lighting, and narrative possibilities.

2. Image Generation

Using generative tools, I rapidly produce visual explorations to test different compositions, environments, and moods.

3. Selection & Curation

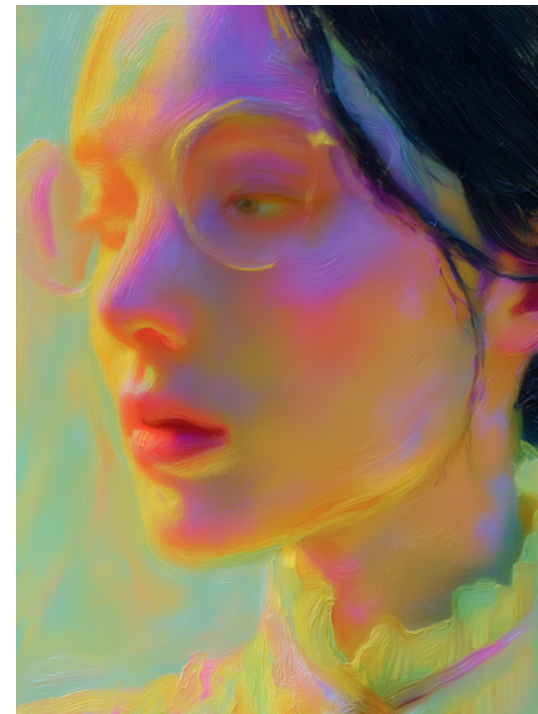
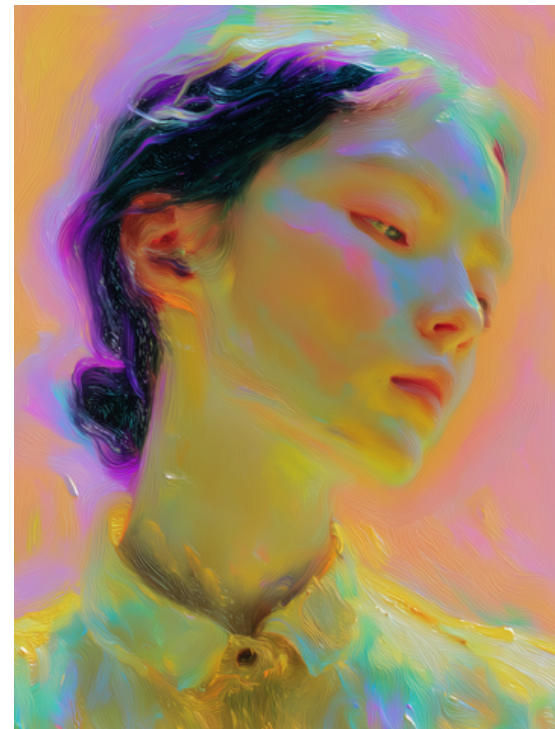
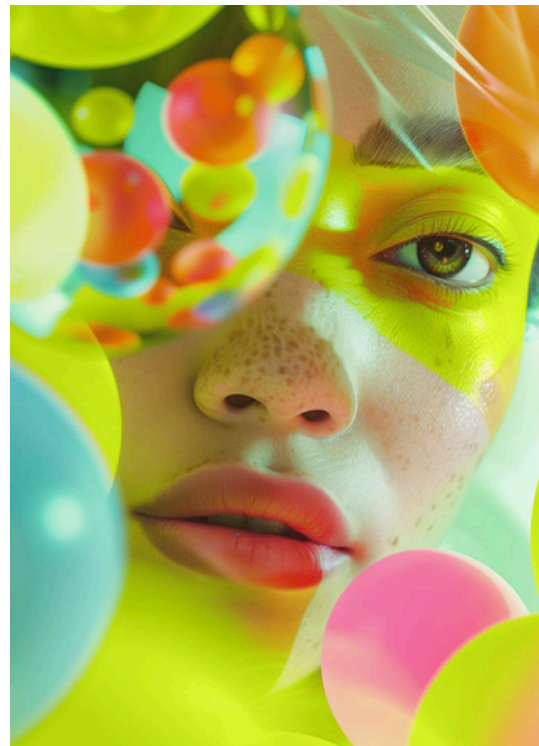
From hundreds of generated images, I select the strongest visuals based on composition, emotion, and visual impact.

4. Compositing & Refinement

Selected images are refined in Photoshop through compositing, color adjustments, and texture work to bring the concept to a polished visual result.

5. Motion & Final Output

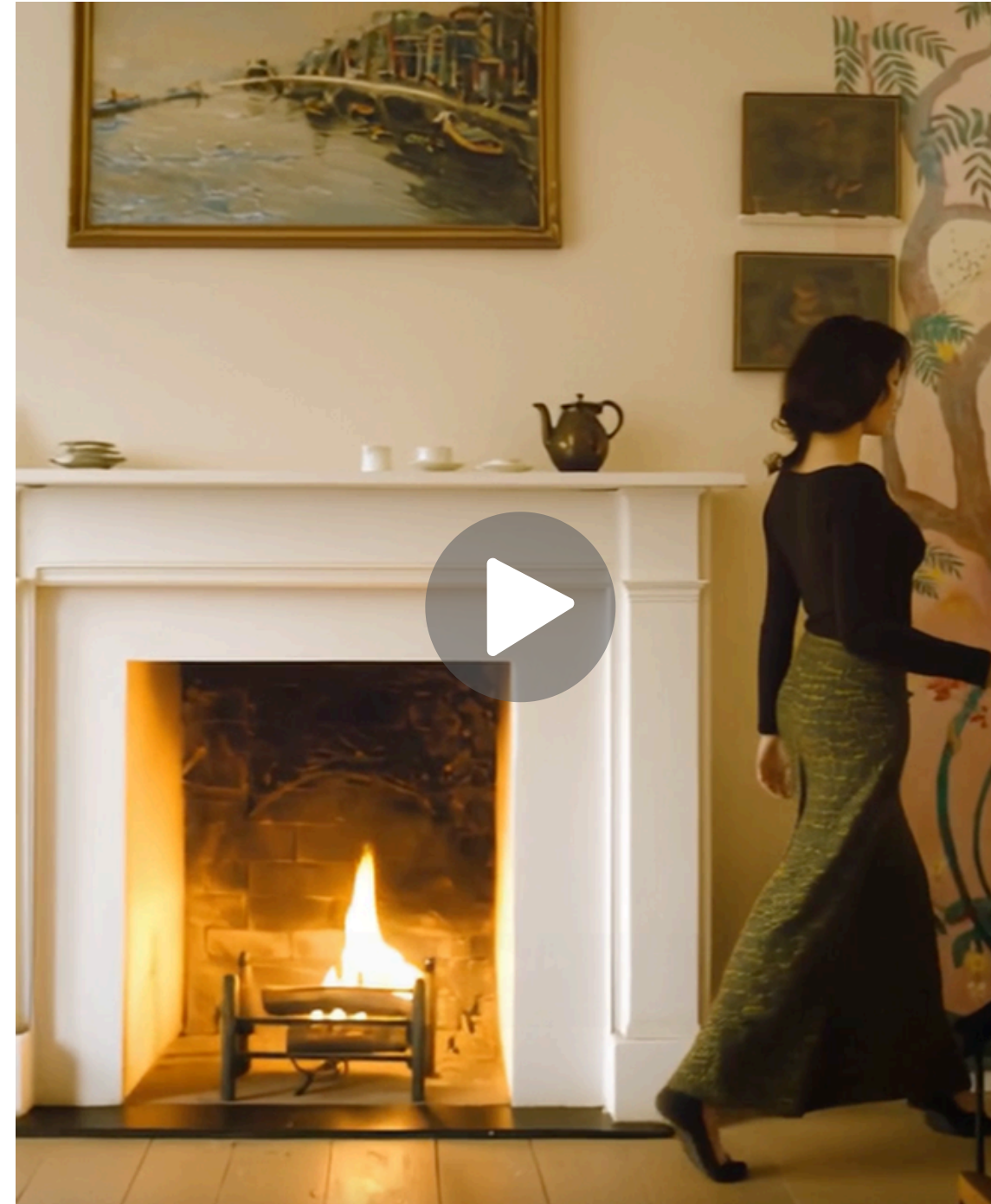
Refined visuals can be expanded into motion pieces, presentation videos, or marketing content to communicate a concept or campaign narrative.



AI Motion Concept – Click to Play

AI Motion Concept

Motion concept developed from AI-generated imagery and refined artwork, demonstrating how generative visuals can evolve into cinematic motion and storytelling assets.



AI Motion Concept — Click to Play

[View Video: https://drive.google.com/file/d/1phYp8eJciKk4baTvXCoOeHeI95hvlIWD/view?usp=sharing](https://drive.google.com/file/d/1phYp8eJciKk4baTvXCoOeHeI95hvlIWD/view?usp=sharing)

AI Campaign Visuals

Generative visuals developed as campaign-style imagery and motion concepts, demonstrating how AI-generated visuals can support storytelling, marketing content, and creative direction.



[Click to view video:](https://drive.google.com/file/d/1is2MsuLoiETPzRL3gNVodbQWuBPVEf-e/view?usp=sharing)

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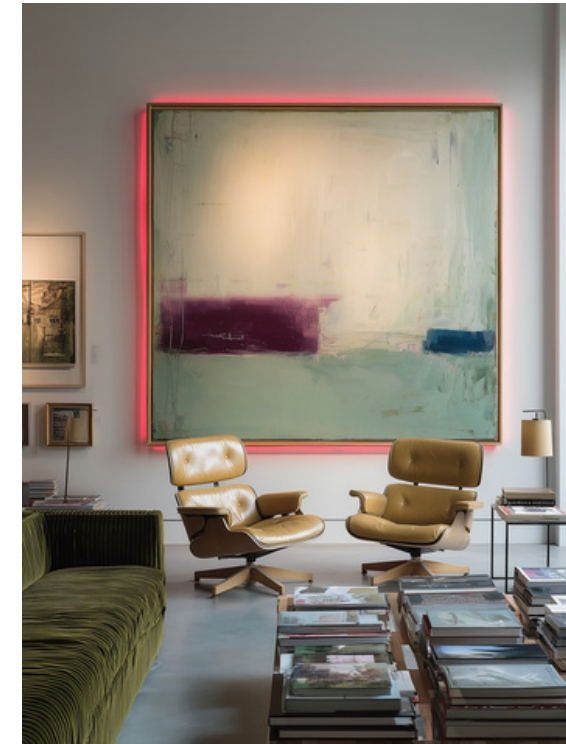


[Click to view video.](https://drive.google.com/file/d/1ijERDL0dlaQrP4ejKEDXZ6jJgZ8DiePV/view?usp=sharing)

<https://drive.google.com/file/d/1ijERDL0dlaQrP4ejKEDXZ6jJgZ8DiePV/view?usp=sharing>

Concept Exploration & Environment Design

AI-generated concept visuals and composited environments developed to explore visual direction, storytelling, and campaign applications.



Workflow Integration

AI-generated imagery refined for visual consistency and artifact correction, including anatomy adjustments and clarity improvements for commercial usability.



AI Generated output



Refined & Corrected Image

Get in Touch

Available for generative AI creative development, concept design, and AI-driven visual storytelling.

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