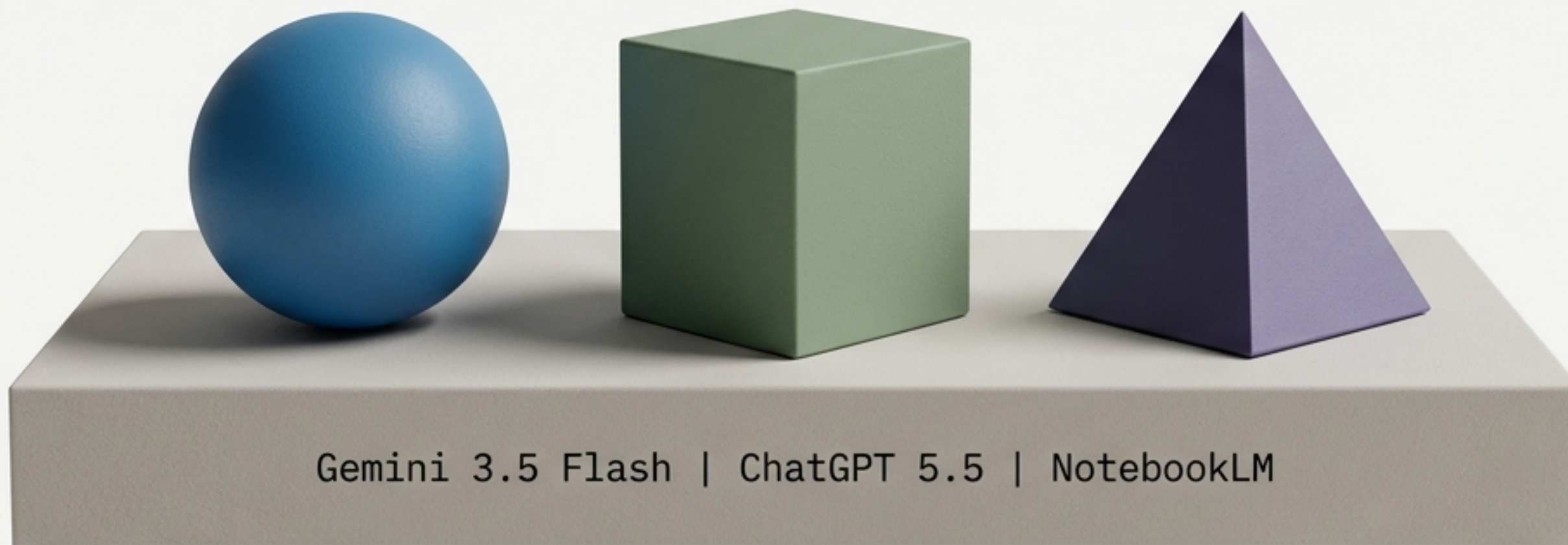


The AI Media Strategist's Playbook

Mastering Images, Infographics, Slides, and
Video with Next-Gen Models



Q1

Q2

Q3

This Week

Model 3.5
Deployed

Omni
Unlocked

Feature
Deprecated

Half of the landscape changed this week.

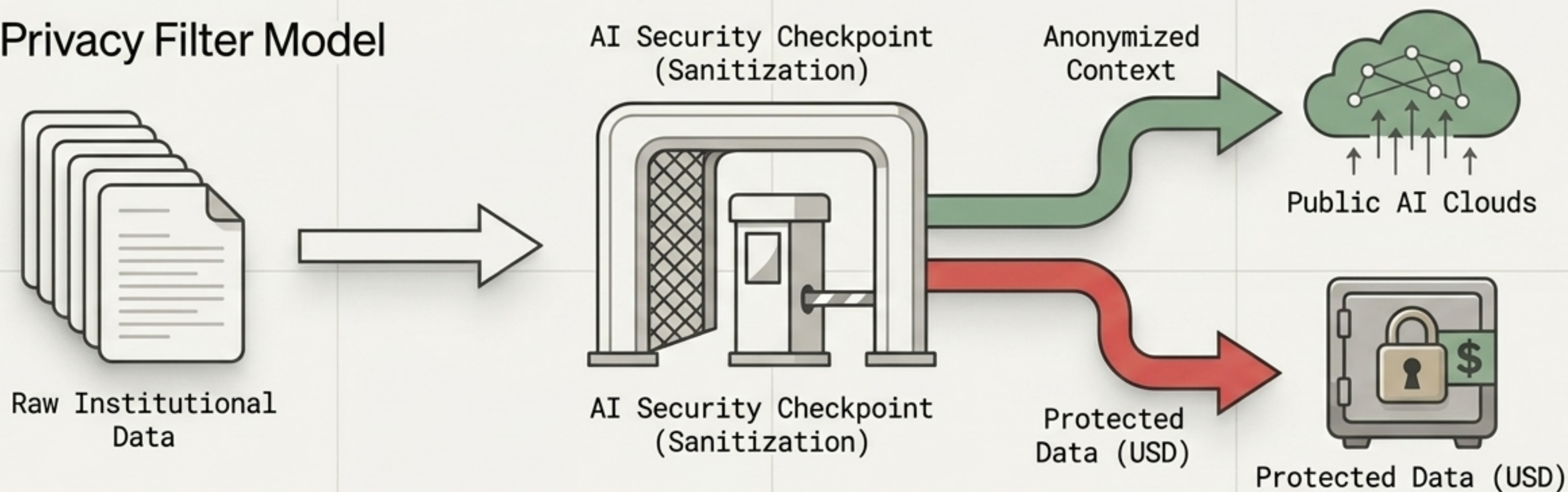
Generative AI evolves at a blistering pace. Tools release, deprecate, and transform overnight. This playbook distills the chaos of the latest 2026 models into a reliable, task-based decision framework.

“Google announced a million new things on Tuesday... some of the things I will discuss and show, I’m learning with you.”

– Elazar Harel

The absolute baseline: sanitize all input data.

The Privacy Filter Model



✓ Never input protected institutional data into public AI models.

✓ Do not directly connect live, sensitive Google Drives.

✓ Rely on sanitized, anonymized, or generic files to drive context and output generation.

The Contenders: 2026 AI Ecosystem



Gemini 3.5 Flash

The Dynamic
Powerhouse

Rapid synthesis, [clickable applications](#), native [G-Suite integration](#), integrated UI sketching.



ChatGPT 5.5

The Iterative Refiner

Clean, professional layouts, reliable [image modifications](#), persistent chat history.



NotebookLM

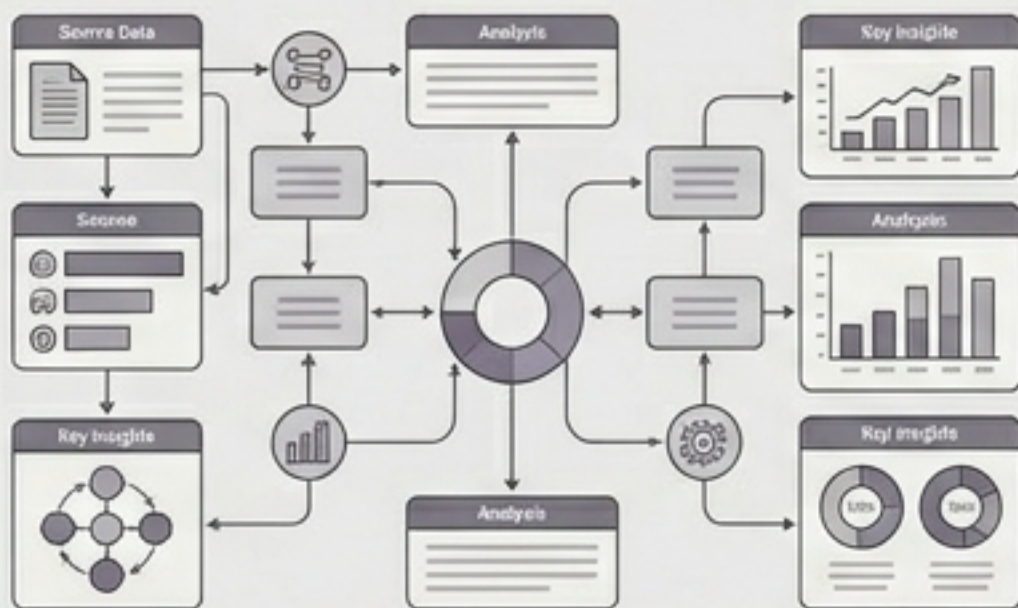
The Source-Grounded
Synthesizer

Strict adherence to uploaded [PDFs](#), masterful [audio-visual summaries](#), and infographic extraction.

Media Task 01 Task 01: Image Generation

AI Model Outputs for Visual Creation

NotebookLM: Infographic-Style



Best for converting raw transcripts or data into structured visual summaries.
Not designed for photorealism.

Gemini 3.5 Flash: Cinematic Specificity



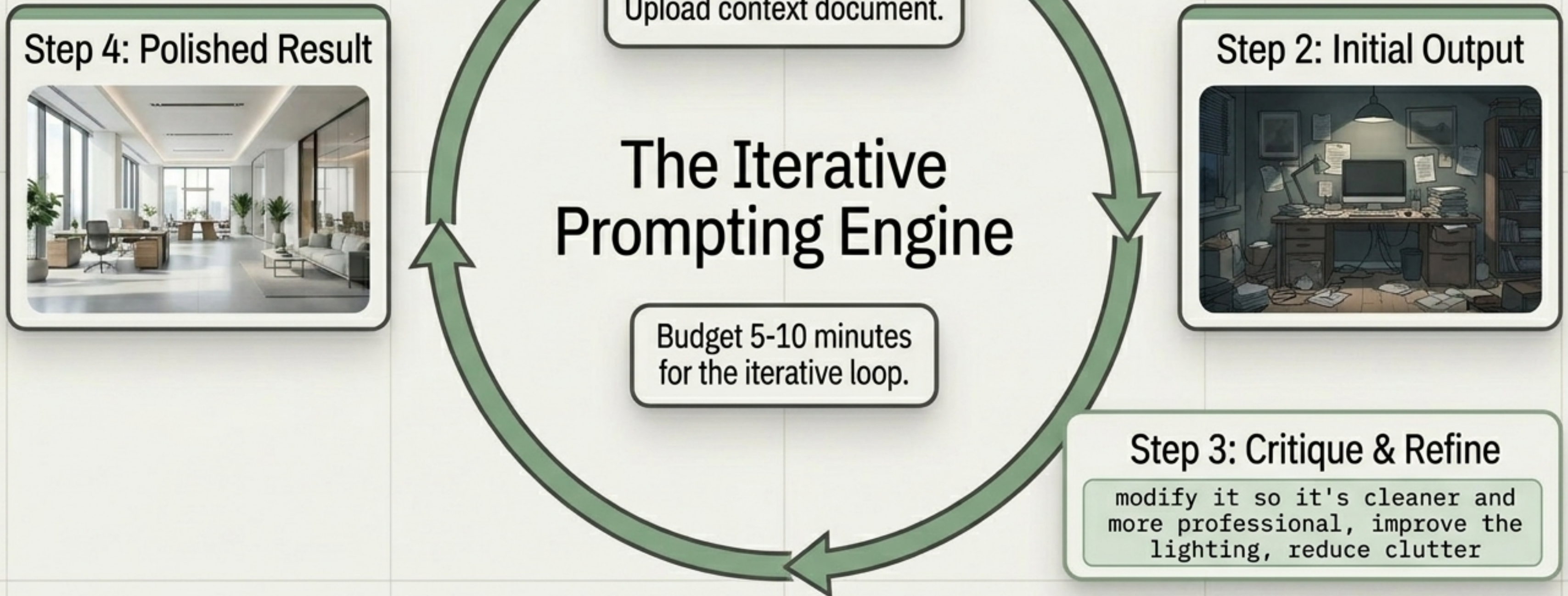
Excels at specific, realistic scenarios.
Offers in-app sketching for direct spatial edits.

ChatGPT 5.5: Polished Professionalism



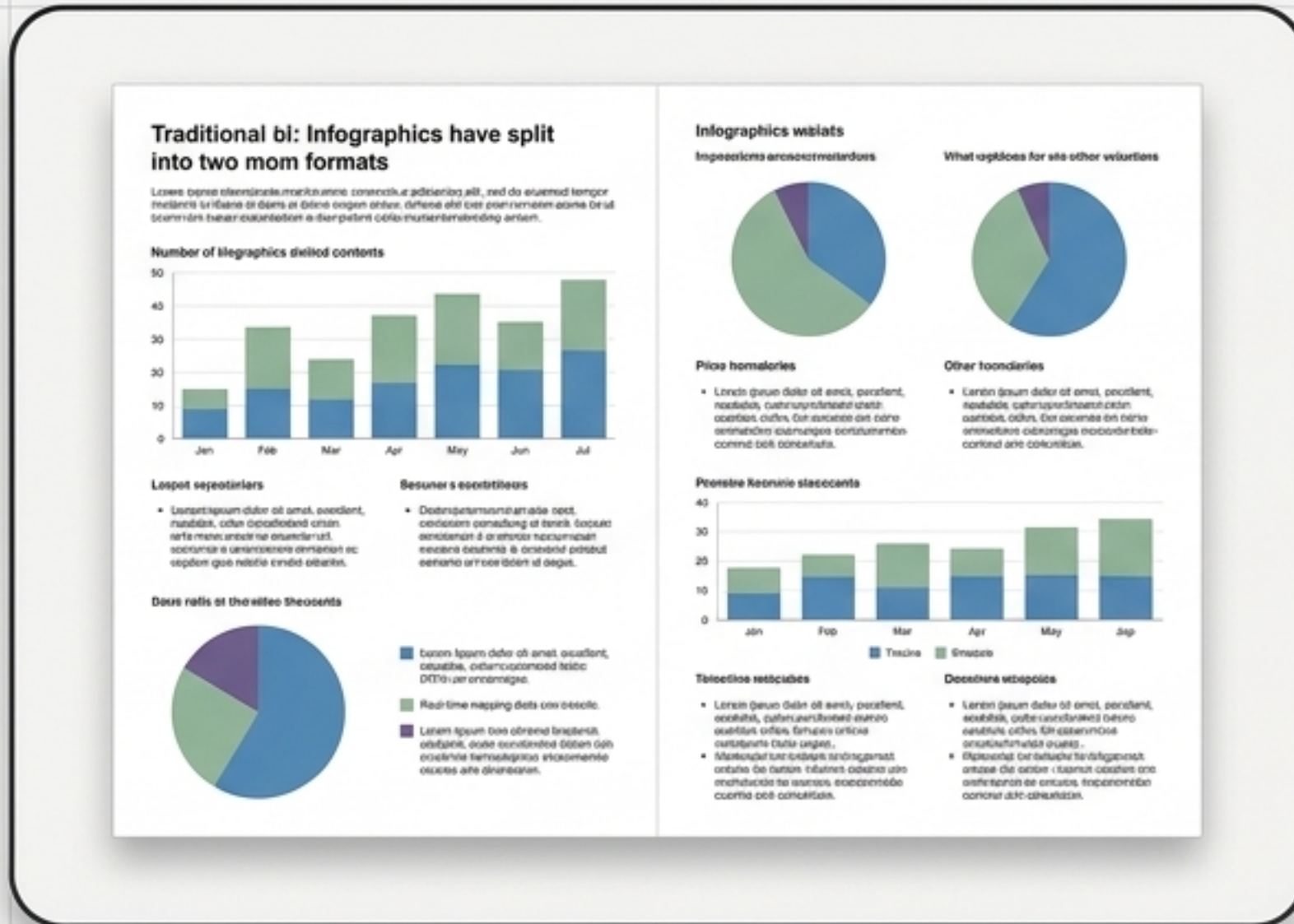
Masters clean, corporate imagery through continuous iterative prompting and refinement.

You never get the perfect shot on the first attempt.



Media Task 02: Infographics have split into two distinct formats.

The Static Summary (NotebookLM & ChatGPT)



Uploaded spreadsheets result in excellent, readable, color-coordinated static PDFs.

The Dynamic App (Gemini)



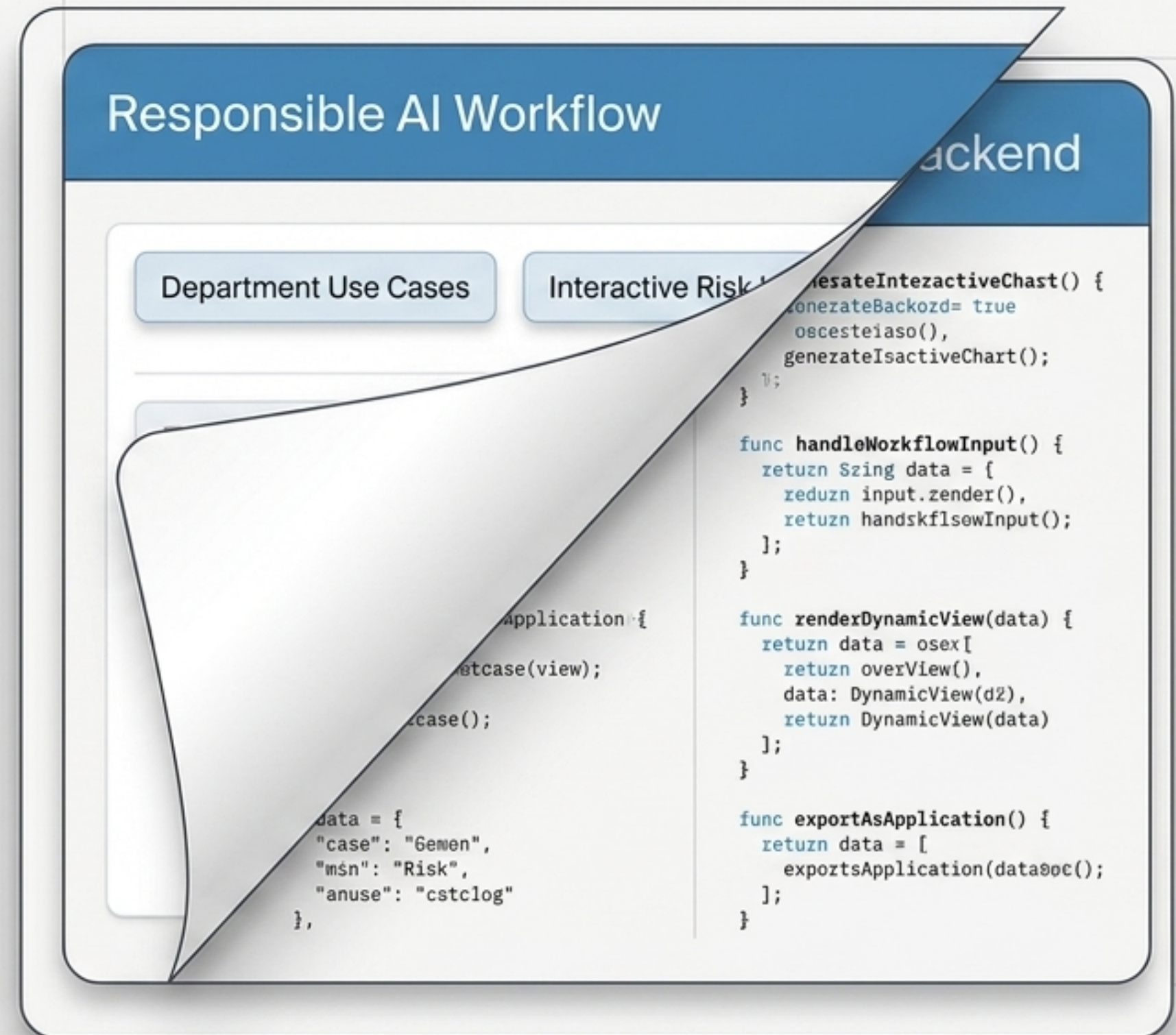
The landscape has shifted from passive reading to active interaction.

The Gemini Surprise: From static image to interactive application.

When prompted to create a standard infographic, Gemini 3.5 Flash broke the mold. It built a fully functional, dynamic mini-application.

Key Features

- [+] Dynamically changing data views
- [+] Clickable interactive workflows
- [+] Background code generation visible in real-time
- [+] Exportable and printable as a standalone system



Media Task 03: Presentation Decks



ChatGPT 5.5

- Generates structured slides.
- Presents within its own interface.
- Solid visual formatting.

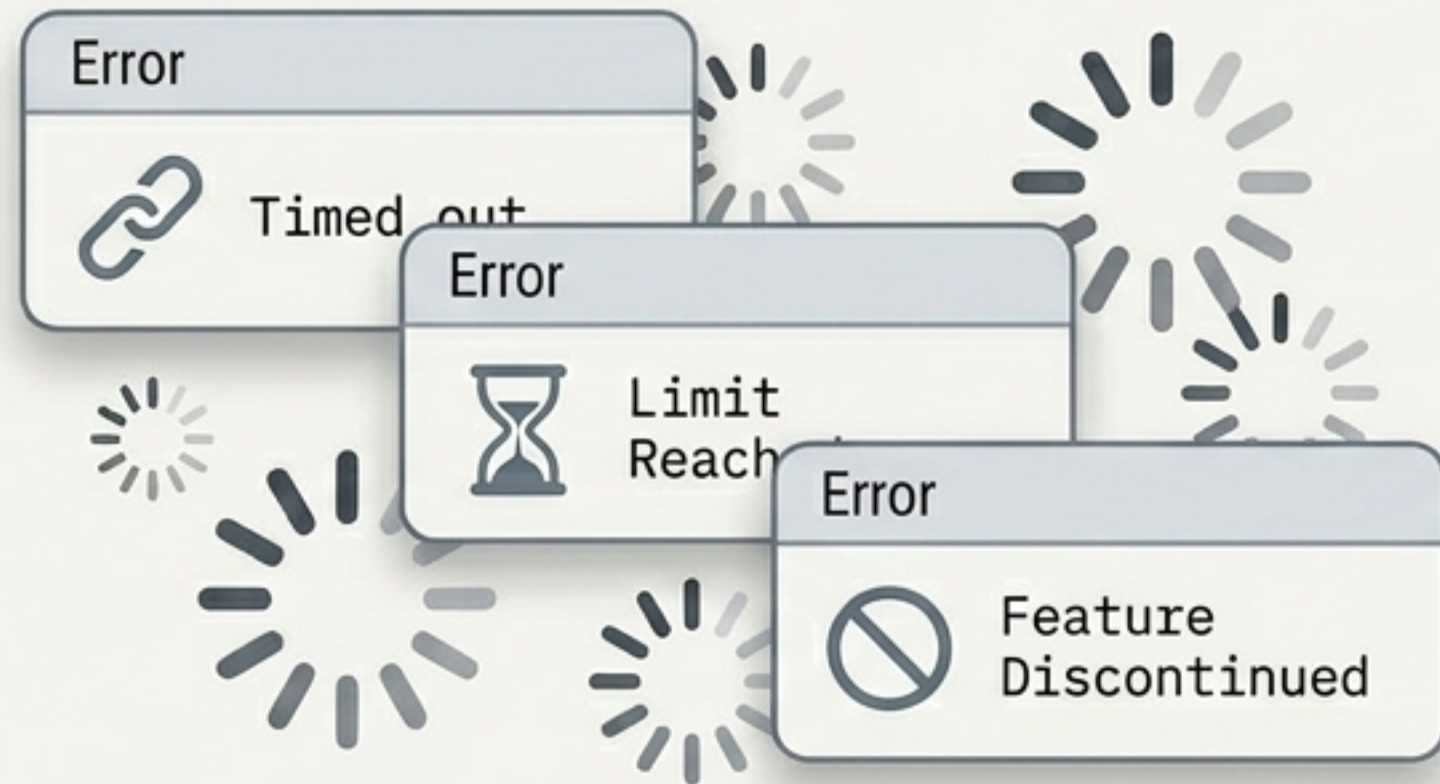
Gemini 3.5 Flash: The Workflow Winner

- Generates the structure, but critically allows **direct 1-click export to native presentation software**.
- Integrates AI-generated speaker notes directly into the exported file.

PRO-TIP: Always export Gemini outputs to your native workspace to leverage built-in layout and design features.

Media Task 04: The Video Generation Gap

The Struggle



Major visual models are currently bottlenecked.

ChatGPT discontinued its video feature.
Gemini 3.5 Flash currently struggles with video-generation bugs and rate limits.

The Champion - Deep Lavender accents



NotebookLM excels at audio-visual summaries.

Case Study: Processed a complex document about student service tickets (48-hour delays, multi-handoff confusion) into a highly engaging, broadcast-quality narrative video.

Bonus Feature: The AI Studio (Avatars & Headshots)





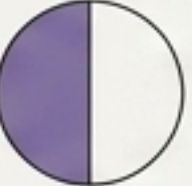












Use Case 1: The Educational Avatar ✨

Gemini can generate digital avatars to be inserted into educational videos and presentation scenarios, replacing the need for constant on-camera filming.

Use Case 2: Marketing Standardization

Employees can upload simple smartphone photos. The AI generates standardized, professional headshots for organizational directories, solving personnel shortages in marketing.

The Master Media Generation Matrix

	ChatGPT 5.5	Gemini 3.5 Flash	NotebookLM
Images	 Winner for iterative polish	 Winner for cinematic specific	 Infographic style only
Static Infographics			 Winner for strict adherence
Dynamic Apps		 Absolute Winner	
Slide Decks		 Winner for native export	 Informative but visually basic
Video / Audio	 Discontinued	 Buggy	 Winner for audio-visual narrative

Best Practices for the AI Creator

01 Specify the Goal

The more specific the prompt (audience, goal, generic campus setting, no logos), the better the output.

02 Ground the Context

Don't rely on the AI's hallucinated knowledge. Upload PDFs, Word docs, or spreadsheets to anchor the media in reality.

03 Leverage the Library

AI platforms permanently save your chats. Use the built-in search and pin functions to recall and reuse successful media prompts.

Looking Ahead: The Omni Future



The technology mapping will look different next week.

We are rapidly moving away from siloed generation. Imminent models will merge video, image, and text generation into single, seamless multimodal workflows. Expect native, high-fidelity video generation to become the new baseline.

The tools are commodities. Your vision is the differentiator.

AI models will change weekly, but the fundamentals of good media remain.

1. Protect your data.

2. Choose the right engine.

3. Iterate relentlessly.



[End of Playbook // Disconnect]