

## Video structure

### Act 1 - 20% of the video

- **Hook:** I'm going to teach you everything you need to know about Google AI Studio in X minutes.
- **Intro:** Google has A TON of AI tools for a bunch of different uses and at different price points and skill levels (example of all the tools [here](#)). But in this video, I'm going to focus on one of it's most popular tools: AI Studio. You DO NOT need coding experience to use this tool and the basic version is free! So if you want to learn how to create your own personalized AI model, keep watching.

### Act 2 - 60% of the video

- **The Basics:**
  1. Google's AI Studio helps you build AI applications using Gemini models. If you're new to AI, think of AI Studio like a toolbox and your application like a home improvement project: AI Studio provides the tools (Gemini model, code, assistance) and you can build a bunch of different things, like a personalized chatbot or writing assistant.
  2. You can fine-tune an AI model with your own data, access API to integrate AI into apps, experiment with image, voice, or multi-model AI models
    1. Use cases: a writing and/or research assistant, help you understand something complicated, strategize and analyze data, etc.
    2. Can also be used on your phone with your camera to capture and analyze images in real time
  3. It is free to use but there is a paid version and some features require payment as well.
  4. AI Studio is a great tool for developers, but it can also be used by non-technical people to create technical projects — as long as you know how to use it.
- **Let's Build An AI Model:**
  1. Login with your Google account —> you will be brought to a prompting page
  2. Adjust model settings
    1. Select the model you want to use
      1. Gemini 1.5
      2. Gemini 2.0: some are free like Flash Experimental, others are free up to a usage point and then have costs based on tokens
      3. Gemma: free but you're limited by amount of tokens you can use. most basic
      4. Pricing is based on the model you choose and how many tokens you use. Tokens are based on word count of your input and the model's output
      5. In general, a more detailed and powerful model will be slower, and a more basic model will be faster
    2. Adjust the settings to match your preferences.

1. Temperature: controls creativity. Lower (0.2 - 0.5) = More factual, structured answers. Higher (0.7 - 1.0) = More creative, varied responses.
  2. Output length: controls max amount of tokens in a response
  3. Can also compare two models with each other → “Compare” button on top right
3. You can also add System Instructions in the top bar, like “give me a 1 paragraph response in the tone of a cowboy”
3. Enter your first prompt
    1. Go with something basic but that is relevant to what you want to use this model for [example: “What is the top tech industry news right now?]
    2. “Summarize this news article.”
    3. “Write a product description for a smartwatch.”
    4. “Explain quantum physics in simple terms.”
  4. Run the model again and continue tweaking as needed.
    1. See what can be made better based on the model’s response
    2. For more tips and ideas on ways you can refine your model using prompts, check out my Google Prompt Engineering video.
  5. Tips:
    1. Your conversations are not saved by default. You can enable autosave or manually save the ones you want with the top right corner button. Saves in Google Drive
- **Real Time Streaming**
    1. Another way to use Studio AI is with the “Stream Realtime” option in the left side panel.
    2. With this option, you can talk to Gemini and share your screen, so for example you can share a website in your browser tab and ask it to help you analyze what’s on the page. Or you can share your Adobe editing workspace and ask it how to perform a specific edit on your video.
  - **Integrate Your AI Model Into An App**
    1. Now that you have a trained AI model, how can you partner it with an application to actually use it in real life scenarios?
    2. Generate an API key in AI Studio → “Get API Key” button on top left
    3. Write a simple Python script to retrieve it or use “Get Code” button in the top right corner
    4. Integrate the AI model output with a chatbot, website, or automation tool.
  - **Sponsorship**

### Act 3 - 20% of the video

- **Climax:** Quiz at the end? What will YOU build with Studio AI?
- **Wrap up:** re-engage sponsorship
- **Goodbye!**