



SORA

May 2025

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Integrated into ChatGPT, SORA uses natural language to communicate with ease to generate outputs and editing, and no parameters to learn.

**MDJ vs
SORA**

Midjourney

1. Input Style: It works best when you use artistic or stylistic language. For discord we need to learn parameters to get the most out of the model.
2. Prompt Understanding: Understands artistic, descriptive prompts well—but interprets loosely, often stylizing or adding creative flourishes.
3. Trained Data: Trained mostly on images from art, photos, and illustrations.
4. Editing control: Midjourney allows users to use a brush tool to highlight sections you want it to change with an added 'retexture' feature.

ChatGPT

1. Input Style: It uses natural language processing, so communication feels like a conversation
2. Prompt Understanding: It understands relationships between objects and often reflects the intent of the prompt more accurately.
3. Trained Data: Trained on video and image data, which gives it a richer sense of cause and effect, depth, and consistency. (This is called *temporal learning*)
4. Editing control: Sora edits an image using natural language but needs the full scene to understand the context of what you want editing.
 - a.

Summary: Sora is more accurate in still image generation because it's built to understand the logic of a scene, not just the visual style. Its architecture is designed to treat your prompt as a set of clear instructions, where each object has a defined place and role. This results in more coherent, accurate, and grounded images, especially when your prompt involves multiple elements or specific spatial relationships.

Test*: Recreate an impossible scene, something its very unlikely to be trained on.

Prompt - 'A cinematic scene at dusk in a desert with a classic dark green Porsche 911 balancing vertically on its front bumper, partially embedded in a soft sand dune. The car's headlights are turned on, casting glowing beams on the textured sand ripples. The sky transitions from deep teal to warm amber near the horizon, suggesting twilight. The scene has a minimalist, surreal aesthetic with soft, moody lighting. Emphasize the realism in the car's glossy reflections and smooth contours, and the intricate patterns of the sand. Wide aspect ratio, centered composition, dramatic shadows, and a dreamlike atmosphere'

Original



Midjourney

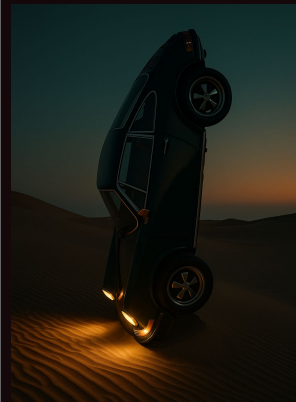


Prompt only result



Including original
image as reference

SORA



Prompt only result



Including original
image as reference

Final output, colour retouch in photoshop

Original

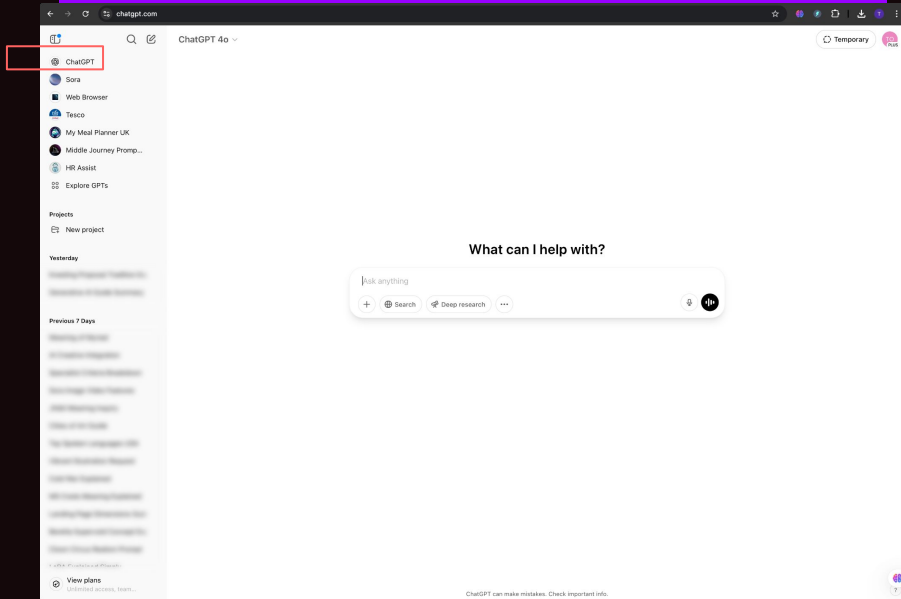


SORA + Photoshop

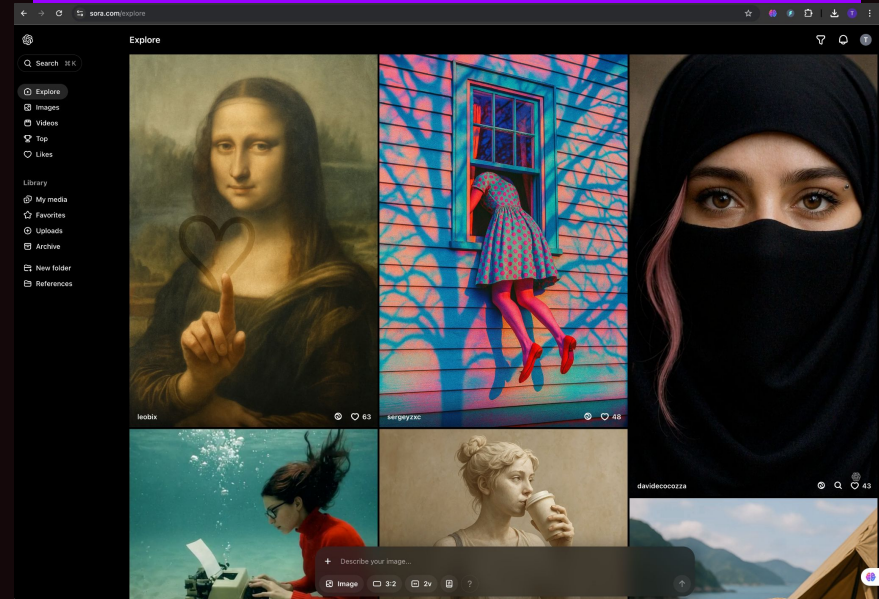


SET-UP

CHATGPT



SORA



<https://sora.com/explore>

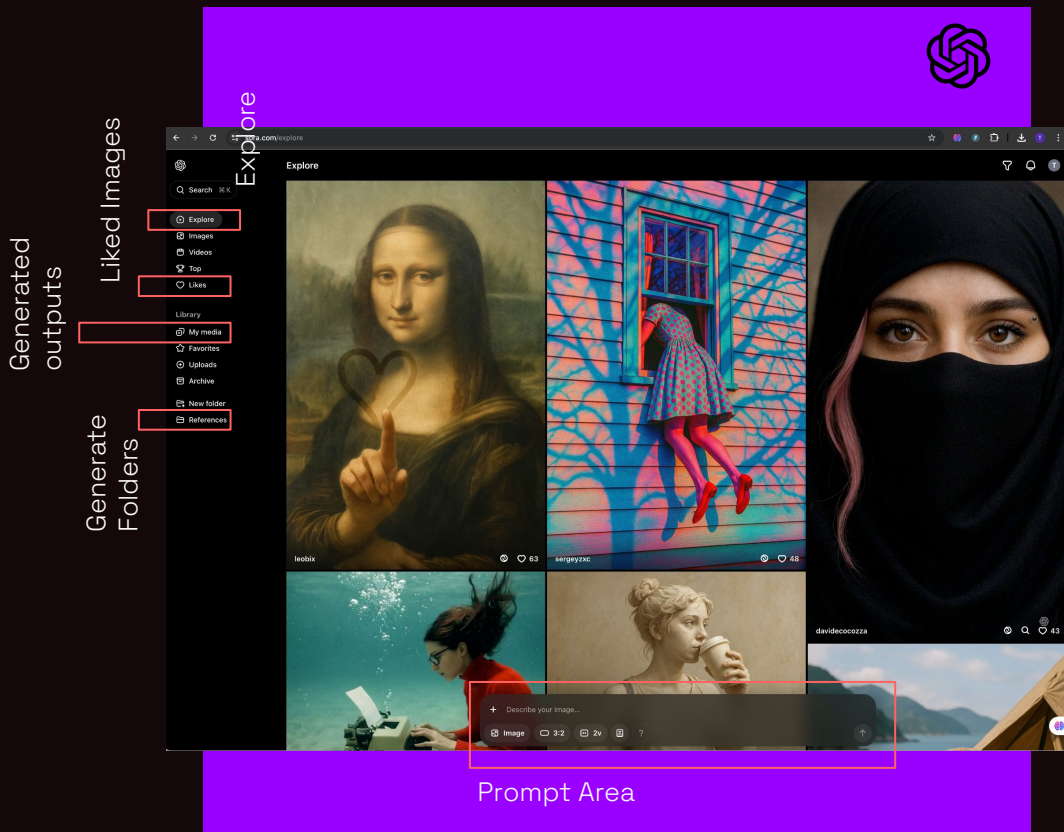
SORA NAVIGATION

SORA has 3 main features

- Image generation
- Video Generation
- Explore

Use the explore tab to find other people's work that you can then remix or understand how the created there output.

At the bottom of the page is the prompt box with your settings. Toggle between video and image, ratio size, quality and variations of output. The plus icon (+) allows you to upload images as references.



FEATURES

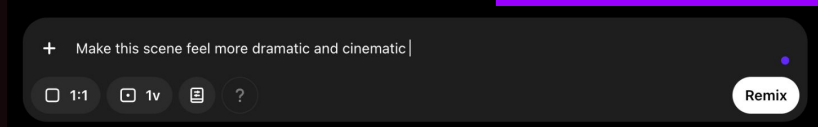
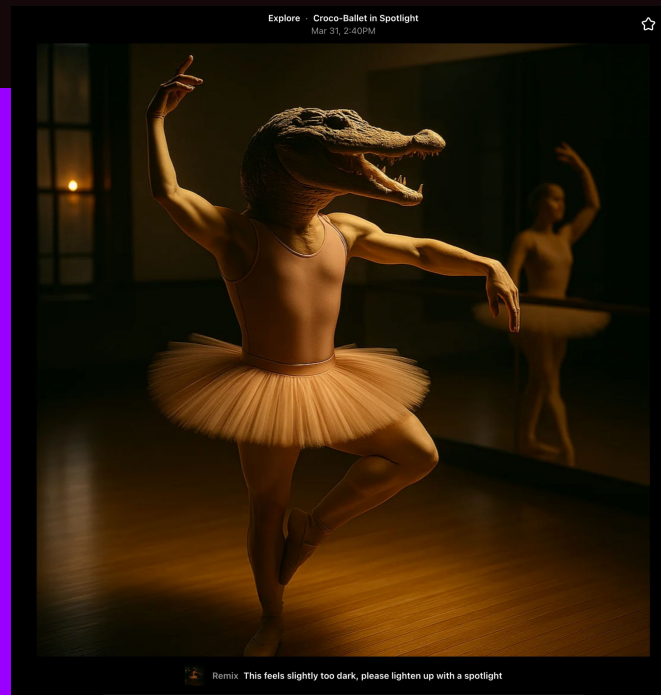
PROMPTING

SORA uses natural language communication, which means you can describe what you want to see just like you're talking to a person.

You don't need to learn how to use parameters or special commands (like Midjourney).

Write a clear, detailed sentence and SORA will understand and turn that into a visual scene. It picks up on not just the objects, but also the mood, setting, and action. The more specific your words, the more accurate and realistic the image will be.

Here we generated a crocodile head on a male ballerina, this was edited simply by adding 'Make this scene feel more dramatic and cinematic'.



TEXT RENDERING

SORA's text rendering stands out by accurately generating readable and contextually correct text within images, something most AI image models struggle with.

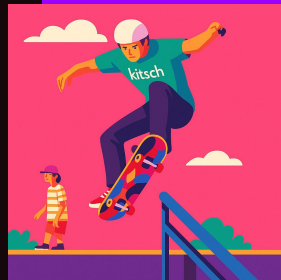
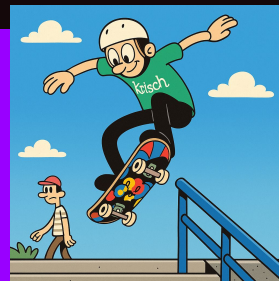
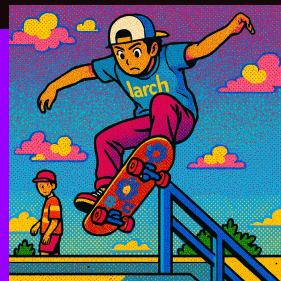
It can produce signs, labels, and written elements that match the prompt and appear naturally integrated into the scene.



STYLE OVERLAYS

SORA Image generation is able to follow style instruction to create accurate outputs that mimic the original image.

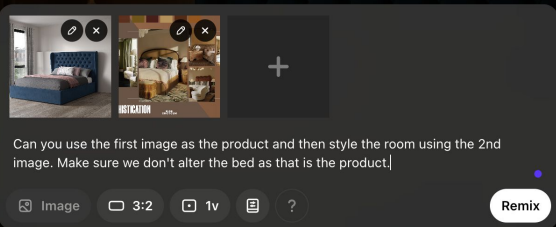
There are two ways of doing this, upload your own images to create your own style in 'Presents' or simply add your style preference to your prompt text.



STYLE INTEGRATION

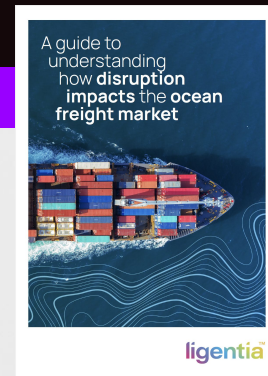
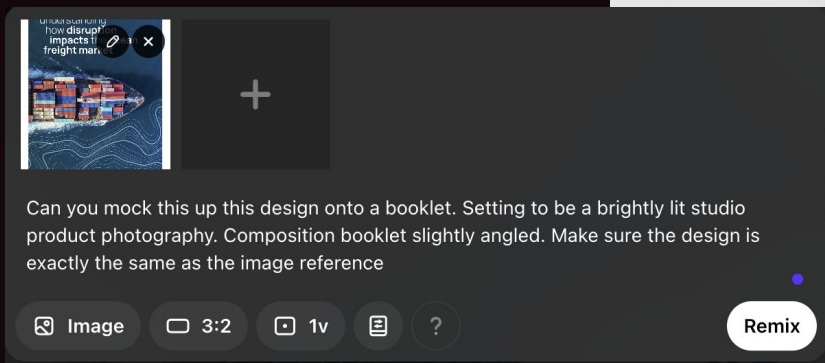
We can use a product or image reference and overlay a new style reference with great results.

Note: it will recreate the product and change it very slightly.



MOCKUP GENERATION

Simply add your design and write a description of what you want it mocked up on. Or alternatively you can upload a second image as a reference. Note: These mockups will change the design slightly as shown in the example on the right.



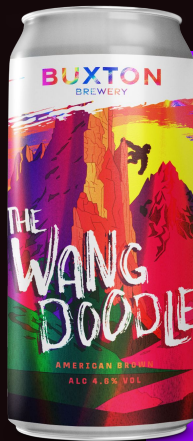
PRODUCT INTEGRATION

This feature is certainly not perfect (Yet). However we can replace products with other products by uploading the image to your prompt.

This output would be perfect for concept visualising, however if we wanted to use it as a final output, we would need to bring the generated image and product back into photoshop.

Process:

- Generate an image of what you want using a prompt.
- Next upload your product and remix your output with 'replace product with the product attached'.



PRODUCT INTEGRATION

With photoshop editing.



CHARACTER CONTINUITY

This character was created and then simply remixing the image with your wanted changes to the scene produced these outputs which kept character consistency.

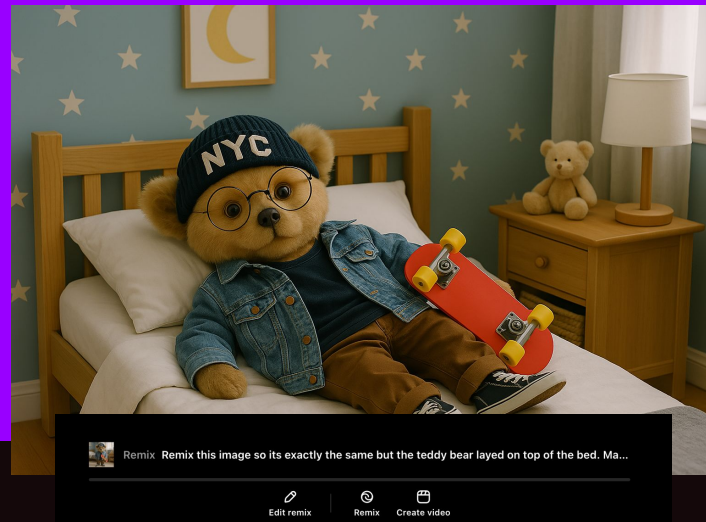
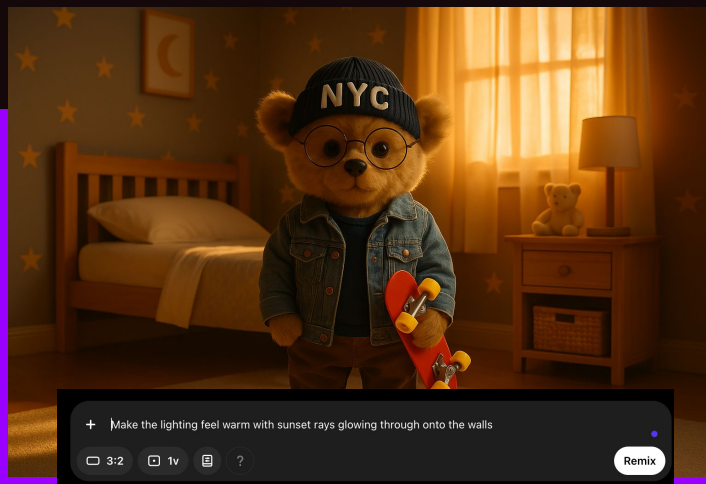


IMAGE EDITING

Image editing couldn't be easier with conversation based communication.

Once your ready to edit, you have 2 options, remix the full image or use a brush to highlight a selected area.

When remixing, simply request what it is you want changing. If it's changing the logo of a hat or the colour of wallpaper, input 'Replace wallpaper with... Replace NYC logo with...'

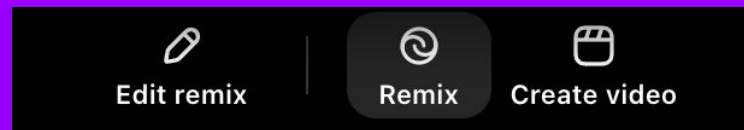
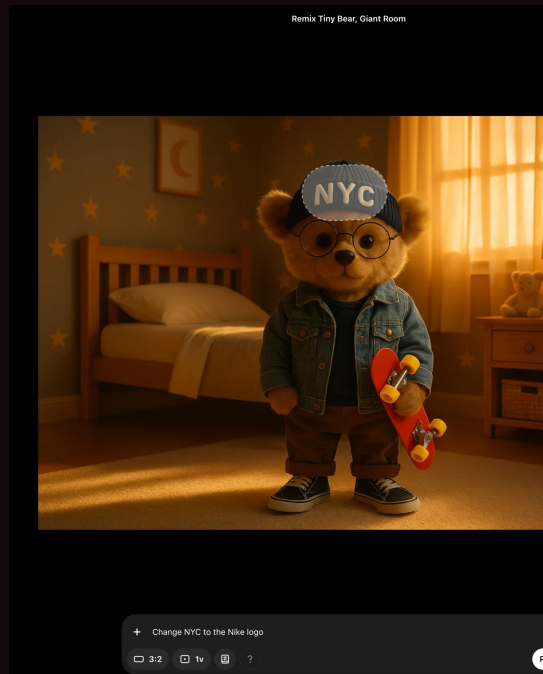


IMAGE EDITING

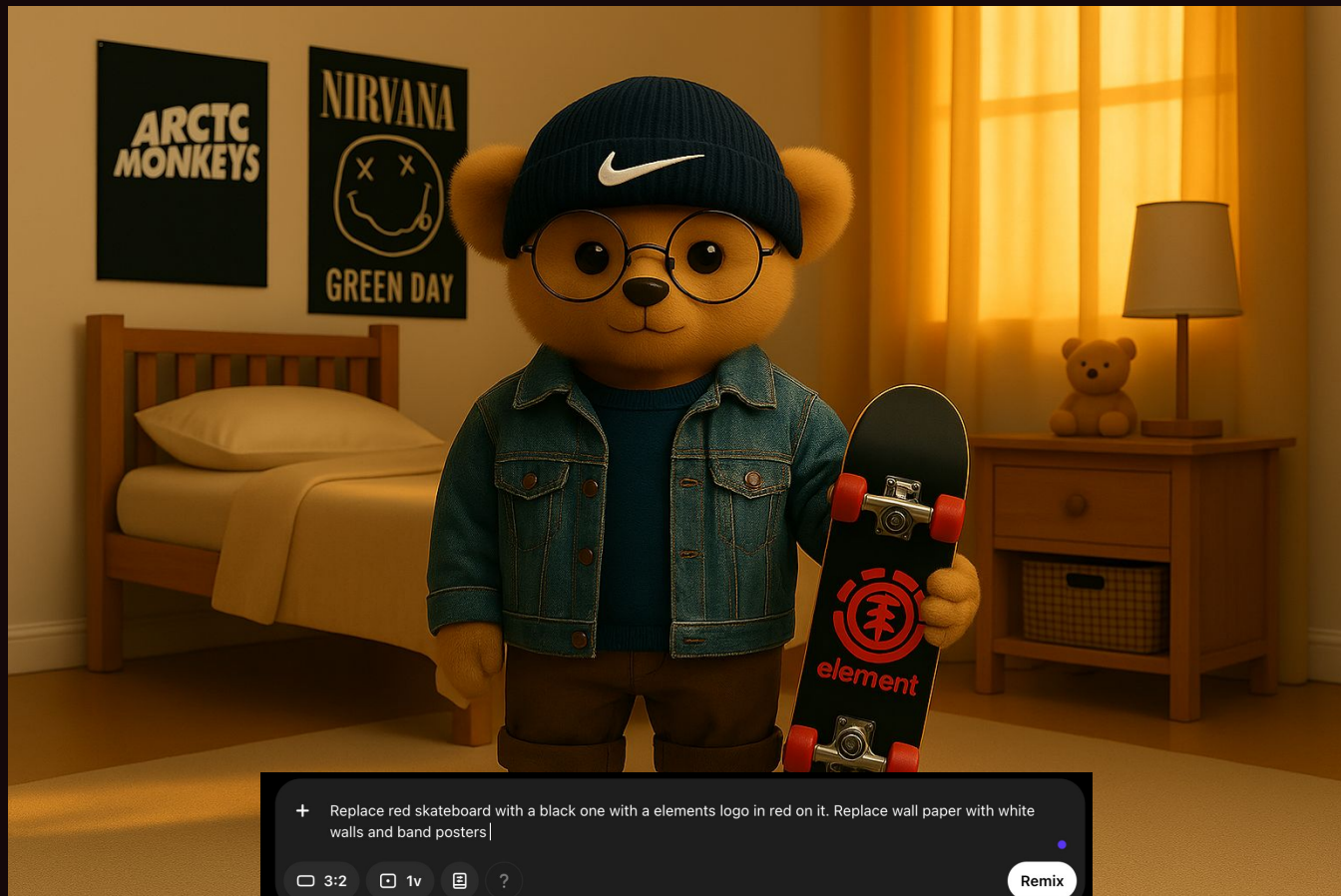
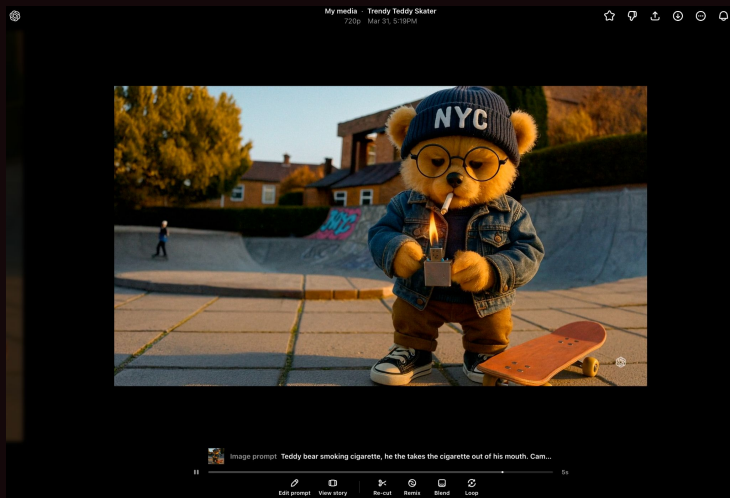


IMAGE TO VIDEO

You can upload images or work on images you've already created. This technique is a simple prompt describing movement you want. **Current testing shows inaccurate and unreliable results.**

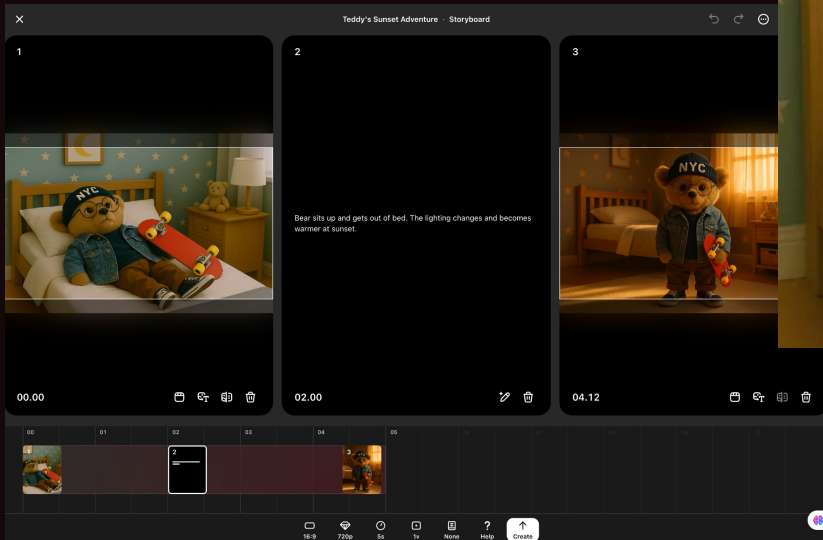
'Teddy bear smoking a cigarette, he the takes the cigarette out of his mouth. Camera angle is still'



STORYBOARDING

Storyboarding allows you to add a start frame and end frame image and allow SORA to fill in the gap with a prompt.

Results are inconsistent so at the moment it's a trial and error method to get the desired output.



LEGALITY

COMMERCIAL USE

Is it legal to use images generated through SORA commercially?

Yes

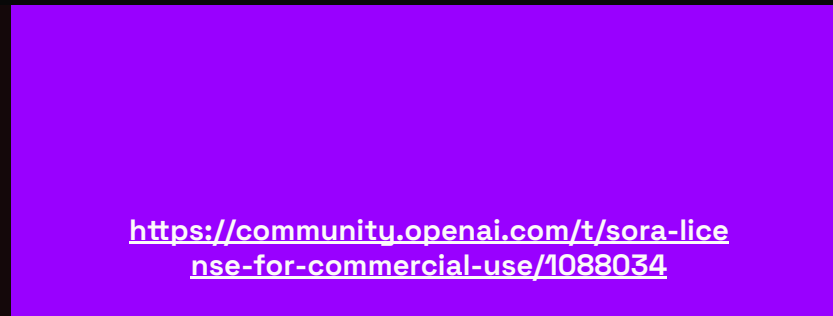
OpenAI assigns the right and title of images generated by SORA to the user, allowing them to sell, reprint, and merchandise the images they create.

List of rules & regulations to consider when generating images or videos:

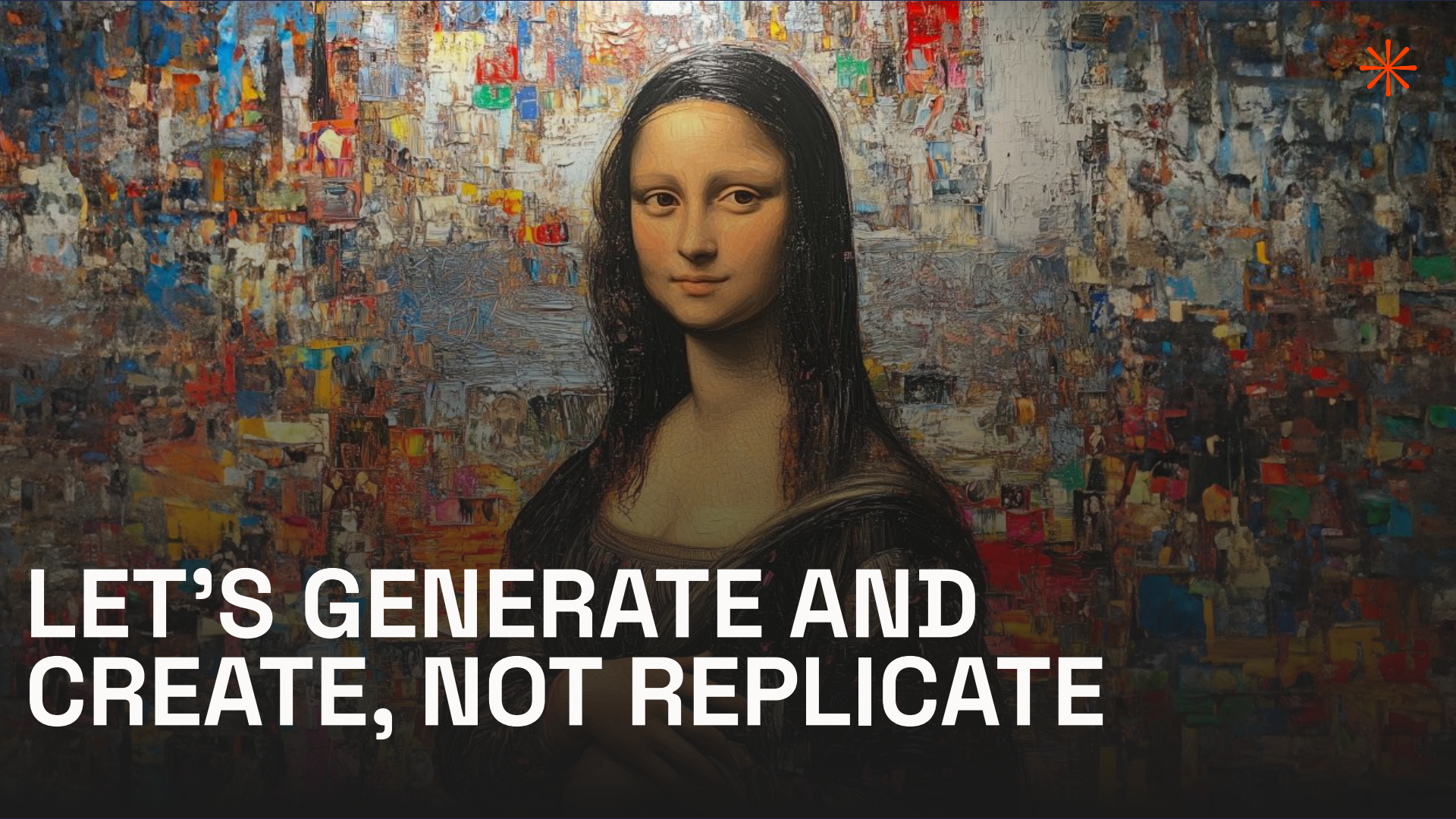
https://openai.com/policies/creating-images-and-videos-in-line-with-our-policies/?utm_source=chatgpt.com



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<https://community.openai.com/t/sora-license-for-commercial-use/1088034>



**LET'S GENERATE AND
CREATE, NOT REPLICATE**