How to create apps and content with generative artificial intelligence
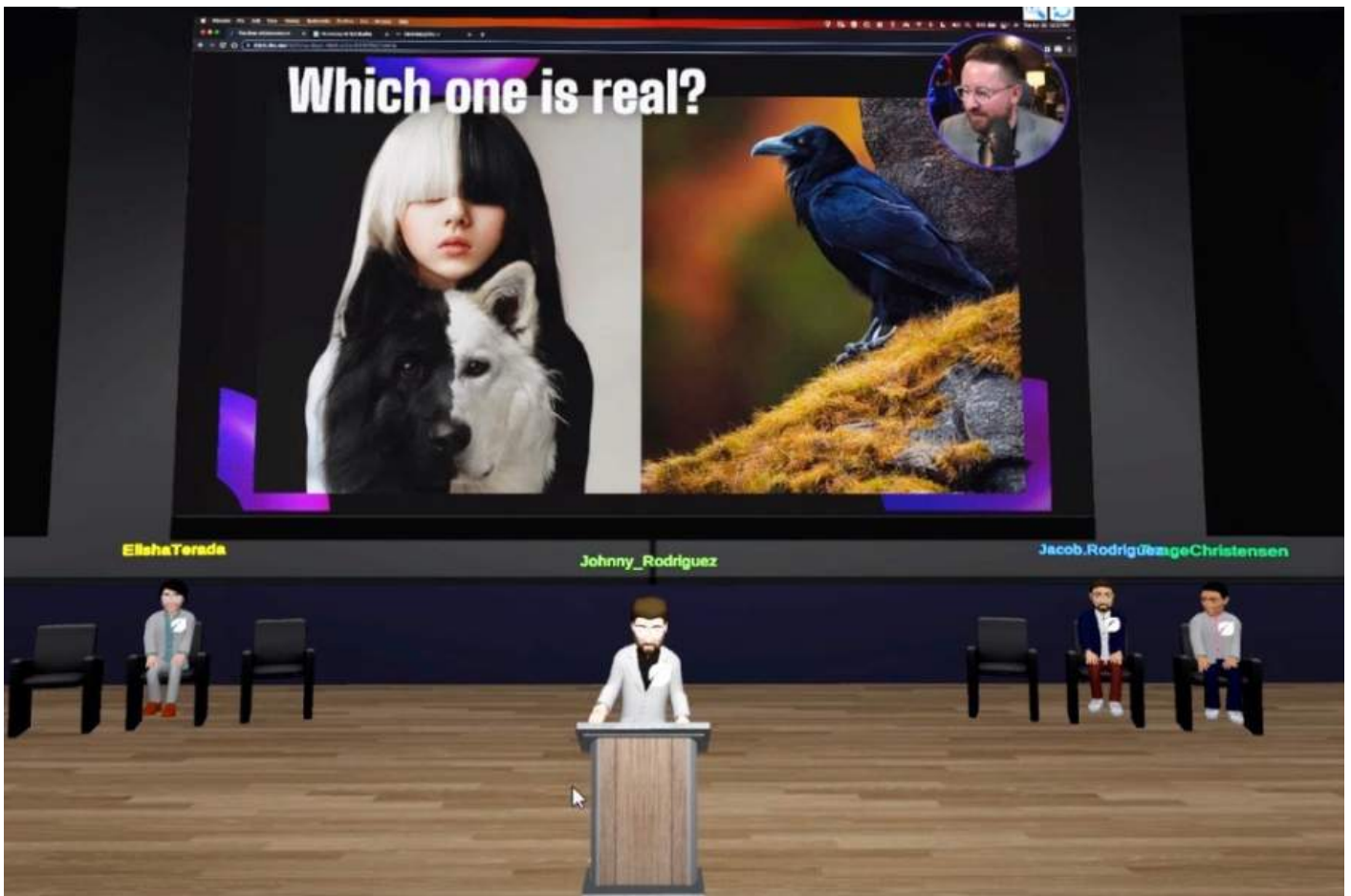

Do you need to create an app but don't know how to code? Would you like to complete your tasks more quickly and efficiently? Generative artificial intelligence (generative AI) can be a great support.

With this type of AI, you can generate new content quickly and efficiently using existing data and in response to your instructions, shared Johnny Rodriguez, Director of Innovation at [Fresh Consulting](#), in the workshop he gave to [Tec de Monterrey](#) students.

"This type of AI uses advanced learning techniques to generate content; it's even capable of creating life-like images or writing creative stories," Rodriguez said from inside the [Tec's educational metaverse](#), where the workshop organized by Mostla (Emerging Educational Technologies at the Tec) was held.

Get to know some of the generative artificial intelligence platforms that Rodríguez shared, which can help you simplify your tasks or create content:

1. [Generative text AI](#)
2. [Generative image AI](#)
3. [Generative audio AI](#)
4. [Generative video AI](#)
5. [Generative coding AI](#)

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Generative AI platforms that can help you with your tasks
Creating a personalized song, your own avatar, and unique images are just some of the different possibilities of formats that can be created using generative AI, emphasized Rodriguez.

These are some of the platforms shared by the specialist that you can explore and start using:

1. Generative text AI

Generative text AI can help you generate content such as stories, poems, or scripts; create virtual assistants or automated customer services; and generate content for social media, among other things.

Some of the platforms where you can create text with artificial intelligence are as follows:

§ ChatGPT (**GPT-3** and GPT-4).

§ Bing AI

§ Google Bard

§ Character.ai

§ [Claude](#)

> "Generative AI uses advanced learning techniques to create content." - Johnny Rodriguez

[2. Generative image AI](#)

Custom images, art paintings, characters, or avatars are some of the things you can create with generative image AI.

The following are just some of the platforms where you can generate images with AI:

§ [DALL-E 2](#)

§ [Midjourney](#)

§ [Craiyon](#)

§ [Wombo Dream](#)

§ [Jasper Art](#)

/> width="900" loading="lazy">   [3. Generative audio AI](#)

Can artificial intelligence write a song? Generative audio AI allows you to compose songs with melodies and rhythms, create sound effects, or improve the quality of some audio.

You can use the following platforms to generate audio through generative AI:

§ [ElevenLabs](#)

§ [UberDuck.ai](#)

§ [VALL-E](#)

§ [Murf.ai](#)

§ [Whisper](#)

§ [DeepGram](#)

https://twitter.com/elevenlabsio/status/1631057999241400322   [4. Generative video AI](#)

Generative video AI allows you to create customized videos for different purposes, generate 2D or 3D animations, edit visual aspects in a video, and even create virtual reality content.

Some platforms where you can use generative AI to create videos are as follows:

§ [D-ID](#)

§ [Synthesia](#)

§ [Colossyan](#)

§ [Hour One](#)

§ [Elai](#)

§ [Movio](#)

[5. Generative coding AI](#)

Don't know how to program but need some code? Generative AI can help write code in different programming languages, fix bugs, and create automation tools and apps.

Some of the platforms where you can create code by using generative AI are as follows:

§ [GPT-4](#)

§ [Google Bard](#)

§ [Github Copilot](#)

§ [CodeGeeX](#)

§ [Tabnine](#)

How to create apps from scratch with generative artificial intelligence
"You don't need to know how to code or have much knowledge of design; you can create an app with AI," Rodriguez said.

There are different platforms based on creating apps that connect with generative AI. The expert used [Brancher.ai](#) as an example, which allows apps to be created from scratch or adapted from an existing one using the available templates.

This platform follows a model that connects your app to different generative AI formats, combining them to perform a particular task.

For example, you can create a cooking recipe app that provides a guide to prepare a dish with the ingredients you select and also generates a photograph of how it would look when it is ready.

Another option mentioned by the expert is to create an app that provides you with a personalized list of activities to increase your productivity, with audiovisual support material.

Brancher.ai is still under development, but it is already available to the public with the only requirement being to create a free account.

Generative AI: the present and future vision
Entrepreneur Johnny Rodriguez explains that generative AI could have a big impact on how content is created and how people perform everyday activities.

Although there are currently hundreds of options for generating content through artificial intelligence, this innovation is at an early stage and there is still a long way to go.

"Two of the biggest tech companies, Google and Microsoft, have already announced that they are working on having generative AI on many of their platforms. This is good news," the expert said.

Finally, he invited students to use this type of AI conscientiously, to avoid plagiarism, and remember that many of these platforms stipulate that the generated content may have inaccuracies, suggesting that they use other methods to complete generative AI in order to carry out their tasks.

According to Irving Hidrogo, the Tec's Director of Innovation with Emerging Technologies, it's important to foster contact with companies such as Fresh Consulting and its specialists, since they share first-hand knowledge of how to promote the proper use of emerging technologies.

"In this type of workshop, students are introduced to the potential and practical applications of generative artificial intelligence in their daily lives, having the opportunity to experiment and make their own creations," he remarked.

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