

Getting started with Veo 3 in the Gemini app

Google's newest, state-of-the-art video-generation AI model is now available via the Gemini app — create a video with a simple prompt, add sound effects and dialogue and bring your story to life.

In May, Google unveiled Veo 3, a brand new, state-of-the-art video generation model that enables people to bring their creative vision to life through a mesmerising combination of visuals and sound.

With Veo 3 now built into the Gemini app, just write the scene you want to watch. This description is called a “prompt” and with it, Veo 3 will whip up a custom eight-second video complete with sound, dialogue and music.

It's great for making a quick clip for your socials, turning an inside joke among your friends into a moving meme, or visualising a cool concept quickly. Veo 3 opens exciting new possibilities for visual storytelling. But how do you get started in the Gemini app?



Prompting 101

Speaking Veo's language

Open up the Gemini app, head to the prompt box, and look for the “video” button or option when you're about to type your prompt. If you don't see it straight away, tap the three dots (menu icon) for more options. The prompt is key — the more clearly and descriptively you can articulate what you want, the better the video will be.

5 key things to keep in mind:

- 1 Main Character energy**
Who or what is the star of your show? Is it two friends laughing, a sentient croissant, a dog in a suit? Be descriptive! Don't just say “dog”, say “a fluffy golden retriever wearing sunglasses and tuxedo”
- 2 Set the scene**
Where is the action happening? Is it a “tropical beach in a storm”, a “lonely spaceship floating through outer space”, a “cosy, homely cottage with rain lashing against the window”?
- 3 Bring the action**
This is the “what”. What are your characters doing? Running from a giant boulder? Giving a pep talk to their houseplants? Dancing like no one's watching?
- 4 Vibe & Style**
Describing the aesthetic will really help set the ambiance and mood. Do you want your video “anime style”, “film noir”, “1980s VHS video”, “claymation”, “cinematic”?
- 5 Mood & Tone**
Are you going for “dramatic”, “suspenseful”, “chaotic energy”, “golden hour sunlight”, “80s sitcom”?

If you really want to level-up your video creation, you could also consider adding the following ingredients into the mix when you write your prompt:

Shoot your shot

Don't just *make* a movie, *direct* a movie, by giving the virtual camera some instructions to bring the scene to life. *Think: “close-up shot of character's eyes”, “aerial shot flying over a forest at dusk”, “fast pan to follow the action”, “shaky cam effect”, “steady tracking shot”, “slow zoom from wide shot to tight focus on character's mouth as they suck noisily from a straw”*

Power of sound

This is Veo 3's superpower! It can add sound effects, dialogue and conversation, or even a voiceover (“You're probably wondering how I got here....”). *Ask it to add the sound of “rain tapping on a window”, “car horns honking”, “birds chirping happily”, “whooshing sound effect”. For dialogue, provide direction, like that a character is “whispering nervously”, “shouting angrily”, or that you want the narration to be “calm and soothing”*

Top Tips

for even better videos

If you can describe it, you can create it with Veo 3 in the Gemini app.

Video missed the mark?

Your prompt might be too vague, or even too complex for just an eight-second video. Try simplifying, or adding more specific visual details to give Veo something to work with.

Wonky audio?

Veo is actually pretty amazing at matching dialogue to mouth movements thanks to its state-of-the-art capabilities, but if the sound feels a bit off, try rephrasing the audio element of your prompt, or be clearer about who is speaking.

Made with AI

All videos made with Veo 3 in the Gemini app have an invisible watermark embedded in them called SynthID, as well as a visible watermark in the bottom right corner. This is an easy way to know whether a video is AI-generated or not, which is good for honesty and transparency!

