

RUNWAY GEN 5 — VERCEL

# AI Video Generator Guide

Text-to-Video & Image-to-Video — Vercel Hosted Edition

Runway Gen 5 AI video generation guide, hosted via Vercel. Covers core features, workflows, and expert tips for getting the best cinematic video output.

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**Official site:** <https://www.runwaygen5.org/> | **Guide URL:** <https://rg5-vercel.vercel.app/> | **Updated:** May 2026

## What is Runway Gen 5?

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Runway Gen 5 is an AI video generator that creates short cinematic video clips from text prompts or reference images. It runs entirely in the browser at <https://www.runwaygen5.org/> with no installation required.

The platform supports two core workflows:

### Text-to-Video

Describe a cinematic scene, style, and motion in text, and Runway Gen 5 generates a short video clip that matches your description.

### Image-to-Video

Upload a reference image and Runway Gen 5 animates it into a short video with cinematic motion and scene dynamics.

## Key Capabilities

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- **Multiple aspect ratios:** 16:9, 9:16, 4:3, 3:4, and 1:1
- **Quality options:** 720p HD and 1080p Full HD
- **Duration:** 5-second or 10-second clips
- **Browser-based:** No software download or installation needed

## How Runway Gen 5 Works

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The generation process follows three simple steps:

1. **Describe or upload** — Write a text prompt or upload a reference image.
2. **Select settings** — Choose aspect ratio, video quality, and duration.
3. **Generate and refine** — Generate your video, preview, create variations, and download.

## Tips for Better Results

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- **Be specific in prompts:** Include visual style, mood, lighting, camera motion, and subject details for more accurate outputs.
- **Use clear reference images:** For image-to-video, high-contrast, well-lit images produce the best motion results.
- **Experiment with aspect ratios:** 16:9 works well for landscape scenes, 9:16 for portrait-oriented social content.
- **Iterate on duration:** Start with 5 seconds for testing, then extend to 10 seconds for final output.

## Use Cases

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### Film Pre-visualization

Directors and cinematographers use Runway Gen 5 for previs of scenes, exploring camera angles and motion before the actual shoot.

### Brand Content

Marketing teams generate product demos and brand videos from text briefs, reducing production time.

### Creative Concepting

Art directors use image-to-video to bring static mood boards to life and explore motion concepts.

### Content Creation

Social media creators generate b-roll, transitions, and visual effects from text prompts.

## Getting Started

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1. Visit <https://www.runwaygen5.org/>
2. Sign up for a free account to receive free credits
3. Choose text-to-video or image-to-video
4. Write a prompt or upload an image
5. Select settings and generate

