

# Introducing, Burlap

A Visual Concepting Tool

Burlap is an infinite canvas for creating and manipulating images and videos. Asset management and connections to AI are included under the hood. This allows creators to see the images and videos and manage the workflow all in one place. Burlap takes your creative process out of little GenAI cubicles and lets you roam the fields of inspiration.

We are working at the edge of GenAI user interface development, creating a new visual language for interacting with LLMs and diffusion models. This is a creative production tool, and it is also a context engineering tool. We are empowering users to provide context to LLMs to shape their results. We are targeting animators, storyboarding, illustration, and design work. Burlap is already being used for social media campaigns, logo design, and corporate presentations.



## Before you get started

# API keys

You will have to set up API keys and add credits on OpenAI, Runway and Gemini in order to use their models.

The step-by-step flow is similar on OpenAI and Runway: start by creating an account, then create API keys, copy the API keys into Burlap and add credits on each platform in order to use them.

Please note that you must verify your organization with OpenAI. If you already have your API keys and have verified your organization in OpenAI you can just paste them in and jump ahead!

**Note:** API key instructions for Gemini coming.

### API keys



Before you get started

# OpenAI API keys

For OpenAI, you'll have to go through the following steps:

1. Create an account
2. Add payment method
3. Verify Organization
4. Create API keys
5. Add credits
6. Copy the API keys in

Useful links:

- [Create an account](#)
- [Add payment method](#)
- [Verify Organization](#)
- [Create API keys](#)

## Verifications

Verify your organization to access protected models

Verify Organization

## Save your key

Please save your secret key in a safe place since **you won't be able to view it again**. Keep it secure, as anyone with your API key can make requests on your behalf. If you do lose it, you'll need to generate a new one.

[Learn more about API key best practices](#) 

  Copy

## Permissions

Read and write API resources

Done



Before you get started

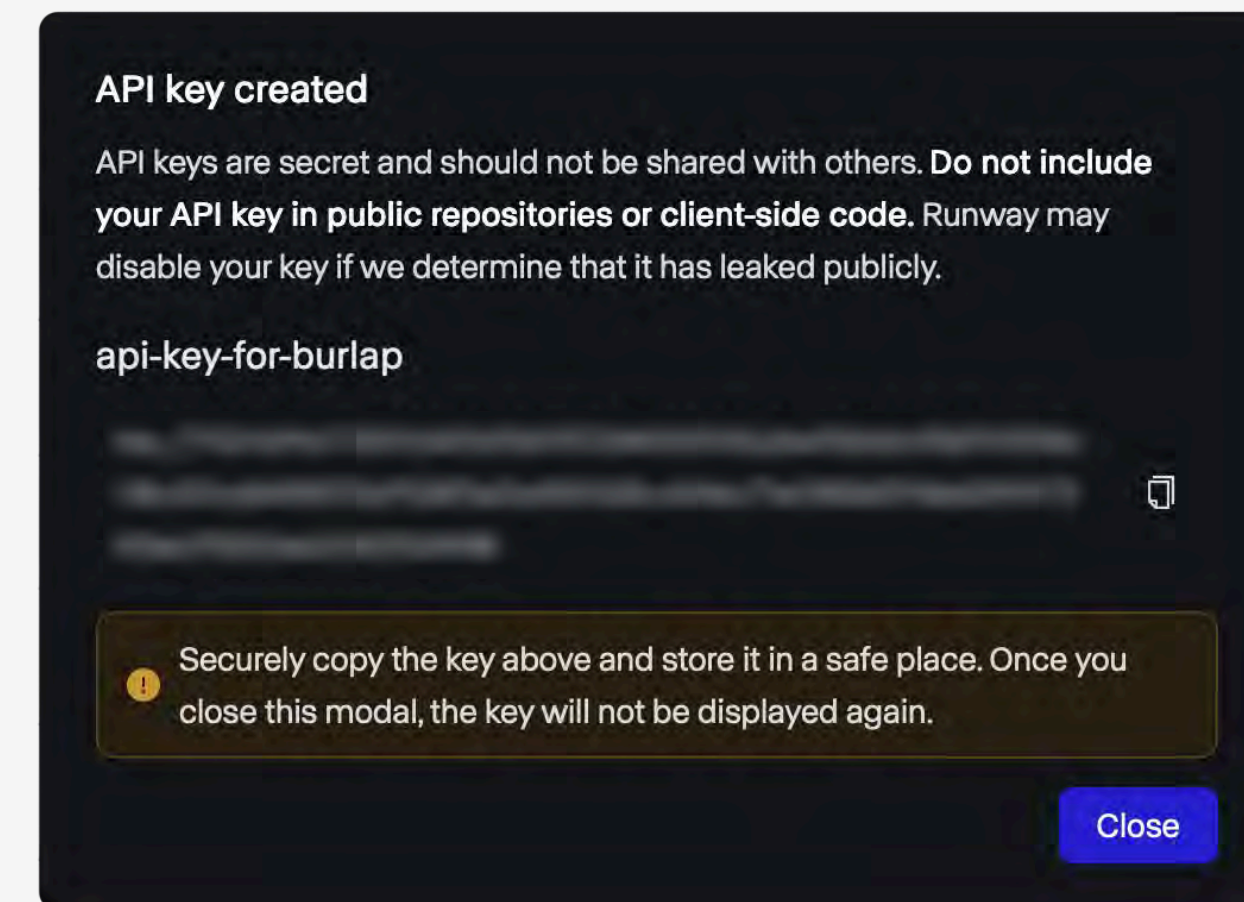
# Runway API keys

For Runway, you'll have to go through the following steps:

1. Create an account
2. Create an API key
3. Add credits
4. Copy the API keys in

Useful links:

- [Create an account](#)
- [Runway Developer Platform](#)





# 1 — Getting started

Text → text



Getting started

# Vibes and Rucks

In Burlap, text, images, and videos are **Vibes** — your creative building blocks.

A **Ruck** is the request you send to an AI. It always carries at least one Vibe, and the combination you choose defines the result. Change the Vibes, change the outcome.





## Getting started

# Text → text

Basic text prompting is a good place to start. It's likely you're familiar with how text prompting works.

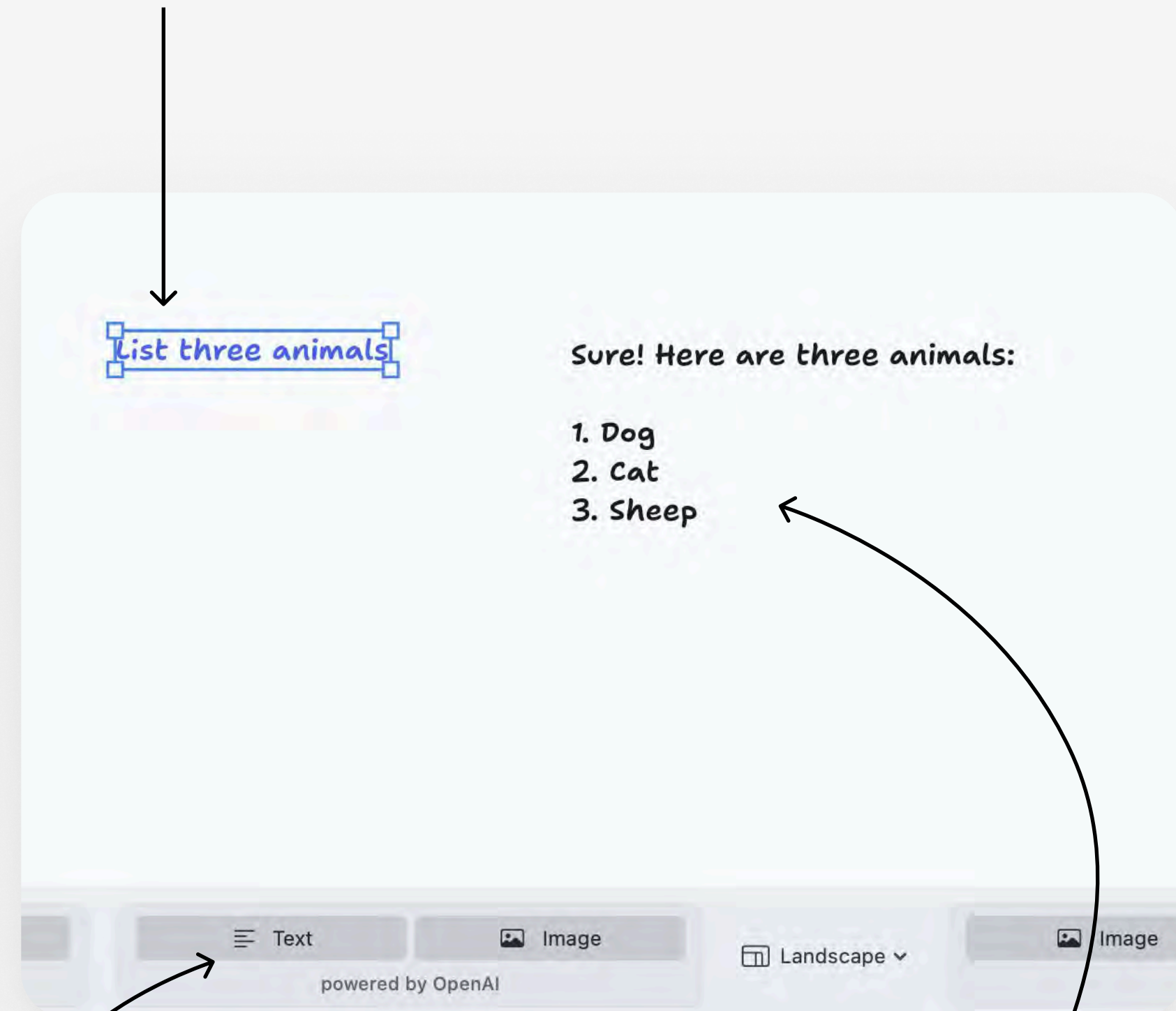
The difference with Burlap is that the environment is not a text-only timeline, but an open canvas.

Use the text tool and type in the instruction indicated in blue below. Select the text vibe and click the Text button in the powered by OpenAI section.

Prompt

List three animals

1. Using the text tool, type a prompt



2. In OpenAI toolbar, click Text

3. Receive output



## Getting started

# Text → text with 2 vibes

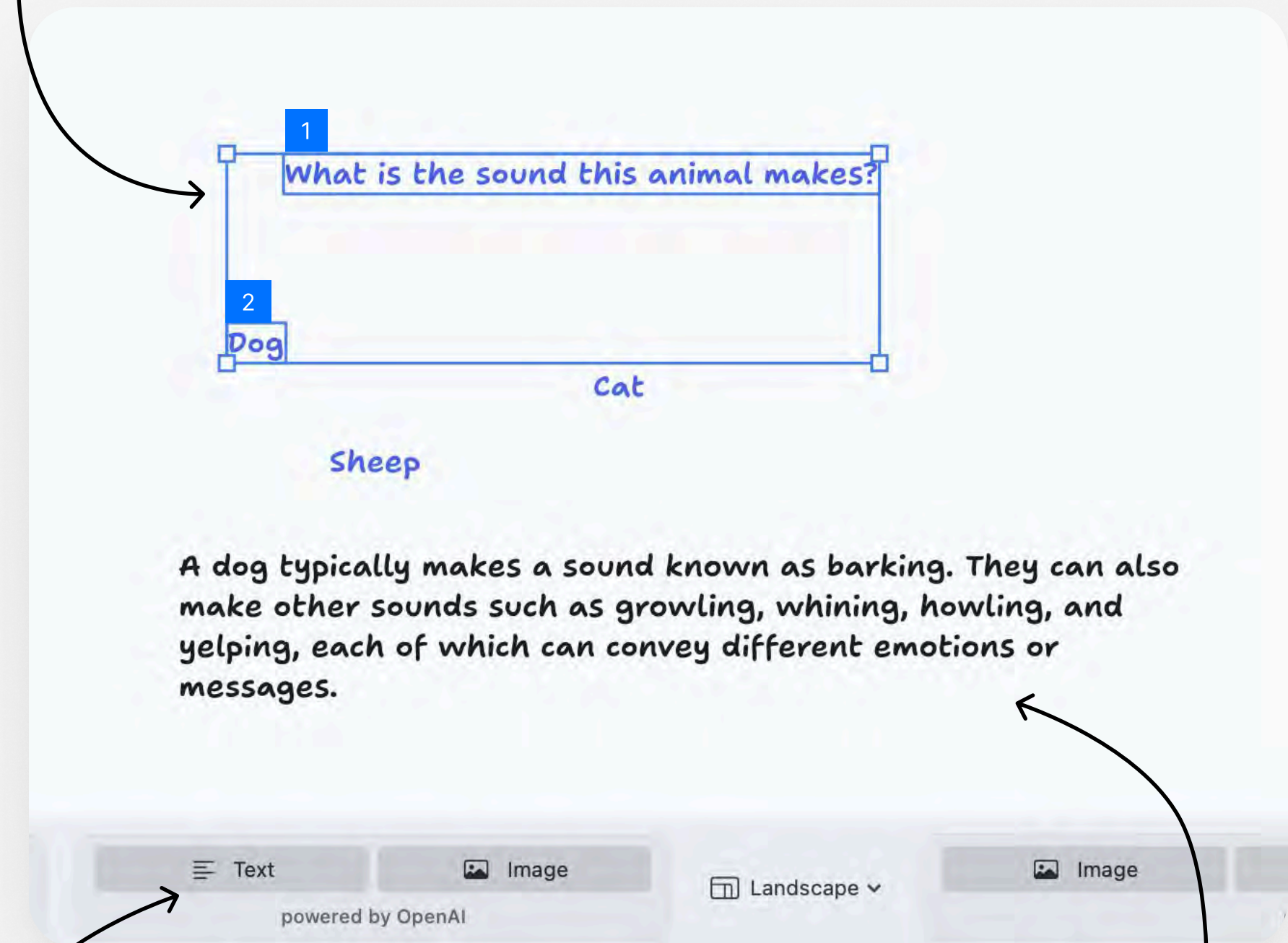
In this example we are creating and then selecting two separate vibes and requesting a text response.

Prompt

What is the sound this animal makes?

Dog

1. Select two texts as input



2. Click Text to generate

3. Receive output



## Getting started

# The order of selection matters

The order in which you select vibes matters. You can use any number of text vibes to modify your output.

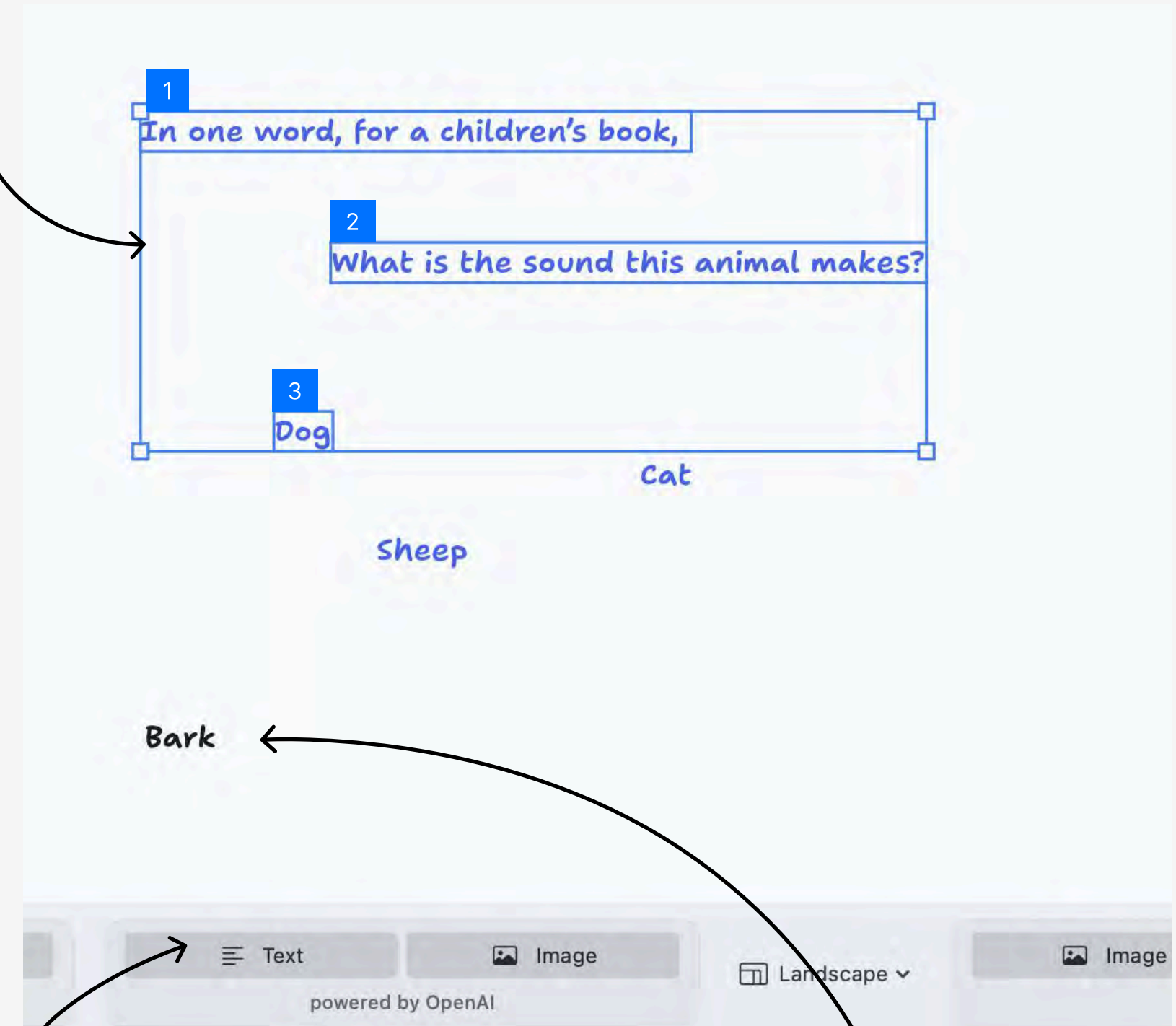
Prompt

In one word, for a children's book,

What is the sound this animal makes?

Dog

1. Select three texts in order



2. Click Text to generate

3. Receive output



# 2 — Text and images

Going from basic text → images and styling images



Text and images

# Basic text prompting

With images, too, basic text prompting is a good place to start.

Prompt

Describe what is in the image





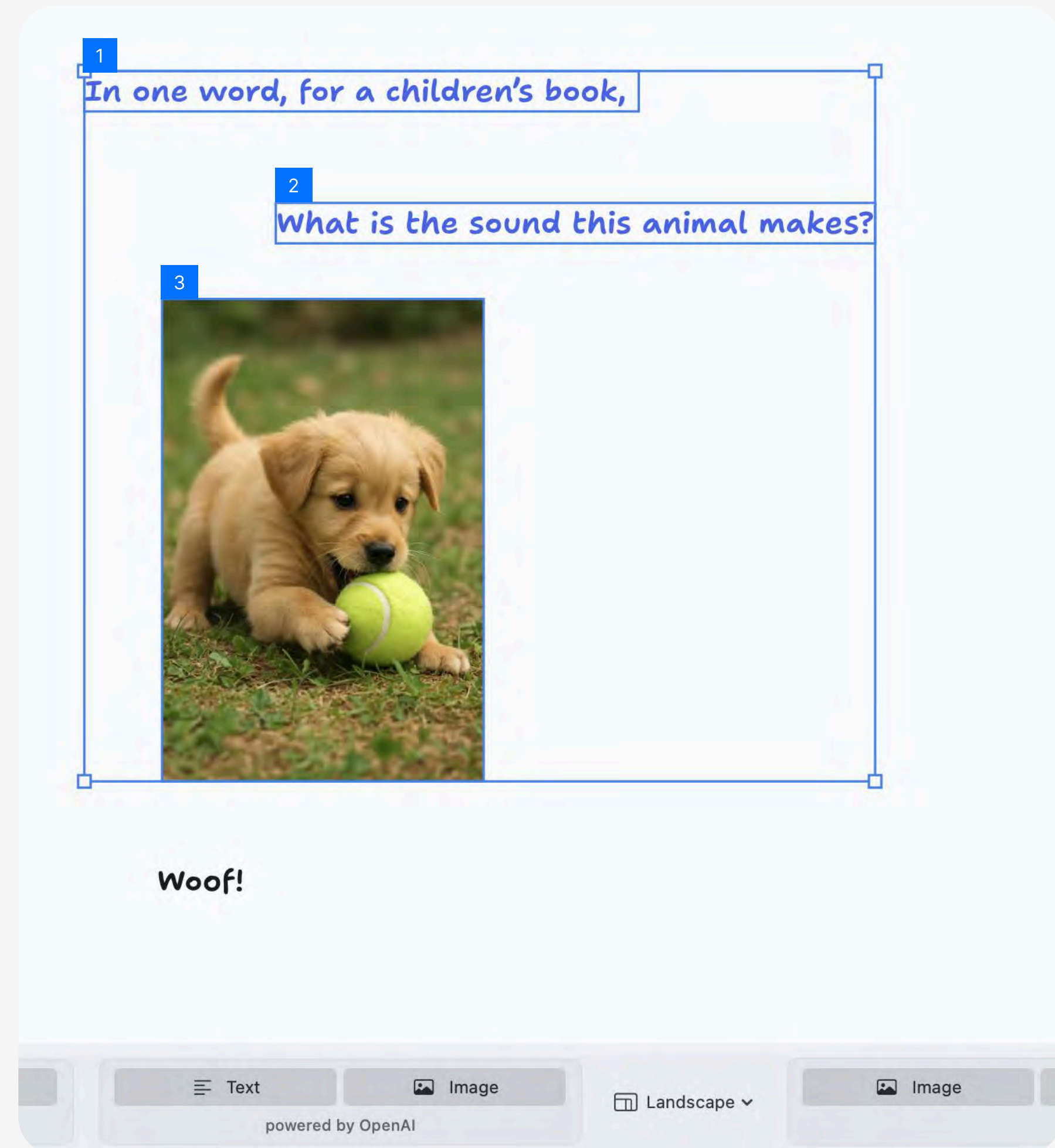
Text and images

# Using multiple inputs

Using multiple vibes also works for images. When using multiple inputs, remember that the selection order matters.

Prompt

In one word, for a children's book,  
What is the sound this animal makes?



Text and images

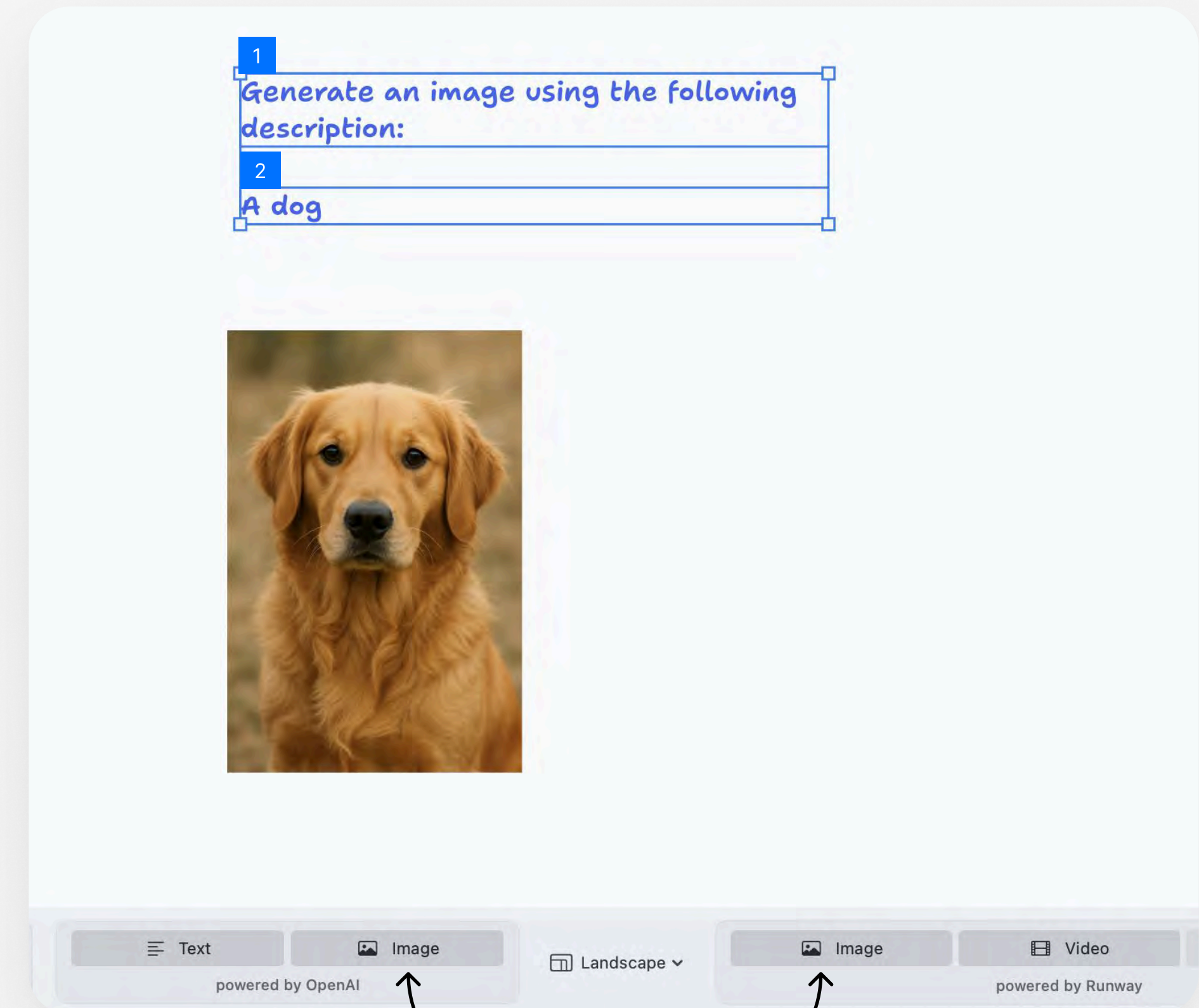
# Basic image generation

Add a short description in each vibe.

Prompt

Generate an image using the following  
description:

A dog



You can choose between OpenAI or Runway or use both. You can also ask either to create multiple images simultaneously.



## Text and images

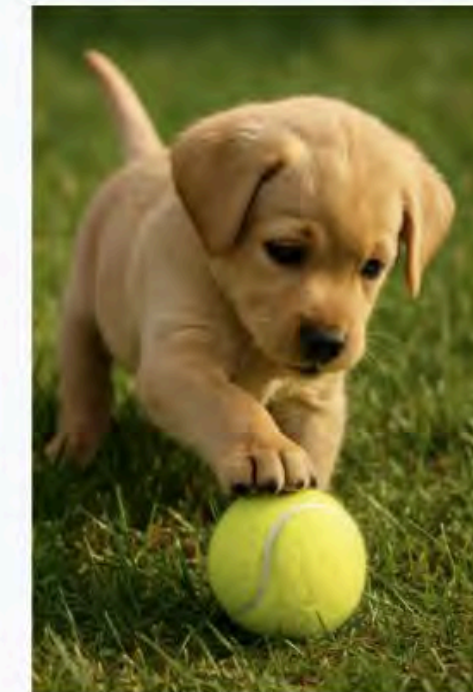
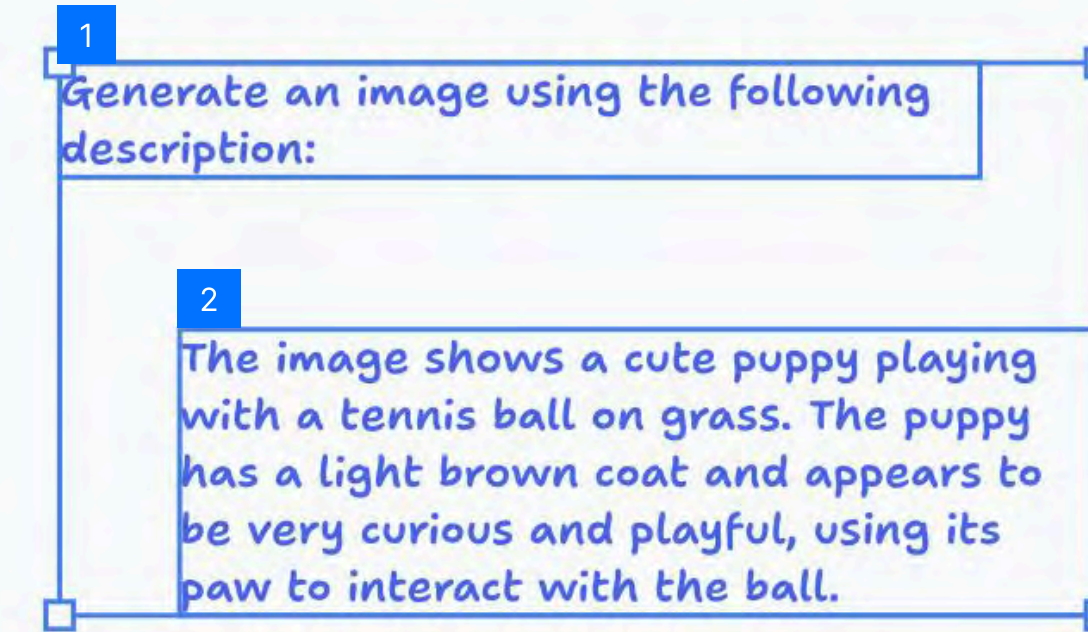
# More complex image generation

Use more detailed instructions to create more complex outputs.

Prompt

Generate an image using the following description:

The image shows a cute puppy playing with a tennis ball on grass. The puppy has a light brown coat and appears to be very curious and playful, using its paw to interact with the ball.



## Text and images

# Styling the output with text

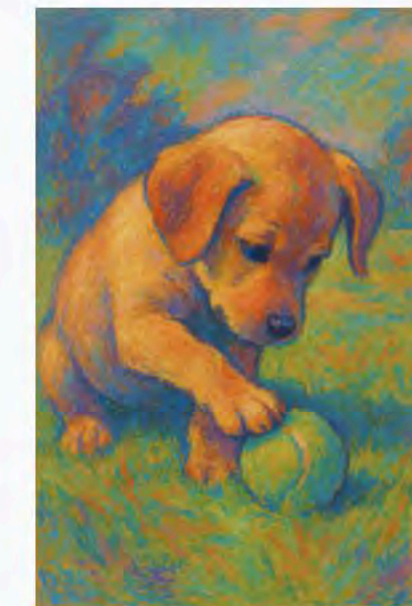
You can use additional vibes to guide the output of the image. For example, choosing the style or medium that is used to generate the image.

Prompt

Generate an image using the following description:

The image shows a cute puppy playing with a tennis ball on grass. The puppy has a light brown coat and appears to be very curious and playful, using its paw to interact with the ball.

The image should be made using colored pastels and muted colors.





## Text and images

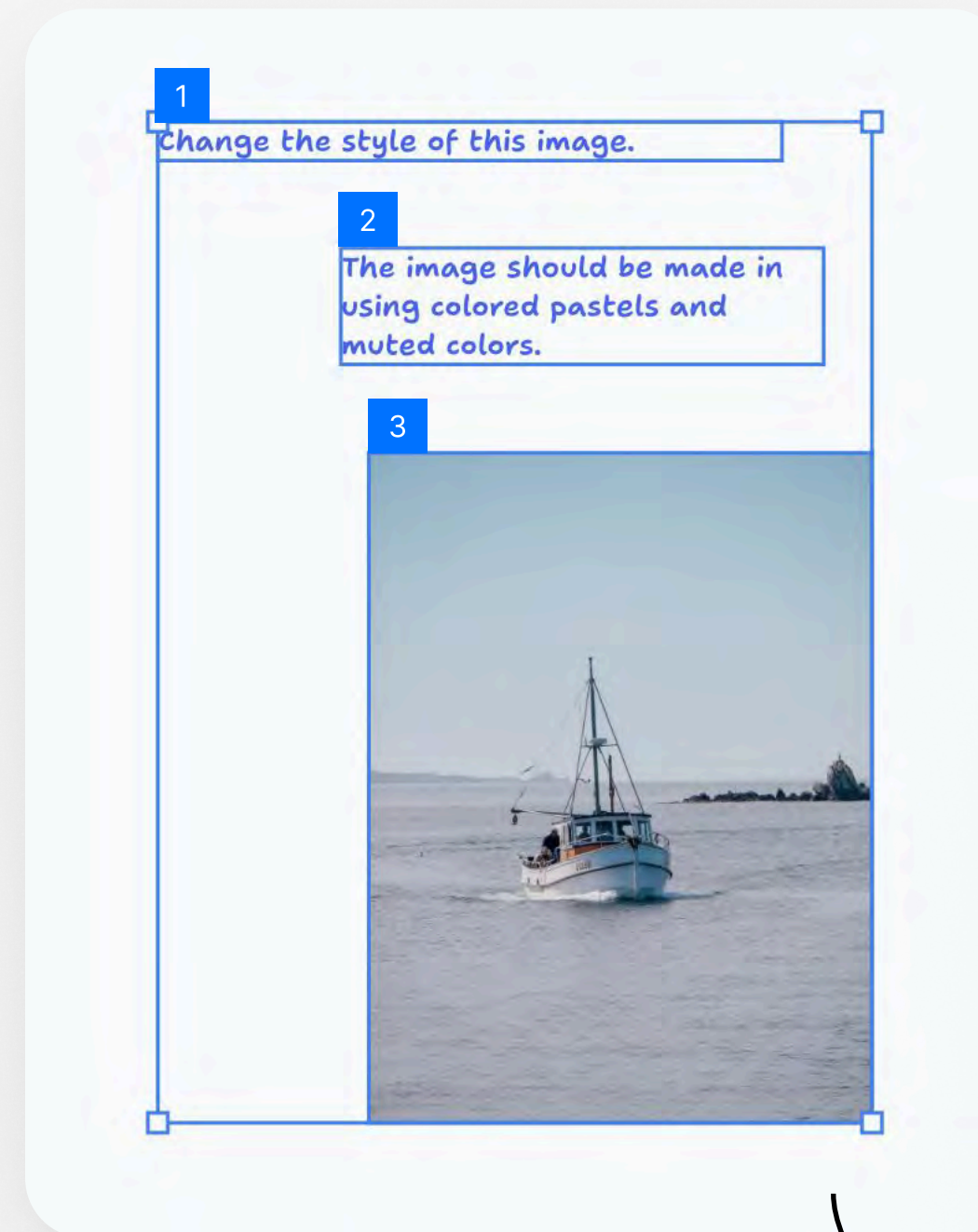
# Styling an image with text

You can also use the vibe to style an existing image.

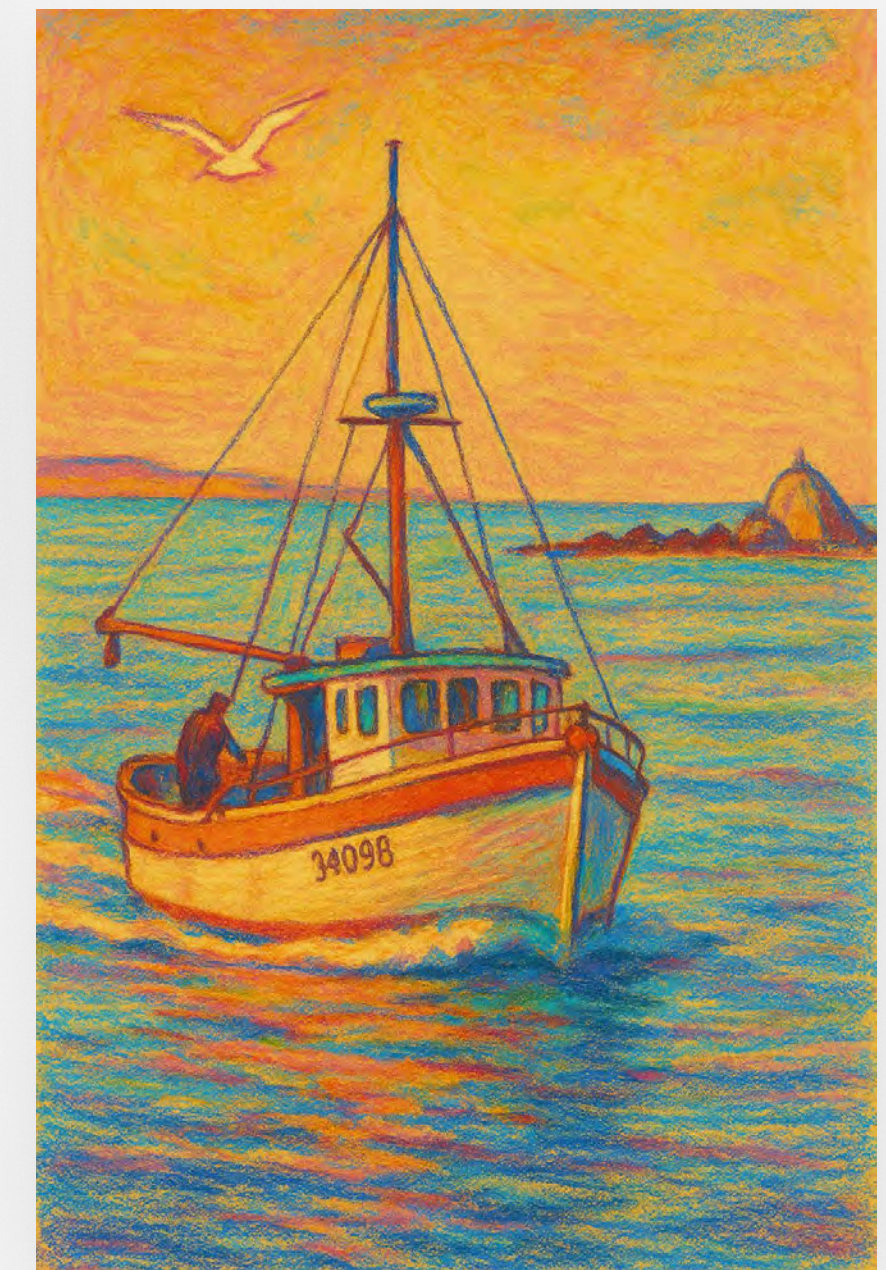
Prompt

Change the style of this image.

The image should be made using colored pastels and muted colors.



Result





## Text and images

# Styling multiple images with the same vibe

The same vibe can be reused to ensure an unified style for multiple images. Please note that the styling needs to be done one image at a time.

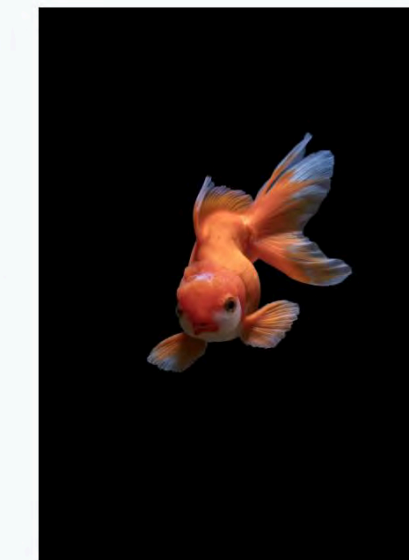
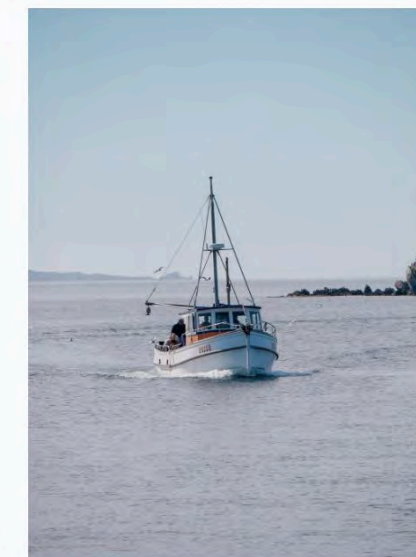
Prompt

Change the style of this image.

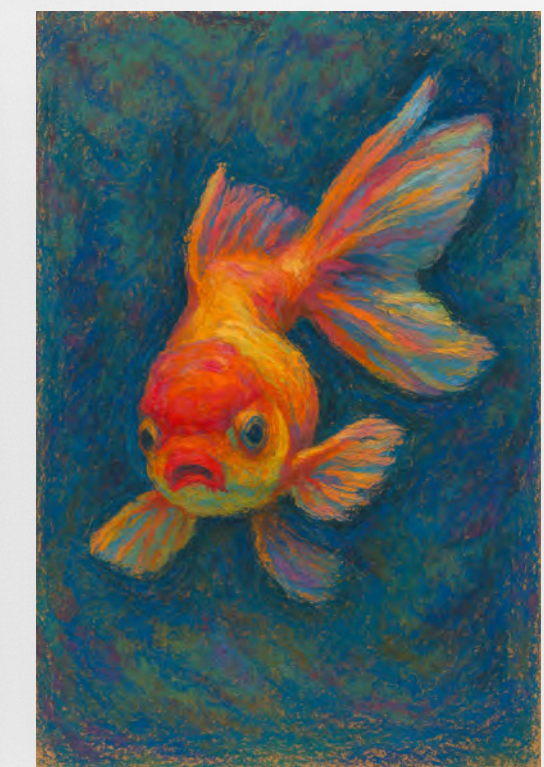
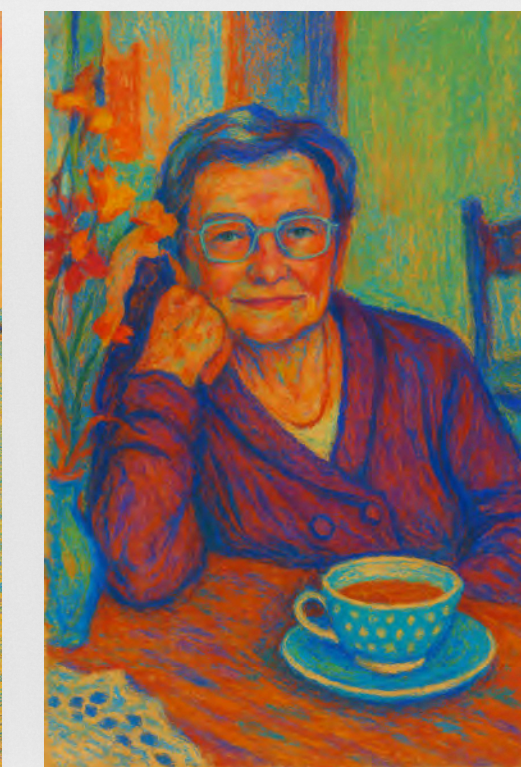
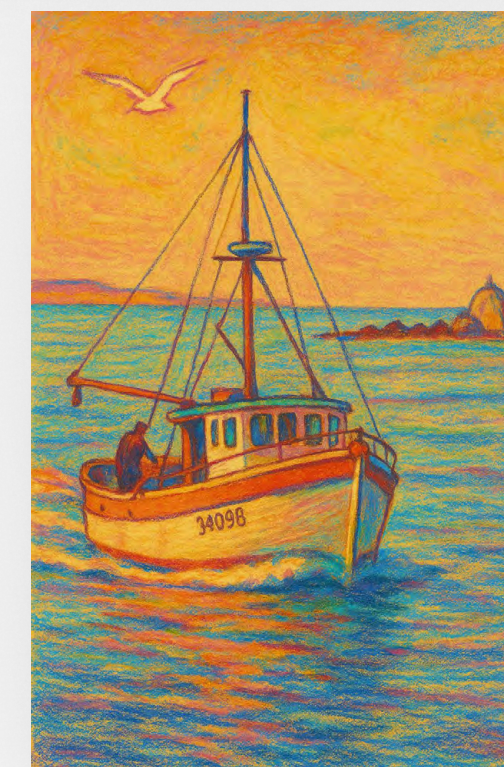
The image should be made using colored pastels and muted colors.

1  
Change the style of this image.

2  
The image should be made in using colored pastels and muted colors.



Results





## Text and images

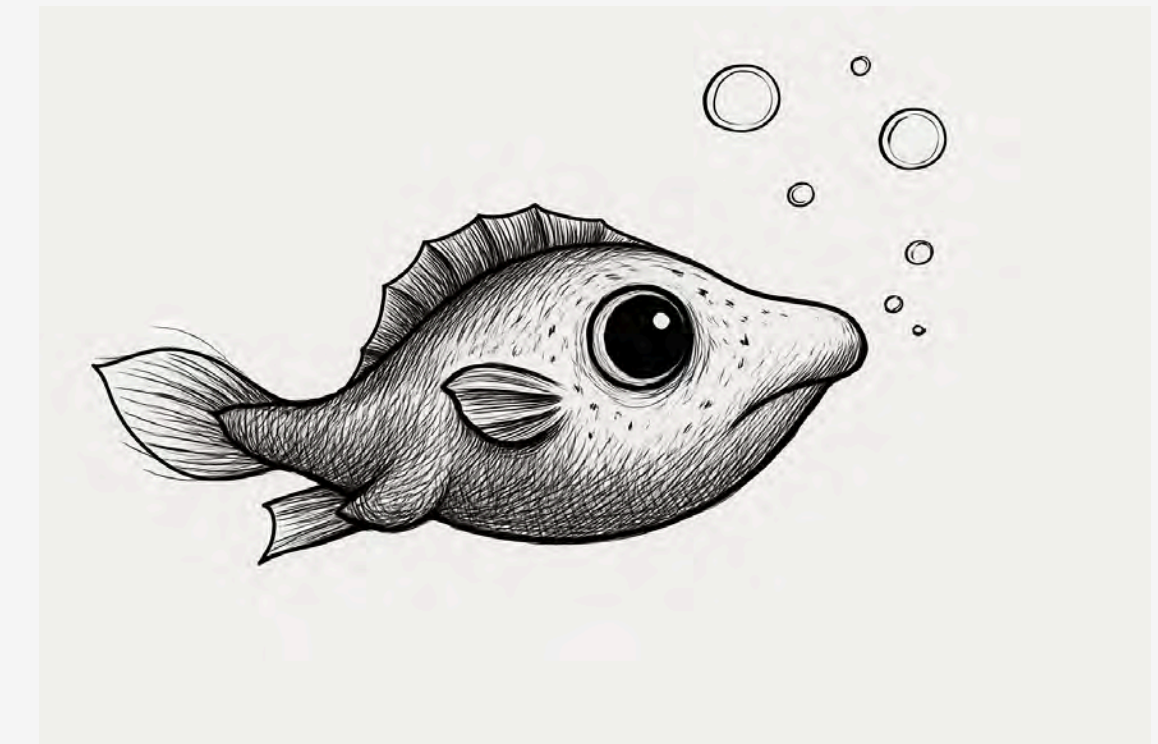
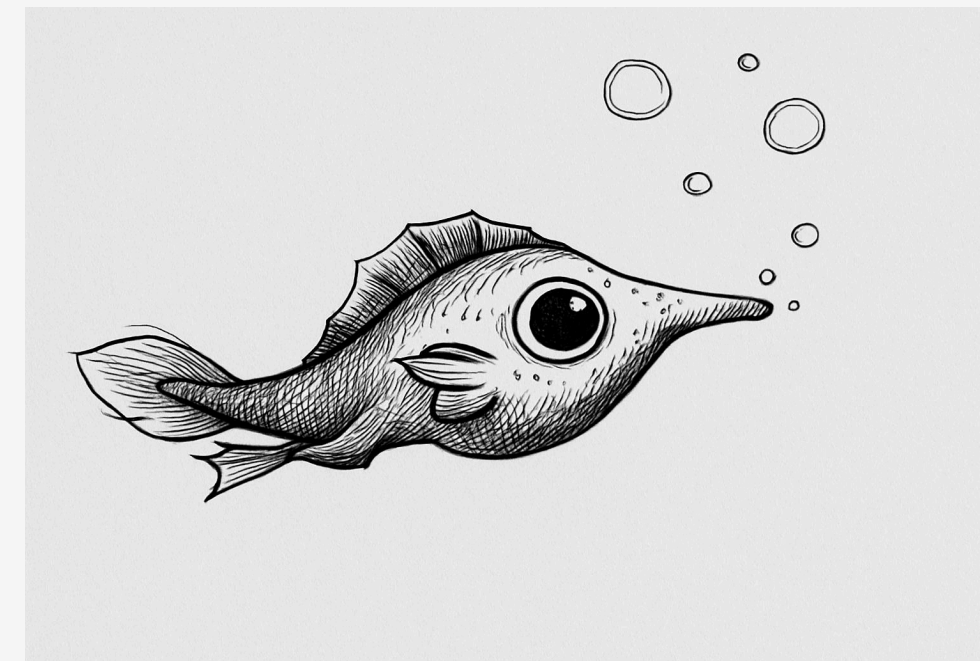
# Importing images

Images and Videos can be imported into the canvas. You can drag and drop images to Burlap, use **⌘+U** keyboard shortcut or just click on the Media icon on the toolbar to import images.

In this example a scan of a pen and ink drawing is imported and then modified.

Prompt

Show me this image but make the nose and trunk, less pointy and more rounded and tapered at the tip. The creature is amphibious. It is not a fish. Keep the exact anatomical structure to original image.





Text and images

# Using multiple images with Runway

When using Runway, you can refer to up to four input images using tags `@img1`, `@img2`, `@img3` and `@img4`. The image labels are assigned in the order that the images are selected.

Prompt

```
Replace the horse in @img1 with the dinosaur in @img2.
```





## Text and images

# Using image vibes for styling

In addition to text, you can also use a reference image to make sure your outputs are unified in style.

Remember, if you are using `@img1` and `@img2`, the order of selecting the source vibes matters.

Prompt

Change the style of `@img1` to the style of `@img2`.

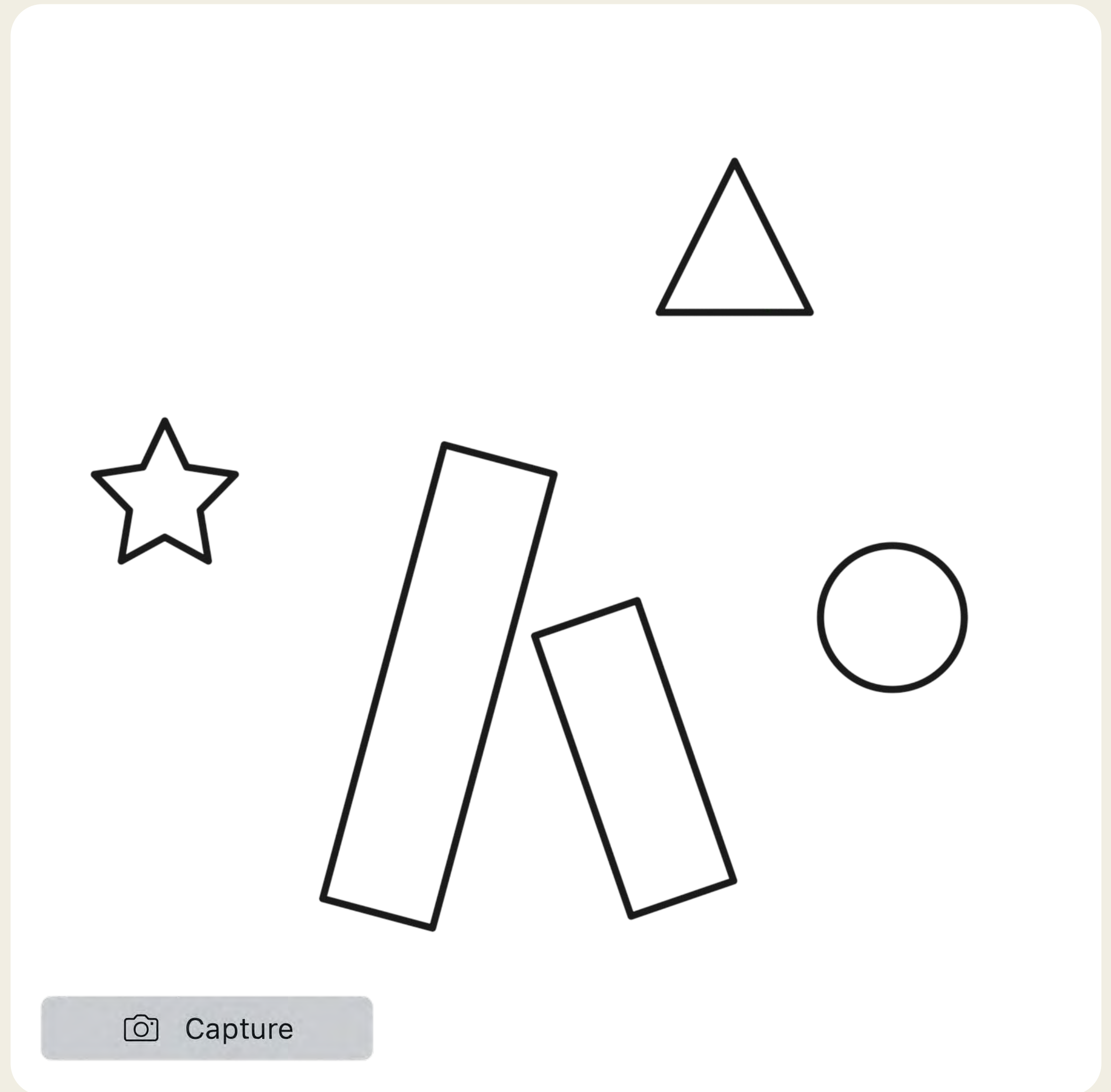


Good to know

## Screen capture explained

Burlap has built-in drawing tools including shapes, arrows and free drawing. Drawing tools can be used in open canvas space or on top of images.

To use a drawing as input, you'll need to flatten it first with the Capture button. On the next slide, we'll show you two ways to do this.



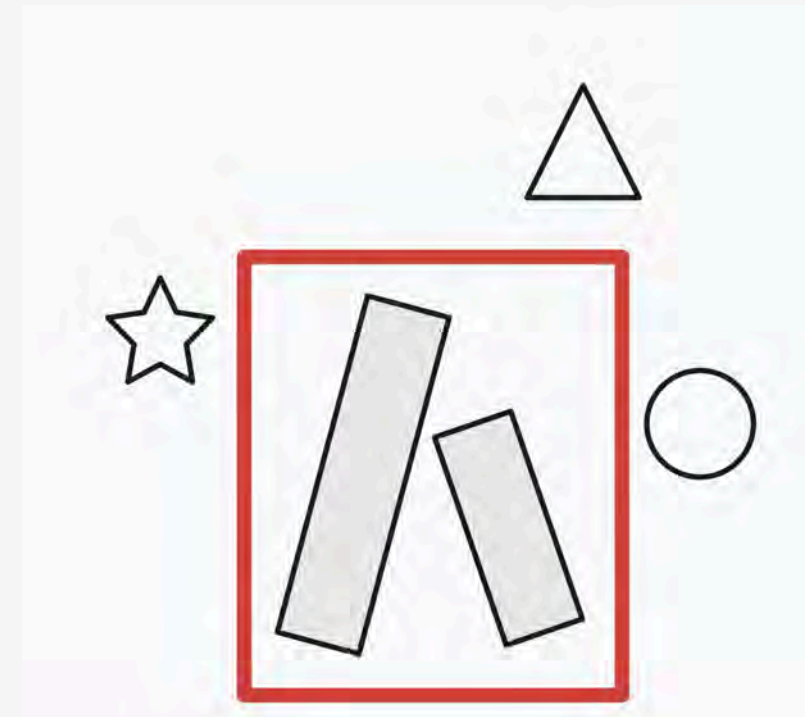


Good to know

# Screen capture explained

We want to use the two light grey rectangles as an input, so we need to capture that portion as a flattened image. Here are two ways to use the Capture tool for it.

Method 1

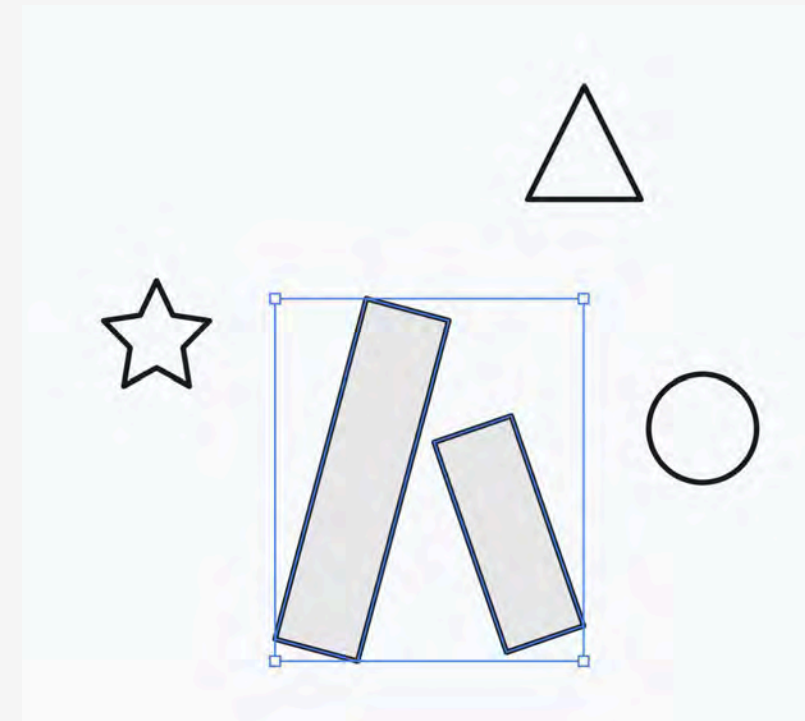


First way to make a screen capture is to draw a rectangle and use it to define the capture area.

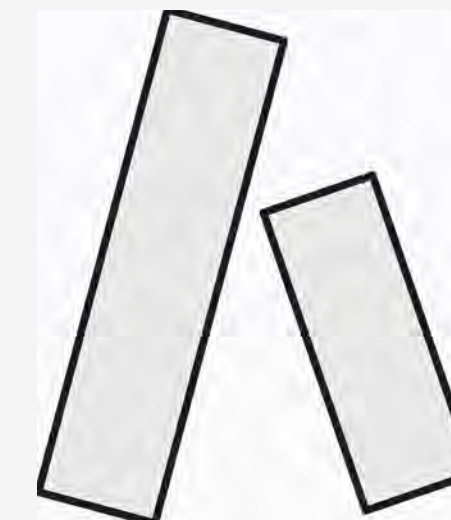


Anything within the red rectangle will be included in the flattened image.

Method 2



Alternatively, we can just select the two rectangles and click **Capture** to extract the flattened image.



The second method performs a closer crop, using the blue bounding box as the crop area.



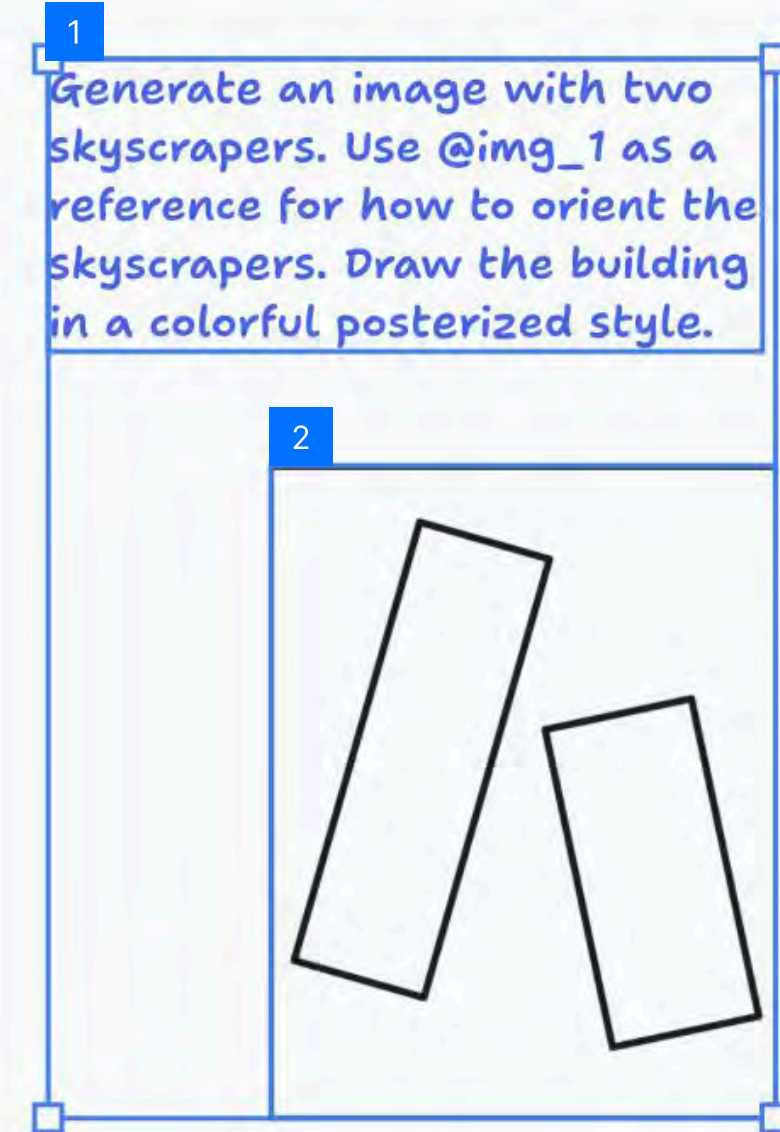
## Text and images

# Using a drawing as a reference image

Rough sketches can be used as reference images. In this example, the two rectangles represent skyscrapers.

Prompt

```
Generate an image with two skyscrapers. Use @img_1 as a reference for how to orient the skyscrapers. draw the building in a colorful posterized style.
```





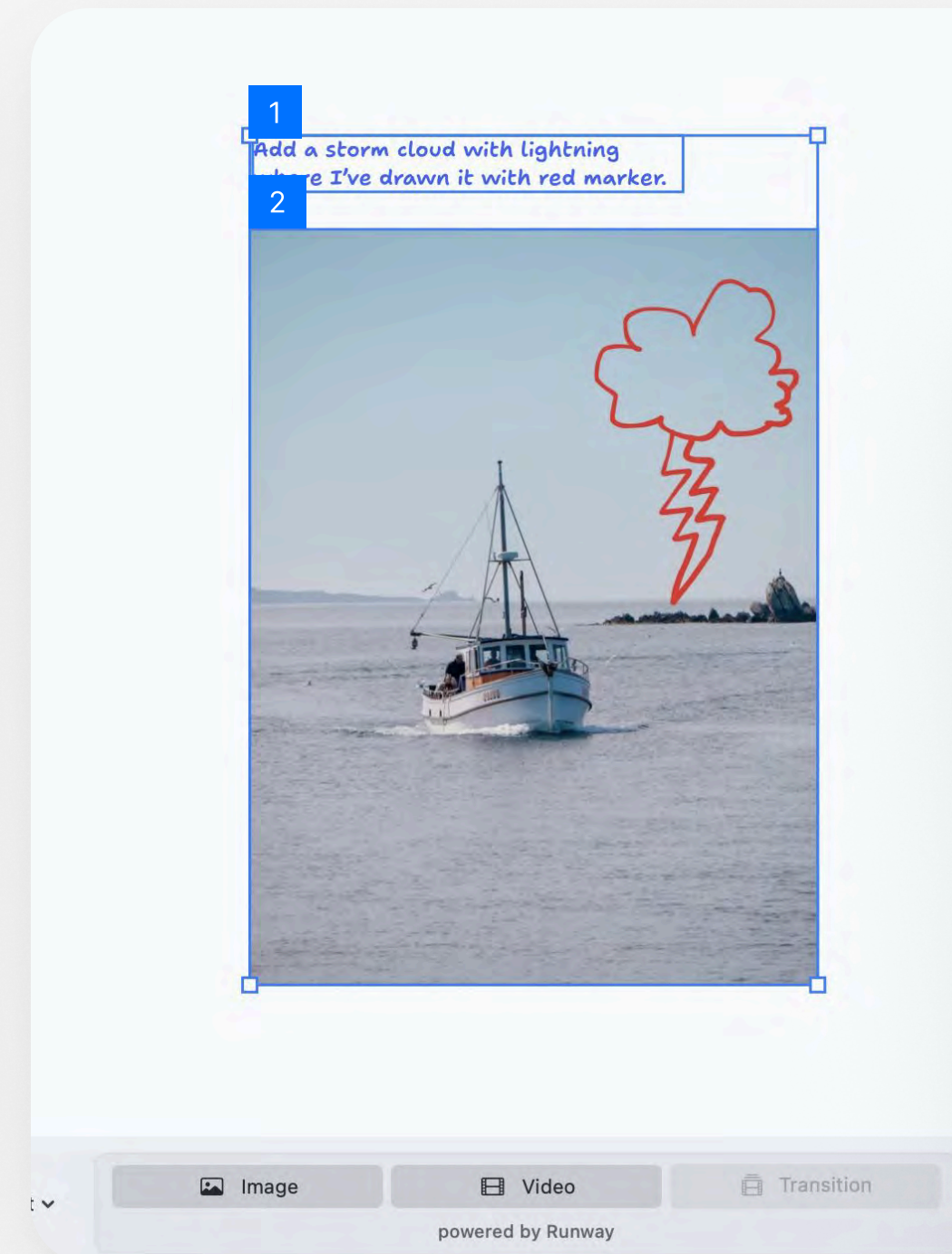
Text and images

# Using sketches for image composition

With Runway, you can also draw on existing images and use your sketches to guide the output generation.

Prompt

Add a storm cloud with lightning where I've drawn it with red marker.





## Text and images

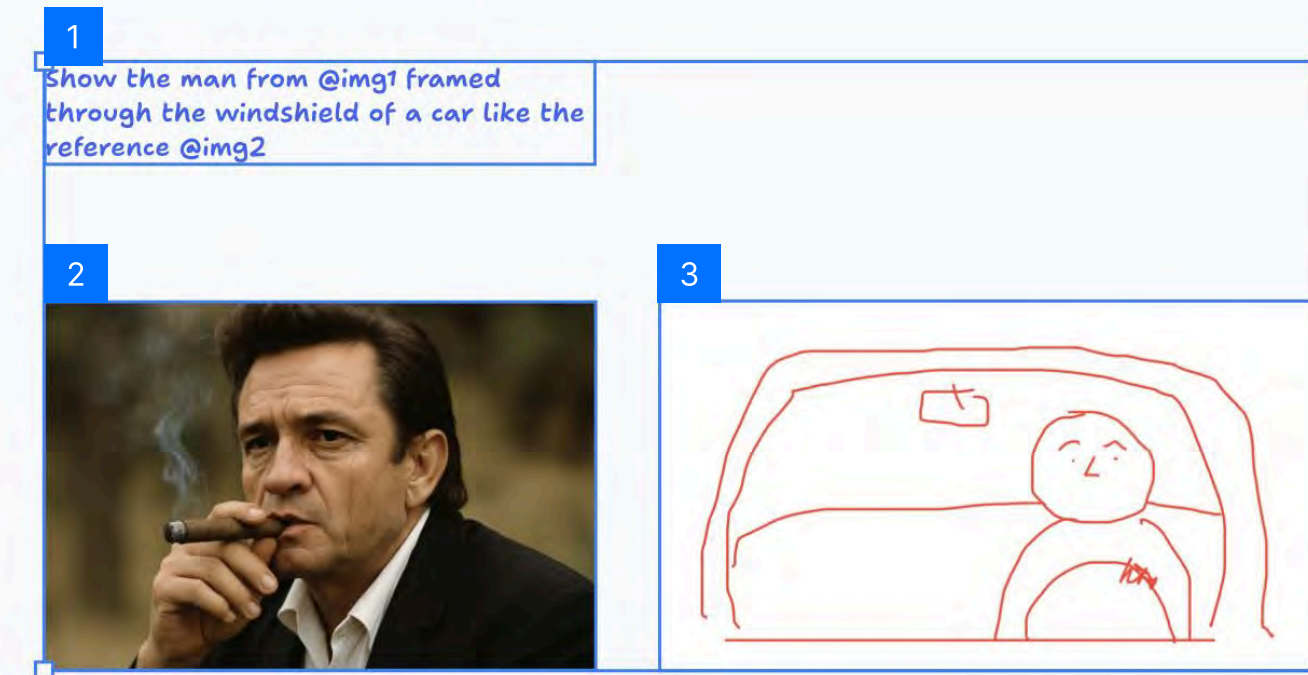
# Using reference images for composition

Sketches can also be used to guide image composition. In this example, be sure to use **Capture** on the rough sketch and use the flattened captured image as `@img2`.

Remember, when using `@img1` and `@img2`, the order of selecting the source vibes matters.

Prompt

Show the man from @img1 framed through the windshield of a car like the reference @img2





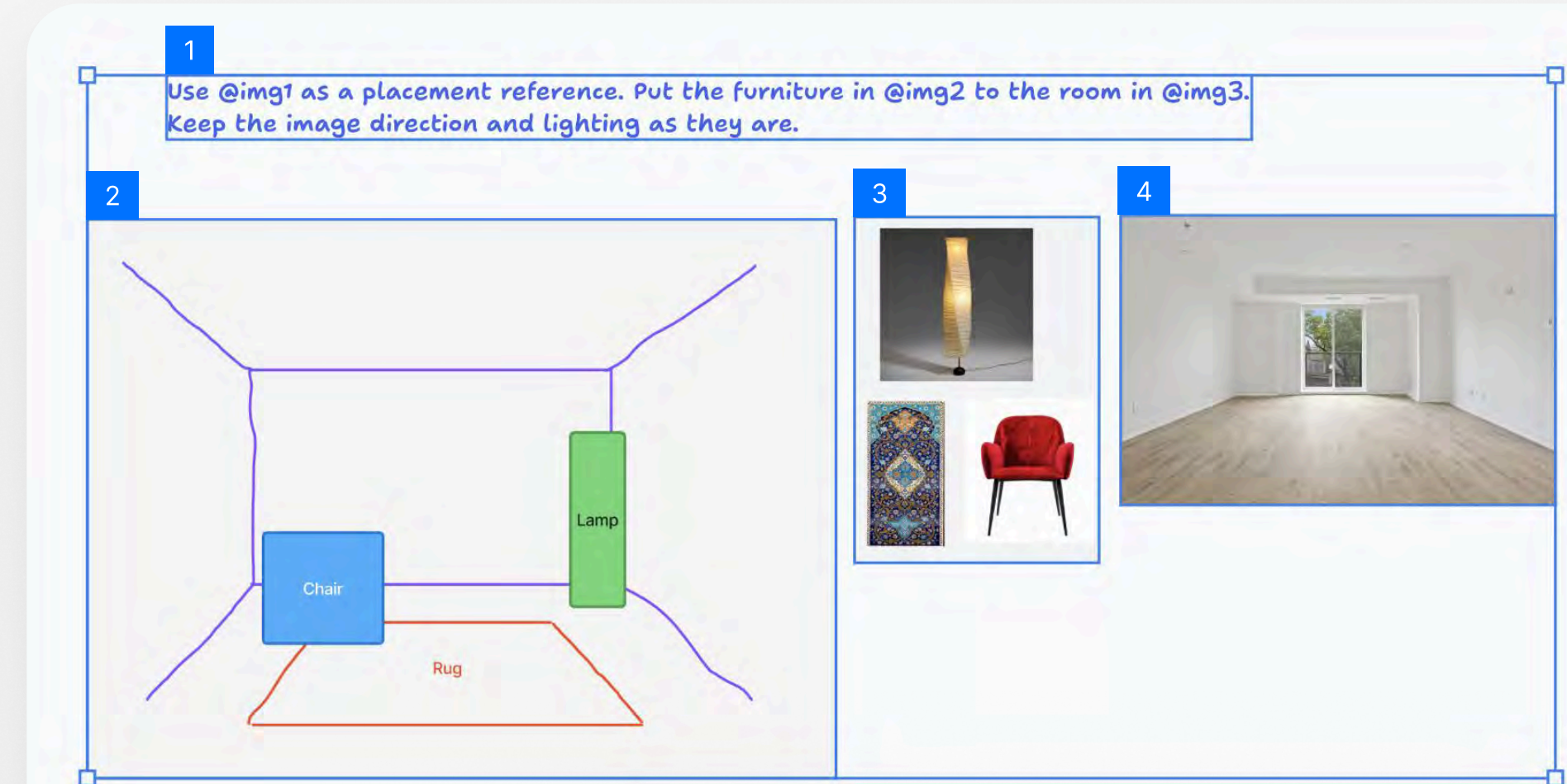
## Text and images

# Advanced composition using reference images

If you want to make a more complex composition, you might reach the upper limit of reference images. Should that happen, you can use the **Capture** tool to flatten multiple selected images to one. The models can read context from within an image. In this example the drawing of the furniture placement and the rectangle with the lamp, rug and chair are both captured flattened images.

Prompt

Use @img1 as a placement reference. Put the furniture in @img2 to the room in @img3.  
Keep the image direction and lighting as they are.



# 4 — Working with video

Going from still images to motion and beyond



## Working with video

# Turning image and text into video

With Runway, you can turn still images to video. Again, providing more detailed instructions helps in yielding more accurate output.

Prompt

Have the woman gently take her hands off the dinosaur and then have the dinosaur turn its head and look right into the camera.

Have the woman gently take her hands off of the dinosaur and then have the dinosaur turn its head and look right into the camera.



[View video example on Vimeo](#)



Working with video

# Advanced Runway examples

Runway supports keywords like **add** and **change**.

Prompt

Change the weather suddenly to a rainstorm.  
The woman stays in the posture.


Prompt

Change the outfit in the video into a floral  
dress with the pattern from the image.

Prompt


Pan the camera 360 degrees around the woman.

Change the weather suddenly to a rainstorm.  
The woman stays in the posture.



[View video example on Vimeo](#)

Change the outfit in the video into a floral  
dress with the pattern from the image.



Pan the camera 360 degrees  
around the woman.



[View video example on Vimeo](#)



Working with video

# Restyling video

You can also use an image as a style reference for a video.

Prompt

Re-style this video using the style from the image.

Re-style this video using the style from the image.



[View video example on Vimeo](#)