

Envato Elements Expands With Motion Graphics Ai Lab

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Envato Elements, long recognized as a major player in the digital asset industry, is pushing boundaries with a new suite of AI-driven tools designed to streamline creative workflows. The platform, known for its vast collection of stock videos, templates, graphics, and more, now integrates AI-generated images, enhanced image editing, text-to-speech, and an early-stage video generation feature. In a recently published article, IMHO Reviews discussed the enhance productivity of the platform.

Vitaliy Lano, CEO of IMHO Reviews, has tested Envato Elements? AI tools firsthand and offered his opinion on the new Ai Lab. ?The digital design industry is moving fast, and AI integration is inevitable,? Lano commented. ?The real question is whether these tools genuinely save time and improve workflow efficiency, or if they?re just gimmicks dressed up as innovation.?

At the core of Envato Elements? AI expansion are five key features, including ImageGen which is a text-to-image generation capable of producing multiple outputs in seconds; ImageEdit, an AI-powered editing, including background removal, cropping, and upscaling; VoiceGen, a text-to-speech tool generating short audio clips;VideoGen, an early-stage tool transforming text prompts into animated sequences, with plans to

incorporate still images in the future; and InspoGen, a creative assistance tool designed to generate ideas, though details on its functionality remain scarce.

Lano tested all five tools extensively, highlighting both their strengths and limitations. ?ImageGen is surprisingly efficient,? he stated. ?It creates images quickly, and while resolution inconsistencies are a known issue, the built-in upscale feature in ImageEdit does a solid job of refining them.?

The ability to remove backgrounds and edit images seamlessly also impressed Lano. ?ImageEdit is one of the stronger additions,? he said. ?It provides fast, precise adjustments, which is invaluable when working under tight deadlines.?

On the audio front, VoiceGen has its constraints. ?The 400-character limit is restrictive,? Lano noted, ?but for quick narration or voiceovers, it does the job.?

However, the most ambitious?and potentially disruptive?addition is VideoGen. ?This tool is still in development, but its speed is undeniable,? Lano remarked. ?Compared to competitors like Kling, VideoGen generates animations faster, though the 1280x720 resolution is a drawback for high-end projects.?

Lano emphasized the trade-off between quality and efficiency, a recurring theme in AI-generated content. ?AI is great for rapid prototyping,? he explained. ?It may not deliver perfection right away, but it provides a strong starting point, allowing creators to refine results instead of starting from scratch.?

Customization remains a key concern for users. While ImageGen and VideoGen offer some degree of control through text prompts, manual adjustments via ImageEdit are often necessary. ?You can?t always expect AI to nail the details on the first try,? Lano suggested. ?The best approach is to combine AI?s speed with human refinement.?

As for pricing, Envato Elements maintains its existing subscription model, bundling these AI tools at no additional cost. The platform remains competitive, with monthly plans costing $33 and annual subscriptions averaging $14.85 to $16.50 per month. ?Given that other AI tools often come with separate costs, this is a significant advantage,? Lano added. ?If these features continue improving, the value proposition strengthens.?

Yet, the AI rollout isn?t without flaws. Users have reported that AI search results don?t always align with expectations, and the lack of an advanced filtering system can make asset discovery challenging. ?Search functionality is still a weak point,? Lano acknowledged. ?For AI integration to be fully effective, finding the right assets quickly needs to be seamless.?

When compared to competitors such as Adobe Firefly, Midjourney, or Canva?s AI suite, Envato Elements finds itself in an evolving position. ?It?s not quite at Midjourney?s level for AI image generation,? Lano admitted, ?but it holds its own against DALL-E. And the real advantage is the all-in-one subscription?no need to pay separately for AI tools.?

When asked whether Envato Elements is worth its subscription price, Lano replied that the answer depends on the user?s needs. ?For YouTubers, graphic designers, and small business owners, the time saved can be significant,? he stated. ?It?s not just about AI replacing manual work?it?s about speeding up the creative process.?

The article suggested, that despite some early-stage limitations, Envato Elements? AI tools signal a clear direction for the future of digital asset platforms. ?These features will continue to evolve,? Lano concluded. ?If they improve resolution, expand customization, and refine search capabilities, Envato Elements could become an even stronger force in the creative industry.?

As AI in digital design advances, the balance between automation and artistic control remains a central debate. Envato Elements? foray into AI may not be perfect, but it?s undeniably a step toward a more efficient creative workflow?one that many professionals are watching closely.

For more information about Envato Elements and new Ai Lab, visit the company's website.

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IMHO Reviews

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