

Module 7 - Level Up With AI Video

Optional advanced module

This module takes the production process further. Instead of generating random images and trying to make them fit later, you build the video in two clear stages: **plan first, then produce**.

You do not need to use every technique. Take what is useful, experiment at your own pace, and return to the more advanced parts whenever you are ready.

AI does not replace the filmmaking process. It becomes another part of the production team.

Part 1 - Plan Your AI Video

Good AI production starts before you generate anything. Research, organise the material, decide how the audience will experience the story, and only then begin creating visuals.

Separating these stages reduces unnecessary rewriting, regenerating, and editing later.

- **Research:** collect reliable information before deciding what the story means.
 - **Investigation board:** organise timeline, people, locations, evidence, behaviour, theories, and unanswered questions.
 - **Narrative blueprint:** decide the order in which the audience will discover the information.
 - **Script:** turn the structure into clear narration.
 - **Storyboard:** decide what each visual needs to communicate.
 - **Shot list:** turn the storyboard into a practical production checklist.
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Use AI as a production assistant

AI is most useful when you give it a specific job. Instead of asking it to create an entire documentary, use it to help with individual production tasks.

- Expand one section of a blueprint into narration.
- Improve pacing or clarity.
- Explore transitions between sections.
- Refine prompts and organise production information.
- Review text for consistency.

AI can help generate words and images. The creative decisions still belong to you.

One shot, one job

A single narration sentence may contain several ideas, but one shot should normally communicate one clear idea. If a sentence introduces a location, an event, and a person, divide it into several shots rather than forcing everything into one complicated image.

This makes prompts simpler, visuals clearer, and editing much easier.

Build a visual system before generating

Consistency becomes much easier when the visual decisions are recorded before production.

- **Visual style guide:** defines the overall look, period, lighting, atmosphere, and visual identity.
- **Scene description:** defines what appears in one individual shot.
- **Prompt library:** keeps useful prompts organised and reusable.
- **Frame image:** establishes the location, composition, lighting, and atmosphere before animation.

The software may change. A good production system should survive those changes.

Part 2 - Bring Your AI Video to Life

Once the planning and frame images are ready, production becomes much more focused. Now you can decide which visuals should remain still, which should move, and how the individual shots will connect.

Movement is a storytelling decision, not a requirement.

- Use still images when the audience needs to observe a location, document, map, object, or detail.
- Use video when movement communicates something important or helps an event unfold.
- A slow push or gentle pan can be enough to keep a still image engaging.
- Do not animate a shot simply because the tool allows you to.

Keep recurring characters consistent

If a person appears repeatedly, small changes in face, hair, clothing, or age can distract the audience. Create a character reference and use a strong approved image as the master reference for future scenes.

A useful production principle is to **separate the scene from the character**:

Frame Image + Master Character Reference -> Shot Image -> Animation

The frame image establishes the environment. The character reference maintains identity. Combining them gives you more control before animation begins.

Build the film one shot at a time

Short AI clips are not a weakness. Several simple shots from different viewpoints can create a more engaging sequence than one long complicated animation.

- Change camera position or direction to create visual variety.
- Use front, rear, and side views when they help communicate movement.
- Keep the action consistent as the viewpoint changes.
- Use shorter sequences for progression and variety.
- Use longer extended scenes when atmosphere and immersion matter.

To extend a scene, use the final frame of one animation as the starting point for the next. Each animation can create the starting point for another.

Build your video one shot at a time.

The principles have not changed

The same shot types, pacing choices, composition, and storytelling ideas you learned earlier still apply here.

The principles remain exactly the same. Only the production method has changed.

Prepare narration for listening, not reading

A script that reads well on the page may not sound natural aloud. Before generating or recording the voice, read sections out loud and listen for long sentences, awkward words, rushed transitions, and missing pauses.

- Use punctuation and spacing to control rhythm.
- Check names, locations, and unusual pronunciations.
- Generate difficult lines separately when necessary.
- Test several voices with the same short passage.
- Choose the voice that fits the story - not simply the most dramatic one.
- Generate narration in manageable sections so individual problems are easy to correct.

The visuals show what is happening. The narration should tell us why it matters.

Sound should support the story

Start with clear narration. Then add music, ambience, and selective sound effects around it.

- Keep music low enough that narration remains effortless to understand.
 - Use ambience to make a scene feel believable.
 - Do not add a sound effect to every movement.
 - Use silence deliberately - removing music can be more powerful than adding another dramatic effect.
 - Less is often more.
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Common AI production mistakes to avoid

- **Generating before planning.** It creates unnecessary rework.
- **Trying to put too much into one shot.** Give each shot one clear purpose.
- **Animating everything.** Movement should communicate something.
- **Forcing a bad generation.** Simplify the prompt, regenerate, or create a new frame.
- **Letting software dictate the story.** Tools assist the production; they do not make the creative decisions.
- **Filling every second with sound.** Give the audience space to absorb important moments.

Your two-stage AI workflow

1. Plan Your AI Video

- Research and organise the story.
- Create the narrative blueprint and script.
- Storyboard the narration.
- Build the shot list and prompt library.
- Define the visual style.
- Create the frame images.

2. Bring Your AI Video to Life

- Decide what should stay still and what should move.
 - Create consistent characters and shot images.
 - Animate individual shots.
 - Combine shots into sequences and extend scenes where needed.
 - Prepare and generate narration.
 - Add music, ambience, and sound.
 - Assemble the final video one section at a time.
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The key idea

You do not need to create everything at once, and you do not need to master every technique before you begin.

Plan the story. Build the visual library. Create each scene. Assemble the video one section at a time.

The tools will continue to change, but the principles remain the same: start with the story, create with purpose, and build your video one shot at a time.