

# Course Summary

This course shows you how to create a polished AI video from start to finish.

The goal is to understand the process behind a strong video: how to think through the idea, direct the tools, create visuals, add motion, and pull everything together so it feels client-ready.

The tools change quickly, but the approach can be applied to every platform and every concept.

# Quick overview of the process

1. Fill out the video summary and generate a script based off that
2. Find a reference style online or use your existing assets as the visual style reference
3. Generate visuals (I recommend ChatGPT to create the initial reference and then google flow for the rest of the shots)
4. Create a storyboard
5. Turn the visuals into video
6. Get a voiceover
7. Head into Canva and put it all together!
8. Sound design

<b>Brand/Product</b>	
<b>Where is the video being posted?</b>	<i>WhatsApp/Website/Instagram/YouTube/Live</i>
<b>What is the goal of the video?</b>	<i>Remember the brand/Buy the product/ Trust the process/ Understand a feature/Visit the site</i>
<b>What feeling should the video portray?</b>	<i>Dreamy, Serious, Dramatic, Playful, Corporate</i>
<b>How long should the video be?</b>	<i>30 seconds, 90 seconds, 2-3 minutes</i>
<b>What format do we need?</b>	<i>Horizontal, Vertical, Square</i>
<b>Voiceover or text on screen?</b>	
<b>What is the visual style?</b>	<i>Realistic, 3d, Illustration, Product Imagery, Abstract, Typography</i>
<b>What is the budget?</b>	

# Sites and Tools Covered

## **ChatGPT**

Used for scripting, shot ideas, prompts, visual direction

## **Google Flow**

Used for creating images and video clips. Works fast and generates a lot at a time

## **Higgsfield.ai**

Generates very high quality videos and can include great audi/narration in the shot as well. Slightly slow paced and clunky to navigate.

## **Pixverse**

If you have your own audio and want to sync a video to the audio

## **11Labs**

Amazing AI audio generations

## **Voices.com**

# Scripting Prompts:

Use the brands own language

Avoid fluff: fillers, vague marketing lines, no overused phrases

Ensure it aligns with the goal of the vide

oEnsure it evokes the right feelin

gInclude CTA [Call to action] options

No claims the brand doesn't prove.

Don't overdramatize.

Don't use generic language

Include a hook

Give me a few versions

# Imaging Prompts:

Candid shot, no exaggerated expressions

Real people, no overly smooth skin

Background [brand color] overlay, slight hue

Feel like a high end brand photoshoot

Use exact product referenced. no changes

Creative camera angle

Cinematic shot

# Motion Prompts

slow push-in

camera sweep

smooth camera slide

camera rotates around the subject

gentle orbit

whip pan

handheld camera feel

cinematic camera move

camera follows the product

camera lands on the product

seamless motion

# Example Video Prompts (ingredients to video)



3d slight realistic style

young adorable boy with light freckles sitting in a car eating a yogurt, exactly as referenced. he's enjoying it subtly. black small kippah. No talking. He's smiling and eating the yogurt black pants, black high top sneakers, ivory hoodie  
the car is bouncing a bit so we see its driving  
sweeping camera movement, starting on the floor and going upward to reveal the boy and yogurt  
slight red hue overlay soft

soft hyperrealistic 3D, premium animated commercial, dreamy family food ad, creamy glossy texture, warm cinematic lighting, polished but believable, adorable expressive characters, shallow depth of field, subtle branded red glow.

Avoid:

plastic toy look, waxy skin, overly glossy fake CGI, flat cartoon style, harsh lighting, cluttered backgrounds, distorted hands, wrong yogurt cup shape, oversized yogurt containers, messy product labels, generic stock-photo realism.

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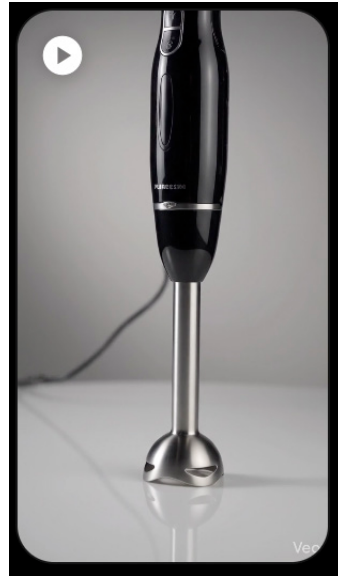
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# Example Video Prompts (ingredients to video)



Create a realistic UGC-style video of a woman casually speaking to camera in a bright kitchen, holding the product naturally, filmed like an iPhone vertical video. Authentic expression, natural lighting, slight handheld feel, warm and believable  
use exact product, no changes to the product



Create a sleek software promo scene showing this exact website screenshot inside a floating laptop mockup, with smooth camera movement, subtle UI highlights, and a clean modern background use the coloring of the screenshot  
exact screenshot displayed in the laptop. do not make any changes or add any details



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Text: Smoothie  
The text is out of creamy beautiful yogurt  
red background  
neat branded style  
soft fruits flying



camera rotating around, indian character exactly as referenced  
he's shrugging, no intense expression, slight humor, carelessness  
He says with indian accent "I have no idea!"  
camera zooms in with energy

# Thanks for watching!

That's it! You now have the full process: how to think through the video, shape the script, create the visuals, add motion, and pull it all together into something polished.

Feel free to reach out with any questions

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