

# AI Video Generation Template

## [Purpose & Format]

Create a [format/output type: e.g., Instagram Reel, YouTube short, YouTube long-form talking head + B-roll, LinkedIn educational video, TikTok skit, client testimonial edit, promotional teaser, storytelling vlog snippet, etc.]  
optimized for [platform/use case: e.g., Instagram vertical 9:16 feed/Reel, YouTube 16:9 watch page, LinkedIn square/landscape feed, mobile-first vertical scroll, cross-post to multiple platforms, etc.].

## [Duration & Pacing]

Target length: [e.g., 15 seconds max, 60–90 seconds, 3–5 minutes short educational, 8–15 minutes long-form deep dive].

Pacing style: [e.g., fast-cut energetic (Reel/skit), deliberate & clear (educational), cinematic storytelling, quick hook + slow reveal, high-energy montage, calm talking-head with pauses for emphasis].

## [Core Content Structure / Script Outline]

- Hook (first 3–5 seconds): [describe attention grabber: e.g., bold question on camera, surprising visual/stat, funny AI character fail, relatable pain point scene].
- Main Value Delivery: [core teaching/demo/story: e.g., before/after prompt comparison with screen record, step-by-step prompting walkthrough, personal anecdote + lesson, AI character skit showing empathy fail → fix].
- Visual Breakdown: [key shots/sequence: e.g., 0–5s me speaking to camera, 5–12s screen recording of Grok output, 12–15s text overlay CTA + smile to camera].
- Close / CTA: [final 3–8 seconds: e.g., soft pitch + link in bio verbal cue, question to drive comments, save/bookmark prompt, subtle guidebook mention].

## [Main Visual Elements & Shot List]

Primary subject / talent: [e.g., myself on camera in home office, realistic AI-generated character(s), screen recording + voiceover, B-roll of Pacific NW nature/client work, stock-free custom footage].

Supporting visuals: [e.g., clean screen recordings of AI prompts/outputs, text overlays for key tips, subtle lower-third name/title, AI character reaction cuts, quick zoom/ken burns on graphics, family-friendly B-roll if personal story].

Transitions: [e.g., quick match cuts, smooth cross-dissolve, whip pan for energy, text-pop synced to voice, glitch/AI-style for tech moments].

## **[Style & Artistic Direction]**

Overall video style: [e.g., clean modern professional, authentic talking-head + graphics, high-energy stitched skit, cinematic mini-story, educational explainer with motion graphics, vlog-relatable, minimalist text-driven].

Editing influences: [e.g., Apple product videos, HubSpot tutorials, Casey Neistat vlog energy (toned down), MrBeast quick cuts (but professional), calm Ali Abdaal educational feel].

Quality boosters: [e.g., sharp 4K, color graded cinematic, smooth stabilized footage, professional audio mix, subtle sound design].[Color Grade & Look]

Color palette / grade: [e.g., cool Pacific NW tones (deep forest greens, navy blues) with warm gold skin-tone highlights, clean corporate look (neutral + brand navy/gold), high-contrast tech look with neon AI accents].

Look & LUT style: [e.g., subtle filmic, clean digital, warm & inviting, high-end commercial, natural daylight balanced].[Mood / Atmosphere / Emotion]

Convey a feeling of [e.g., trustworthy & wise, encouraging & relatable, energetic & fun, calm & reflective, innovative & forward-thinking, authentic family-man authority].

## **[Audio Strategy]**

Voiceover / on-camera talent: [e.g., myself speaking naturally, warm & clear delivery, slight Pacific NW accent kept authentic].

Background music: [e.g., subtle upbeat lo-fi, motivational corporate, light acoustic, no music (talking head focus), fun playful track for skits].

Sound effects: [e.g., soft whooshes on text reveals, notification dings on tips, AI “processing” hums, laugh track/light foley for skits].

Audio quality notes: [e.g., crisp lav or shotgun mic, noise reduction, balanced levels -6 to -12 dB LUFS].[Text & Graphics Overlays]

On-screen text style: [e.g., Inter Bold white/gold with subtle drop shadow, kinetic typography synced to voice, minimal lower-thirds, bold tip callouts in brand blue].

Key text moments: [e.g., hook question at 2s, bullet tips at 10s, CTA “Link in bio” at end, hashtag strip bottom right].

Branding elements: [e.g., Pictone Media logo intro/outro animation (2s max), discreet watermark bottom corner, end card with website + guidebook cover].

## **[Technical Specs & Constraints]**

Aspect ratio: [e.g., 9:16 vertical (1080×1920), 16:9 landscape (1920×1080), 1:1 square].  
Resolution / frame rate: [e.g., 1080p or 4K, 30 fps for clean motion, 60 fps for fast action/skits].

Export settings: [e.g., H.264, high bitrate 10–20 Mbps, audio AAC 320 kbps].

Avoid: [e.g., shaky handheld without stabilization, poor audio echo, text too small on mobile, overused zoom effects, clickbait thumbnails mismatched to content, hard-sell voice tone].-- Additional references / vibe: [optional: e.g., inspired by Think Media tutorials, similar pacing to Ali Abdaal daily vlogs, skit energy like Corridor Crew AI shorts (but grounded), clean like GaryVee educational clips].