QI STUDIOS / CREATIVE FIELD GUIDE No. 01

From idea *to AI video*

> A practical guide to turning the thing in your head into something people can see.

THE IDEA IS THE **STARTING POINT.**
THE STORY IS THE **ENGINE.**
THE TOOLS ARE THE **CREW.**

Your brand already has a world in it. *We build it.*

QI-STUDIOS.COM

THE STARTING POINT

Start with the idea. *Not the software.*

AI has made it possible to create scenes, characters and entire visual worlds without a traditional film crew. But a good result rarely comes from typing one sentence into a video generator and hoping for magic.

The real work is creative direction: deciding what the viewer should see, feel and understand, then guiding the tools through a sequence of deliberate choices.

> Think of AI as your production team. *You are the director.*

This guide walks through a repeatable process: clarify the idea, develop the story, plan the shots, create the visuals, animate them, and edit everything into one coherent piece.

THE BIG IDEA

Don't begin by asking, “Which AI tool should I use?” Begin by asking, “What am I trying to make, and what does the audience need to experience?”

BEFORE YOU BEGIN

- You do not need a finished script or technical experience.
- You do need a rough idea of the subject, audience and intended outcome.
- Collect anything useful: notes, photos, sketches, product shots, existing footage or visual references.
- If all you have is an idea in your head, that's enough to start.

A useful first decision is the destination. A 15-second social video, a 60-second story and a two-minute explainer need different levels of planning.

---

01 / DISCOVER

Give the idea *a direction.*

Before opening a generator, get clear about what you're making. You don't need every answer. You need enough direction to make good first decisions.

THE CREATIVE BRIEF

- **The idea:** What is the central concept?
- **The audience:** Who is this for?
- **The outcome:** What should viewers think, feel or do?
- **The format:** Reel, ad, short film, explainer, product story or something else?
- **The tone:** Funny, moving, cinematic, curious, educational, surreal?
- **The style:** Photorealistic, animated, documentary, vintage, fantasy or a mix?

Find visual references

Collect two or three examples that capture the look or feeling you're after. They don't have to be AI videos. A film still, photograph, illustration, color palette or location can all help communicate a direction.

Take inventory

Do you already have a logo, product photo, character, location, script, footage or brand guidelines? Existing assets can save time and help anchor the visual identity. If not, the creative process can build them.

> DIRECTOR'S NOTE
>
> References are a way to communicate taste. They are not a request to copy someone else's work. Identify what you like—lighting, framing, mood, pacing—and make it your own.

02 / CHOOSE YOUR TOOLKIT

Build a *small crew.*

Different tools do different jobs. Most projects use a combination rather than one platform that does everything.

PRODUCTION JOB	WHAT IT DOES	EXAMPLES
Creative development	Concepts, story, script, shot list	ChatGPT, Claude
Image generation	Characters, locations, key frames	Image-generation platforms
Video generation	Motion, camera movement, short clips	Kling, Runway, Seedance and others
Voice and audio	Narration, dialogue, sound design	ElevenLabs and audio tools
Editing	Sequence, pacing, titles, export	CapCut and editing platforms

Tool names and capabilities change quickly. Choose based on the job, your budget, access, and the level of control you need. Start with the tools you already know; add another only when it solves a real problem.

03 / DEVELOP

Turn the idea *into a story.*

A large language model (LLM), such as ChatGPT or Claude, can act as a creative development partner. Use it to shape the idea before asking it to produce individual assets.

ASK IT TO HELP YOU DEFINE:

- The central story and what makes it interesting.
- The characters, their appearance and personalities.
- The setting and the rules of the world.
- The visual style, mood and emotional arc.
- The sequence of events and the ending.

A MASTER CREATIVE PROMPT

I have an idea for an AI-generated video. Act as my creative director and help me develop it into a production-ready concept.

First, help me clarify the story, visual style, characters, setting, audience and intended outcome. Ask only the questions that are essential. Challenge weak or unclear parts of the idea and suggest creative improvements.

Once we agree on the concept, create a storyboard with individual scenes, suggested camera angles, visual descriptions, actions and approximate durations. Do not jump straight into image or video prompts before the creative direction is clear.

04 / STORYBOARD

Think in shots, *not minutes.*

Many video generators produce short clips most reliably. Depending on the platform and model, a useful shot might be around 5–8 seconds, though available durations vary. Build the film as a sequence of shots you can edit together.

SHOT	DURATION	PURPOSE
01 · Opening	5 sec	Establish the world and hook attention
02 · Introduction	5 sec	Introduce the subject or character
03 · Development	5 sec	Move the story forward
04 · Turning point	5 sec	Reveal, surprise or key action
05 · Resolution	5 sec	Deliver the payoff
06 · Ending	5 sec	Leave a final image or message

This is an example structure, not a formula. A short video may need only three shots; a longer story may need many more. Every shot should have a reason to exist.

For each shot, write down: what we see, what happens, where it happens, what the camera does, the intended mood, and how the shot connects to the next one.

KEEP IT VISUAL

If a scene cannot be described clearly in one or two sentences, it may contain too many actions. Split it into simpler shots.

05 / BUILD THE WORLD

Create the key *images first.*

Generate the important still images that define the look of your scenes. These become visual targets for the video stage and help establish consistency.

A STRONG IMAGE PROMPT USUALLY DESCRIBES:

- **Subject:** person, product, creature or object.
- **Appearance:** clothing, features, materials and details.
- **Setting:** location, background and time of day.
- **Lighting:** direction, softness, contrast and color.
- **Composition:** framing, camera angle and perspective.
- **Style and mood:** the visual language of the project.

EXAMPLE IMAGE PROMPT

```
A cinematic, photorealistic wide shot of a lone traveler standing on a deserted tropical beach at sunset. The traveler wears a weathered linen jacket and carries an old leather suitcase. The ocean stretches into the distance; warm golden light reflects off the water. The image feels like a frame from an elegant adventure film, with natural textures, atmospheric depth and carefully composed lighting.
```

Build a continuity kit

For recurring characters or locations, create reference images and a short written description. Reuse them where the platform allows. Keep clothing, colors, proportions, props and environmental details consistent. Reference-image support varies by tool, so check what your chosen model accepts.

CONTINUITY MATTERS

AI can change a character's face, outfit or surroundings between generations. Treat your reference images and descriptions as a continuity bible, and review every shot before moving on.

06 / ADD MOTION

Animate *with intention.*

An image prompt describes what the viewer sees. A video prompt describes what happens over time. Once you have the image, focus the video prompt on movement—not on repeating every visual detail.

A SIMPLE VIDEO-PROMPT FORMULA

SUBJECT + ACTION + CAMERA + ENVIRONMENT + MOOD

EXAMPLE VIDEO PROMPT

```
The traveler slowly walks toward the water as a gentle ocean breeze moves their jacket. The camera gradually tracks forward from behind, maintaining the wide composition. Small waves roll onto the shoreline. Natural, fluid movement; reflective, cinematic pacing. Preserve the appearance and lighting of the reference image.
```

Keep each clip focused on one primary action. Asking too much of a short generation can produce unpredictable movement. Create a second shot for the next action instead of cramming everything into one clip.

07 / EDIT

Make the pieces *feel like one film.*

Bring your generated clips into an editing platform and shape them into a finished story. Editing is where pacing, sound and sequence turn individual generations into a coherent experience.

THE EDITING PASS

- **Sequence:** Put the shots in story order. Trim weak openings and unnecessary endings.
- **Pacing:** Give important moments room. Keep transitions purposeful.
- **Sound:** Add music, narration, dialogue, ambience and effects where they help the story.
- **Titles:** Add captions, opening text, calls to action or branding only where useful.
- **Format:** Check aspect ratio, resolution, safe areas and platform requirements before export.

> Sound is not an afterthought. A subtle room tone, footsteps, wind or carefully chosen music can make a scene feel far more believable.

08 / REFINE

Review. Adjust. *Try again.*

AI production is iterative. A generation may look beautiful but fail to tell the story. Another may follow the action but lose the character's appearance. Review each shot against the brief, not just on whether it looks impressive.

A practical review checklist

- Does the shot communicate the intended moment?
- Does the character or product remain recognizable?
- Is the movement believable and easy to understand?
- Does the lighting and visual style match the surrounding shots?
- Does the sound support the mood?
- Does the finished edit make sense to someone who hasn't heard the idea?

THE QUALITY TEST

Watch the finished video once without explaining it to anyone. If the story doesn't make sense on its own, go back to the edit or the storyboard.

THE COMPLETE WORKFLOW

One idea. *Eight stages.*

01
IDEA
Define the concept, audience and outcome.

02
DIRECTION
Set the style, characters, setting and tone.

03
STORY
Develop the narrative and script with an LLM.

04
STORYBOARD
Break the story into individual shots.

05
IMAGES
Create the visual references for each scene.

06
MOTION
Write prompts and generate short video clips.

07
EDIT
Assemble the clips, sound, titles and pacing.

08
FINISH
Review, refine, export and publish.

FIVE PRINCIPLES TO TAKE WITH YOU

- **Start with the story.** Technology serves the idea.
- **Plan before generating.** A little preparation saves wasted generations.
- **Think in shots.** Build the film one scene at a time.
- **Protect consistency.** Keep characters, places and visual language connected.
- **Experiment with purpose.** Iterate until the result serves the story.

THE LAST WORD

You don't need to know everything about AI to make something *extraordinary.*

You need an interesting idea, a clear creative vision, and a willingness to experiment.

The tools will keep changing. The fundamentals of good storytelling won't.

HAVE AN IDEA?
Let's bring it *to life.*

QI STUDIOS
Your brand already has a world in it. We build it.
qi-studios.com

A NOTE ON THE TOOLS

AI platforms, features and clip-duration limits change frequently. Treat the examples in this guide as a starting point, and check the current capabilities, licensing terms and export settings of the tools you choose. Always review generated content before publishing.