

1. Plan the Shot

Define the goal	Prompt recipe
Choose one subject, one action, one setting, and one camera move.	Subject + action + environment + camera + lighting + style. For text-to-video or image-to-video drafts, ThisVid AI video generator can turn the same brief into reviewable variations.
Set constraints	
Specify aspect ratio, duration, pace, lighting, and the intended platform.	

Keep each shot focused on one clear visual change.

2. Generate and Compare

Create controlled variants	Compare consistently
Keep the core prompt fixed. Change only one variable at a time: camera motion, visual style, or action intensity.	Review the same frame ranges for identity stability, edge artifacts, motion continuity, and background coherence.
Generate short clips first to reduce review time.	Keep a simple prompt-and-result log so the best settings can be reproduced.

Label every variation with the changed variable.

3. Review and Export

Quality review	Delivery check
Watch at normal speed and frame by frame. Check faces, hands, text, object permanence, shadows, and camera motion.	Confirm resolution, frame rate, aspect ratio, audio needs, and safe margins.
Reject clips with distracting warping or inconsistent details.	Save the final prompt, seed or reference image, and export settings with the approved file.

Keep the original high-quality export before making platform-specific copies.

Prompt Checklist

Subject	Camera
Appearance, materials, pose, and defining details.	Shot size, angle, lens feel, movement, and speed.
Action	Look
Use one clear verb and describe the start and end state.	Lighting direction, color palette, atmosphere, and visual style.

Remove conflicting instructions before generating.

Common Fixes

Identity drifts	Edges warp
Shorten the clip, reduce motion, reinforce defining features, and use a cleaner reference image.	Simplify the background and avoid fast overlaps near hands, faces, or thin objects.
Motion feels chaotic	Style changes
Describe one camera move and lower the action intensity.	Repeat the same palette, lighting, lens, and material terms in every shot.

Change one cause at a time so the fix can be identified.

