1. Plan the Shot

Define the goal
Choose one subject, one action, one setting, and one camera move.

Set constraints
Specify aspect ratio, duration, pace, lighting, and the intended platform.

Prompt recipe
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.

Keep each shot focused on one clear visual change.

2. Generate and Compare

Create controlled variants
Keep the core prompt fixed. Change only one variable at a time: camera motion, visual style, or action intensity.

Generate short clips first to reduce review time.

Compare consistently
Review the same frame ranges for identity stability, edge artifacts, motion continuity, and background coherence.

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
Watch at normal speed and frame by frame. Check faces, hands, text, object permanence, shadows, and camera motion.

Reject clips with distracting warping or inconsistent details.

Delivery check
Confirm resolution, frame rate, aspect ratio, audio needs, and safe margins.

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
Appearance, materials, pose, and defining details.

Action
Use one clear verb and describe the start and end state.

Camera
Shot size, angle, lens feel, movement, and speed.

Look
Lighting direction, color palette, atmosphere, and visual style.

Remove conflicting instructions before generating.

Common Fixes

Identity drifts
Shorten the clip, reduce motion, reinforce defining features, and use a cleaner reference image.

Motion feels chaotic
Describe one camera move and lower the action intensity.

Edges warp
Simplify the background and avoid fast overlaps near hands, faces, or thin objects.

Style changes
Repeat the same palette, lighting, lens, and material terms in every shot.

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

By **thisvidai**
cheatography.com/thisvidai/

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