

AI Video Creation Masterclass

Class 1: Foundations & Understanding AI Video Generation

Building the knowledge foundation before we create



What We'll Cover Today

Understanding how
AI video generation
works

The complete AI
video creation
pipeline

Mastering prompt
engineering
fundamentals

Introduction to key
tools and platforms

Setting up for success in upcoming classes

What is Generative AI?



Simple Definition:

AI models trained on millions of images and videos that can create new content based on text descriptions (prompts)

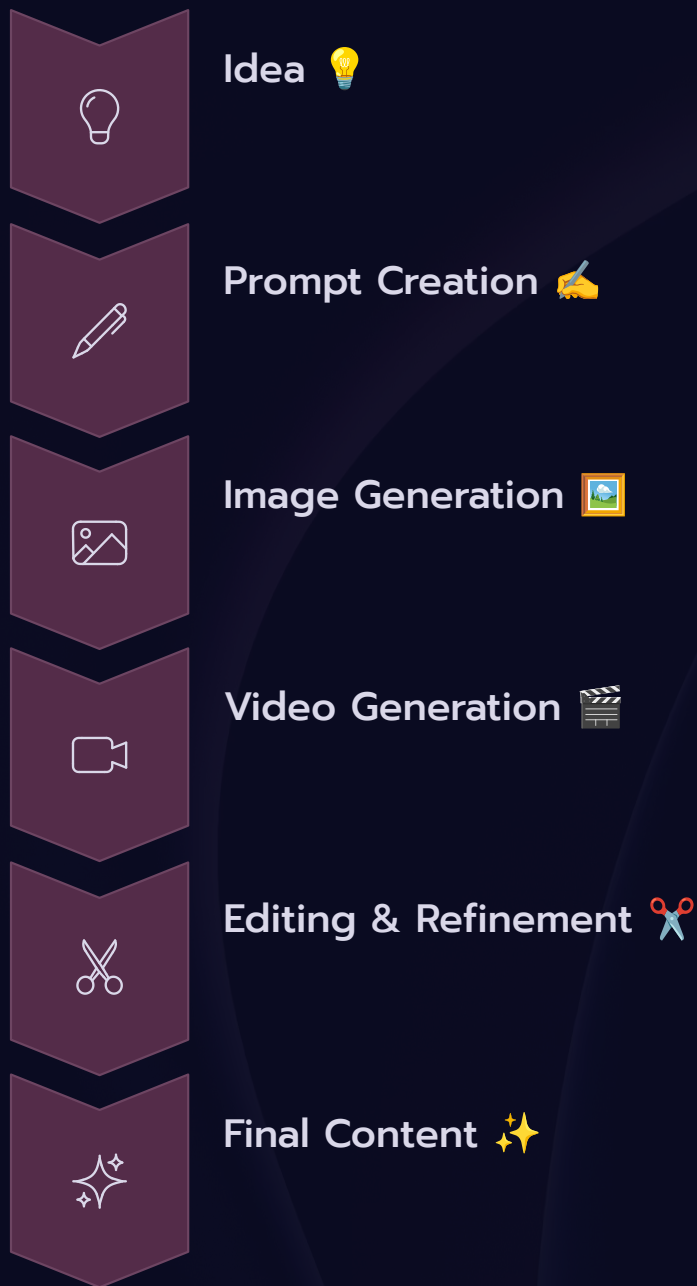
How It Works:

The AI learns patterns from existing content and generates new, unique content based on your text instructions

Key Concept:

Your words (prompts) are the instructions that control what the AI creates

The AI Video Creation Pipeline



Each step builds on the previous one

Why This Pipeline Matters



Starting Point:

Your creative vision



Step 2:

Generate base images with right composition



Step 4:

Polish and enhance for platform



Step 1:

Convert vision into detailed prompts



Step 3:

Bring images to life with motion



Final Output:

Professional AI-generated content

We'll master each step throughout this course

Image Generation vs Video Generation

Images First:

- Faster to generate (30-60 seconds)
- More control over composition
- Easier to iterate and perfect
- Foundation for video consistency

Then Videos:

- Adds motion and storytelling
- Takes longer (2-5 minutes per generation)
- Builds on your image foundation
- Final deliverable for audience

Essential Terminology You Must Know

Prompt:

Text description that instructs AI what to create

Aspect Ratio:

Dimensions - 9:16
(TikTok/Reels), 16:9
(YouTube), 1:1 (Instagram)

Text-to-Video:

Generate video directly from text prompt

Image-to-Video:

Convert a static image into video with motion

Motion Intensity:

How much movement happens in the video

More Key Terms

Style Reference:

Visual aesthetic guide
(cinematic, UGC, CGI)

Camera Movement:

Pan, zoom, dolly, tracking
shots

Consistency:

Keeping character/product
same across multiple shots

Iteration:

Process of refining and
regenerating for better
results

Credits:

Currency used in AI
platforms for generation



The Power of Prompts

Your Prompt = Your Control

Good prompts get you:

- ✓ Exactly what you envision
- ✓ Consistent style and quality
- ✓ Professional-looking results
- ✓ Fewer wasted generations

Bad prompts result in:

- ✗ Random, unpredictable outputs
- ✗ Wasted time and credits
- ✗ Frustration and poor results

Prompt Quality Comparison

Bad Prompt:

"A person drinking coffee"

Good Prompt:

"Close-up shot of a smiling woman in her 30s holding a white ceramic mug, steam rising, cosy home kitchen background, warm morning sunlight, lifestyle photography style, shallow depth of field"

The Difference:

Specificity, visual details, style direction, camera angle, lighting

The Universal Prompt Formula

**SUBJECT + ACTION + ENVIRONMENT +
STYLE + CAMERA + LIGHTING**

This formula works for:

- Product videos
- UGC content
- Lifestyle shots
- CGI advertisements
- T-shirt designs
- Any AI video content

Master this formula = Master AI video creation

Breaking Down the Formula

SUBJECT:

Who or what is the main focus?

*Example: "Young woman in athletic wear"
or "Smartphone on desk"*

ACTION:

What is happening?

*Example: "Running on beach" or "Rotating
slowly"*

ENVIRONMENT:

Where does this take place?

*Example: "Sunset beach" or "Minimalist
office"*

Formula Continued

STYLE:

What's the visual aesthetic?

*Example: "Cinematic", "UGC authentic",
"CGI hyper-realistic", "Lifestyle editorial"*

CAMERA:

What's the shot type and movement?

*Example: "Close-up tracking shot", "Wide
angle static", "Dolly zoom"*

LIGHTING:

What's the mood and light source?

*Example: "Golden hour", "Studio soft box",
"Moody dramatic shadows"*

Complete Formula Example

For a Skincare UGC Ad:

Subject:

Woman in her 20s with natural makeup

Action:

Gently applying cream to her cheek

Environment:

Bright bathroom with plants in background

Style:

Authentic UGC, relatable lifestyle content

Camera:

Front-facing phone camera, slight handheld movement

Lighting:

Natural window light, soft and flattering

Final Prompt:

"Woman in her 20s with natural makeup gently applying cream to her cheek, bright bathroom with plants in background, authentic UGC style, front-facing phone camera with slight handheld movement, natural window light, soft and flattering"

Why ChatGPT is Your Secret Weapon

The Problem:

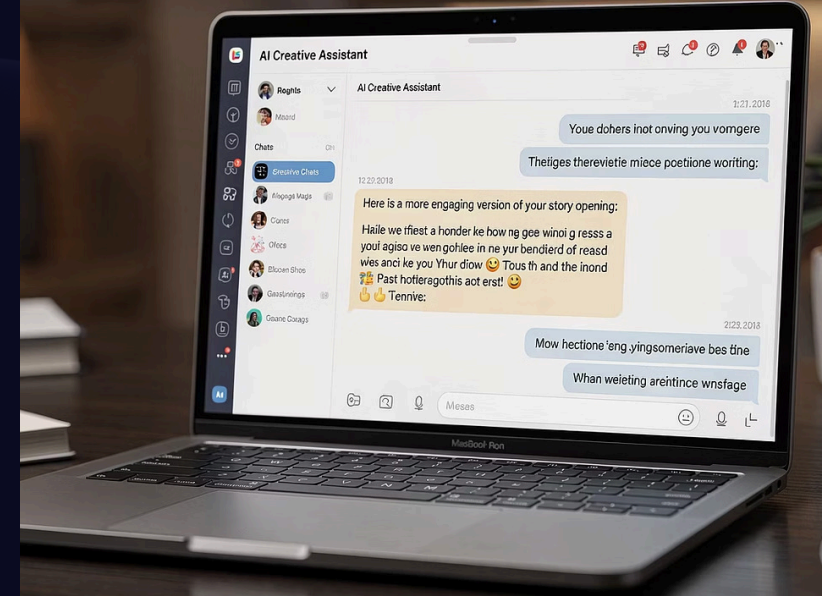
Writing detailed prompts is time-consuming and requires practice

The Solution:

Let ChatGPT generate prompts for you based on your brief

The Benefits:

- Faster workflow
- More creative variations
- Professional prompt structure
- Saves mental energy for creative decisions



How to Use ChatGPT for Prompts

Your ChatGPT Template:

I'm creating AI videos for [your niche/product]. Generate 5 detailed video prompts for Higsfield AI.

Context: [Describe your brand/product/goal]

Style: [UGC/Lifestyle/CGI/Cinematic]

Platform: [TikTok/Instagram/YouTube]

Each prompt should include subject, action, environment, style, camera movement, and lighting. Make them ready to copy-paste into Higsfield.

ChatGPT Prompt Examples

For T-Shirt Brand:

"Generate 5 prompts for lifestyle videos showcasing streetwear t-shirts in urban settings"

For Skincare:

"Create 5 UGC-style prompts for morning skincare routine videos"

For Tech Product:

"Generate 5 cinematic CGI prompts for smartphone product reveal videos"

Understanding Different Video Styles

UGC (User Generated Content):

- Authentic, relatable feel
- Handheld camera movement
- Natural lighting
- Real-world settings
- Perfect for ads that feel genuine





Video Styles: Lifestyle

Lifestyle Content:

- Aspirational yet achievable
- Beautiful composition
- Soft, flattering lighting
- Professional but natural
- Shows product in everyday life
- Perfect for Instagram/Pinterest

Video Styles: T-Shirt/Fashion

Fashion/Apparel:

- Dynamic movement and flow
- Urban or lifestyle settings
- Showcases fit and style
- Confident subject energy
- Street photography aesthetic
- Perfect for brand storytelling





Video Styles: CGI Ads

CGI Product Showcase:

- Hyper-realistic or surreal
- Impossible camera angles
- Perfect lighting control
- Focus on product features
- Premium, polished feel
- Perfect for high-end brands

Understanding Aspect Ratios

9:16 (Vertical):

TikTok, Instagram Reels, YouTube Shorts

Most popular for social media

16:9 (Horizontal):

YouTube, Website headers, Presentations

1:1 (Square):

Instagram Feed posts

Always plan your aspect ratio before creating

The Tools Ecosystem



Prompt Creation:

ChatGPT



Image Generation:

Midjourney, Leonardo AI, DALL-E, higsfield



Video Generation:

higsfield



Editing:

CapCut, Premiere Pro



Upscaling:

Topaz Video AI, higsfield

Each tool has a specific role in your workflow

What Makes Good AI Video Content?

- Clear subject and focus
- Appropriate motion (not too much/little)
- Consistent style throughout
- Proper lighting and mood
- Relevant to your message
- Platform-optimised format
- Engaging within first 2 seconds

Common Beginner Mistakes

✗ Vague, generic prompts

✗ Too many elements in one video

✗ Ignoring aspect ratio requirements

✗ Not planning before generating

✗ Expecting perfection on first try

✗ Wrong style for the platform

✗ Forgetting the target audience

The Iteration Mindset

AI video creation is iterative:



Expect 2-5 iterations for great results

This is normal and part of the process

Quality Control Expectations

What AI Does Well:

- Smooth motion
- Beautiful lighting
- Creative compositions
- Quick turnaround

Understanding limits = better results

Current Limitations:

- Complex hand movements
- Perfect text rendering
- Very specific actions
- Long-form consistency

Setting Up for Success

Before Next Class:

- 1 Create ChatGPT account (free)
- 2 Sign up for Higsfield
- 3 Purchase initial credits
- 4 Think about your niche/products
- 5 Collect inspiration examples
- 6 Join our class community group

Content Planning Framework

Before You Create, Ask:

Who is my target audience?

What platform will this go on?

What's the key message?

What style fits my brand?

What emotion do I want to evoke?

Planning = Better prompts = Better results

Homework Assignment

Research & Preparation:

- 1 Watch 10 videos in your niche - note what works
- 2 Write 5 video ideas you want to create
- 3 Practice: Use ChatGPT to generate 3 prompts for each idea
- 4 Familiarise yourself with Higsfield interface
- 5 Join class Discord/WhatsApp for support

Due: Before Class 2

Key Takeaways

✓ Quality prompts = Quality output

✓ Use the 6-part formula always

✓ ChatGPT is your prompt assistant

✓ Plan before you create

✓ Iteration is part of the process

✓ Each tool has a specific purpose

✓ Foundation knowledge = better results later