

AI VideoGen Canvas

Unlock Your Creative Superpower: Turn Ideas into Visual Communication 

Content Planning

Every successful AI project starts with **verus**, a truth-grounded clarity.

Define Your Message

What do you need to communicate? Is it a product feature? A process explanation? A client solution?

Your First Step:

- Identify the concept or problem you're addressing
- Break it into 3-4 key points or stages
- Ask yourself: What would make this concept clear in short video segments?

Example: Start with topics you're passionate about—it's easier to guide AI when you care deeply about the subject matter.

Identify Perspectives

Who needs to understand this? Consider 2-4 different viewpoints or use cases.

Perspective Checklist:

- Each represents distinct stakeholder or scenario
- Clear differentiation between viewpoints
- Relevant role in your demonstration
- Can highlight benefits, challenges, or solutions

Example: For a software platform demo, we used: a frustrated legacy user, an enthusiastic early adopter, and a skeptical decision-maker—each revealing different value propositions.

Structure a Presentation

Create anchor points (major concepts) with supporting segments between them.

Framework:

1. Hook (address pain point immediately)
2. Build context (3-4 brief explanations)
3. Demonstrate solution
4. Highlight outcomes or benefits
5. (Extra) Make back-up material for the B-roll

Keep segments under 8 seconds for maximum retention and easier AI generation.

AI and machine learning solutions grounded in truth and accuracy - Verus Data, LLC

Creating Your Visuals

Craft Image Prompts

Quality starts with clear visual foundations. Be specific! Essential Elements:

- **Shot type:** "Medium shot, landscape orientation"
- **Subject:** Professional attire, expression, posture
- **Setting:** "Office background" or "minimalist studio"
- **Lighting:** "Professional lighting" or "natural office"
- **Style:** "Corporate professional" or "startup casual"

Sample Prompt:

"Medium shot of confident product manager in business casual attire, gesturing while explaining concept, against neutral office background, professional lighting, contemporary business style"

Generate Visual Assets

Use your detailed prompts in AI image tools.

Quality Checklist:

- Clear, professional appearance
- Consistent style across all segments
- Composition style for video conversion
- Clean, uncluttered backgrounds



Prepare for the Video!

Before converting images to video, optimize!

Pre-Video Steps:

- Use image expansion (infill) tools for wider framing
- Refine any visual inconsistencies (logos, pixels)
- Ensure the setting supports your message
- Maintain originals and alternative versions



B-Roll Philosophy

Don't delete "imperfect" generations! The slightly off-angle shot or alternative expression may be:

- Perfect transition footage
- Effective supporting visual
- Ideal for a different project entirely

Storage is cheap! Re-generating identical content is time-consuming! Perfection may never arrive!

Bringing It to Life



Images to Video

Use AI video tools with consistent parameters.

Generate multiple takes of critical segments—variations provide editing flexibility! Use an opening phrase for all video prompts in the same project for visual consistency across all clips.

Video Generation Template: "Create a professional presentation segment [role/perspective] from the provided image speaking directly to viewer, [specific gestures or emphasis], [tone: explanatory/enthusiastic]"

Add Narration & Context

Most AI tools now support voice generation or synchronization and replacement of your narrations.

Common Voicing Options:

- AI voice generation with professional parameters
- Record your own narration for authenticity
- Use text overlays for data points or technical details

Voice Parameter Example: "Professional American accent, clear explanatory tone, speaking directly to business audience with an authentic demeanor."

Edit, Log & Iterate

Capture your methodology before moving on.

Editing Essentials:

- Include text overlays for key metrics or concepts
- Review pacing (8 seconds max per segment)

Archive for Future Projects:

- Save successful prompt templates
- Note effective approaches and pitfalls, why did you make specific editing choices or variation testing?
- Share insights with your team!

Ask yourself: If a colleague needed to replicate this approach, what would they need to know? If I came back to this in 3 weeks, would I understand what I did?

Contact Us for a Partnership Slot



(c) 2025 Verus Data, LLC - <https://verus-data.com> - v1.0