



frame_01.jpg



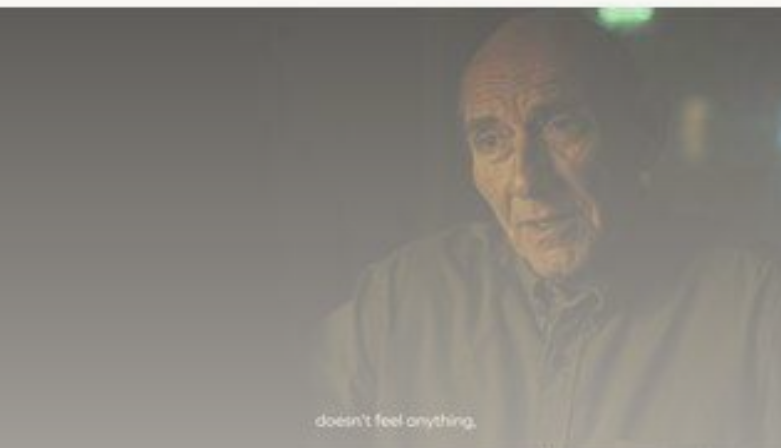
frame_02.jpg



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MCG GOES AI.

Purpose: This PDF documents the full creative and technical workflow so another person can recreate the same kind of AI-services announcement video from scratch.

Primary tools used: ChatGPT for ideation, script, prompt engineering, and shot planning; Soul Cinema for cinematic image creation; Seedance 2.0 for video generation because it gave the best quality and most natural motion in this workflow; a standard editing tool for assembly, subtitles, music, and logo end card.

WHAT'S INSIDE.

A complete walkthrough of how the MCG AI announcement film was made — from the idea to the edit, with every prompt we used along the way.

01 Project Goal and Creative Direction

The idea, the tone, the positioning line.

02 Reference Breakdown

What we took, what we changed.

03 Tools and Why We Used Them

The kit, and what each one was for.

04 Final Script and Voiceover Logic

Eight lines, eight worlds.

05 Production Workflow Overview

The eight-step pipeline + clip lengths.

06 Prompting System

Image & video formulas, key lessons.

07 Shot-by-Shot Recreation Guide

All 11 cuts, prompt by prompt.

08 Video Generation in Seedance 2.0

Best practices & what to do when it struggles.

09 Editing, Sound, Subtitles, and Logo

The cut structure that gives it meaning.

10 Quality Control Checklist

What to check before you export.

01. Project Goal and Creative Direction

The goal was to create a social-first announcement video for MCG AI that says: we are now creating AI-powered content, but we do not want the message to feel preachy, corporate, or generic. The video needed to feel organic, fun, and cinematic, while still communicating taste and direction.

Core idea

AI is not impressive by itself. The difference is the human direction behind it - the concept, taste, pacing, framing, performance, and edit choices. The video uses a playful montage of different cinematic worlds to show that AI can create many types of content, but only good direction makes it feel worth watching.

Tone

Organic and fun, not preachy.

Confident, but not aggressive.

Cinematic, but not over-serious.

A mix of editorial announcement, comedy beats, and premium AI examples.

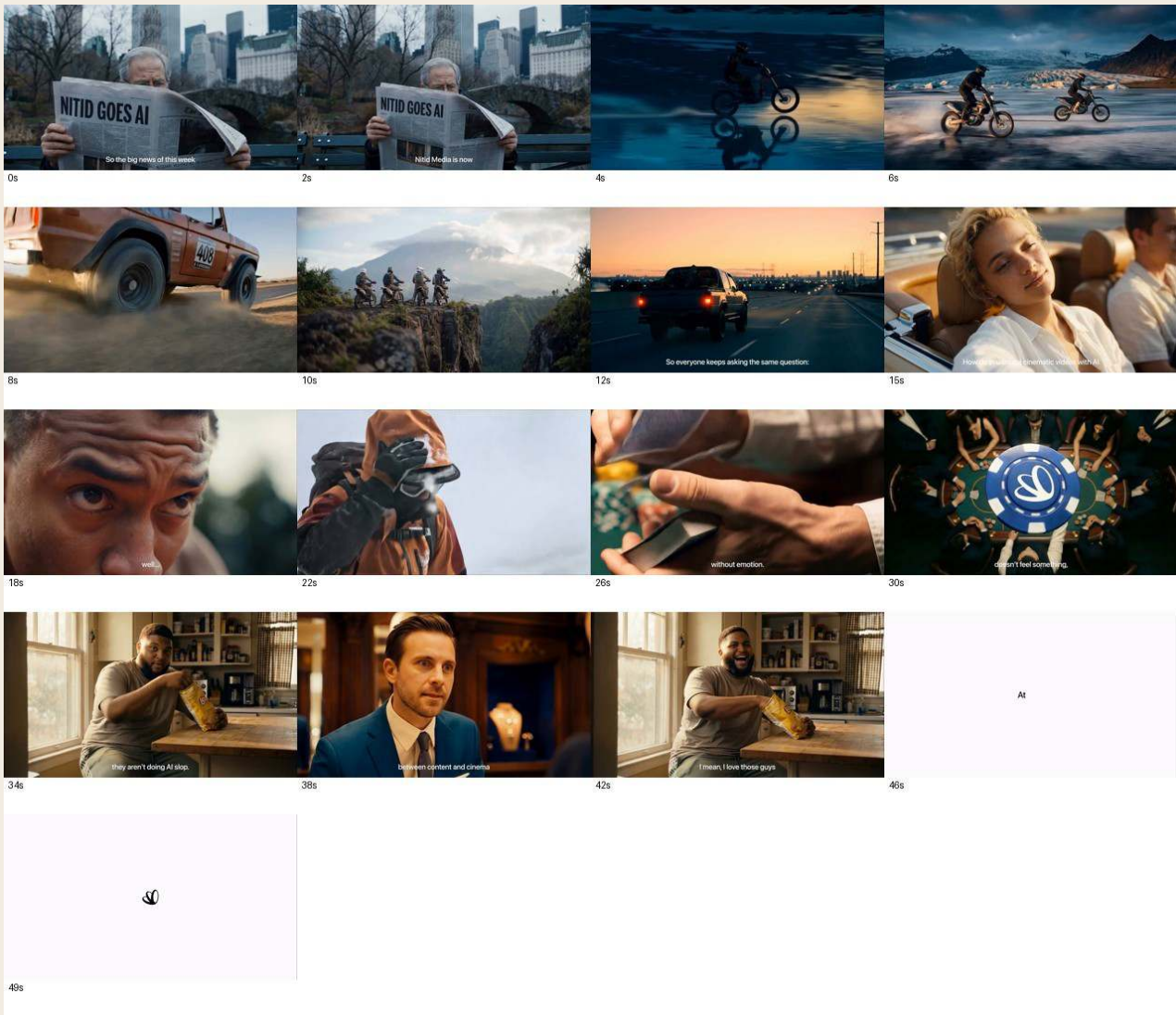
Designed for social media, with fast readability on mobile.

Positioning line

The strongest idea that guided the video was: "There is direction behind it. There is taste behind it."

02. Reference Breakdown

The starting reference was a short social announcement video built around the line "AI is not bad if it does not look like AI." The structure of that reference was useful because it did not explain services in a boring way. It used a fast cinematic montage, ironic characters, and a simple announcement format.



What we took

- A strong opening announcement shot
- A headline / newspaper-style setup
- A fast montage that proves quality visually
- Characters speaking across different worlds
- A casual, memorable final line
- A clean logo end card

What we changed

- Localized the open to Kuwait Towers "MCG GOES AI"
- + Rebuilt every shot around MCG, not a copy
- + Made the script conversational, less preachy
- + Added variety: desert, mountain, car, field, court, kitchen
- + Used comedy & contrast to keep it fun

03. Tools and Why We Used Them

Swap any of these for an equivalent — the workflow is the asset, not the software.

01

CHATGPT

Ideation, script variations, shot planning, prompt writing, negative prompts.

02

SOUL CINEMA

Cinematic still creation and shot-look development with controlled angle, light, character.

03

SEEDANCE 2.0

Image-to-video and text-to-video motion — best realism for faces, camera and consistency.

04

EDITING SOFTWARE

Final assembly, timing, subtitles, music, logo, pacing, cleanup.

04. Final Script and Voiceover Logic

Short statements, distributed across different characters and scenes — so the film feels bigger than any one speaker. Each line is a cut.

How to make an ai video
that dont feel like Ai?

It's not just a perfect prompt.

Because if the person watching
doesn't feel anything —
what's the point?

We're telling you: this is not generic
AI content

There is direction behind it.

There is taste behind it.

That's the difference between
something people scroll past...
...and something people actually watch.

Why this script works

Opens with a simple announcement,
not a service list.

Frames the problem: generic AI feels empty.

Gives the solution: direction and taste.

Ends on a social-media truth: scroll past,
or actually watch.

Each line maps to a different visual world —
the film feels bigger than one speaker.

05. Production Workflow Overview

Script first, then images, then video, then edit. Never start with random video generation and no shot list — that's where AI content goes to die.

01 Collect a reference and identify its structure — not just its visuals.

02 Rewrite the script for MCG in a casual, organic tone.

03 Break the script into beats; assign each line to a character or world.

04 Create a still for each beat (Soul Cinema + ChatGPT prompt support).

05 Turn each still into a short clip in Seedance 2.0.

06 Regenerate anything stiff, weak on mouth-movement, or off-action.

07 Edit into a fast montage with subtitles, music, sound design, logo.

08 Watch it on mobile. Cut anything after the logo — unless it's the joke.

06. Prompting System

A repeatable structure keeps every shot controlled. Define each prompt as a film shot — angle, lens, light, performance — not just "a person doing a thing."

IMAGEPROMPT—FORMULA

Create a [shot type] of [subject/action] in [location].
Camera: [angle, lens feel, framing, composition].
Character: [appearance, wardrobe, expression, body language].
Lighting: [time of day, mood, contrast, highlights].
Style: photorealistic, cinematic, film still, real textures.
Purpose: the shot should communicate [emotion/message].
Negative: no [wrong style, distortion, extra people, text issues].

VIDEOPROMPT—FORMULA

Create a [duration]s cinematic video from this exact image.
Keep the same character, outfit, location, lighting, camera.
Action: [what happens start to end].
Performance: [emotion, delivery, expression, gestures].
Camera: [locked, handheld, push-in, pullback, track, pan].
Motion: [slow, natural, subtle, dramatic].
End state: [where the action finishes].
Negative: no [subtitles, extra people, outfit change, distortion].

KEYLESSONSFROMSET

Fewer actions per video prompt. If the model struggles, split the shot into smaller clips.

For dialogue, specify tone, eye contact, mouth movement and gestures — not just words.

For comedy, keep the performance serious while the action fails. Never ask for cartoon comedy.

For consistency, always start video from a strong still, not from text alone.

07. Shot-by-Shot Recreation Guide

SCENE 01

KUWAIT TOWERS — ANNOUNCEMENT



Open the film like a public announcement:
MCG has gone into AI content

IMAGE PROMPT

Create a cinematic realistic image with a person sitting on a park bench in front of the Kuwait Towers, holding an open newspaper in both hands so it covers most of the face and only the eyes are partly visible. The newspaper headline clearly reads "MCG GOES AI". Mediumwide, centered, eye-level composition, Kuwait waterfront, bright clean daylight, editorial commercial feel, subtle depth of field.

SCENE 01

KUWAIT TOWERS — ANNOUNCEMENT



Open the film like a public announcement:
MCG has gone into AI content

SEEDANCE VIDEO PROMPT

Use <<<image_2>>> as the main visual reference for the scene: the man sitting on the outdoor bench with Kuwait Towers in the background, bright daylight, newspaper in front of him, clean cinematic framing. Use <<<image_1>>> as the character identity reference: replace the man in with my main character from <<<image_1>>>. Preserve his face, glasses, hairstyle, beard, skin tone, and outfit style as much as possible. Use the uploaded video as the action reference only . The action should match the video <<<video_1>>>: the man starts with the newspaper covering most of his face, then lowers the newspaper, looks at the camera, and speaks.

Create a realistic cinematic video. The man is sitting on the bench outdoors, holding the newspaper in front of him. At first, he is silently reading. His eyes move left to right behind the newspaper, his head makes small natural reading movements, and his hands subtly adjust the newspaper. He is not speaking during the first part. The camera slowly pulls back / pans back smoothly during the shot, keeping him centered with Kuwait Towers visible behind him. Natural daylight, soft outdoor shadows, realistic environment, polished commercial look.

When the voice-over says: "How do you make AI videos...", he continues reading silently and does not lip sync.

When the voice-over reaches: "that don't feel like AI", he lowers the newspaper, looks directly into the camera, and says clearly with lip sync

SCENE 02

DESERT HORSE — CINEMATIC PROOF



It's not just a perfect prompt

Show that AI can build epic cinematic worlds, not just

IMAGE PROMPT

Create an epic cinematic real-life shot of a person riding a horse running through the desert at golden hour, classic cinematic frame, dust trail, warm sunset light, dramatic dunes, Sony A7V look, photorealistic, powerful and adventurous.



Show that AI can build epic cinematic worlds, not just

SEEDANCE VIDEO PROMPT

Create a cinematic 4-second desert action video based on the reference image. Shot 1 — Wide fast-paced ride (0.00–2.20 sec) A wide cinematic shot of a man riding a dark horse at high speed across vast desert dunes during golden-hour sunset. The horse is galloping powerfully from left to right, kicking up sand and dust behind it. The rider leans forward with urgency and energy. The desert feels huge and endless, with layered dunes stretching into the distance. The camera tracks the movement smoothly with fast pace and strong cinematic motion. Warm orange light, dramatic atmosphere, dust trails, epic scale. Shot 2 — Horse stops in front of a cool environment (2.20–4.00 sec) Hard cut to the horse arriving and stopping in front of a visually striking desert environment. The horse slows sharply and stops, sand pushing forward under its hooves. The rider looks ahead at the environment with a sense of discovery and intensity. Use one cool cinematic environment such as: a massive ancient stone gate standing alone in the desert a surreal giant mirror monolith reflecting the sunset dunes a hidden desert oasis with palm trees and glowing water a ruined desert temple carved into sandstone cliffs Keep the second shot dramatic and iconic, with the environment clearly revealed behind or in front of the horse. The horse should stop naturally and heroically, with dust settling around it. Style Cinematic realism, epic desert adventure, golden-hour lighting, dramatic dust, realistic horse motion, high-end film look, grounded but visually stunning.

Camera

Shot 1: wide tracking shot, fast pace

Shot 2: medium-wide or wide hero reveal, horse stopping in frame

Hard cut between shots, no transition

SCENE 03

CAR — ROAD-TRIP ENERGY



Add personality and pace with a character-driven cinematic shot

IMAGE PROMPT

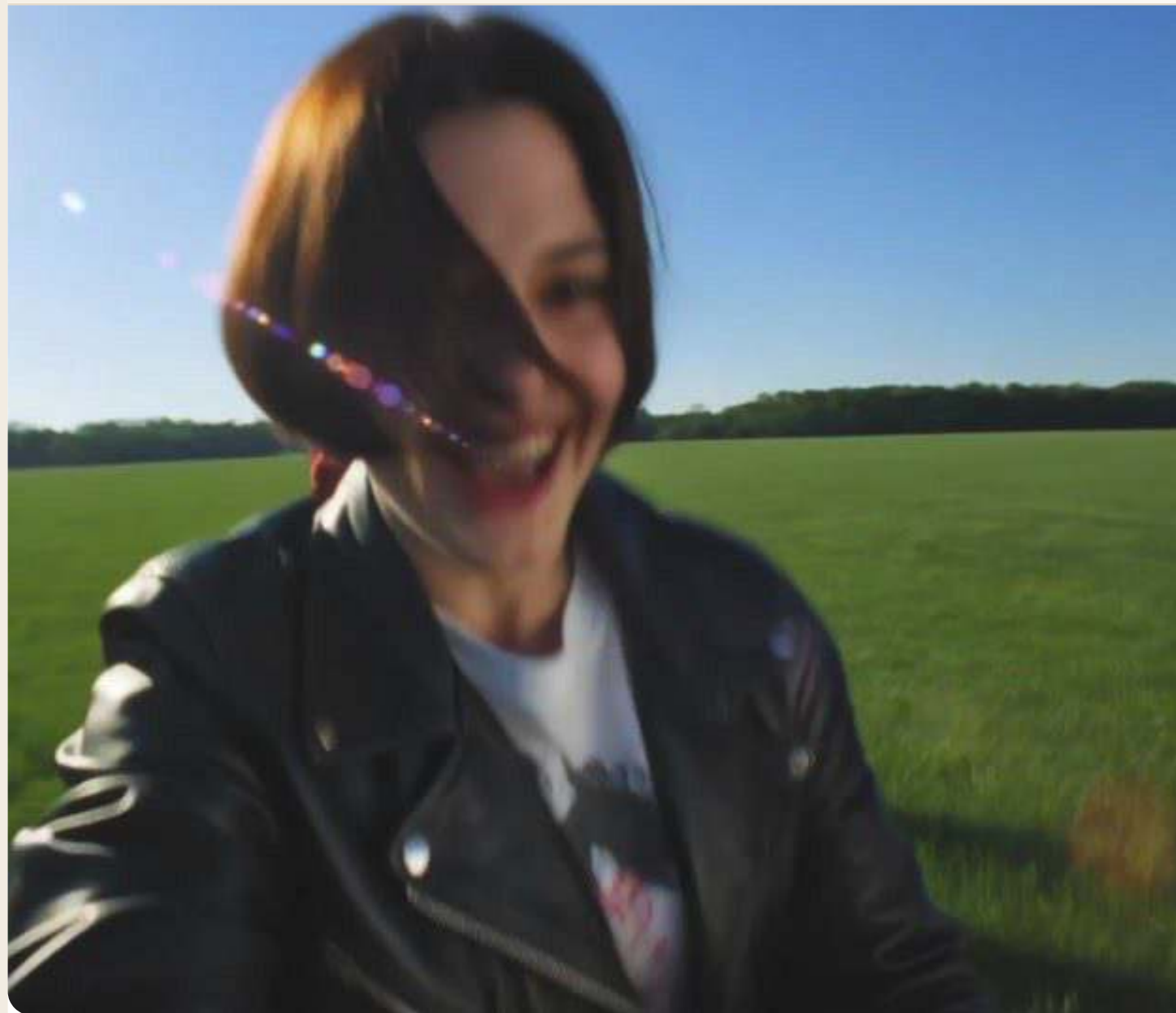
Create a cinematic road-trip shot of a confident quirky driver in a vehicle, warm sunlight, open landscape, casual outfit, expressive face, realistic film still, shallow depth of field, stylish but natural.

SEEDANCE VIDEO PROMPT

Create a 4-second video based on the image. The driver looks ahead and slightly toward camera with a confident smile, the car moves forward naturally, sunlight flickers, subtle camera vibration from the road, cinematic road-trip feel.

SCENE 04

VHS FIELD — NOSTALGIC POV



Introduce a different style: nostalgic, youthful, handheld,

SEEDANCE VIDEO PROMPT

A vintage nineties-style camcorder POV shot with slight VHS distortion and a nostalgic retro aesthetic, capturing a carefree and joyful moment on a bright sunny day. In the foreground, a young woman with a short brown bob haircut is running through an open green field while holding the camera at arm's length, like a handheld home-video selfie. She wears a black leather jacket over a white graphic T-shirt, smiling and laughing directly into the camera. Her hair blows in the wind as she runs. Behind her, two friends run and laugh with her, slightly out of focus, creating a spontaneous and playful feeling. The camera is shaky and handheld, moving naturally with her steps, with occasional motion blur, lens flare, and sun glare. The background shows a wide grassy field, trees in the distance, and a bright blue sky. The mood is youthful, free, nostalgic, and full of energy, like a 90s road-trip or summer memory captured on a camcorder. Natural daylight, imperfect framing, realistic movement, soft vintage colors, subtle VHS grain, slight chromatic distortion, photorealistic style.

Negative prompt:

No polished commercial camera movement, no modern smartphone look, no slow motion, no dark lighting, no city background, no formal posing, no empty field with no friends, no overly clean digital image, no cartoon style, no distorted faces or hands.

SCENE 05

OLD MAN — EMOTIONAL BEAT



Support the line about feeling something.
The tone turns

IMAGE PROMPT

Create a cinematic close-up of an elderly man in a dim interior, emotional and reflective, warm low light on face, dark background, filmdrama look, realistic skin detail, quiet sadness, shallow depth of field.

SEEDANCE VIDEO PROMPT

Use the uploaded image as the visual reference for the character, framing, lighting, and emotional tone.

Dialogue:

“Because if the audience watching doesn’t feel anything, then what was the point?”

Performance and eye direction:

0–1s: He sits silently, listening. His eyes are slightly lowered or not fully locked on the other person. He takes a small breath.

1–3s: He starts softly, still slightly looking down / away:

“Because if the audience watching...”

Around 3s: Before saying “doesn’t feel anything,” he blinks once naturally. The blink should be subtle, slow, and emotionally motivated, like he is gathering himself before looking up.

3–5s: Immediately after the blink, on the words “doesn’t feel anything,” he slowly lifts his eyes and looks directly at the person in front of him. This is the emotional turning point of the shot.

He says: “doesn’t feel anything...”

5–7s: He keeps eye contact with the person in front of him and finishes the rest of the line with quiet sincerity:

“then what was the point?”

SCENE 06

HIMALAYAN RIDGE — SCALE



Show scale and travel capability with a premium

IMAGE PROMPT

Create a photorealistic wide-angle travel scene of five hikers crossing a sunlit alpine ridge. Dry golden grass foreground, colorful hiking jackets and backpacks, towering snow-capped Himalayan mountains behind, clear blue sky, cinematic travel photography.

SEEDANCE VIDEO PROMPT

Create a 5-second cinematic nature video. Five hikers walk steadily across the golden ridge left to right. Camera slowly moves back and widens, revealing more of the massive snowy landscape. Smooth motion, crisp daylight, adventure-documentary style.

SCENE 07

RED CARPET — GLAMOUR



Add a fashion/editorial world to show range and

IMAGE PROMPT

Create a cinematic red carpet scene with a glamorous woman posing in front of photographers, warm event lights, flashes, elegant dress, crowded premium event background, shallow depth of field, high-end fashion editorial look.

SEEDANCE VIDEO PROMPT

“Wide cinematic red carpet shot at a luxury gala event, elegant woman in a shimmering silver backless gown standing gracefully and humbly under warm golden lights. She pauses naturally as photographers capture her, then slowly turns toward the camera, closes her eyes softly, smiles gently, and blows a delicate flying kiss with subtle elegant hand movement. Her body language feels authentic and effortless, not overly posed or dramatic. Realistic paparazzi flashes, blurred guests and media in the background, luxury hotel entrance, shallow depth of field, ultra-realistic cinematic fashion film, emotional realism, smooth camera motion, organic movement, timeless glamour, sophisticated Hollywood premiere atmosphere, Seedance 2.0 cinematic style.”

SCENE 08

COURTROOM — THE STATEMENT



Add unexpected humor and drama for the 'not generic AI content' line.

IMAGE PROMPT

Create a cinematic courtroom scene with a confident lawyer standing in front of seated people, formal suits, serious room, natural dramatic lighting, realistic legal-drama style, medium-wide composition.

SCENE 08

COURTROOM — THE STATEMENT



Add unexpected humor and drama for the 'not generic AI content' line.

SEEDANCE VIDEO PROMPT

Use the reference image as the exact visual and composition reference. Create a cinematic courtroom video with the same camera angle, framing, lighting, lens quality, depth of field, and 1990s legal-drama film look.

A male lawyer stands in the courtroom, slightly right of center, wearing a dark suit, white shirt, and patterned tie. A seated female colleague is beside him in the lower-left foreground, looking up at him with concern and attention. The courtroom audience remains softly blurred in the background behind wooden railings. Keep the same serious courtroom atmosphere, soft indoor lighting, realistic skin tones, subtle film grain, and dramatic cinematic quality.

The man becomes slightly more aggressive and emotionally firm while speaking to the judge. He leans forward a little, raises his voice with controlled intensity, and gestures with both hands as if defending an important point. His expression should be serious, frustrated, and confident, but not overacting. His body language should feel like a passionate courtroom argument.

He looks toward the judge, not directly at the camera, and says with clear lip sync:

"We're telling you, this isn't generic AI content."

The seated woman watches him closely, reacting subtly with focused concern. The background audience remains mostly still, with small natural movements. Keep the performance realistic and cinematic.

Camera direction:

Static medium-wide courtroom shot, same framing as the reference. Very subtle handheld film movement only. No zoom, no transition

SCENE 09

BOARD GAME — TOP-DOWN



A playful overhead moment to visually carry 'the difference.'

SEEDANCE VIDEO PROMPT

Create a cinematic 5–6 second video in a household living room at night. A group of friends are gathered around a low coffee table, intensely playing a real classic Monopoly game. The living room should feel casual and lived-in: sofa, cushions, snacks, soda cans, phones, and everyday household clutter around the table. Warm practical home lighting, slightly moody shadows, realistic domestic atmosphere. Important: the game should clearly look like a real Monopoly setup, using:

classic Monopoly money, red houses, green houses, Monopoly property cards, Chance and Community Chest cards, classic dice
simple Monopoly tokens / pawns

The table should feel like an actual Monopoly game in progress, not a generic board game.

Very important: all players must have tense facial expressions throughout — serious, stressed, focused, competitive, emotionally invested. No smiling, no laughing, no relaxed faces.

Use hard cuts only. No transitions.

Shot Breakdown

Shot 1 — 0.00–0.80 sec

Top-down wide shot of the coffee table. Four to six friends sit around a real Monopoly board. The setup clearly shows Monopoly money, red houses, green houses, cards, dice, and tokens spread across the table. Snacks and drinks are also visible around the board. Everyone leans in with tense, serious expressions.



A playful overhead moment to visually carry 'the difference.'

SEEDANCE VIDEO PROMPT

Shot 2 — 0.80–1.50 sec

Hard cut to a fast close-up of hands handling actual Monopoly property cards and Monopoly money. One player quickly counts bills, another moves cards, another reaches for houses. The movement feels urgent and pressured.

Shot 3 — 1.50–2.40 sec

Hard cut to a close-up of the board and pieces. A hand places or moves red and green houses on properties. Another hand slams down Monopoly money beside the board. The dice are visible nearby. The moment feels dramatic and high-stakes.

Shot 4 — 2.40–3.40 sec

Hard cut to a close-up reaction of one friend's face. They look tense, worried, and deeply focused, staring across the table as if the result really matters.

Shot 5 — 3.40–4.40 sec

Hard cut to another close-up reaction. A different friend looks equally tense and competitive, tight jaw, intense eyes, fully locked into the game.

Shot 6 — 4.40–5.80 sec

Hard cut to a top-down overhead shot, matching the reference ending. The player throws the dice upward from the Monopoly board toward the overhead camera. The dice rise from the center of the board, and one die rotates in slow motion as it flies upward toward the lens, growing larger as it approaches camera. The friends remain visible below around the table, leaning in and looking upward with tense anticipation. End right as the spinning die nearly fills the frame.

SCENE 10

KITCHEN — THE TASTE LINE



Deliver the final message casually. This is the key

IMAGE PROMPT

Create a cozy kitchen image of a young woman sitting at a wooden table eating chips from a bag, warm daylight from the window, relaxed hoodie, coffee mug, casual home atmosphere, friendly smile, cinematic realism.

SEEDANCE VIDEO PROMPT

Use the uploaded image as the visual reference for the character, setting, framing, lighting, and overall mood.

Create an 8-second cinematic lifestyle dialogue shot of a young woman sitting at a wooden table in a cozy home kitchen during daytime. Keep the shot composition close to the reference image: warm natural sunlight, soft domestic background, shallow depth of field, and a relaxed casual atmosphere. She is wearing an oversized dark hoodie, holding a potato chip, with an open bag of chips on the table.

Keep the camera completely stable and locked off. No zoom, no shake, no cuts, no dramatic camera movement.

She should speak directly to the camera the entire time, as if talking to the audience in a fun, smart, engaging way. Her performance should feel youthful, playful, expressive, and naturally confident — not monotone, not stiff, not corporate. She should sound like a young woman casually making a sharp point with personality and charm.

Dialogue:

“There’s direction behind it.

There’s taste behind it.

That’s the difference between something people scroll past and something people actually watch.”



and something people actually watch.

Deliver the final message casually. This is the key

SEEDANCE VIDEO PROMPT

Performance direction:

0–1s: She sits casually at the table, already looking into the camera. She holds the chip near her mouth, gives a small playful smile, and takes a tiny breath like she’s about to make a point.

1–2.2s: She says with confidence and a light smile:

“There’s direction behind it.” She can give a small nod and a slight hand gesture with the chip.

2.2–3.4s: She continues with a little more personality:

“There’s taste behind it.” Use a tiny eyebrow lift, a soft smile, and a subtle shoulder or head movement to make the delivery feel lively.

3.4–6.2s: She leans slightly forward and becomes more animated while staying natural:

“That’s the difference between something people scroll past...”

She can gesture lightly with the chip hand, shift her posture a bit, and use expressive but believable upper-body movement.

6.2–8s: She finishes with playful emphasis, still looking directly into camera: “...and something people actually watch.”

On the final words, give her a knowing smile, a small confident nod, and hold eye contact with the camera for a beat.

Acting direction:

Her body language should be more expressive and alive:

- direct eye contact with camera throughout
- light hand gestures with the chip
- small head tilts
- slight forward lean on key phrases
- subtle shoulder movement
- natural posture shifts
- playful facial expressions
- youthful confidence and charm

08. Video Generation in Seedance 2.0

Seedance 2.0 handled cinematic image-to-video with the best realism in this workflow. The trick was never asking one prompt to do too much — when a shot got complex, it became a smaller clip.

BEST PRACTICES USED

- › Start from a strong still frame whenever possible.
- › Keep video prompts to one main action per clip.
- › For dialogue, specify tone and performance — not just the words.
- › For camera, use clear verbs: slow pullback, locked-off, handheld, tracking, pan.
- › For comedy, write the action plainly: the ball crosses into the wrong lane; the character stays serious while it fails.
- › Use negative prompts: no subtitles, no outfit change, no camera change, no distorted hands.

WHEN SEEDANCE STRUGGLES

- + Drop the duration from 10s to 4-6s.
- + Remove secondary actions.
- + Make a new still frame closer to the final action.
- + Ask for less dialogue, or split it across characters.
- + Don't ask for perfect lip-sync and complex body movement in the same short shot.

09. Editing, Sound, Subtitles, and Logo

All clips alone look random. The assembly creates the rhythm and the meaning. Here's the cut structure — roughly 39 seconds.



SUBTITLES

- › Large, mobile-readable. One or two lines max.
- › Consistent placement near the lower safe area.
- › Never cover faces or the main action.
- › Punctuate like speech, not paragraphs.

MUSIC & SOUND

- › Minimal cinematic tech beat or editorial pulse.
- › Avoid corporate motivational music.
- › Accent the cuts: newspaper, flashes, dice, kitchen, logo.
- › Keep voice lines clear above the music.

10. Quality Control Checklist

Tick it off. If a box won't tick, you've got a note to fix.

CREATIVE CHECK

- ☐ Feels fun and organic rather than preachy
- ☐ Each shot supports direction and taste
- ☐ Montage shows variety without feeling random
- ☐ Ending is clean and branded
- ☐ Still makes sense with sound off

TECHNICAL CHECK

- ☐ No distorted faces, hands or text
- ☐ No unwanted subtitles baked into clips
- ☐ No actor outfit changes inside a scene
- ☐ No camera movement that fights the edit
- ☐ No shots running long after the point lands
- ☐ Subtitles readable on a phone screen
- ☐ Logo is clear and not rushed

— WHEN A TAKE GOES WRONG — FIX IT IN THE PROMPT

Character too stiff	Ask for direct eye contact, natural head movement, expressive hand gestures, warm expression.
Performance too aggressive	Use joyful, friendly, charming, proud — not angry, not shouting.
Action too complex	Split into two clips and reduce the duration.
Doesn't match reference	Re-specify camera angle, framing, lens feel, background details.
Video changes the outfit	Write: keep exact outfit, same hairstyle, same character, no wardrobe changes.

THAT'S A WRAP.

SCENE — FINAL // LOGO END CARD

Don't generate the whole film at once. Build it like a normal production: reference, script, shot list, key images, short motion clips, edit. The AI makes the material — direction, taste, and choosing the right takes make the film.

