How to Make an AI-Generated Video (Step by Step)

AI Video & Audio · about 18 minutes · 2026-11-11

A fully illustrated 30-step guide to making an AI-generated video: write a tight script, generate matched visuals and audio, assemble the edit, then check quality and disclose the process.

Phase 1 — Write a Tight Script and Storyboard

1. **Set the platform, length and format**
   Set the platform, length and format.
2. **Write one sentence for the core message**
   Write one sentence for the core message.
3. **Draft the script at speaking pace**
   Draft the script at speaking pace.
4. **Cut any sentence that is not moving**
   Cut any sentence that is not moving.
5. **Assign one shot per idea**
   Assign one shot per idea.
6. **Write the visual prompt for each shot**
   Write the visual prompt for each shot.
7. **Lock one visual style up front**
   Lock one visual style up front.
8. **Mark what needs sound or text**
   Mark what needs sound or text.

Phase 2 — Generate the Visuals

9. **Choose text-to-video or image-to-video**
   Choose text-to-video or image-to-video.
10. **Reuse one seed and style clause**
    Reuse one seed and style clause.
11. **Generate clips a little longer than needed**
    Generate clips a little longer than needed.
12. **Keep motion simple per shot**
    Keep motion simple per shot.
13. **Watch each clip at full frame**
    Watch each clip at full frame.
14. **Reject clips with morphing subjects**
    Reject clips with morphing subjects.
15. **Regenerate only the failed beats**
    Regenerate only the failed beats.

Phase 3 — Add Voice, Music and Captions

16. Pick a voice that fits the tone

Pick a voice that fits the tone.

17. Punctuate the script for breath and pause

Punctuate the script for breath and pause.

18. Set consistent loudness for speech

Set consistent loudness for speech.

19. Add licensed or original music

Add licensed or original music.

20. Generate captions from the voice track

Generate captions from the voice track.

21. Proofread every caption by hand

Proofread every caption by hand.

22. Limit each caption to two short lines

Limit each caption to two short lines.

Phase 4 — Assemble, Check and Export

23. Lay the clips on a timeline

Lay the clips on a timeline.

24. Trim to the narration, not the clip

Trim to the narration, not the clip.

25. Use simple transitions

Use simple transitions.

26. Colour-match the shots

Colour-match the shots.

27. Watch the whole video sound on

Watch the whole video sound on.

28. Verify every factual claim

Verify every factual claim.

29. Export to the platform's spec

Export to the platform's spec.

30. Disclose the AI-generated content

Disclose the AI-generated content.

Sources

1. Anthropic — AI research and documentation
   https://www.anthropic.com/
2. NIST — AI Risk Management Framework
   https://www.nist.gov/
3. Mozilla — web and browser resources
   https://www.mozilla.org/
4. TED — talks and ideas
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Written as a checklist from https://www.howcompass.com/how-to/How-to-Make-an-AI-Video. Corrections: https://www.howcompass.com/correct