

# Overview of creating professional videos with AI

Artificial intelligence (AI) transforms video creation from a marathon into a sprint. This series will teach you how to use AI at every stage of production—from creating engaging clips to designing compelling thumbnails.

Everyone wants to create video content. But few actually produce anything.

The problem wasn't the idea – it was the overloaded production process. Writing the script took days. Creating the storyboard felt like guesswork. Editing consumed entire weekends. And after all that effort, the thumbnail only got three clicks.

Artificial intelligence (AI) transforms video creation from a marathon into a sprint. This series will teach you how to use AI at every stage of production—from creating engaging clips to designing compelling thumbnails. You'll build a repeatable system, turning ideas into published videos faster than you imagine.

## Things you will learn

1. Create a video script that captures viewers' attention in the first 5 seconds.
2. Storyboard design transforms ideas into a sequence of images.
3. Applying AI-powered editing processes to halve production time.
4. Create thumbnail designs that maximize click-through rates.
5. Analyze audience retention data to improve videos in the future.
6. Develop a content production process that is repeatable from idea to publication.

After this series, you will be able to:

- ? Write video scripts with captivating opening sequences that grab attention in the first 5 seconds and keep viewers engaged until the end.
- ? Design thumbnails and titles that maximize click-through rates on YouTube, TikTok, and Instagram
- . ? Build a repeatable content production workflow, taking videos from idea to publication in a single go.
- ? Explain audience retention analytics to identify stopping points and improve future video performance.
- ? Launch a portfolio of video content showcasing scriptwriting, visual planning, and production workflow skills.

## What you will build

## **Complete video production package**

A complete video with script, storyboard, shot list, and AI-optimized thumbnail – showcasing the entire production process from concept to published content.

## **Audience growth analysis report**

A content strategy document based on data analysis, analyzing viewer retention data, CTR performance, and audience demographics to suggest specific improvements for the video channel.

## **AI-powered video creation capabilities**

Demonstrate your ability to write scripts, storyboards, produce, edit, and optimize video content using an AI-powered workflow.

## **Welcome to the AI ??video creation course!**

See how Artificial Intelligence is transforming the video production process! Set up your creative workflow to produce video content faster and with higher quality.

## **Bottlenecks in the video creation process**

You have an idea for a great video. Maybe it's a tutorial, a product review, a vlog, or a short film. The concept is already clear in your head.

Then you get started.

The script took three hours and still wasn't right. The storyboard was a chaotic mess of sticky notes. Filming took an entire day because you didn't plan the shoot properly. Editing became a weekend project. And after uploading, the thumbnail gets overlooked in the sea of ??content.

Sound familiar? The problem isn't talent. The problem is the process.

## **Things you can expect**

This series divides the video creation process into 8 focused lessons. Each lesson covers a specific production stage, from scriptwriting to publishing. You'll complete practice exercises and quizzes in each lesson. Learn at your own pace – one lesson a day or learn them all at once.

## **How is artificial intelligence (AI) changing the video production process?**

AI won't turn you into a filmmaker overnight. But it can significantly shorten the production time by handling the most time-consuming parts of the pre-production and post-production phases.

<b>Traditional workflow</b>	<b>Workflow supported by AI</b>
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Hours spent writing and editing the script.	Create and refine scripts in just minutes.
Manually draw storyboards.	Create a visual playlist instantly.
Guess the thumbnail designs	Quickly test out several different thumbnail ideas.
Review the footage manually.	Receive AI-powered editing suggestions.
Hopefully the products will achieve good sales.	Analyzing and optimizing headlines using data.

The creative idea is yours. Artificial intelligence (AI) will handle the hard work.

## Video production process

Every successful video follows this path:

Ý T??NG ? K?CH B?N ? B?N V? PHÂN C?NH ? PHIM ? D?NG PHIM ? HOÀN THI?N ? XU? T B?N ? PHÂN TÍCH ? ? ?????????????????????? C?i thi?n d?a trên phân tích ?????????????????????????????????

1. **Idea** : What is the video about? Who is it for?
2. **Script** : What would you say? In what order?
3. **Storyboard** : What will the viewer see? What shots do you need?
4. **Filming** : Gathering footage.
5. **Video editing** : Combining, cutting, and adding music and effects.
6. **Final touches** : Create thumbnails, titles, and descriptions.
7. **Publishing** : Upload and optimize for the platform.
8. **Analysis** : What works? What doesn't?

Artificial intelligence (AI) provides support at every stage. This course will teach you how to do just that.

## Set up an AI workflow for your videos.

You need:

1. **AI Assistant** : Claude, ChatGPT , or similar. You will use it for scripting, storyboards, titles, descriptions, and analysis.
2. **Recording equipment** : A smartphone is sufficient. A webcam is also good for tutorial videos. Upgrade later if you wish.
3. **Editing software** : Free options: DaVinci Resolve , CapCut , iMovie; paid options: Premiere Pro, Final Cut. Any software will do.
4. **Publishing platform** : YouTube, TikTok, Instagram, or wherever your audience is active.

## Things AI can and cannot do for video

AI excels in the following areas:

1. **Scriptwriting support:** Create engaging opening sequences, outlines, transitions, and calls to action. Refine pacing and tone.
2. **Create a storyboard:** Create a detailed list of shots, describing the visuals and analyzing the scene from your concept.
3. **Optimize titles and thumbnails:** Analyze what works well in your field and create options to test.
4. **Content research:** Find trending topics, analyze competitors, and answer audience questions in just minutes.
5. **Write subtitles and descriptions:** Create SEO-optimized descriptions and accurate subtitles.

AI needs your help with the following:

1. **Creative vision:** What makes your content unique? AI can't copy your perspective.
2. **Acting and personality:** Presence in front of the camera is a human skill. AI can write the script; you are the one who delivers it.
3. **Audience intuition:** You understand your audience better than the AI. Use that knowledge to guide the AI's recommendations.
4. **Quality assessment:** Is this footage good enough? Is this edit too fast? Your eye will decide.

## Your first quick win

Try it now. Think about a video you want to create and use this prompt:

Tôi muốn tạo một video [loại] về [chủ đề] dành cho [đối tượng]. Hãy cung cấp cho tôi: 1. Một số ý tưởng mà bạn đề xuất trong 5 giây đầu tiên của video? 2. Một dàn ý cấu trúc 3 phần (mở đầu, nội dung, kết thúc) 3. 5 tiêu đề tiêu đề ngắn gọn hấp dẫn theo mô tả bạn đề xuất nhất 4. Một câu mô tả ngắn gọn về thumbnail lý tưởng

In just two minutes, you have a starting point for the production process, something that could otherwise take hours to conceptualize.

## Key points to remember

1. The bottlenecks in the video creation process often lie in the planning and finalization phases, rather than the filming itself.
2. Artificial intelligence (AI) significantly shortens pre-production and post-production time.
3. Your creative vision and personality are what make content unique – AI amplifies these, it doesn't replace them.
4. The production process (from concept to analysis) provides structure for the creative work.
5. Let's start with scriptwriting – that's where AI delivers the most immediate value.

### 1. Question 1:

What should you prepare when creating AI-powered videos?

1. A. Expensive video equipment

2. B. Creative vision, understanding of the audience, and a willingness to continuously refine.
3. C. Film school degree
4. D. A large existing audience

EXPLAIN:

AI speeds up the process, but you're the one who provides creative direction, audience insights, and continuous refinement to make the video engaging. It's the human element that connects with the viewer.

2. Question 2:

Where does AI have the biggest impact on video creation?

1. A. Completely replace the need for filmmaking equipment.
2. B. Accelerate pre-production tasks such as scriptwriting, storyboarding, and research.
3. C. Automatically helps all videos go viral.
4. D. Eliminate the need for creativity.

EXPLAIN:

The biggest impact of AI is in the pre-production phase – the planning stage that determines video quality. Scripts, storyboards, research, and thumbnail design all benefit greatly from AI assistance.

Submit your work

## Training results

You have completed **0** questions.

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