

Plan your first AI product shot

PRACENO | Practical AI for Real Work.

A small exercise: choose an input, write a useful visual brief and define what a good result must preserve. You can complete the planning part without a generation tool.

1. Choose a simple subject

Use a drink, lamp or plain object with a few visible details. Write three identity anchors, such as a cup shape, coloured sleeve and straw. Choose one aspect ratio for the project.

2. Choose the input route

Only an idea? Text-to-video can explore it. Already have a usable still? Image-to-video can begin from it. Already have movement you want to keep? Look for a video-editing route. For this exercise, prepare one still first.

3. Write four useful layers

Subject: what is it and how can it be recognised?

Scene: where is it, and what should stay secondary?

Light: from which direction, with what quality?

Visual direction: how is it framed and presented?

A filled planning example

A clear cup of iced coffee with an orange sleeve and black straw, on a dark wooden counter. Keep the background simple and softly blurred. Warm window light comes from the left. Eye-level medium shot, clean product-photography style, landscape composition.

This is an example brief, not a guaranteed generated result. Replace the subject and its identifying details with your own.

Your blank

Subject and three anchors: _____

Scene and background priority: _____

Light direction and quality: _____

View and framing: _____

Aspect ratio: _____

One result that would fail the brief: _____

Make one controlled improvement

PRACENO | Free starter exercise

If you generate a still

Use your chosen image tool, save the prompt and settings, then inspect the output against the brief. Is it the same subject you asked for? Is the background secondary? Does the light come from the intended direction? Is the framing useful?

Name one problem, then change its layer. If the background is too busy, simplify the scene. Leave subject, light and framing unchanged for that test. Save both outputs and record the visible difference.

If you turn it into motion

Only use a still you have inspected. Give the shot one task: a gentle push-in while the product stays still. Keep appearance in the input image and describe the movement clearly.

Example motion brief: From the supplied image, slowly push the camera toward the cup. The cup stays in place. Preserve its shape, orange sleeve, black straw and the light direction. End when the cup is large enough to read clearly.

Check the whole clip. A beautiful first frame can be followed by a distorted product or a drifting background.

Keep a small record

Input / prompt / tool and model: _____

Output file: _____

Problem observed: _____

One layer changed: _____

New result / keep or reject / reason: _____

Finish the exercise

You should have a route decision, a four-layer brief and a rejection condition. If you generated outputs, also keep the before/after files and an inspection record. Planning completion and a successful generation are different milestones.

The full AI Video Creation course develops this habit into motion control, reference responsibilities, continuity and a six-shot project. Find PRACENO at <https://praceno.com>. Course availability is shown on the website.