Mastering Video Creation

A Practical Guide to Storytelling, Editing & AI-Driven Workflows

David Fichtner

Workshop schedule

Chapter 1
Introduction & Storytelling Basics

Chapter 2
Clips Become a Story

Basics of Cutting a Video

Homework!

Ai Tools in Video Production
Chapter 3

Questions ?

Chapter 4

Storytelling

What is storytelling?

Storytelling is not just telling stories.

It's designing **emotion, structure, and meaning** so that an audience **feels something, remembers it, and takes action**.

In short-form video, **every second counts** so **every frame must carry intent**.

What do I need?

Good storytelling starts with **awareness**, not equipment.
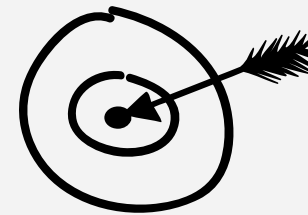
It's about how you see, feel, and shape the world

Curiosity
to observe and
understand what
others might
overlook

Empathy
to feel what
your audience
feels

Simplicity
to express ideas
clearly and
memorably

Instinct
to recognize
moments that
carry emotional
truth

Clarity
to know what
the story is
truly about

WHY Storytelling?

We live in an age of **information overload.**

Every second, new content **competes** for our **attention**.
Instead of absorbing more, we've **learned** to **filter, skip, and ignore**.

Attention has become the **rarest currency** and earning it requires more than facts or data.

That's why **storytelling** matters. It **cuts through noise**, creates meaning, and makes people feel before they decide to listen.

Building blocks of a good Story

1. Every story needs a **clear reason** to be told
2. Start with a **strong hook** that **grabs attention** instantly
3. Create a **red thread** (narrative line) that guides the audience
4. Build **suspense** or **highlight a challenge** to sustain interest
5. Use **emotion to connect** and make the story memorable
6. Ensure **relevance** make the audience see themselves in it
7. The best stories are so good, **people want to share** them

HINWEIS
Dieser Spot ist ein studentischer Film einer Filmhochschule.
Es besteht und bestand keinerlei Verbindung zu Mercedes-Benz oder zur Daimler AG.

PLEASE NOTE
This spot is a film school's submission.
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Building blocks of a good Story

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The 7 elements of digital storytelling

1. **Point of View**: What is the story really about, and whose perspective are we seeing it from?
2. **The Question:** What key tension or question keeps the audience watching and is resolved by the end?
3. **Emotional Content:** Why should people care? Emotion creates connection and memory.
4. **Voice:** A personal or authentic tone that gives the story its individuality and credibility.
5. **Sound and Atmosphere:** Music, rhythm, or ambient sound that amplifies emotion and supports meaning.
6. **Break it Down:** Tell only what matters keep it focused and powerful.
7. **Pacing:** The rhythm and flow of the story how it builds, breathes, and lands.
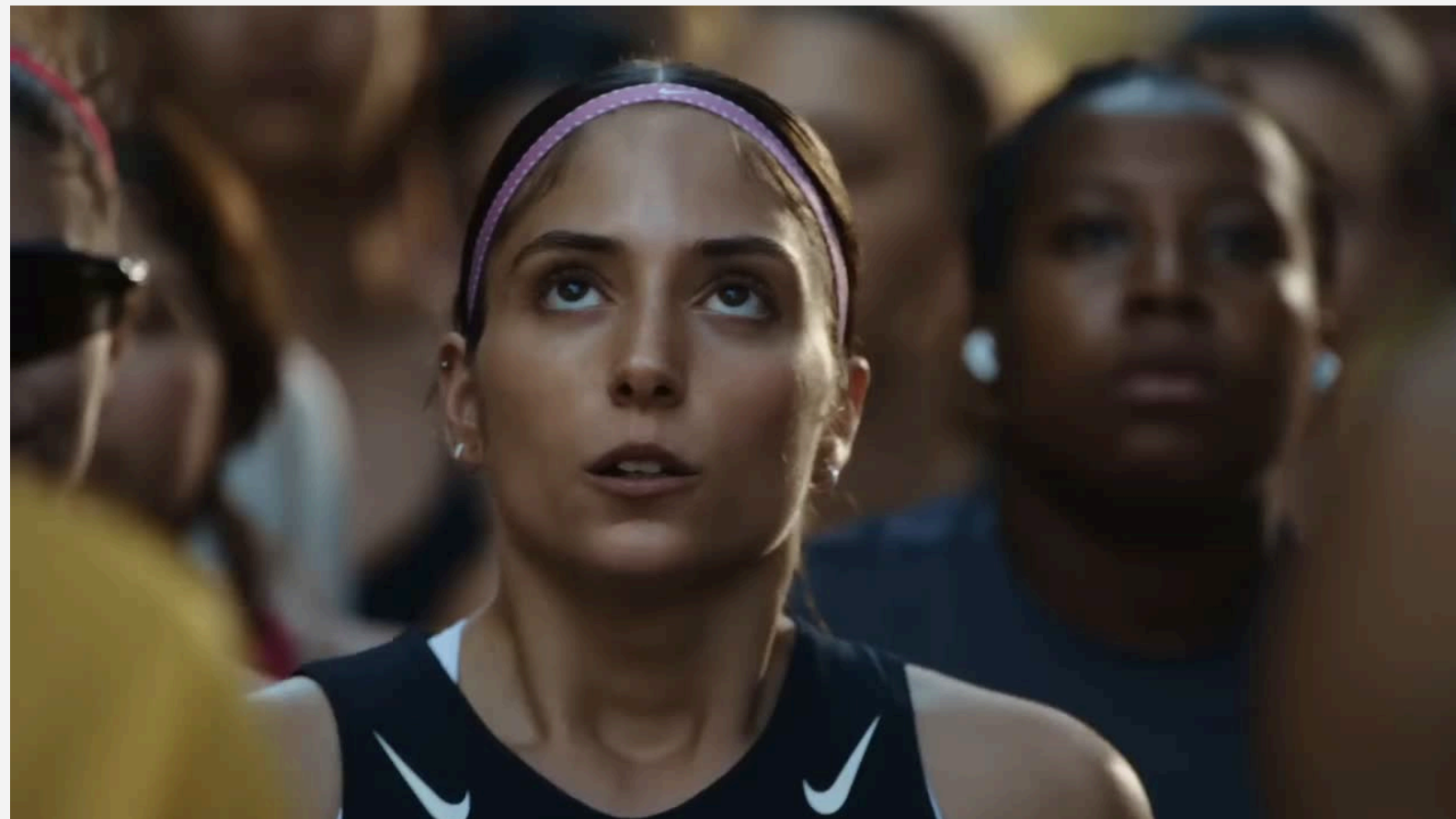
The 7 elements of digital storytelling

To Summerize

Every story should leave something behind: A **shift in perspective**, a **new insight**, or a **sense of meaning.**

AI as a Creative Partner

AI doesn't replace creativity, it amplifies it.

- Clarify your idea & define purpose, audience, and emotional core
- Develop structure, outline arcs, tension, and flow
- Explore directions, test openings, contrasts, and resolutions
- Refine tone and language, adjust clarity, rhythm, and emotion
- Break creative block, brainstorm freely and reframe stuck ideas

Tips for Getting the Best Results

- Be specific. Describe what you want: tone, emotion, format, or audience.
- Work in steps. Guide AI through your process — idea → structure → script.
- Iterate. React, refine, and co-create like you would with a creative partner.

Promps for Creative Storytelling with AI

A prompt is the input or instruction you give to an AI model to tell it what you want it to do. It can be a question, command, or description which the AI then uses that prompt to generate a response or output.

Examples:
- **Clarify the Core:** "Summarize my story idea in one sentence that reveals purpose, audience, and emotion make it feel inevitable."
- **Shape the Structure:** "Outline a 3-act arc that escalates tension every act and ends with emotional resolution, not explanation."
- **Explore Directions:** "Write 3 radically different openings cinematic, confessional, and minimalist for this concept: [insert theme]."
- **Refine Tone & Rhythm:** "Rewrite this paragraph for spoken rhythm — mark natural pauses (|) and emotional beats (bold)."
- **Break Creative Block:** "Generate 10 wrong-on-purpose story twists that still fit my theme — surprise me with one that actualy works."

Tip: Be specific → Work in steps → React & refine → Treat it like your creative partner, not your ghostwrite. Otherwise, it won't feel like you but generic.

Keep in Mind

AI is not a creative genius, **but a tool**.
It learns from existing material and **combines familiar patterns**.

Your **idea is and remains the core.**
Story, emotion and perspective come from you.
The AI only implements what you "feed" it.

The clearer, more **precise** and creative **your prompt**, the **better the result** will be.
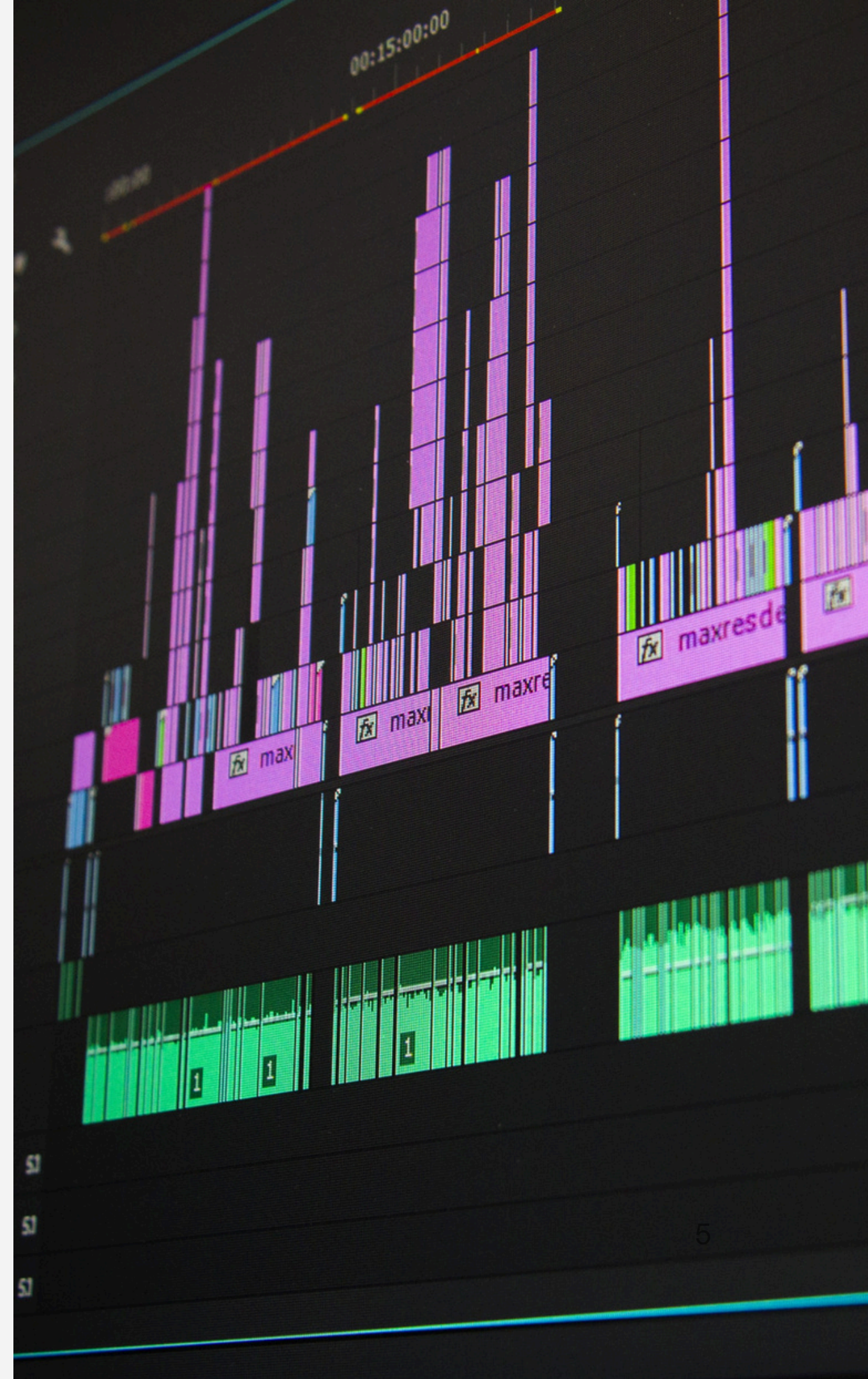Whether text, image or video. The **input determines the output.**

Clips turn into a Story

How do your clips become a story?

- What do you want to say with the video?
- Is there a common thread?
- What is your core message?
- Which clips do you definitely want to show?
- Which narrative form suits your idea?

Narrative forms

1. **Interview + B-Roll**

2. Voiceover + B-Roll + Interview

3. Moderation + B-Roll+ Interview

Narrative forms

1 Interview + B-Roll

2 **Voiceover + B-Roll**

3 Moderation + B-Roll+ Interview

Narrative forms

1 Interview + B-Roll

2 Voiceover + B-Roll + Interview

3 **Moderation + B-Roll+ Interview**

Still missing material?
No problem!

You Can find free footage here:

- pexels.com
- pixabay.com

Important:

- Use only material that is **approved for (non-)commercial purposes**
- Best: **"CC0"** or **"Free for personal use"**
- & generally do not use any logos, trademarks or third-party persons without permission
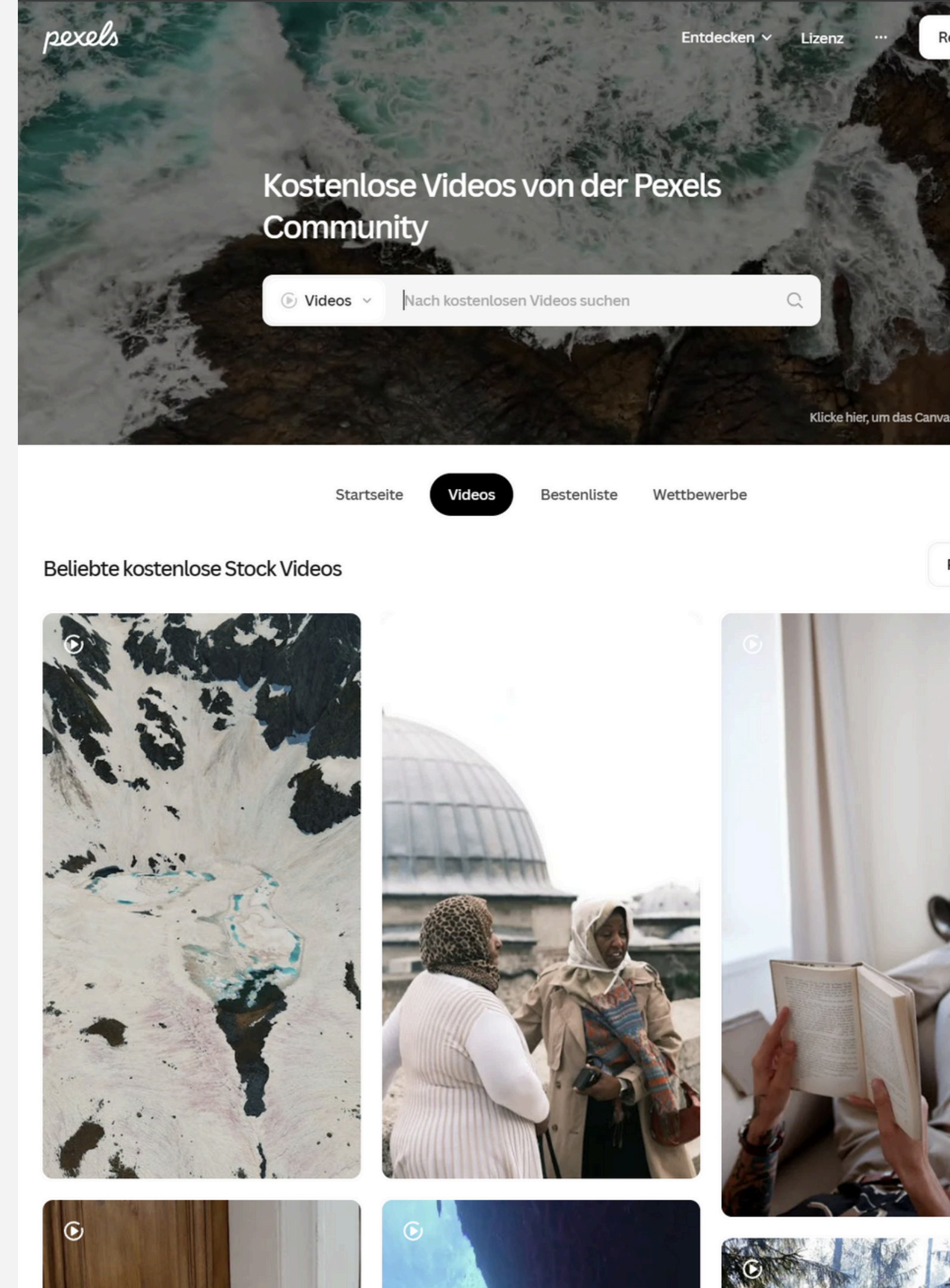
Music for Videos

Important:

- Only use **music that you are allowed to use!**
  - On TikTok, for example, it's a difficult topic.
- The "YouTube Audio Library" is a good source
- Here, too, attention must be paid to whether the music **may be used for (non-)commercial purposes.**

Durch die Nutzung dieser Audio-Mediathek stimmst du den YouTube-Nutzungsbedingungen für die Audio-Mediathek zu.   Weitere Informationen   OK

Musik   Soundeffekte   Markiert

Audio-Mediathek durchsuchen oder filtern

|		Titel	Genre	Stimmung	Künstler	Dauer	Lizenztyp	Hinzugefügt ↓
▶	☆	Cash	Rock	Traurig	Mark Karan, S...	2:22	▶	Juli 2025
▶	☆	Numb Sky	Rock	Dramatisch	Mark Karan, S...	3:58	▶	Juli 2025
▶	☆	Swimming In A Fish Bowl	Rock	Heiter	Mark Karan, S...	3:02	▶	Juli 2025
▶	☆	Long Distance	Rock	Ruhig	Mark Karan, S...	3:18	▶	Juli 2025
▶	☆	Brave	Rock	Inspirierend	Mark Karan, S...	2:56	▶	Juli 2025
▶	☆	Hanging Motionless	Rock	Dramatisch	Mark Karan, S...	3:16	▶	Juli 2025
▶	☆	Clocks	Rock	Heiter	Mark Karan, S...	3:04	▶	Juli 2025
▶	☆	Repeat	Rock	Funky	Mark Karan, S...	1:45	▶	Juli 2025
▶	☆	Celestial Distortion	Rock	Wütend	Mark Karan, S...	2:54	▶	Juli 2025
▶	☆	Ordinary Men	Rock	Ruhig	Mark Karan, S...	3:00	▶	Juli 2025
▶	☆	For Our Friends	Pop	Fröhlich	Telecasted	2:14	▶	Juni 2025
▶	☆	True Crime Documentary and Chill	Dance & Elektro	Ruhig	Rod Kim	2:05	▶	Juni 2025
▶	☆	Tomorrow's Light	Pop	Fröhlich	Telecasted	2:06	▶	Juni 2025
▶	☆	Merry Go Round	Pop	Funky	Telecasted	2:03	▶	Juni 2025
▶	☆	uWu Victory	Pop	Fröhlich	Rod Kim	1:45	▶	Juni 2025
▶	☆	Duty Calls	Filmmusik	Dramatisch	Rod Kim	1:43	▶	Juni 2025
▶	☆	Bring It Together	Country & Folk	Romantisch	Telecasted	2:09	▶	Juni 2025
▶	☆	Clouds Lifting	Country & Folk	Funky	Telecasted	2:09	▶	Juni 2025
▶	☆	Country Funk	Pop	Funky	Telecasted	2:16	▶	Juni 2025
▶	☆	Final Boss Battle	Dance & Elektro	Dramatisch	Rod Kim	1:41	▶	Juni 2025
▶	☆	Conspiracy Theory	Dance & Elektro	Dramatisch	Rod Kim	1:36	▶	Juni 2025
▶	☆	Test Your Fight	Dance & Elektro	Wütend	Rod Kim	1:35	▶	Juni 2025
▶	☆	Spandex-Man The Animated Series	Rock	Dramatisch	Rod Kim	1:38	▶	Juni 2025
▶	☆	Country Sky	Country & Folk	Ruhig	Telecasted	2:11	▶	Juni 2025
▶	☆	Hot Drop Bus	Pop	Inspirierend	Rod Kim	1:56	▶	Juni 2025
▶	☆	You and I	Country & Folk	Ruhig	Telecasted	2:06	▶	Juni 2025
▶	☆	Y2K Heist	Dance & Elektro	Ruhig	Rod Kim	2:00	▶	Juni 2025
▶	☆	Golden Hour	Pop	Ruhig	Telecasted	2:20	▶	Juni 2025

Cap Cut Tutorial

Video editing with CapCut

Why CapCut?

- It's free
- Cross-platform (PC, Mac, tablet, smartphone)
- Particularly suitable for quick social media projects
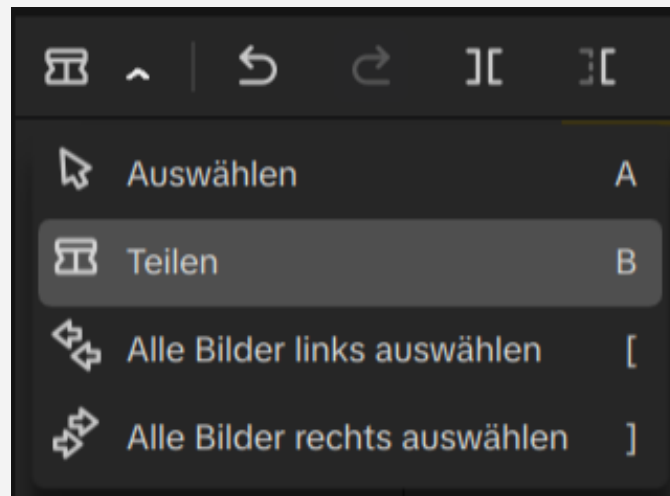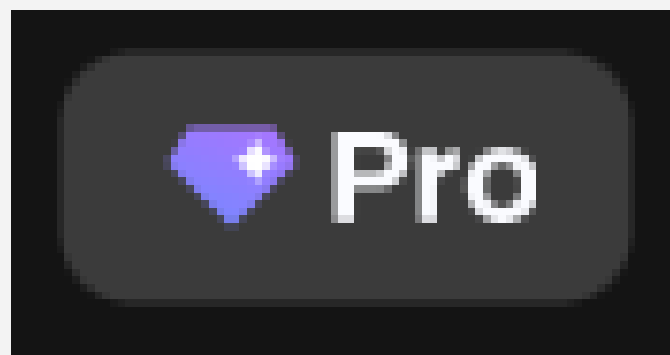- And some of you have already used it!
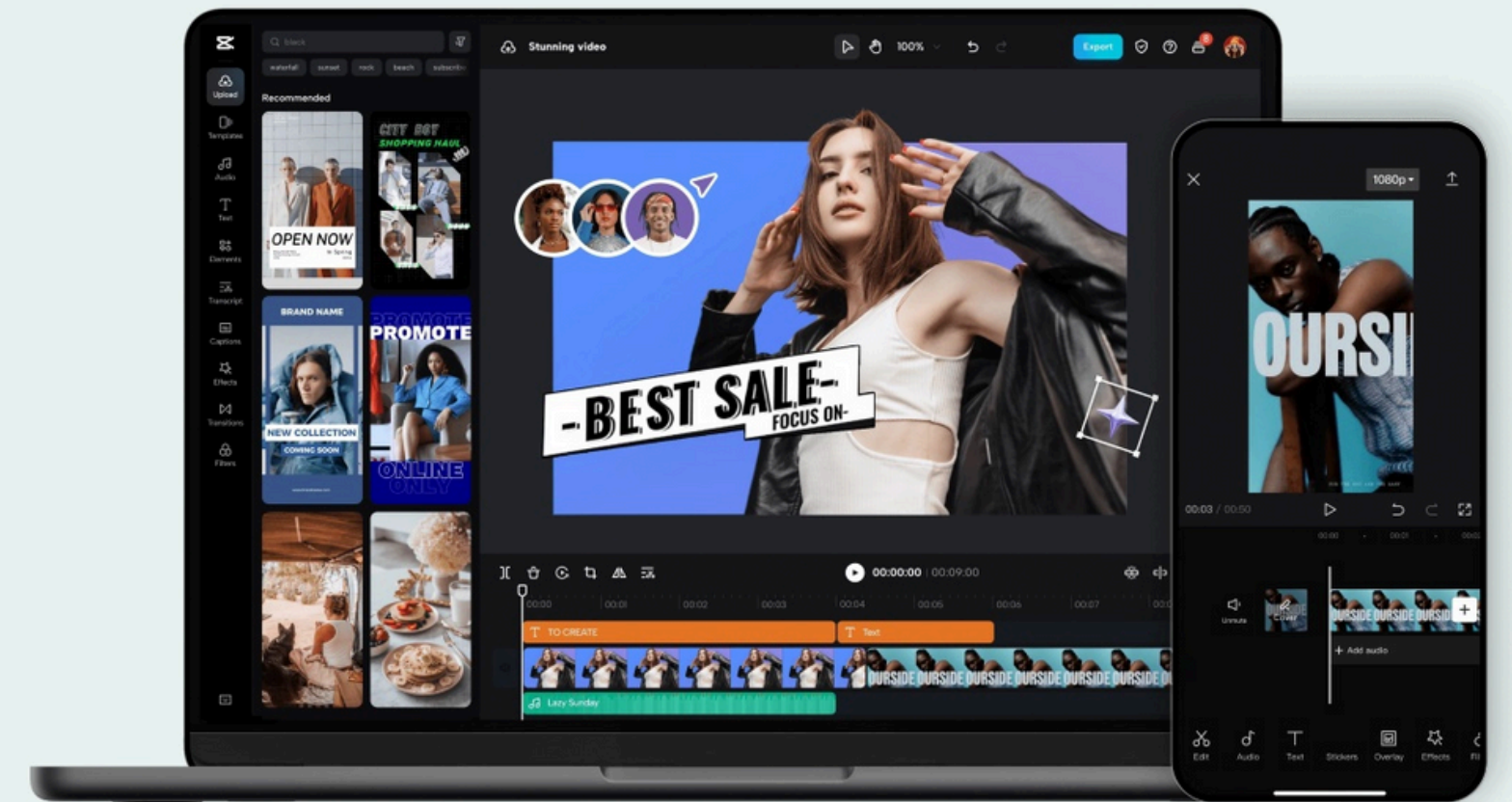
Most important tools
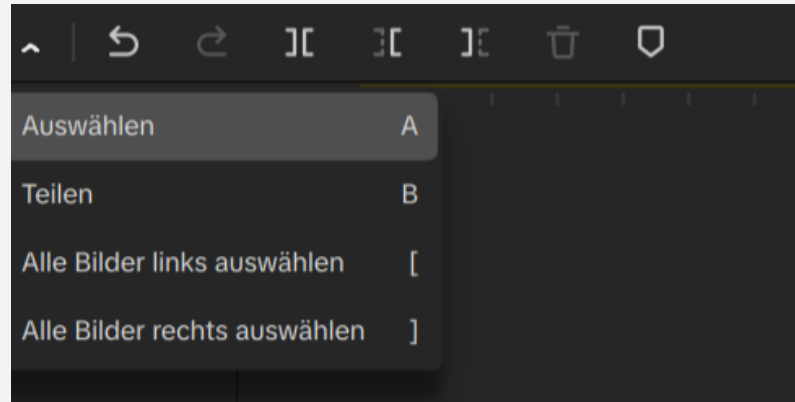
Selection tool
→ Select, move, delete multiple clips

Razor Blade (Ctrl + B)
→ Cut clip at current position of player
in Video Clip

Diamond symbol = subscription content
→ Everything with **diamond costs extra** → We don't need it for
90% of the videos - just ignore it!

Zoom, Position

- You can move, resize, or zoom in on your video directly using your mouse.
- Drag the clip to the desired location in the preview area.

Make sure your main subject stays in the correct frame!
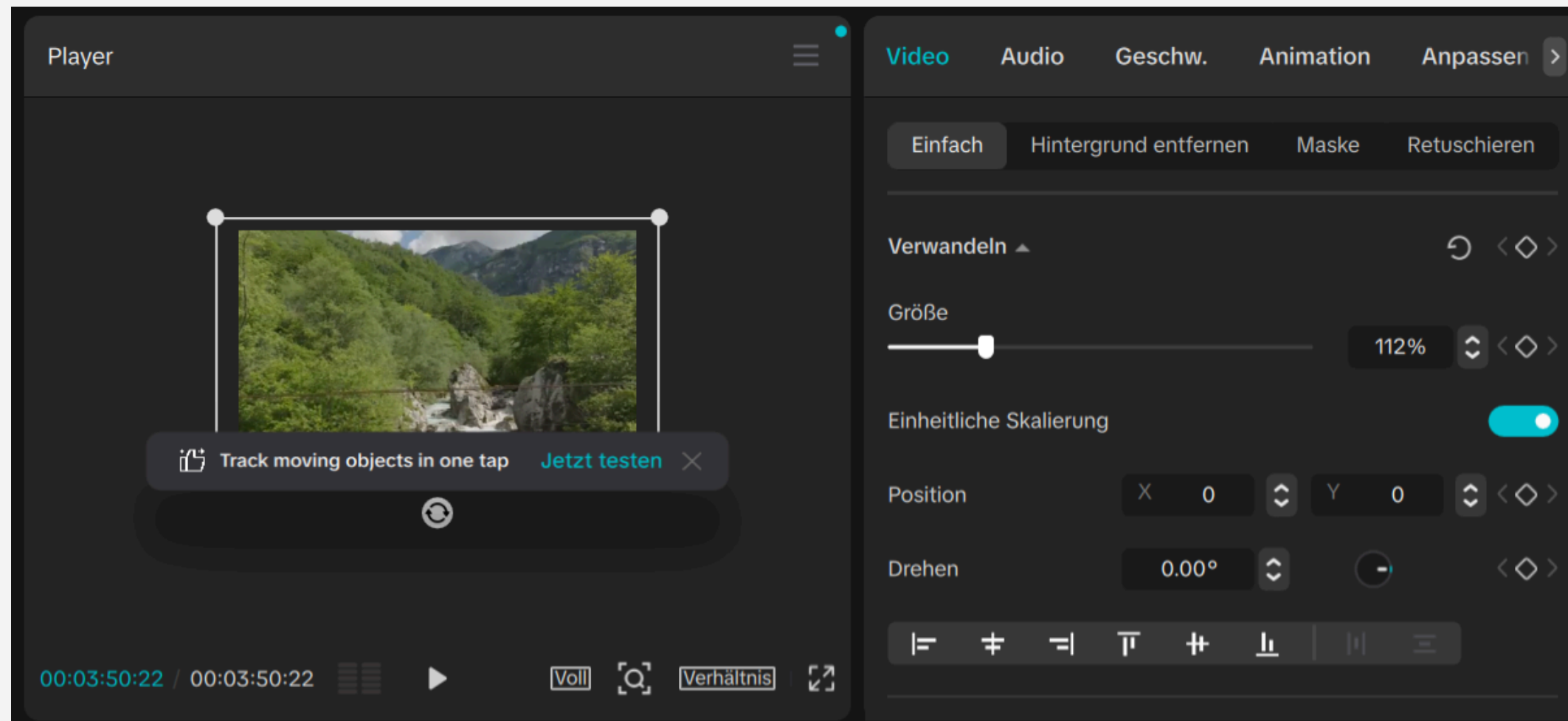
Audio

If your video is too loud or too quiet:

- Click on the audio track or video
- Select the "Audio" tab
- Adjust the volume as needed

For particularly poor quality: Adobe Enhance

- Removes noise, reverb & highlights the voice
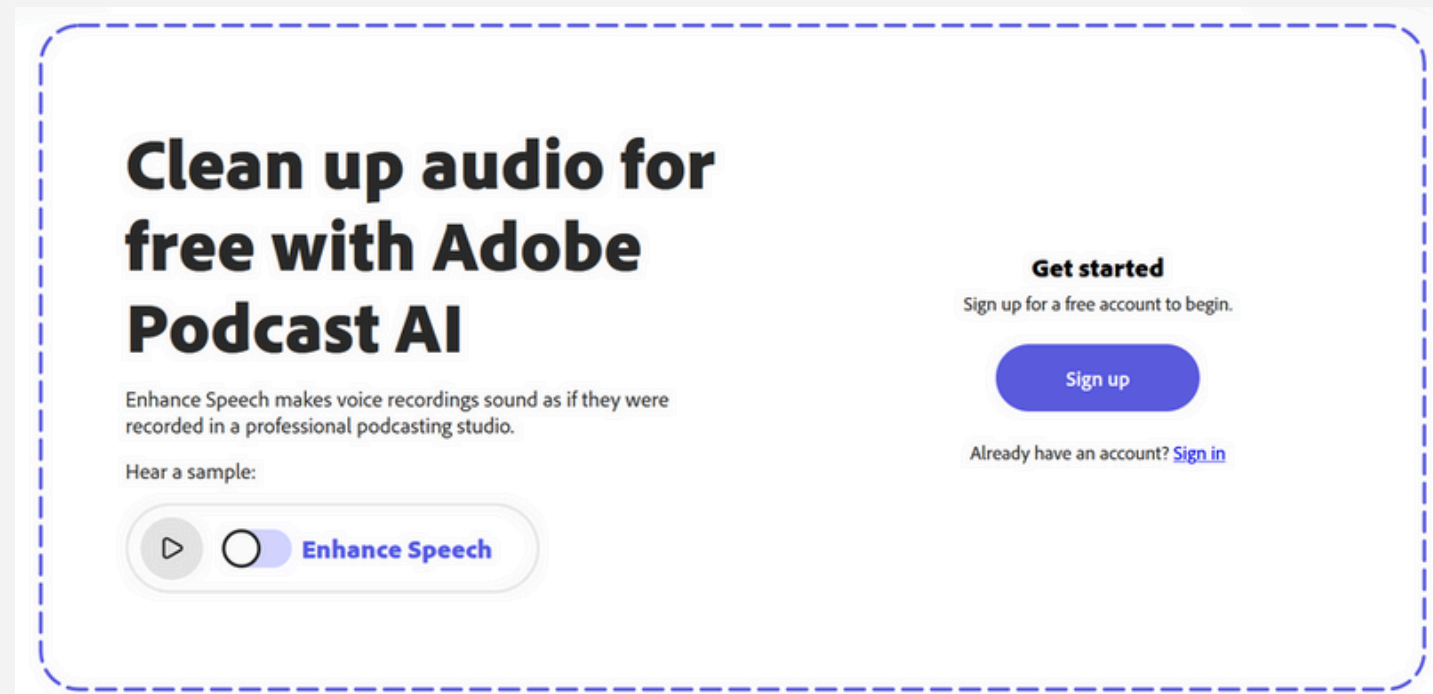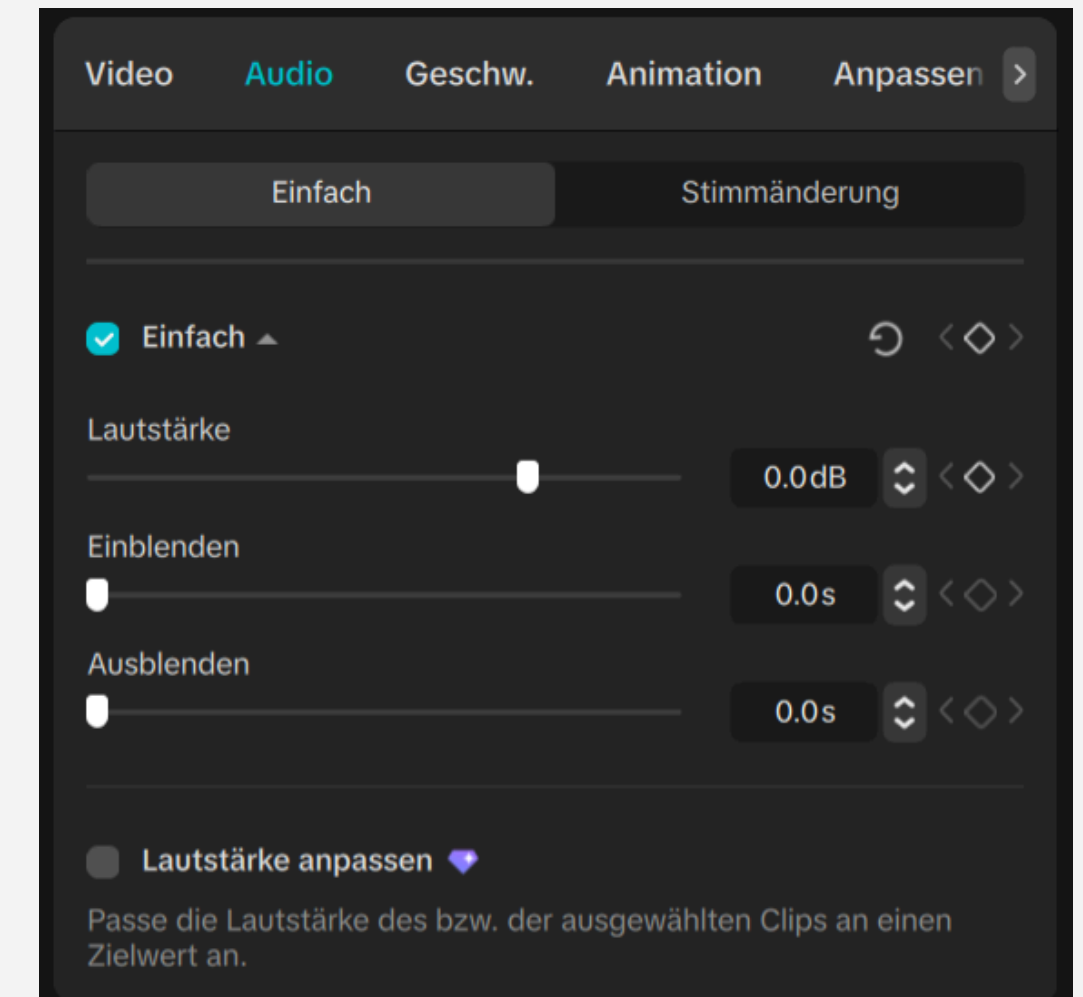
speed

1. Select clip
2. Click on "Speed"
3. Adjust

Benefits e.g. for:

- Slow motion in action scenes
- Build tension
- Rhythm changes in the video
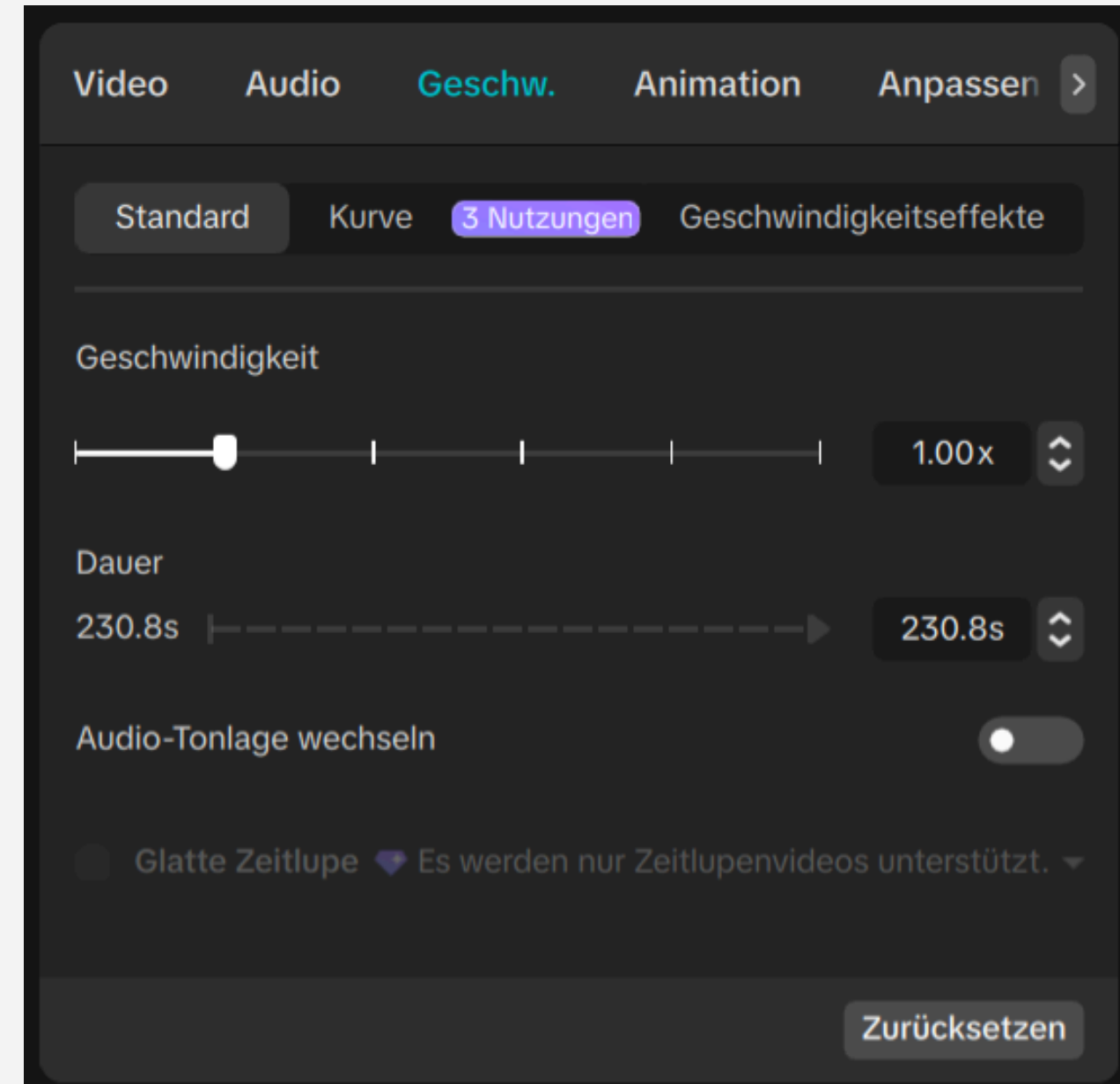
Transitions

Transitions make your cuts **softer or more exciting**. Use them, for example, to **zoom, slide, or fade** between scenes.

Here's how:
1. Cut two clips together
2. Click in the space → "Add transition"
3. Select effect (e.g. Zoom, Slide, Fade)

Tip: Less is more. A good transition doesn't stand out, but supports and is barely noticable.
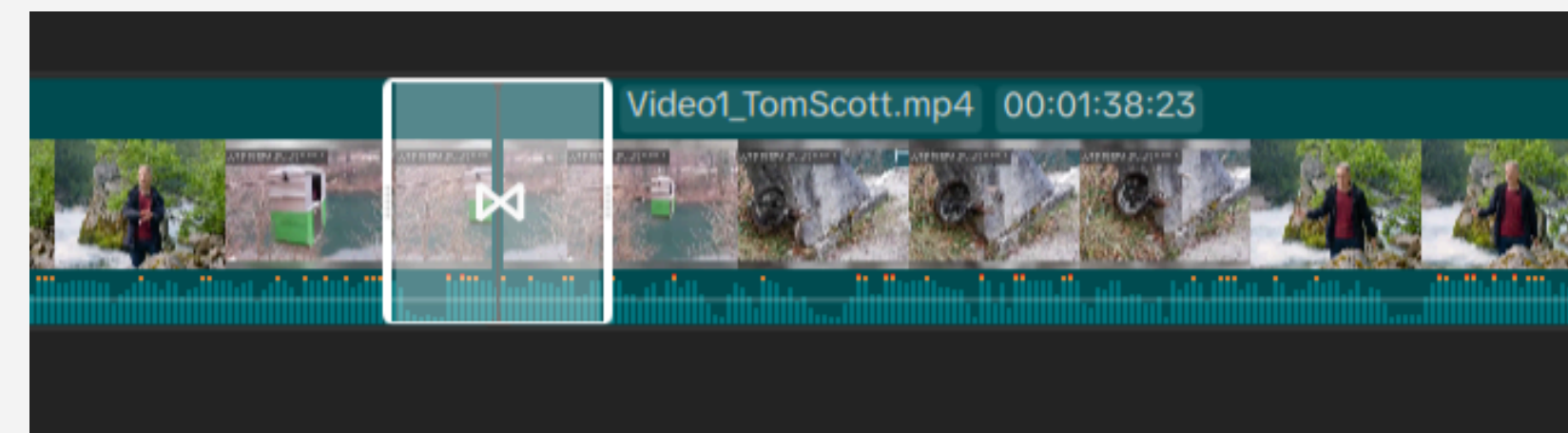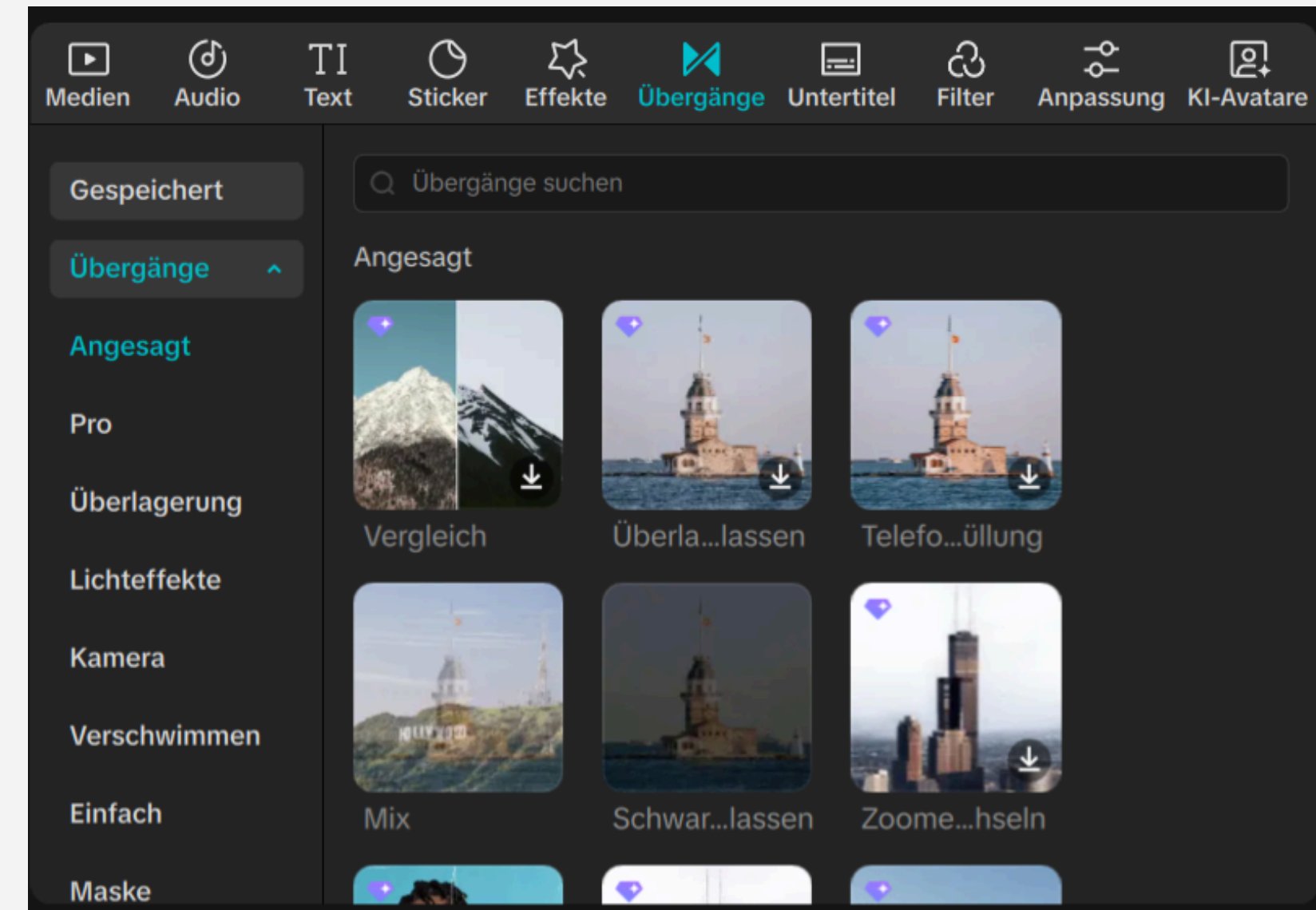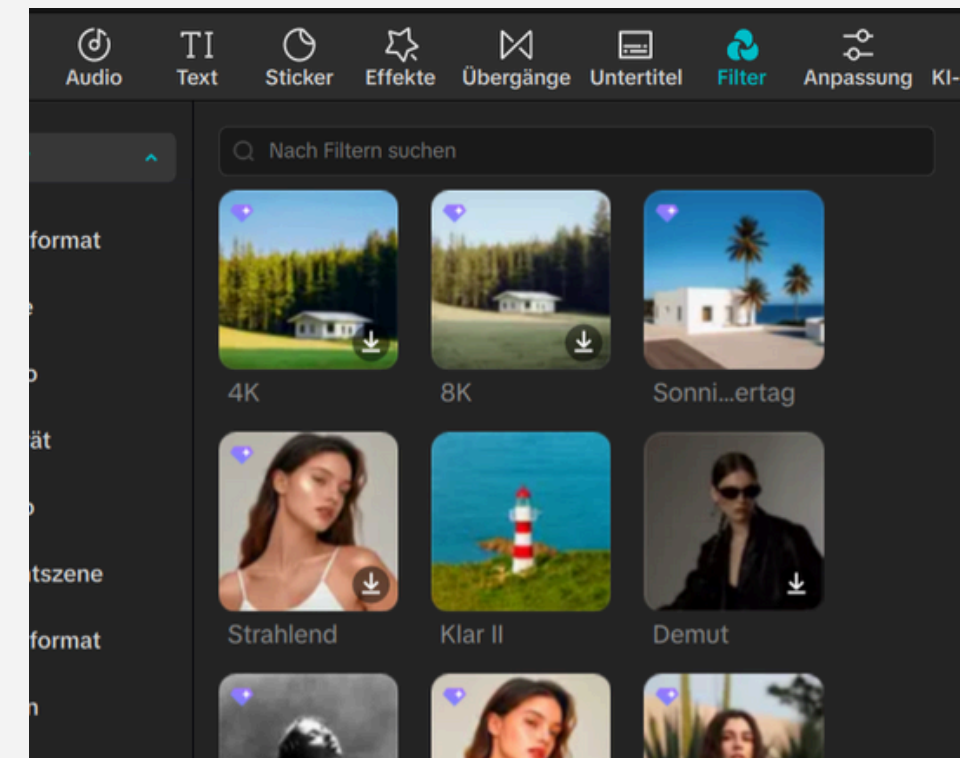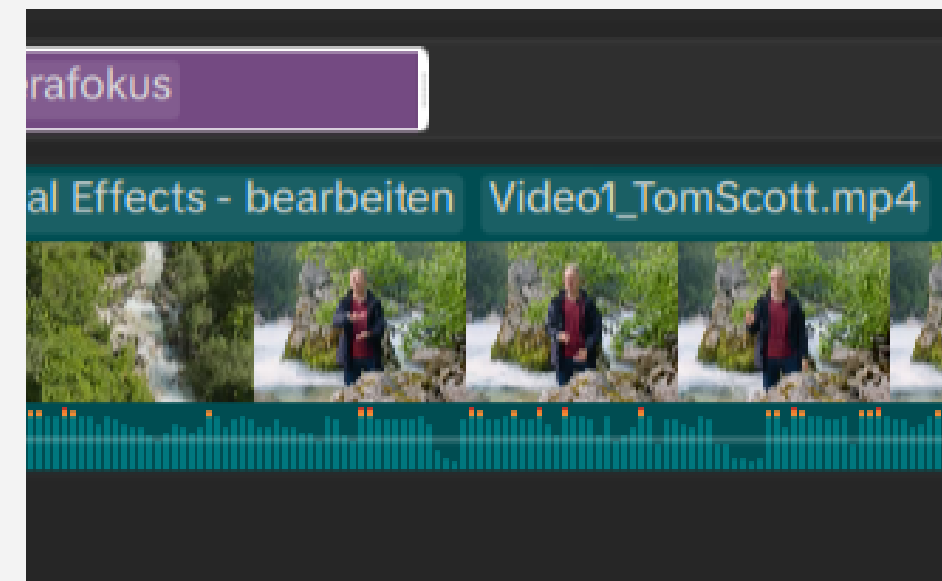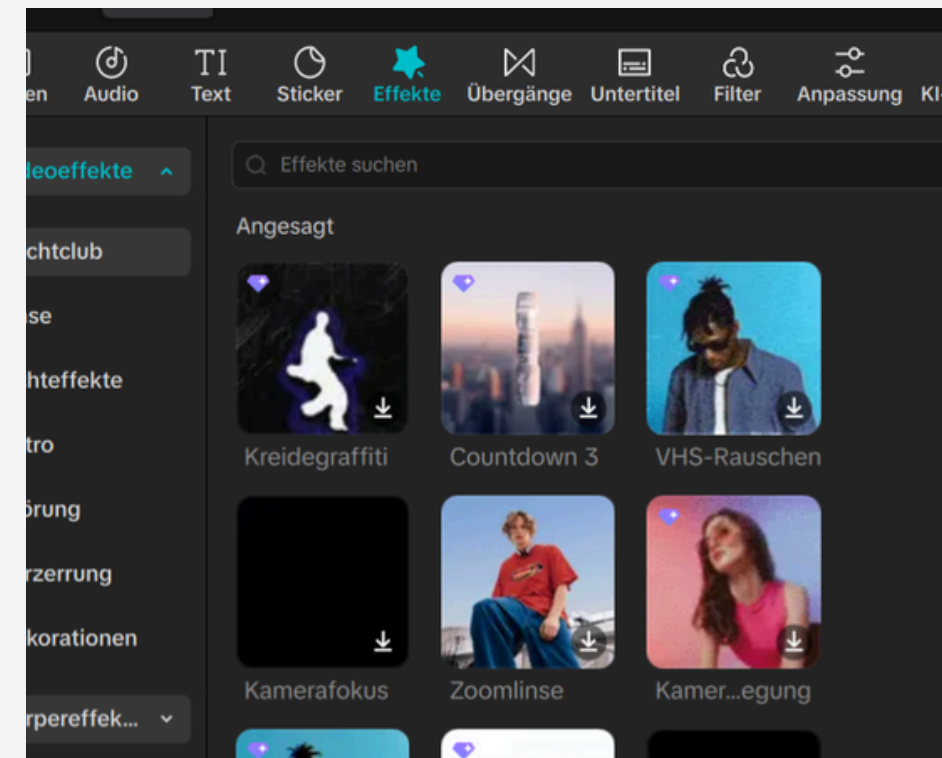
Effects & Filters

Visual effects and filters can make scenes more **exciting or change moods.**

Here's how:

1. Click on "Effects" or "Filters"
2. Choose a style (e.g. Glitch, Blur, Retro)
3. Drag it onto your clip or set the time range
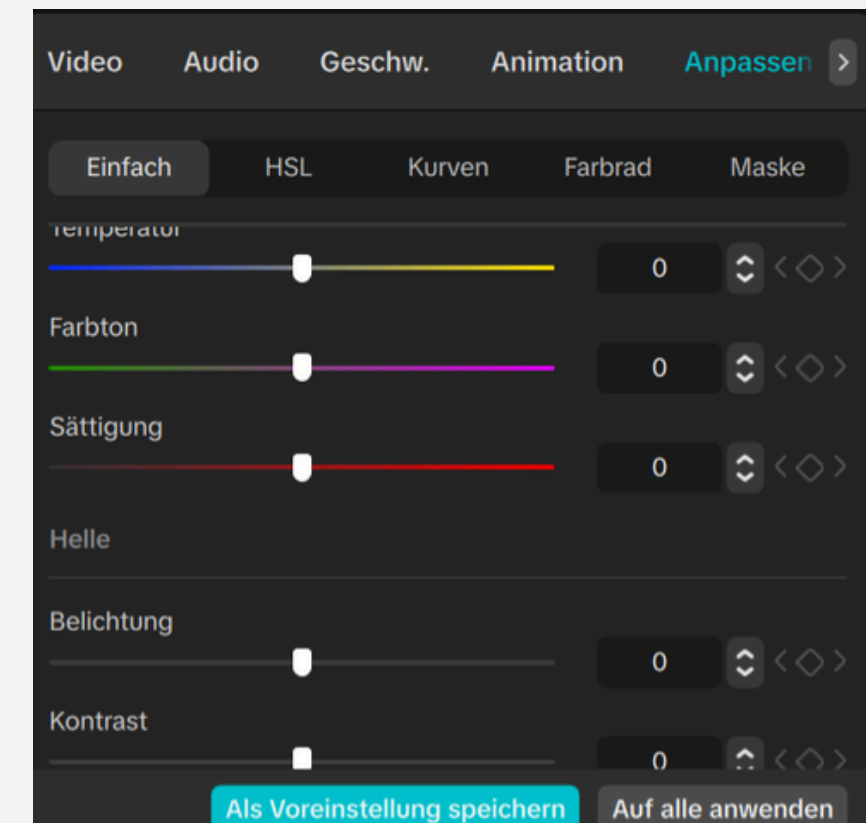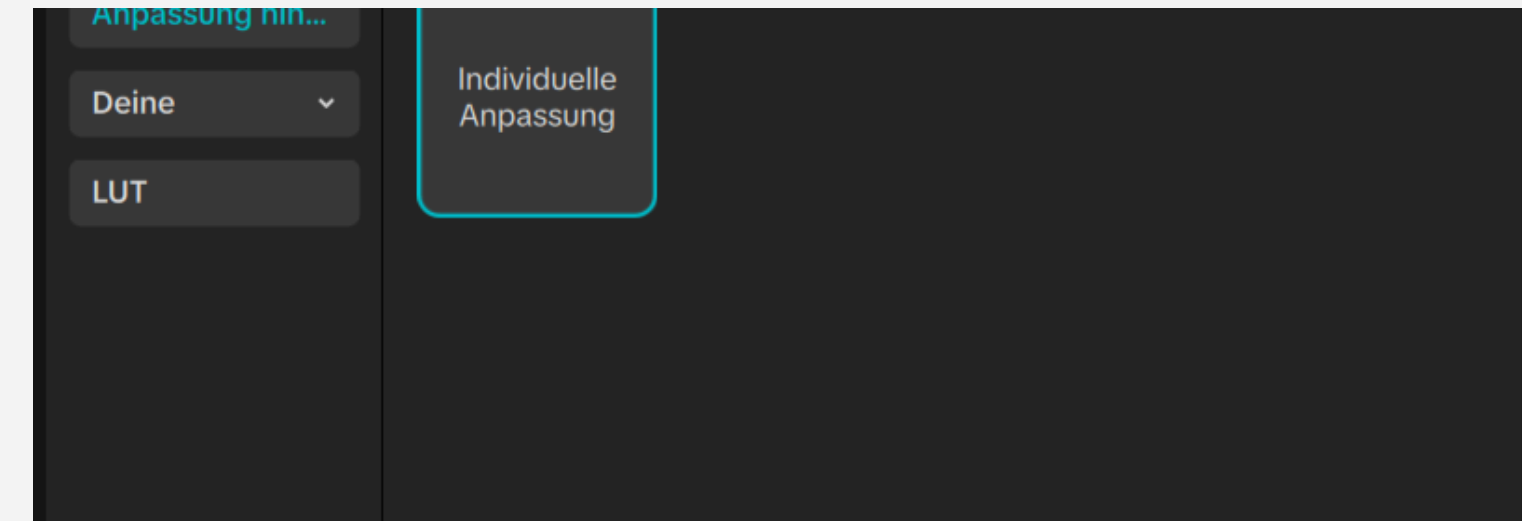
Here too: less is more.
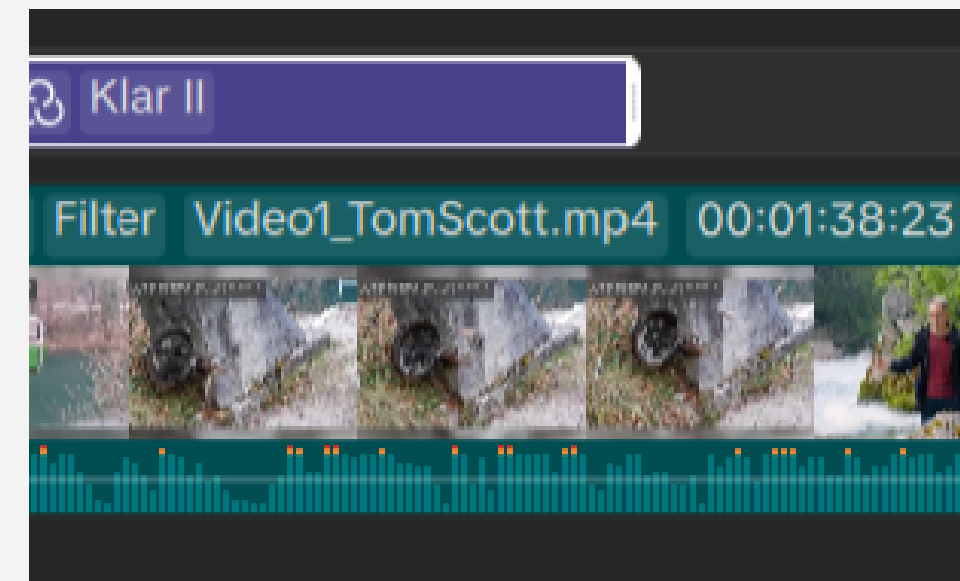
Color adjustment

For the final touches: Click on your clip → "Adjust"

There you can manually adjust the appearance:

- brightness
- Contrast
- saturation
- Temperature
- Farbton etc.

Subtle color correction instantly makes your video look more professional.
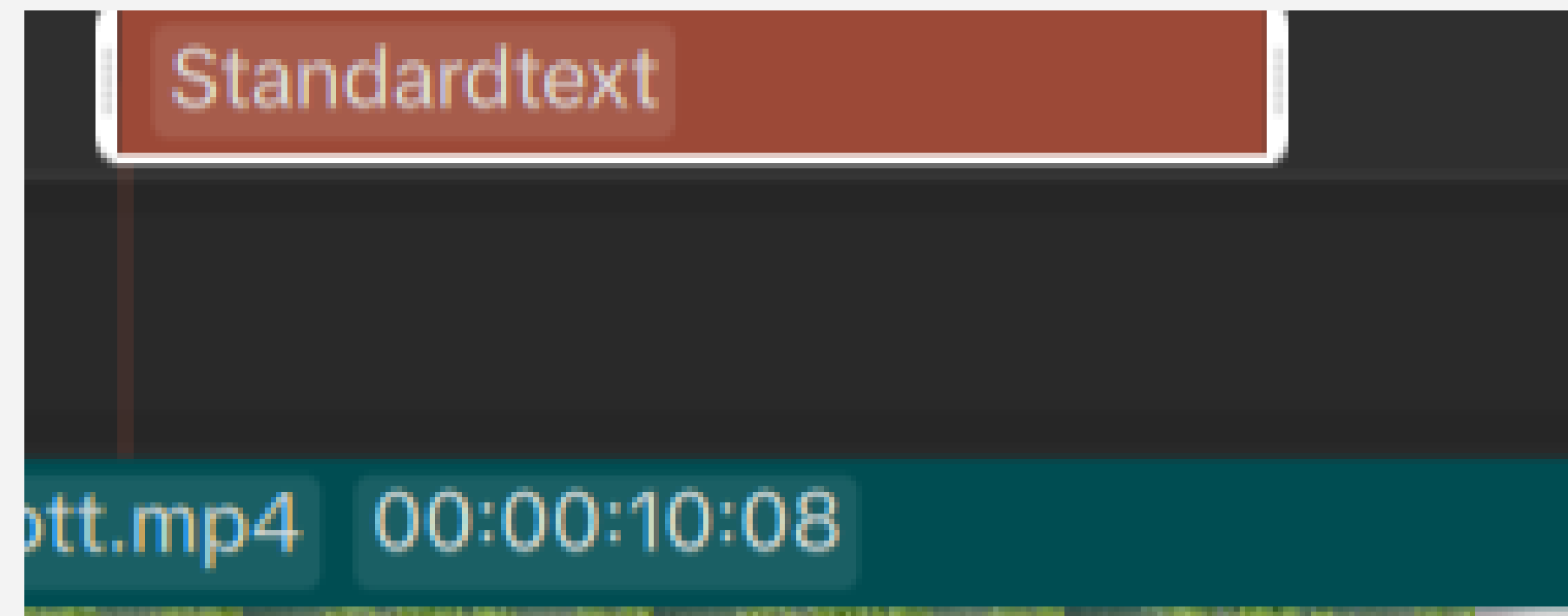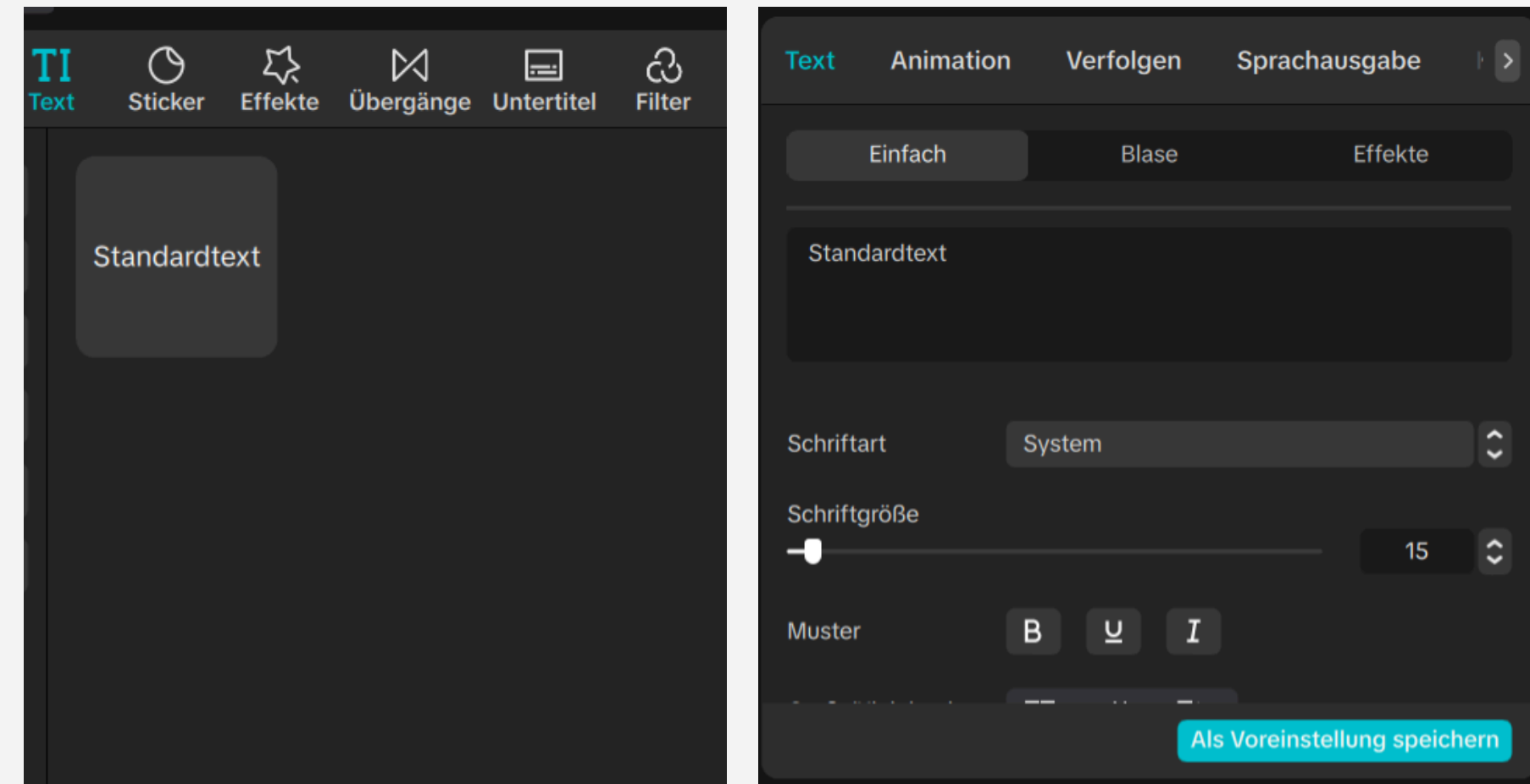
Text

Texts help you to display names, places or statements.

Here's how:

1. Click on "Text" → then on "Add Text"
2. Drag the text where you need it
3. Adjust size, position & duration freely

Tip: Use short texts no whole paragraphs rather work with symbols or English words, this makes it easier to "translate" the video later on

Bonus: Marker / Keyframes

You want to **zoom, fade in, move?**

Then you need markers – also called "keyframes".

How it works:

1. Select a clip or text
2. Go to the place where something needs to change
3. Click on the small ◇ diamond symbol
4. Rewind a few seconds
5. For example, change position, size, volume
6. CapCut calculates the movement in between automatically!

Examples:

- Zoom in: from 100% → 130%
- Text/Graphics: flies in from the left
- Effect: Blur fade in/out
- Audio: Music automatically turns down when someone speaks
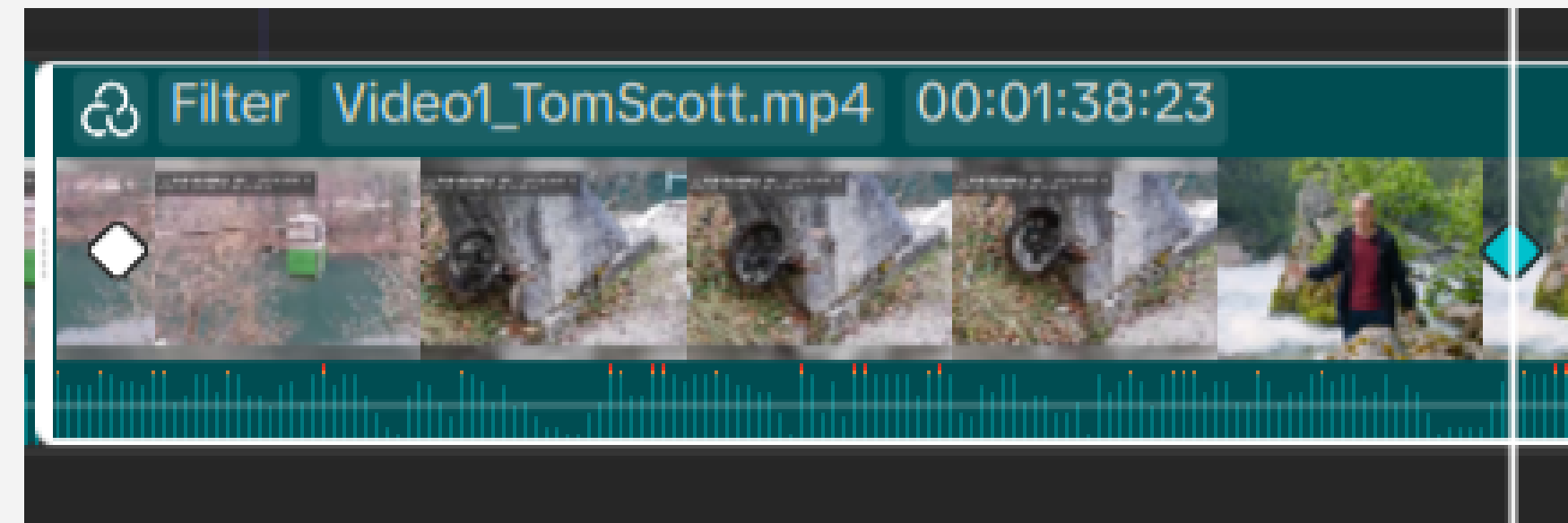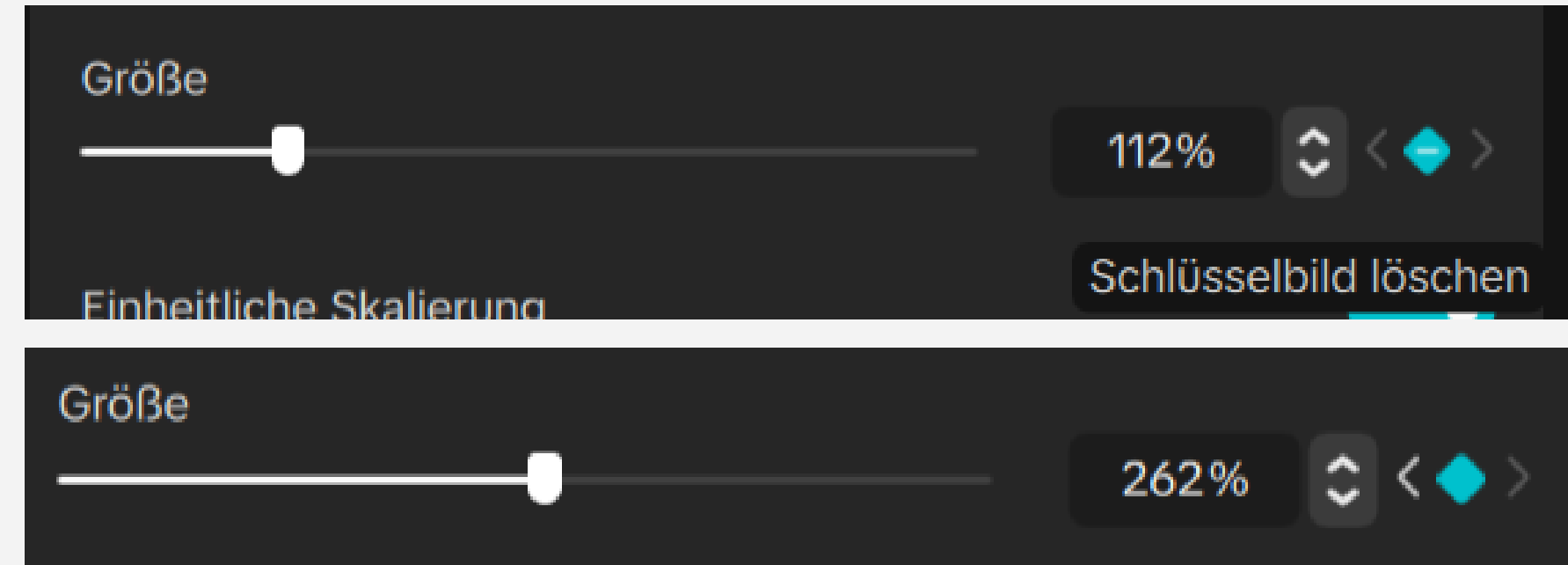
The cut

4 steps on average

(1)   **View & sort clips**

(2)   **Select base track for common thread (interview, voiceover...)**

(3)   **Fine-tuning: graphics, text, effects...**
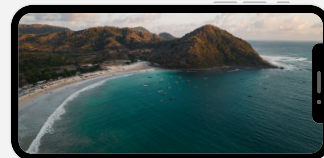
(4)   **Export**

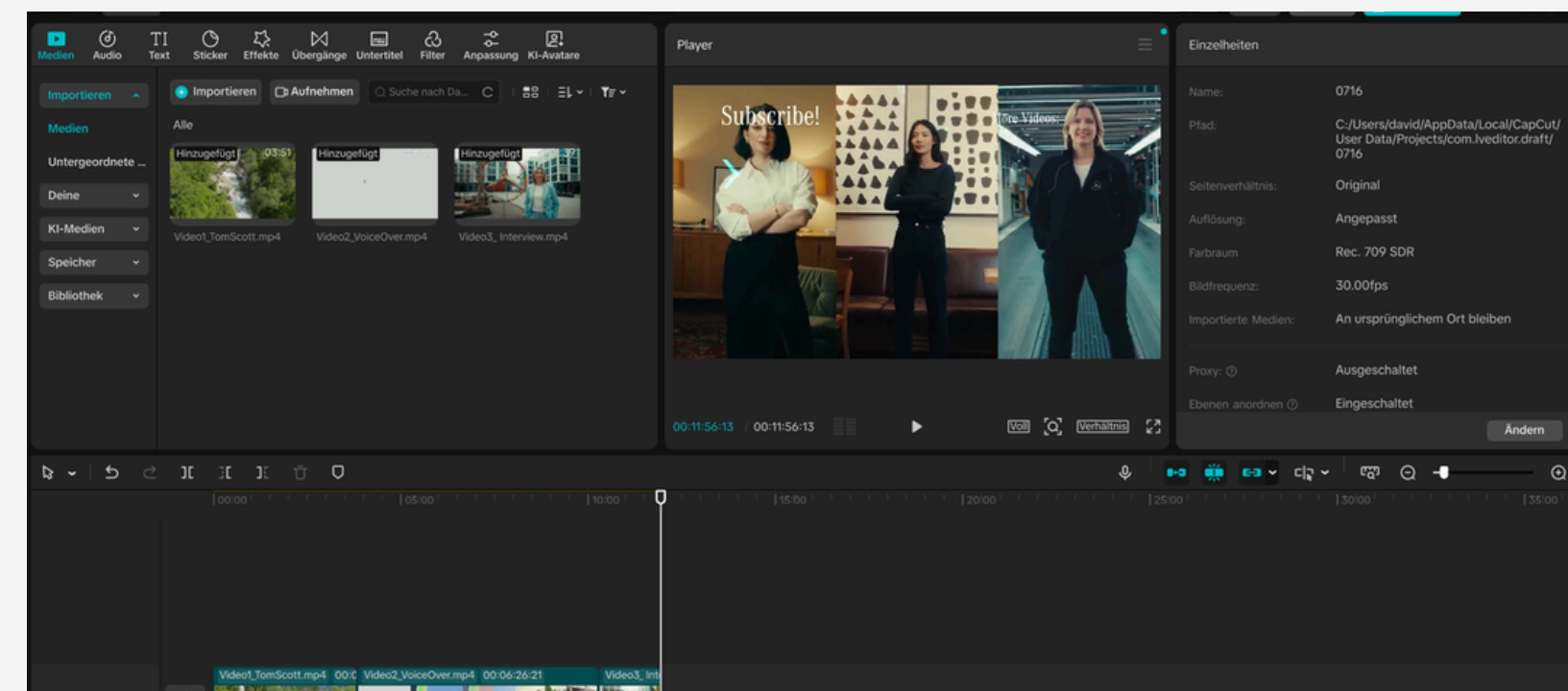# Step-by-step instructions cut

Let's sort media & start
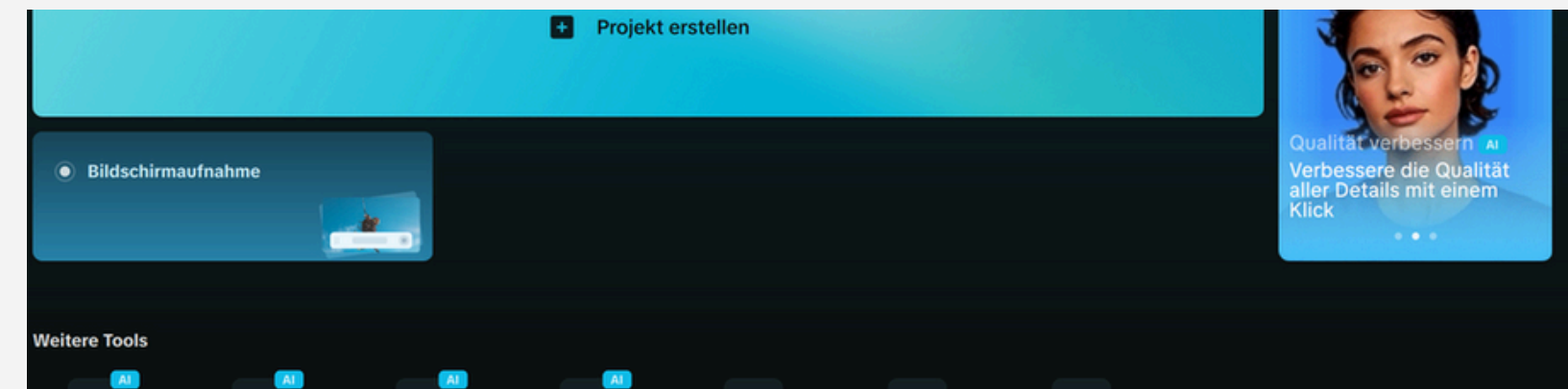
1. Use the **media library** for a better overview
   - **Name clips** sensibly (e.g. "Interview_Anna"), this helps enormously when editing
2. **Open CapCut**
   - Create a **new project**
   - **Import media** you want to use via drag & drop or upload (Video, image, audio)
   - It is important to set **the format correctly**
     - **16:9** → YouTube & Co.
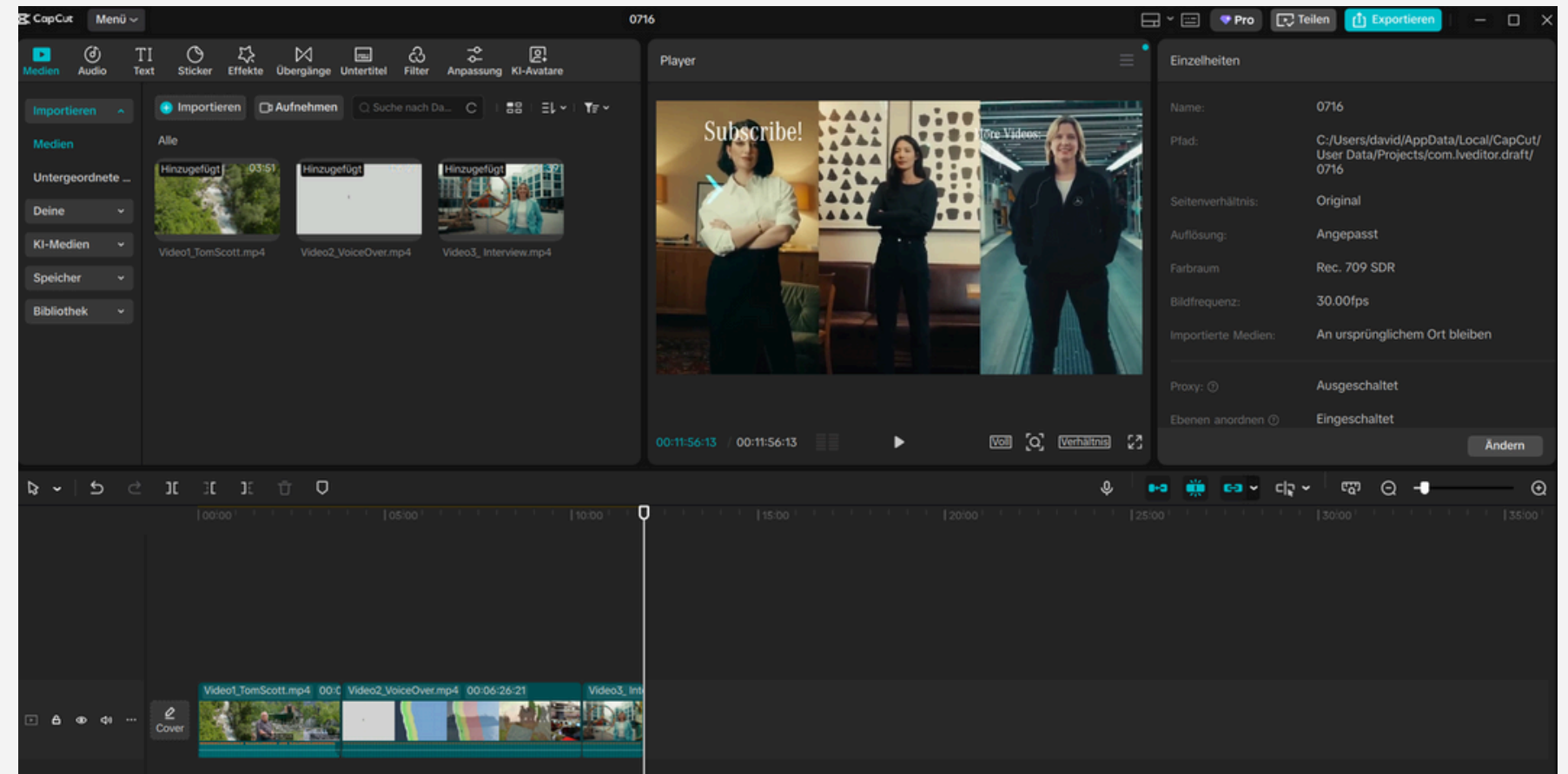   - **9:16** → Social Media

Create a rough cut

Now it's time to sort and review!

Here's how to proceed:

1. Drag all clips to the timeline
2. Look at everything – what do you really need?
3. Delete everything that is clearly unusable
4. (e.g. blurred, double, out of focus)
   Goal:
   - In the end, only the clips are on the timeline,
   - that really should be in your finished video.

The common thread

Once everything is sorted, the base track comes first – it carries the story!

Choose your common thread: Interview, Voice-Over, Moderation
- This track is at the very bottom of the timeline.
- Edit them first – this will be the backbone of your video.

Don't forget to shorten:
- Streamline long answers
- Keep only the most important statements
- Interview questions can often be

Tip: "As short as possible, as long as necessary."

B-roll, transitions & music

Bring your video to life with B-roll, Effects and Music.*

Here's how:
- Underline your base track with suitable images, scenes or music
- Use fades for smooth transitions
- Play with movement, sound, contrasts & editing rhythm

Further inspiration for the finishing touches:
- Movement continues in the next scene
- Sound starts before the picture comes
- Opposites: e.g. quiet → loud, forest → motorway
- Time jumps with quick cuts
- Every beat = a new cut (music & image in time)
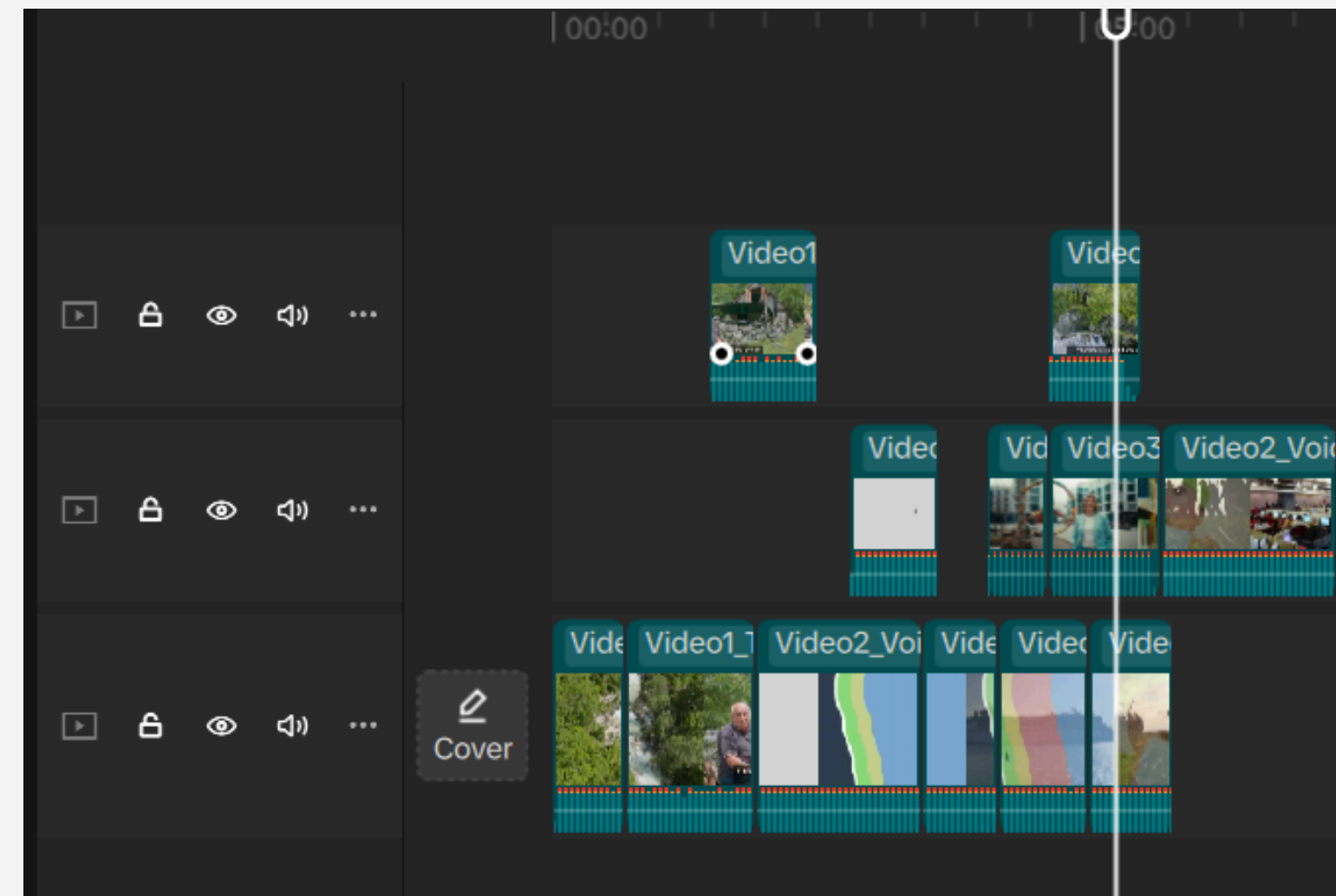
Goal: Your cuts appear fluid, exciting, or deliberately high in contrast.

*B-Roll = Additional Images & Videos that help to tell and complement the story

Fine-tuning, text, titles and graphics

- Text only where necessary (e.g. names, places, dates)
- Short & crisp instead of long paragraphs
- Ideal: English + icons – this makes it easier to translate later
- It is best to place titles large, clear and easy to read

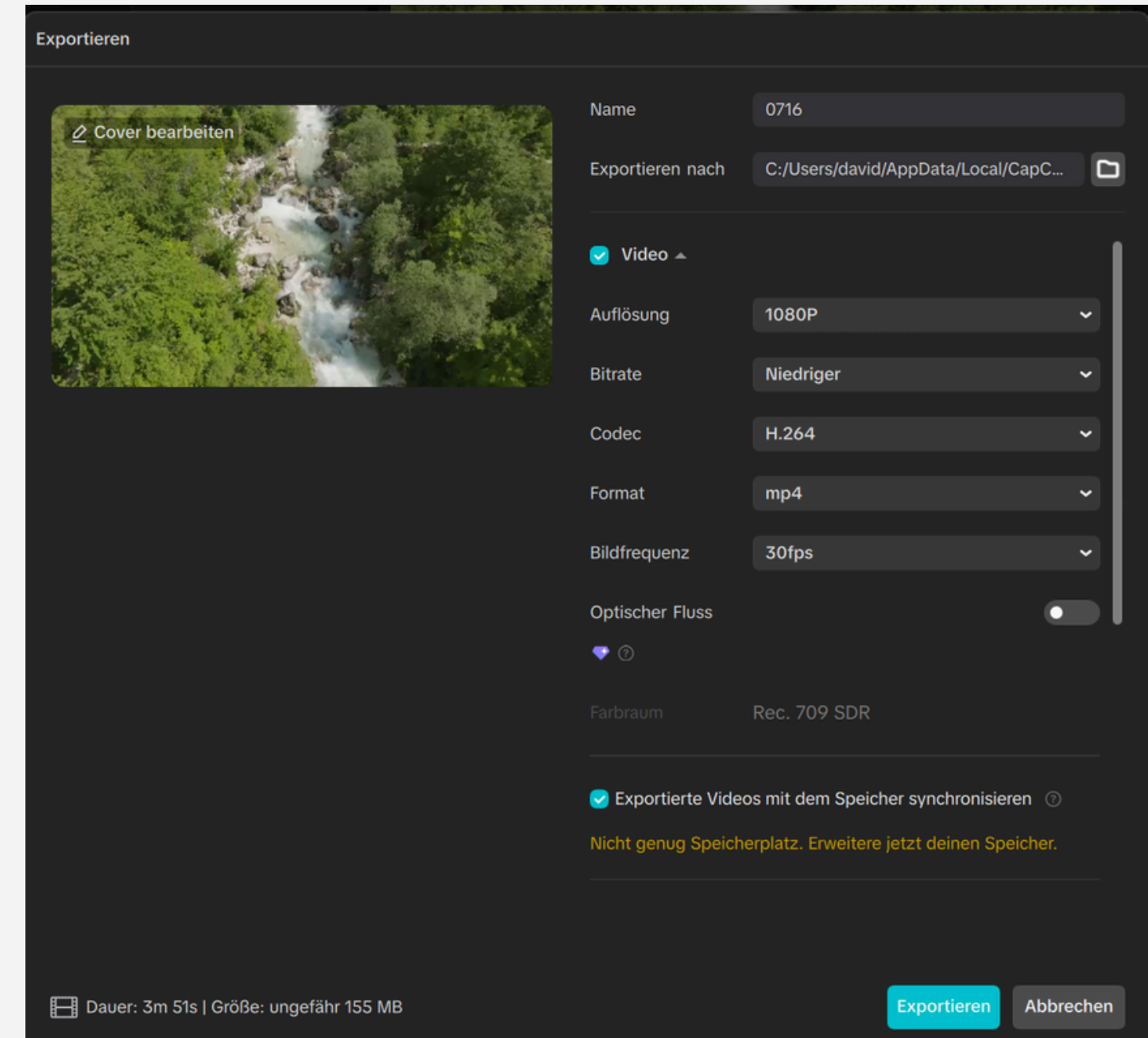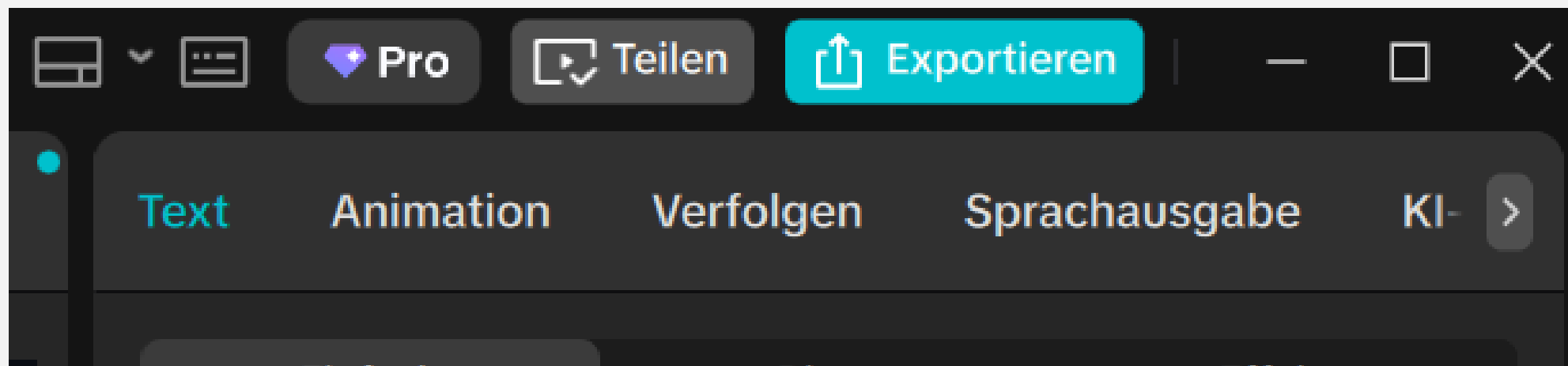**Goal: The information should be helpful, but not distract from the video!**
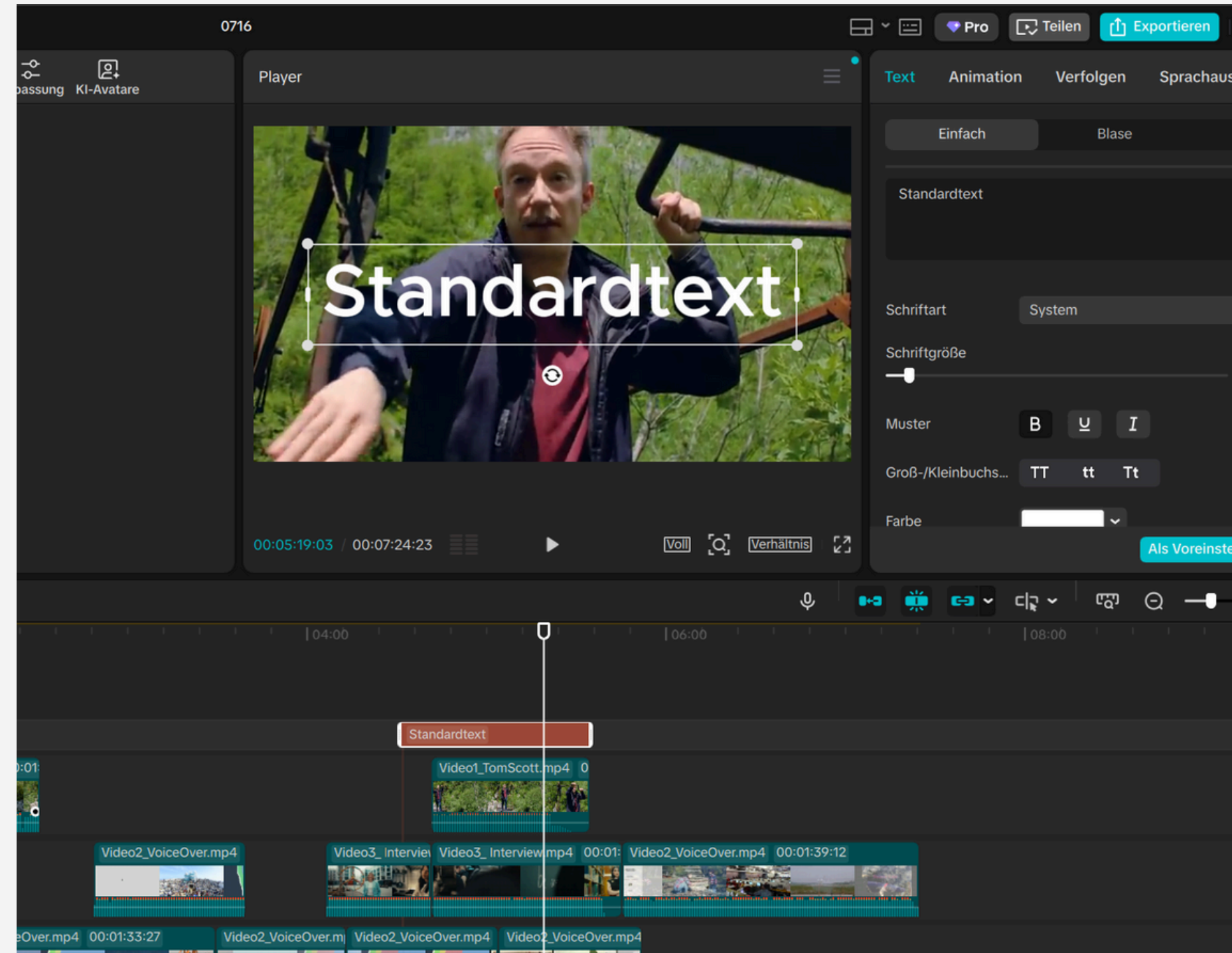
Export the video

If you are satisfied with everything:

- Click on "Export" in the top right corner
- Select the format: MP4, quality: Full HD (1080p)
- Pay attention to good sound: at least 256kbps audio quality

Homework: Try Cutting yourself

AI Tools

A very incomplete overview

How does AI actually work?

AI models such as ChatGPT, DALL·E or Sora generate content based on probabilities:

- **Text: Which word is most likely to match next?**
- **Image: Which pixel structure corresponds to the description?**
- **Video: How do image and movement develop logically?**

What is behind it?

1. Training data: texts, images, videos from the Internet
2. Neural networks: Recognizing patterns and relationships
3. Generative models: Combine what has been learned and create new content – e.g., images from text or videos from sketches.

AI in video production

Artificial intelligence is changing how we plan, edit, and translate videos.

On the one hand, they enable fast video production or even producing entire films, enabling creative work. On the other hand, AI is are destroying creative thinking and will make us doubt what is real and what is not.

Watch video on YouTube

Error 153
Video player configuration error
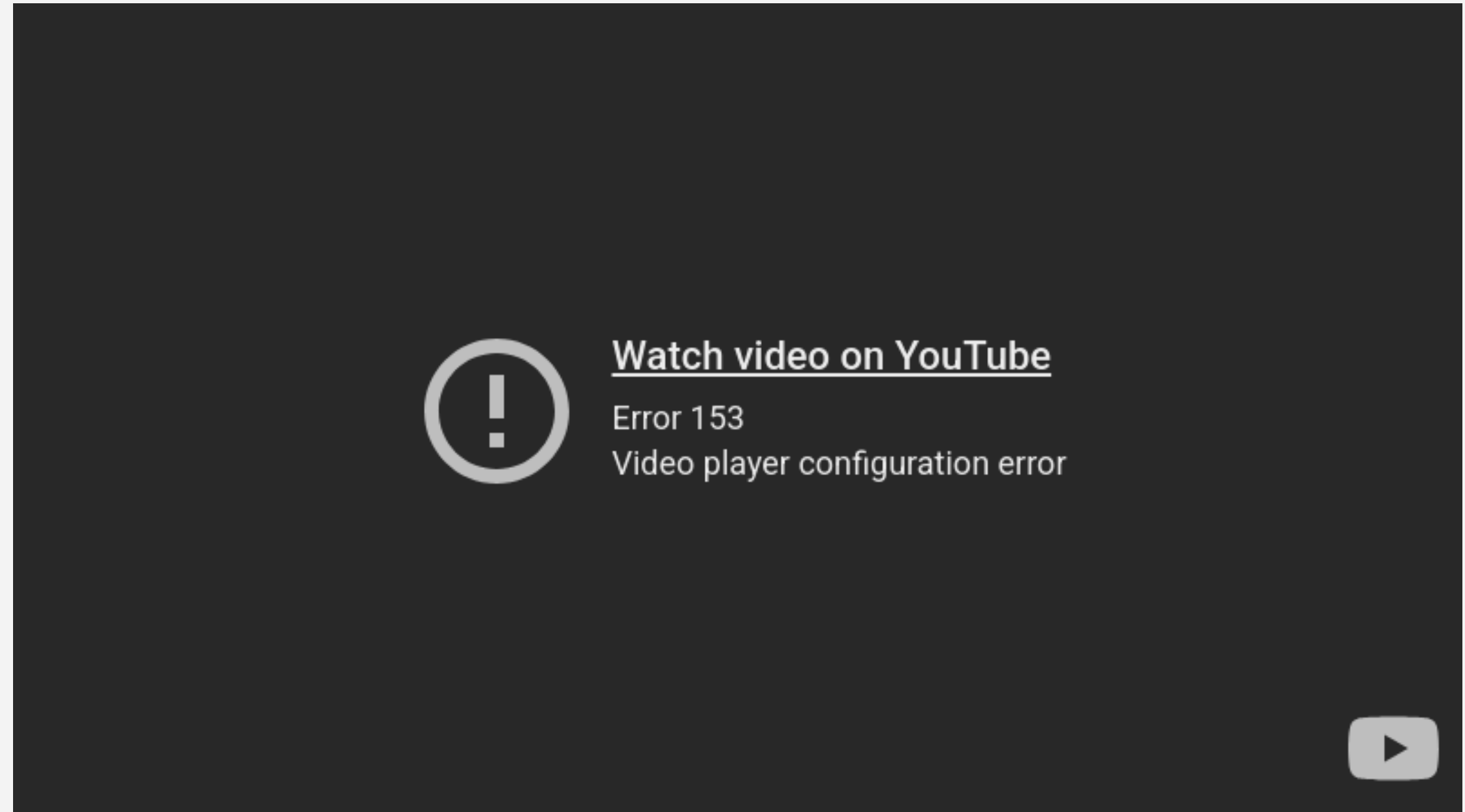
Opportunities & Risks

AI is not the answer it is your assistant.

Opportunities

Time savings on routine tasks (e.g. editing, subtitling, adjustments)

- Multilingual content can be produced quickly and automatically
- Better visual quality even without professional equipment
- Creative tools for idea generation, visualization & presentation

Risks

- Deepfakes & manipulative content can be easily created
- Careless use can lead to plagiarism or duplication
- Excessive automation can suppress your own creative output

Create video from text

You describe a scene – the AI creates a video with images, movement and sound.
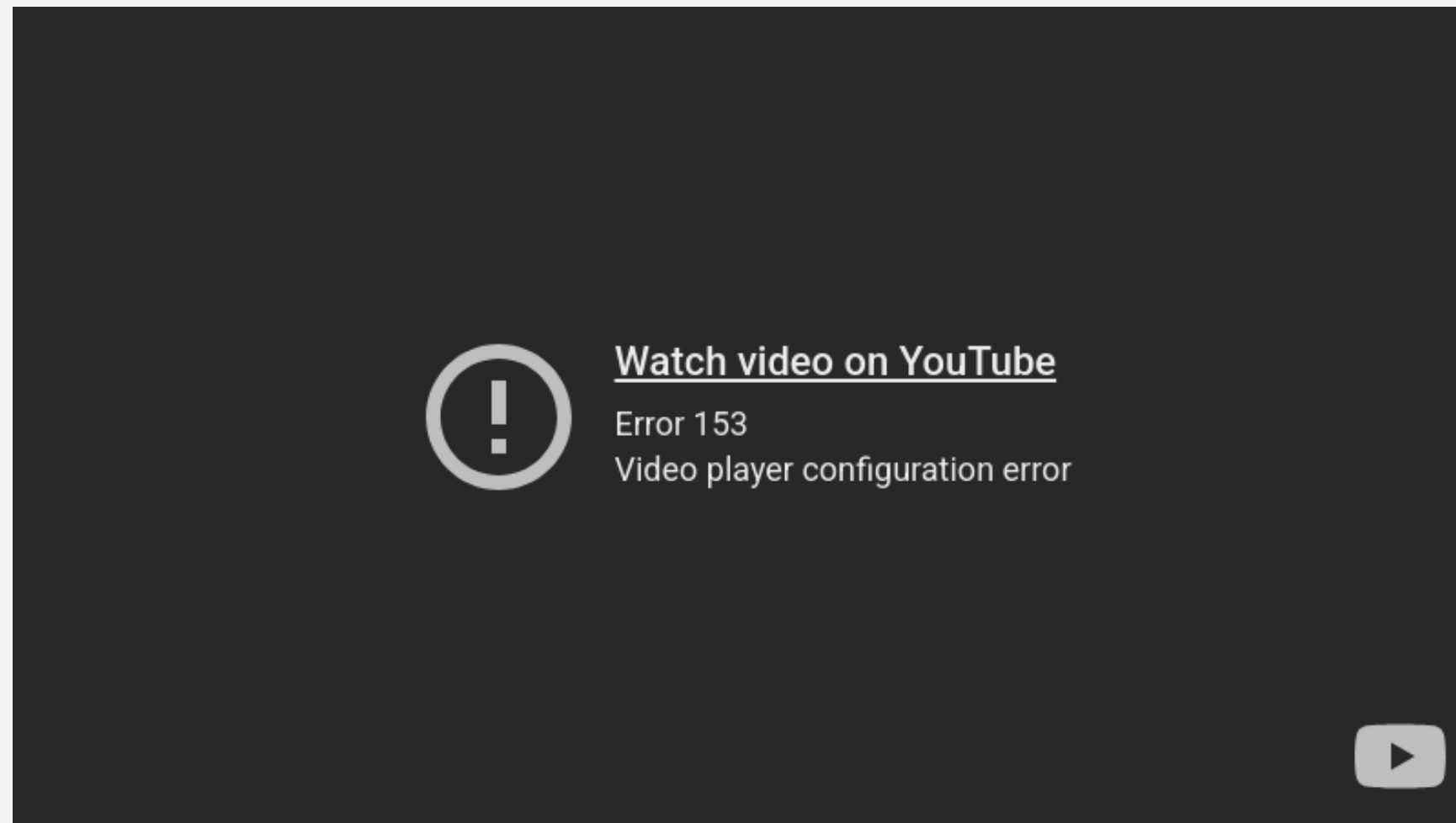
- Sora (OpenAI)
- Veo (Google DeepMind)

Areas of application:
- Moodvideos
- Sora 2 allows "clones"
- Storyboards for your own films
- Visual Trailer Idea
- Introduction to creative storytelling
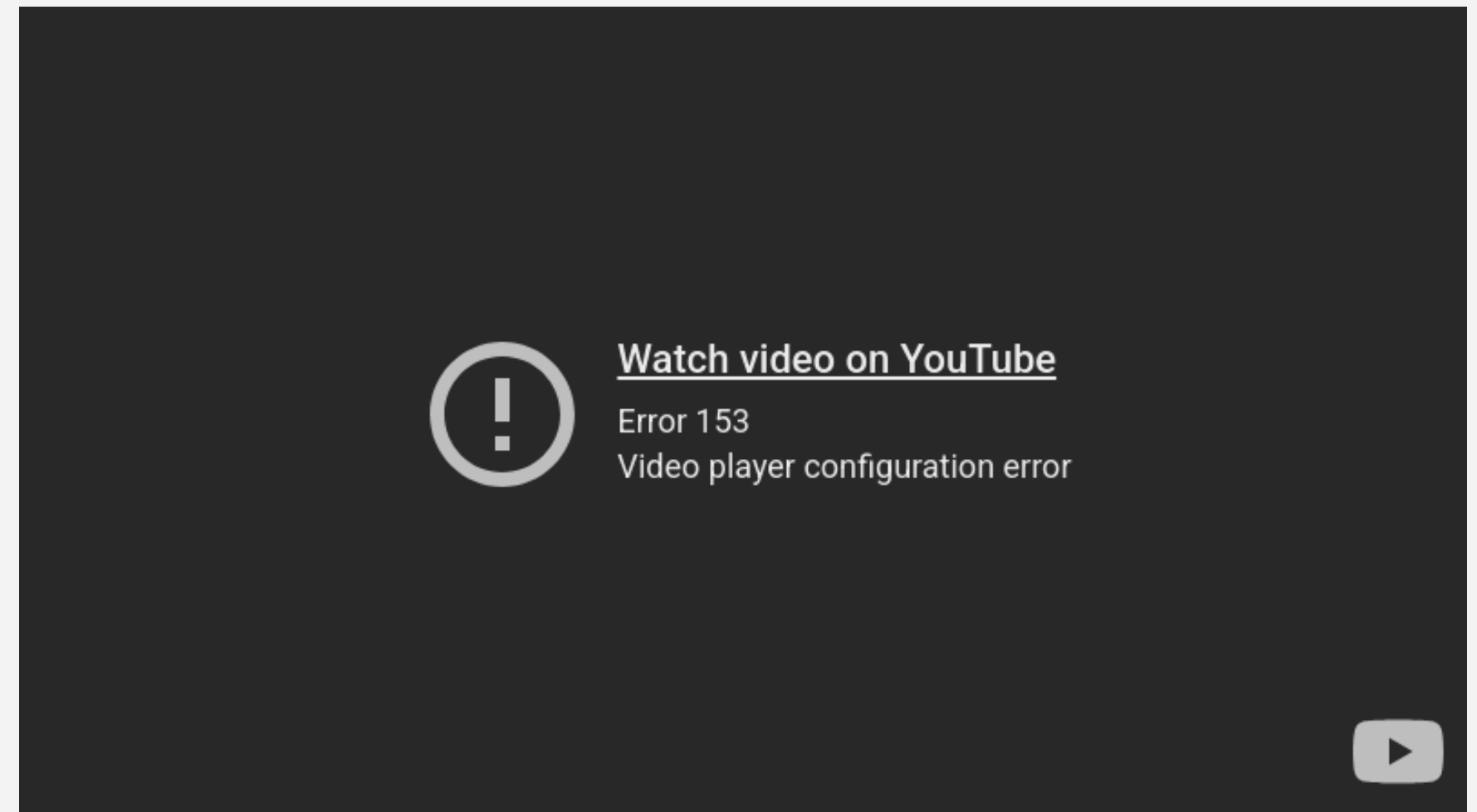- Entire films in 1-2 years...

# Create video from text

SORA 2

VEO 3

Seamlessly combine AI and real people

With tools like Higgsfield, **reality can be specifically supplemented or reassembled**.

Examples:

- Turn your P**hotos into Cinematic camera movements**, such as predefined shots such as zooms, drone shots, bullet time.
- Work with **Hyperrealistic characters:** AI creates natural movements, facial expressions, and body language ideal for "believable", animated scenes.
- **Integrate real people:** Train a personal avatar with your face based on photos – usable for many projects, again and again.
- Multimodal workflow: Create videos from text prompts or images. Ideal for creative reels, storyboards, mood clips, or TikToks.
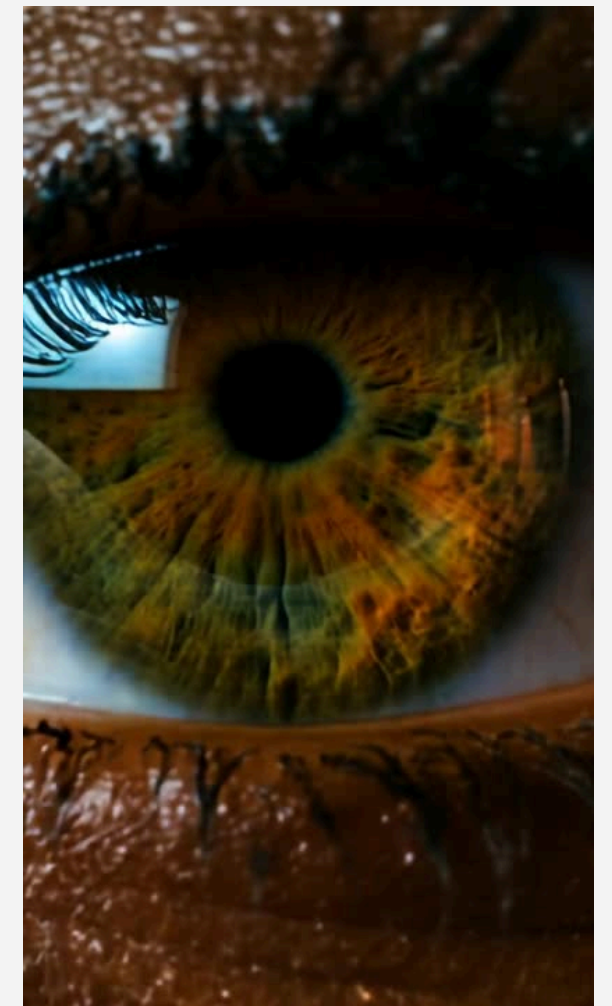
Enhance video with Runway

What **Runway** can do:
- Remove/replace background
- Delete distracting objects
- Add new items
- Change light & mood
- Create slow motion
- Linking text and graphics to movement
- Change style

What it can be used for:
- If your material is not perfect
- To make videos look more professional
- To make simple clips more visually exciting

Automatisch schneiden mit KI

Tools like **Opus** & CapCut Co. show how advanced automated video creation already is:

What's going on with it?

- For example, you upload a long video or interview.
- The AI automatically recognizes the most exciting parts.
- She edits clips for TikTok, Reels or Shorts.
- Automatically adds titles, subtitles, emojis, music & cuts.
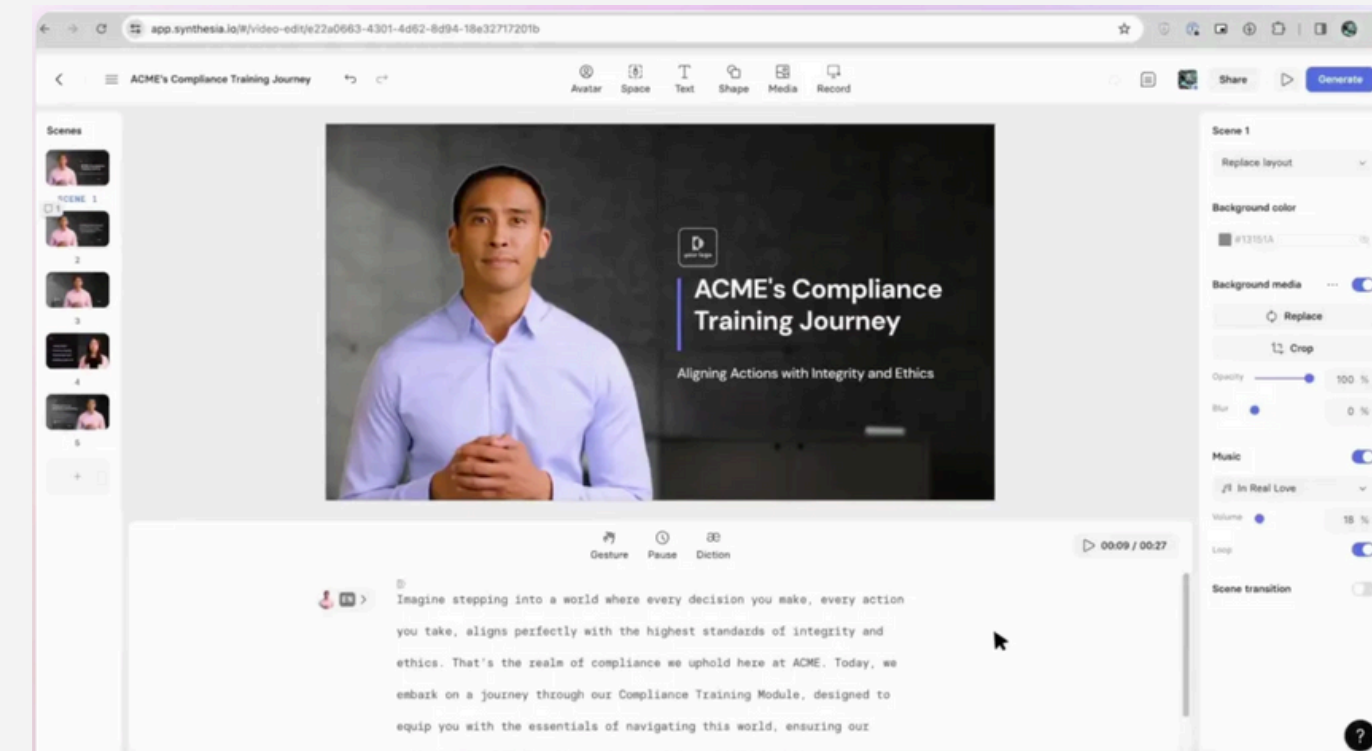- Analyze emotions, laughter, emphasis, pace and adjust the editing.
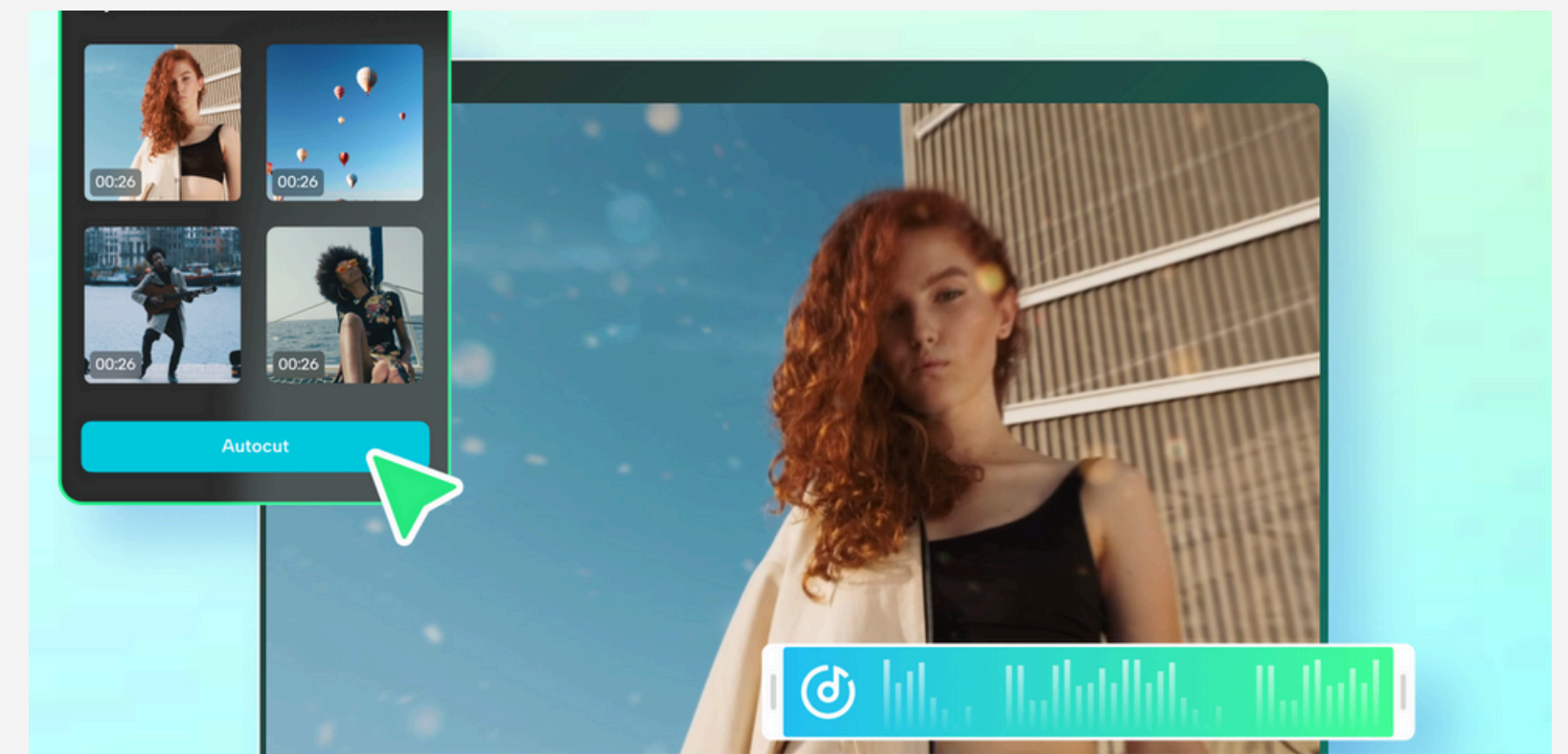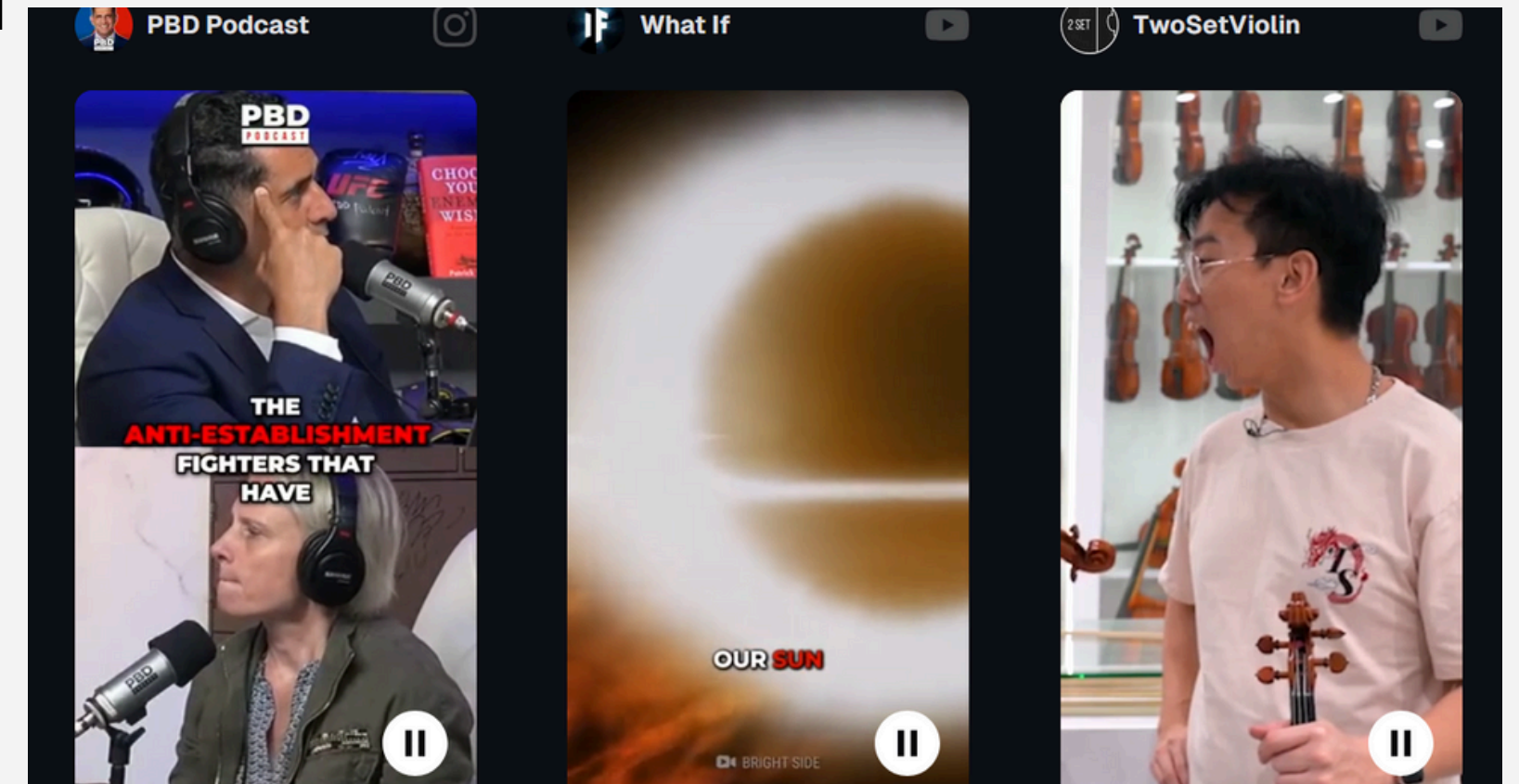
AI Avatars & Translations

Tools: HeyGen & Synthesia

- Create realistic speaking avatars (facial expressions, voice, facial expressions) – also as your own clone
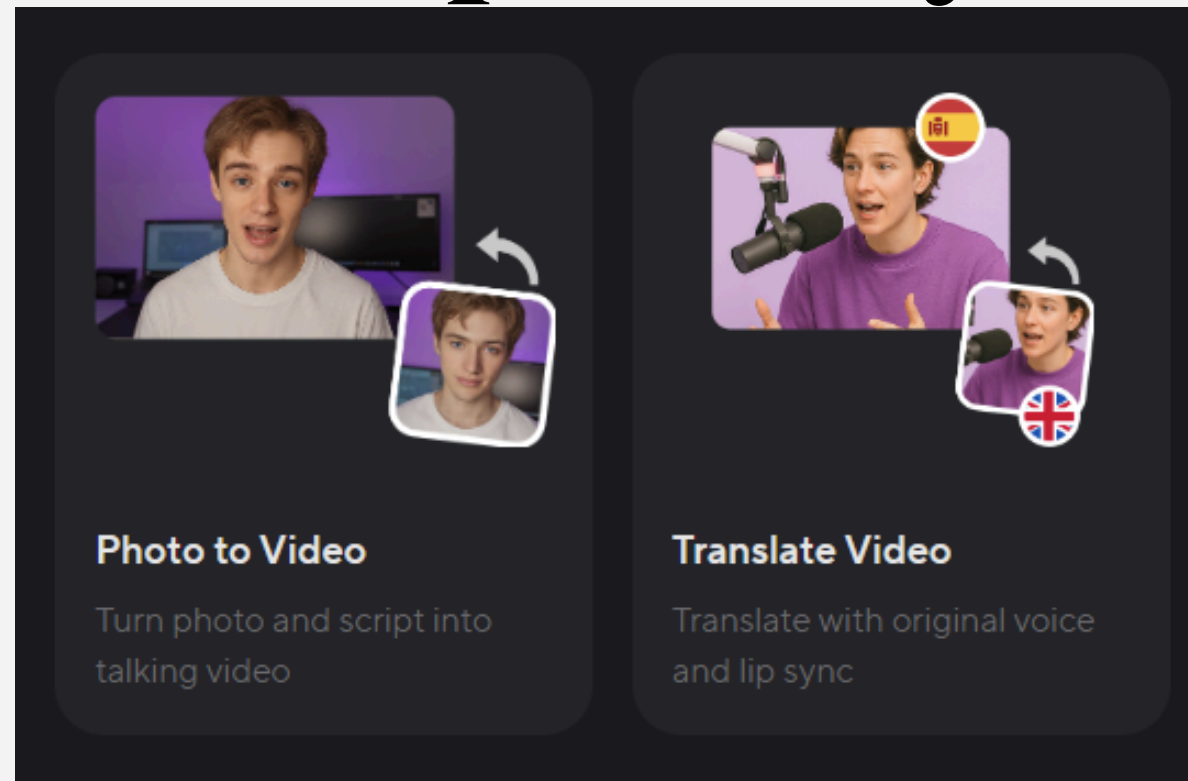- Automatically translate videos into other languages – including lip movements (lip sync)

Typical areas of application:

- No speaker available
- Multilingual content required
- Reach international target groups
- Produce videos faster & scalably
- Create content without a camera/microphone (e.g. explainer videos, social clips, pitches)
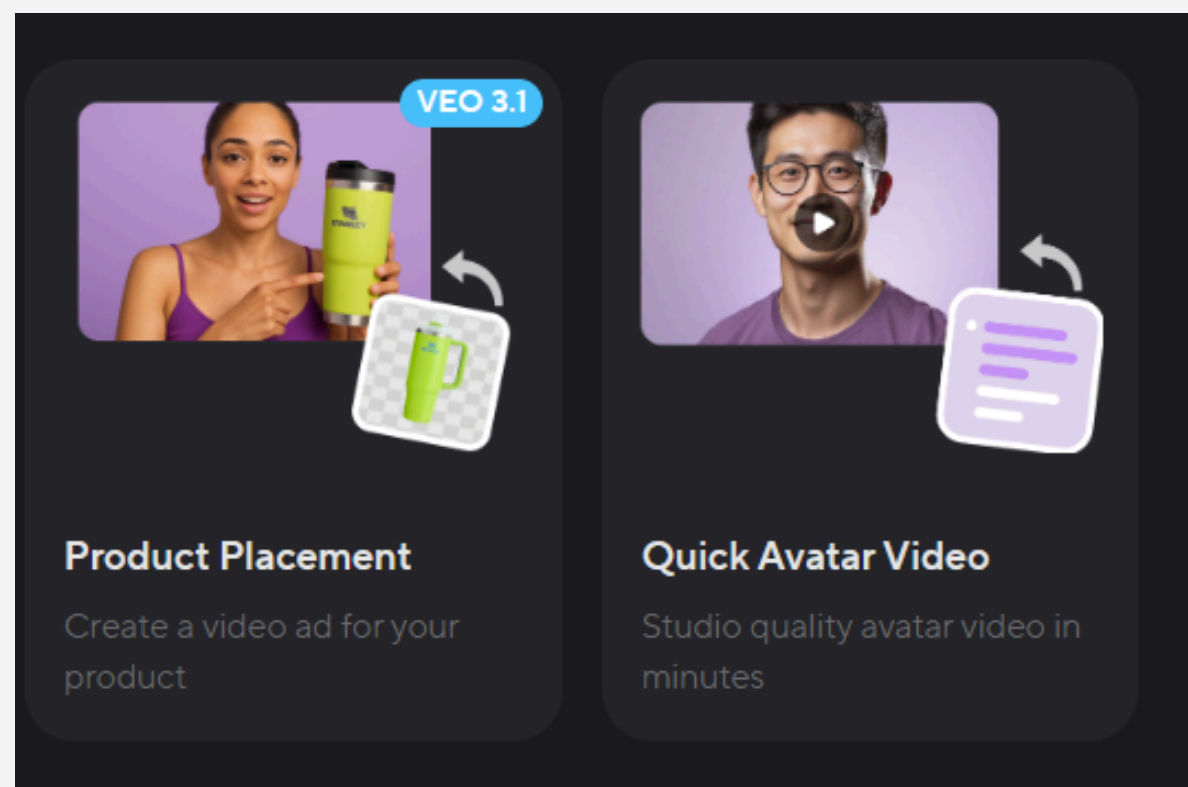
Example Hey Gen (with more use cases)

Photo to Video
Turn photo and script into talking video

Translate Video
Translate with original voice and lip sync

VEO 3.1

Product Placement
Create a video ad for your product

Quick Avatar Video
Studio quality avatar video in minutes

Avatar Video 100% from Prompt + AI-Text+B-Roll

Imagine crafting breathtaking visuals
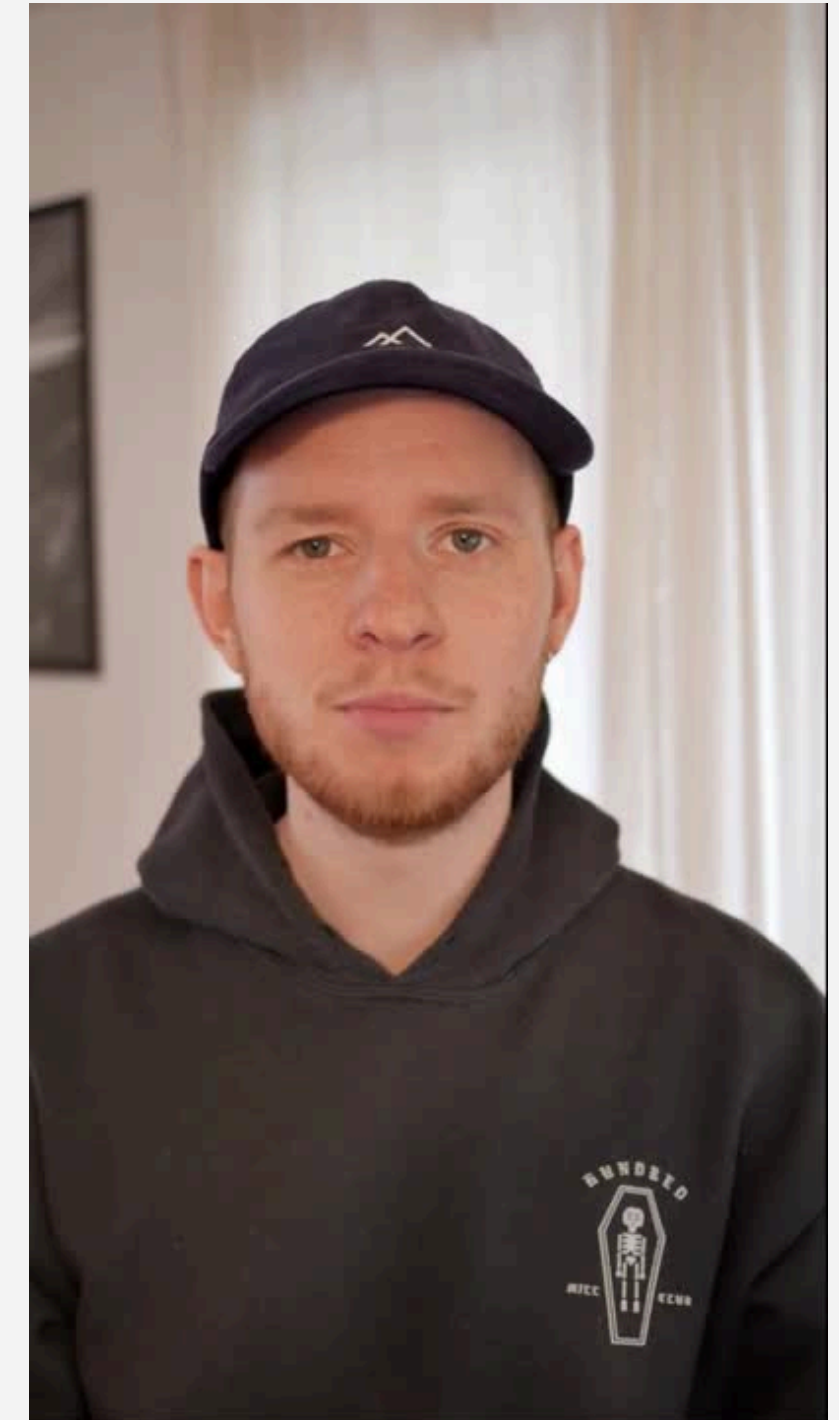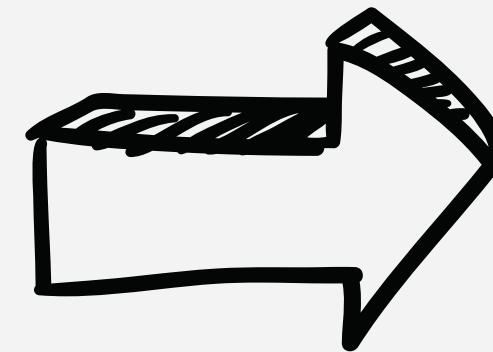
Avatar Video with AI-Product Placement

Hey Gen Tutorial

Hey Gen: Free Features

- 3 videos per month
- Videos up to 3-mins
- 720p video export
- Standard video processing
- 3 Avatar IV videos per month
- 1 Custom Video Avatar
- 500+ Stock Video Avatars
- 30+ languages
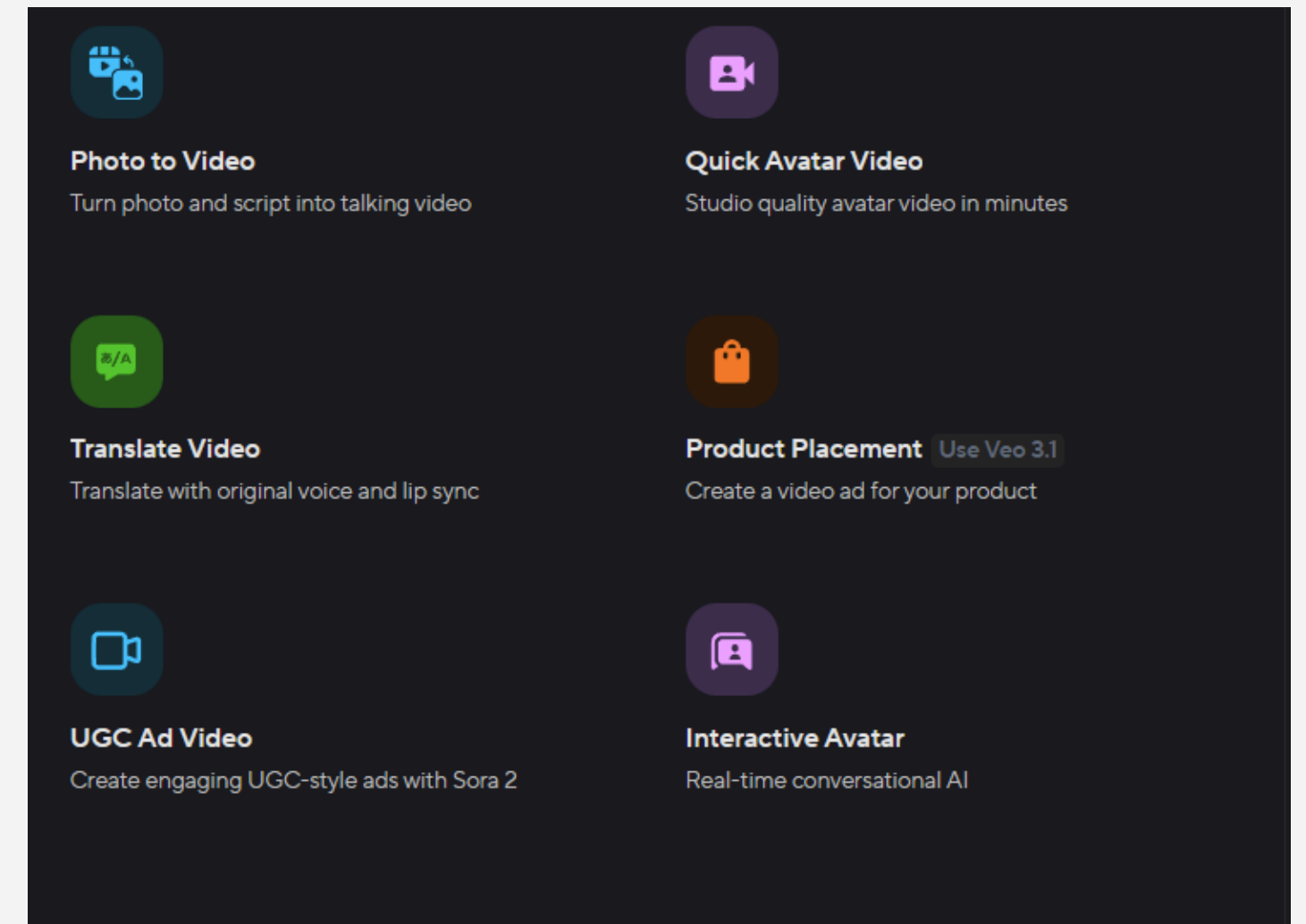- Share & download videos

So you can create this

AI translation guide with HeyGen (free)

Requirements:

- **Clear Video & Audio (without distracting noise)**
- **Little text displayed in the video**

Directions:

1. **Click on "Video Translate" above**
2. Choose Mode & Upload video in MP4 format
3. Select original & target language (e.g. German to English + Ukrainian) & activate lip sync to adjust lip movements
4. Optional: Automatically generate subtitles
5. Wait for processing time: approx. 5–15 minutes
6. Export & save video

Photo to Video
Turn photo and script into talking video

Quick Avatar Video
Studio quality avatar video in minutes

Translate Video
Translate with original voice and lip sync

Product Placement Use Veo 3.1
Create a video ad for your product

UGC Ad Video
Create engaging UGC-style ads with Sora 2

Interactive Avatar
Real-time conversational AI
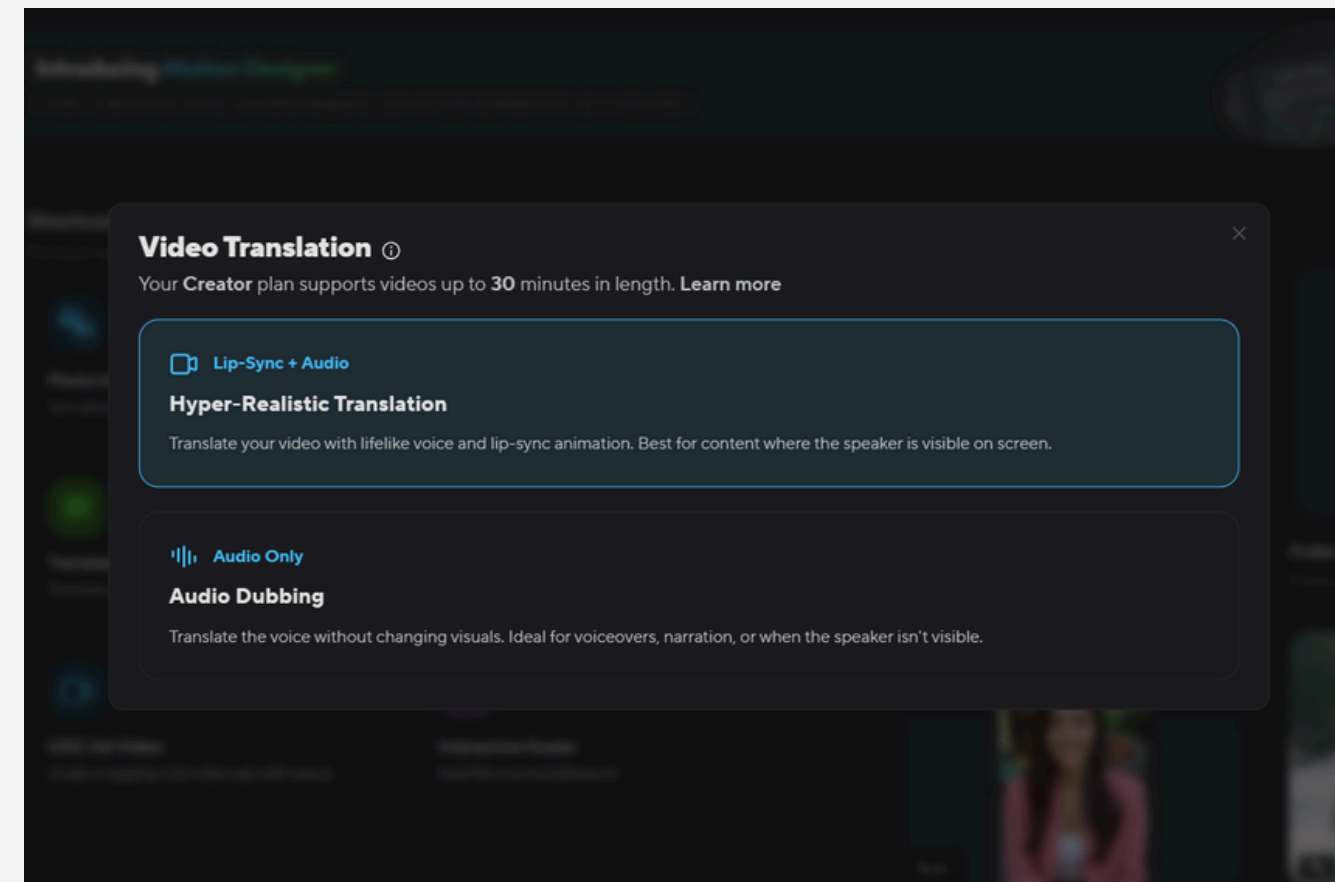
AI translation guide with HeyGen (free)
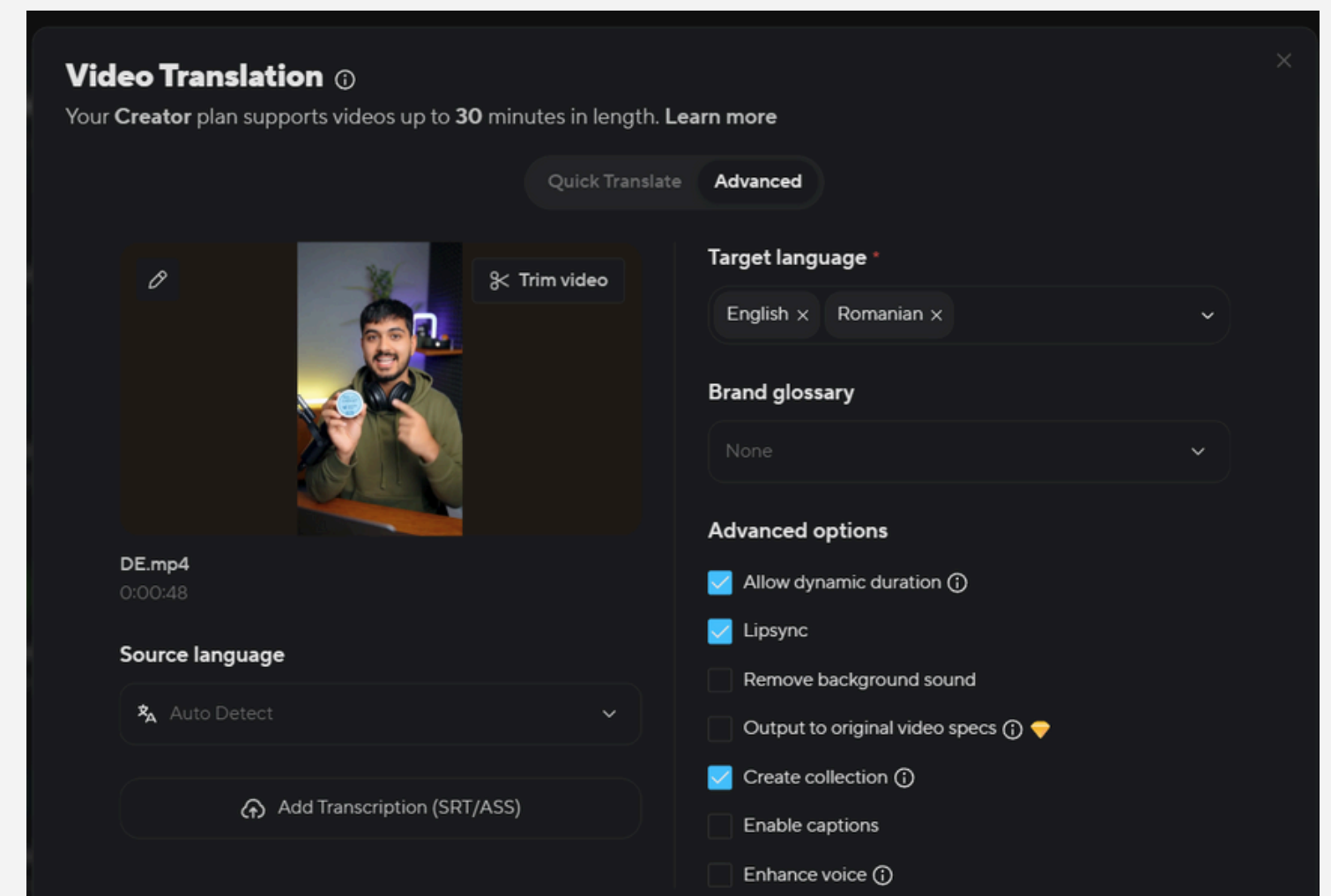
Directions:
1. Click on "Video Translate"
2. **Choose Mode & Upload video in MP4 format**
3. Select original & target language (e.g. German to English + Ukrainian) & activate lip sync to adjust lip movements
4. Optional: Automatically generate subtitles
5. Wait for processing time: approx. 5–15 minutes
6. Export & save video

AI translation guide with HeyGen (free)
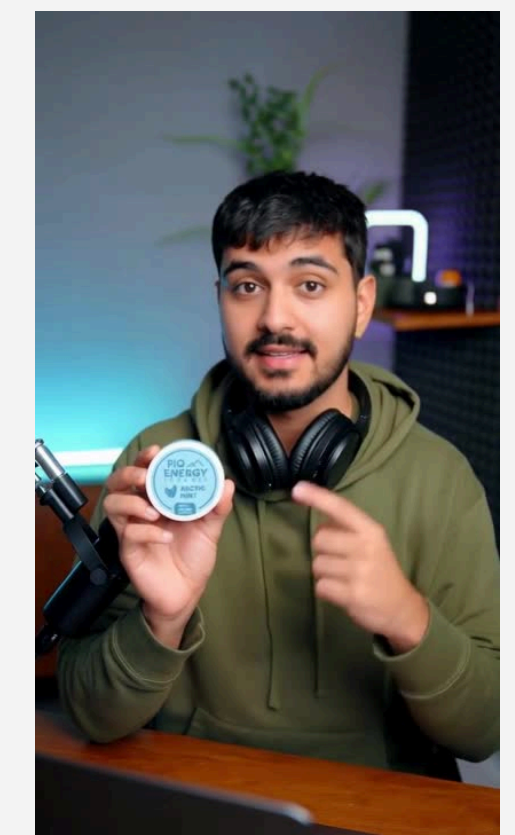
Directions:

1. Click on "Video Translate"
2. Choose Mode & Upload video in MP4 format
3. **Select original & target language (e.g. German to English + Romanian) & activate lip sync to adjust lip movements**
4. **Optional: Automatically generate subtitles**
5. Wait for processing time: approx. 5–15 minutes
6. Export & save video

AI translation guide with HeyGen (free)

Directions:
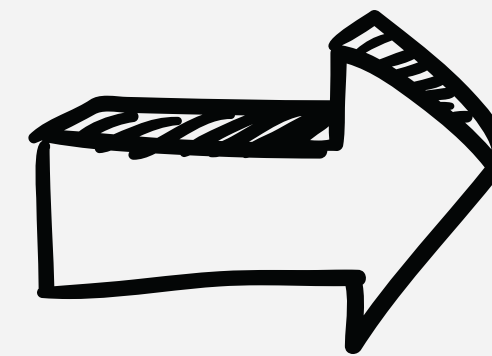
1. Click on "Video Translate"
2. Choose Mode & Upload video in MP4 format
3. Select original & target language (e.g. German to English + Romanian) & activate lip sync to adjust lip movements
4. Optional: Automatically generate subtitles
5. Wait for processing time: approx. 5–15 minutes
6. **Export & save video**

My Recommendation

Try a few of the tools yourself, if you have not already.

Most offer a free trial for a bit of experimenting.

And when you run out of free features, register with a new mail ;)

My appeal to you

AI is a tool, not a replacement.

You are the creative minds.
The idea, the storytelling, the expression come from you.
That's precisely why, in the workshop, we first focused on editing your own videos, and only afterward moved on to the AI tools.

But: Those who know and can use AI are faster and more efficient than those who refuse.

Therefore: Stay open. Stay critical. Stay creative.

Chapter 4

Questions ?

Let's Look at some of your Work