



AI4 Youth Media

Artificial Intelligence for Youth Media



AI Toolkit 03

Video Production & Editing

Short-Form Automation (Reels / Shorts / TikTok)

Purpose

- A shortlist of tools for generating video assets, editing efficiently, and automating short-form output.
- Supports common media outputs: vertical shorts, explainer clips, teasers, and repurposed highlights from long recordings.
- Includes a responsible-use checklist (consent, deepfakes, music rights, and disclosure).

Typical workflow

Brief -> Script & shot list -> Record / collect footage -> Rough cut -> Captions & graphics -> QC -> Export sizes -> Publish

Short-form automation pipeline

Long video -> Transcript -> Clip suggestions -> Select 8-15s segments -> Auto-captions -> Template styling -> Batch export (9:16) -> Schedule

Tools at-a-glance

Pick one generator (optional) + one editor + one automation tool. Keep a final human QC step for every clip.

Tool	Use it for	Quick notes (strengths + caution)
Runway	Generative video, cleanup, background removal, quick edits.	Strong for creative iterations. Review artifacts and avoid misleading news-context visuals.
Pika	Text-to-video and image-to-video clips for social content.	Good for short creative inserts. Keep durations short and avoid heavy claims without proof.
Luma Dream Machine	Image/video generation for cinematic-style short clips.	Useful for mood and B-roll style scenes. Label AI-generated footage when required.
Adobe Firefly (Video)	Generation/editing inside an Adobe-oriented workflow.	Convenient if you already use Adobe tools. Confirm usage and export settings for your workflow.
CapCut	Fast mobile/desktop editing, captions, templates for vertical shorts.	Great for speed and social formats. Watch template overuse; keep brand consistency.
Descript	Text-based video editing (edit via transcript), podcast-to-video workflows.	Excellent for trimming and structure. Verify speaker labels and correct mis-transcriptions.
Premiere Pro / DaVinci Resolve	Professional editing, color, audio, graphics; final master exports.	Best for quality control. Use presets for 9:16 and safe areas.
Opus Clip (or similar)	Auto-detect highlights from long videos and draft short clips.	Good first-pass clip selection. Always review context to avoid misleading cuts.
Whisper + Subtitle tools	Transcription and subtitles (SRT/VTT) for accessibility.	Improves reach and clarity. Proofread names, numbers, and sensitive terms.
FFmpeg (batch)	Automation: batch transcodes, resizing, audio leveling, watermarking.	Best for repeatable pipelines. Keep a reproducible preset library.

Export basics (recommended defaults)

- Vertical shorts: 1080x1920 (9:16). Keep key text and faces away from edges (safe margins).
- Subtitles: 1-2 lines, high contrast, avoid covering mouths, consistent styling.
- Audio: normalize to a consistent level; avoid sudden jumps between clips.
- QC: watch once with sound, once muted (readability check).

Prompt templates (copy/paste)

- **Short script (20-40s):** Write a vertical short script about [TOPIC] for [AUDIENCE]. Format: Hook (0-2s), 3 beats, proof/credibility line, CTA. Keep sentences short.
- **Shot list:** Convert this script into a shot list. For each shot: duration (sec), visual description, on-screen text, and audio notes.
- **B-roll ideas:** Give 15 B-roll ideas for [TOPIC] that can be filmed on a phone, plus 5 ideas that could be AI-generated (clearly labeled).
- **Editing instructions:** Suggest an edit plan: pacing, where to cut, where to add zooms, captions style, and 3 music mood options (no copyrighted track names).
- **Clip selection from transcript:** From the transcript below, propose 8 highlight clips (8-15s). For each: start/end time, hook line, and why it works.
- **Caption rewrite:** Rewrite captions for clarity. Keep meaning. Make it readable at 2-3 seconds per line.
- **Generator prompt (image-to-video):** [SUBJECT], [ACTION], [SETTING], [STYLE], camera notes, lighting, no text, aspect ratio 9:16, duration 4-6 seconds.

Responsible use (starter checklist)

- **Consent & minors:** never use identifiable real people (especially minors) without explicit permission.
- **Deepfakes:** avoid synthetic likeness or voice impersonation unless clearly authorized and labeled.
- **Music rights:** use licensed tracks or platform-approved libraries; keep proof of licensing.
- **Truthfulness:** do not generate footage that could mislead audiences in a news context.
- **Disclosure:** label AI-generated or heavily AI-edited footage when required by your project rules.
- **Safety and dignity:** avoid sensational edits that distort meaning; keep context intact for quotes.
- **Archiving:** keep source files, prompts, transcripts, and export settings for traceability.

Quick selection guide

- **Fast social editing:** CapCut (plus subtitles).
- **Text-based editing for interviews/podcasts:** Descript + Whisper subtitles.
- **Creative AI inserts:** Runway / Pika / Luma (keep short and labeled).
- **High-quality finishing:** Premiere Pro or DaVinci Resolve.
- **Batch automation:** FFmpeg presets for resizing and consistent exports.