



HRDC-Claimable Workshop

Generative AI for Video Creation

SUMMARY

Welcome to Hustle, we believe creativity and skills go hand in hand. As a creative academy, we design engaging, practical courses that equip learners and organisations to unlock their potential, adapt to change, and lead with confidence in today's ever-changing world.

This intensive 2-day workshop is designed for marketers, content creators, business owners, social media teams, and professionals who want to leverage Generative AI tools to create high-quality videos faster and more efficiently.

Participants will learn how to use Higgsfield AI, Kling AI, and Hailuo AI to generate cinematic videos, product showcases, social media content, advertising creatives, and storytelling videos without requiring advanced video production skills.

By the end of the programme, participants will be able to create AI-generated videos from text prompts, images, and concepts while understanding practical workflows for marketing, branding, and content creation.



COURSE MODULE

Our goal is to help creative teams, marketing teams, and content creators master modern AI-powered video creation workflow

DAY 1 - A FOUNDATIONS OF AI VIDEO CREATION & PROMPT ENGINEERING

01

Prompt Engineering for AI Video Generation

- Understanding prompt structures
- Character prompts, Environment prompts
- Camera movement prompts
- Lighting and mood prompts, Style prompts
- Creating consistent video outputs

02

AI Visual Planning & Storyboarding

- AI-assisted brainstorming techniques
- Creating video concepts using ChatGPT
- Storyboard development using AI
- Scene planning workflow
- Building effective video sequences

03

Creating Cinematic Videos with Higgsfield AI

- Understanding cinematic motion generation
- Camera movements and transitions
- Creating commercial-style videos
- Product showcase videos
- Lifestyle and branding videos

04

Advanced Higgsfield AI Techniques

- Motion control
- Character consistency
- Scene continuity
- Cinematic storytelling
- Viral short-form content creation

SESSION PLAN - DAY 1

10:00 - 10:15	Registration & Ice Breaking
10:15 - 11:00	Introduction to Generative AI Video Creation
11:00 - 12:00	Understanding AI Video Tools: Higgsfield AI, Kling AI & Hailuo AI
12:00 - 13:00	Prompt Engineering for AI Video Generation
13:00 - 14:00	Lunch Break
14:00 - 15:30	AI Storyboarding & Video Planning Workflow
15:30 - 15:45	Tea Break
15:45 - 17:00	Hands-On: Creating Cinematic Videos with Higgsfield AI
17:00 - 17:45	Advanced Higgsfield AI Techniques & Camera Motion Control
17:45 - 18:00	Q&A, Reflection & Day 1 Wrap-Up



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DAY 2 – KLING AI, HAILUO AI & COMPLETE AI VIDEO WORKFLOW

05

Creating Realistic Videos with Kling AI

- Text-to-video generation
- Image-to-video workflow
- Realistic movement generation
- Product animation creation
- Social media advertising videos

06

Advanced Kling AI Production Techniques

- Video enhancement strategies
- Multi-scene generation
- AI scene consistency
- Creating engaging visual storytelling
- Optimising outputs for social media platforms

07

AI Storytelling with Hailuo AI

- Introduction to Hailuo AI
- Story-driven content creation
- Character and scene generation
- AI narrative development
- Creating emotional engagement through AI videos

08

AI Content Creation Strategy & Future Trends

- Building an AI video production workflow
- AI content calendar planning
- Scaling content creation using AI
- Future trends in Generative AI video creation
- Ethical considerations and best practices

SESSION PLAN – DAY 2

10:00 - 10:15	Recap of Day 1
10:15 - 11:30	Creating Realistic Videos with Kling AI
11:30 - 12:30	Advanced Kling AI: Product Videos, Marketing Videos & Social Media Content
12:30 - 13:00	Practical Exercise: Kling AI Video Creation
13:00 - 14:00	Lunch Break
14:00 - 15:15	AI Storytelling & Commercial Content Creation with Hailuo AI
15:15 - 15:30	Tea Break
15:30 - 16:30	AI Video Editing Workflow with CapCut
16:30 - 17:15	Combining Higgsfield AI, Kling AI & Hailuo AI into One Production Workflow
17:15 - 17:45	Group Project Presentation: AI Video Campaign
17:45 - 18:00	Assessment, Feedback & Certificate Briefing

LEARNING OUTCOMES



Upon completion of this programme, participants will be able to:

- Master advanced AI video creation workflow using Higgsfield AI
- Understand cinematic AI prompting and scene direction techniques
- Create high-quality AI-generated commercial and social media videos
- Build AI-assisted storytelling and visual scripting strategies
- Improve production speed and creative scalability using AI
- Integrate AI tools into modern content production workflow
- Develop advanced short-form and cinematic marketing content
- Create stronger branding and emotional engagement through AI visuals



TRAINING METHODOLOGY

We are **NOT FOCUS ONLY LECTURING**, but we using the adult training method with :

- Lecture & Demonstration
- Group Discussion
- Case Study Review
- Practical Marketing Exercises
- Industry Scenario Activities
- Presentation & Feedback Session

OUR TRAINERS



Certified digital marketing trainer with over a decade of experience across agency, startup, and corporate environments in Malaysia and Singapore. Holding a Bachelor's Degree from Asia Pacific University, he has trained over 400 participants in comprehensive digital marketing programs.



Over 20 years of experience in IT, Sales, Retail, Insurance, Customer Service and Training.

Being passionate in Learning and Development, he is also the Resident Lecturer for Universal Business Academy, that provides international recognized qualifications for students around the world.



Digital media trainer, content creator, and sound designer with over 10 years of experience in digital media and education. He don't just teach theory, I make sure my students can apply what they learn. Whether it's editing videos, designing graphics, or mixing sound, and love helping others bring their creative ideas to life.



I'm Gloria Tan, a content creative, analog photographer, and media trainer with over a decade of experience in visual storytelling. My work blends vintage aesthetics with modern design, creating narratives that feel both timeless and fresh. As a creative, I help others shape their stories by merging video techniques with digital media. Whether through film photography or media training, I love sharing my knowledge and inspiring others to explore their creative voice.

hustle.

At Hustle, we're of the mindset that every company is unique. Every programme can be tailored to align with your team's unique goals, ensuring maximum relevance and impact. You can reach us for any questions.



Contact Us

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