hustle.
Malaysia

HRDC-Claimable Workshop

Generative AI For Video Creation

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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.

Generative AI With Video Production is a practical, three-day beginner course that equips participants to plan, generate and edit short videos using AI-assisted production tools. Participants learn to develop concepts, scripts, storyboards and shot lists with Claude, generate visual assets and video clips with Higgsfield, and assemble a finished video using CapCut.

Through guided exercises, participants practise visual prompting, shot selection, continuity, editing, captioning and audio arrangement. The course emphasises audience relevance, accurate representation, appropriate asset use and quality review. Participants complete a short video supported by a reusable production plan and prompt collection.

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COURSE MODULE

Our goal is to equips participants to plan, generate and edit short videos using AI-assisted production tools.

DAY 1 - VIDEO FOUNDATIONS AND PRE-PRODUCTION

01

Introduction to Generative AI for Video Production

- Understanding AI applications across video production.
- Exploring the roles of Claude, Higgsfield and CapCut.
- Recognising generation capabilities and limitations.
- Understanding permissions for images, likenesses, voices and music.
- Identifying suitable workplace video applications.

02

Video Brief and Creative Direction

- Defining the audience and communication objective.
- Establishing the key message and call to action.
- Selecting a video style and intended platform.
- Developing concepts and visual references.
- Defining project scope and output criteria.

03

Scriptwriting, Storyboarding and Shot Planning

- Developing hooks and scripts with Claude.
- Structuring the opening, main message and closing.
- Converting scripts into storyboard scenes.
- Preparing shot lists and narration requirements.
- Planning duration, assets and generation attempts.

04

Effective Visual and Video Prompting

- Describing subjects, settings, lighting and style.
- Specifying framing and camera movement.
- Describing subject actions and scene progression.
- Using reference images and consistent descriptions.
- Refining prompts based on generated results.

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DAY 2 - AI ASSET GENERATION AND CLIP REFINEMENT

05

Creating Visual Assets for Video

- Preparing reference images for planned scenes.
- Generating backgrounds and supporting visuals.
- Incorporating supplied product photos and brand assets.
- Checking image suitability before animation.
- Organising assets by scene and shot.

06

Generating AI Video Clips with Higgsfield

- Exploring text-to-video and image-to-video workflows.
- Selecting generation options suitable for a shot.
- Applying motion and camera instructions.
- Producing alternative takes.
- Managing generation attempts and credit usage.

07

Visual Continuity and Clip Selection

- Reviewing consistency of subjects, products and settings.
- Identifying distorted details and unsuitable movement.
- Evaluating clips against the storyboard.
- Refining or regenerating unsuitable shots.
- Selecting clips for the final sequence.

08

Preparing the Editing Workspace

- Importing and organising assets in CapCut.
- Setting the project format and aspect ratio.
- Arranging clips according to the storyboard.
- Trimming clips and building a rough cut.
- Identifying missing shots and timing adjustments.

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COURSE MODULE

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DAY 3 - POST-PRODUCTION AND FINAL PROJECT

09
Editing, Pacing and Transitions

- Refining the sequence and narrative flow.
- Adjusting clip duration and pacing.
- Applying suitable transitions.
- Maintaining visual consistency between shots.
- Reviewing the rough cut against the video objective.

10
Captions, Audio and Brand Elements

- Adding and proofreading captions.
- Arranging narration, music and sound effects.
- Balancing audio levels.
- Adding titles, logos and calls to action.
- Checking readability and timing.

11
Quality Review and Export

- Checking visual accuracy and message clarity.
- Reviewing audio, captions and continuity.
- Checking asset permissions and required disclosures.
- Selecting resolution, aspect ratio and file format.
- Exporting and reviewing the final video.

12
Video Production Project and Presentation

- Completing the final short video.
- Presenting the script, storyboard and finished output.
- Explaining creative and production decisions.
- Incorporating trainer and peer feedback.
- Preparing a reusable workplace production plan.

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AI TOOLS & APPLICATION COVERED

Tool / Application	Purpose and Applications Covered	Subscription Fees
Claude Pro	Develop video concepts, audience-focused hooks, scripts, storyboards, shot lists, narration drafts and prompts for visual and video generation.	**USD20 Per Account**
Higgsfield	Generate visual assets and AI video clips; practise text-to-video and image-to-video workflows; explore camera movement, create alternative takes and refine shots for visual continuity.	**USD49 Per Account**
CapCut	Assemble and trim clips, refine pacing, add transitions, captions, narration, music, sound effects and brand elements, then export the completed video.	**FREE**

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SESSION PLAN

Day 1 — Video Foundations and Pre-Production

Time	Session
09:30–10:30	Module 1: Introduction to Generative AI for Video Production
10:30–10:45	Morning Break
10:45–12:15	Module 2: Video Brief and Creative Direction
12:15–13:15	Lunch Break
13:15–15:15	Module 3: Scriptwriting, Storyboarding and Shot Planning
15:15–15:30	Afternoon Break
15:30–18:00	Module 4: Effective Visual and Video Prompting

Day 2 — AI Asset Generation and Clip Refinement

Time	Session
09:30–11:00	Module 5: Creating Visual Assets for Video
11:00–11:15	Morning Break
11:15–13:45	Module 6: Generating AI Video Clips with Higgsfield
13:45–14:45	Lunch Break
14:45–16:15	Module 7: Visual Continuity and Clip Selection
16:15–16:30	Afternoon Break
16:30–18:00	Module 8: Preparing the Editing Workspace in CapCut

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SESSION PLAN

Day 3 — Post-Production and Final Project

Time	Session
09:30–11:00	Module 9: Editing, Pacing and Transitions
11:00–11:15	Morning Break
11:15–12:45	Module 10: Captions, Audio and Brand Elements
12:45–13:45	Lunch Break
13:45–15:15	Module 11: Quality Review and Export
15:15–15:30	Afternoon Break
15:30–18:00	Module 12: Video Production Project and Presentation

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LEARNING OUTCOMES

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

- Explain the capabilities, limitations and responsible applications of generative AI in video production.
- Analyse a video brief to define its audience, objective, key message and intended format.
- Develop a script, storyboard and shot list using Claude-assisted planning.
- Construct visual and video prompts specifying subjects, settings, composition and movement.
- Generate and refine visual assets and video clips according to a production plan.
- Evaluate generated clips for usability, visual accuracy and continuity.
- Assemble and edit clips into a coherent video with suitable pacing and transitions.
- Integrate captions, audio and brand elements into the edited video.
- Apply quality checks and export settings appropriate to the intended platform.
- Present a completed short video and explain its production decisions and workplace application.

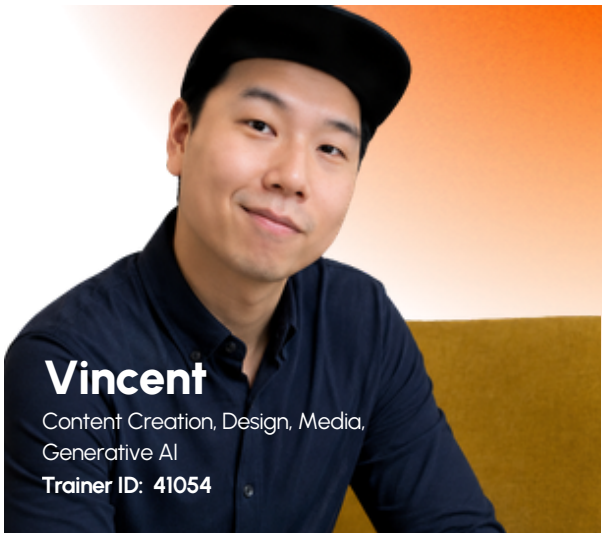
TRAINING METHODOLOGY

The course comprises 25% theory and 75% practical application, delivered through trainer demonstrations, guided hands-on exercises, group activities, production scenarios, clip reviews, peer feedback and a final video project.

Participants work on one manageable short-video project throughout the course. Continuous feedback supports improvements in prompting, visual continuity, editing, audio and output quality.

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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

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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.

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