BEST PRACTICE GUIDE

AI Video Editing Best Practices

Better prompts. Better videos.

How to brief AI tools like HyperFrames and Remotion to make videos that look premium, sound polished and actually get people to act. No coding needed.

Beginner · 15 min read · Claude Code · Free + paid option

@learnwithseb

One system at a time. Built, not theorised.

Contents

01 The Game Plan
02 What You Need
03 Decide Before You Type
04 Write a Prompt That Works
05 Start With the Sound
06 Make It Look Premium
07 Edit and Fix
08 Validation
09 Keep Building
10 Quick Reference

The Game Plan

You describe a video in words. An AI writes the code. The code turns into a finished video. You never touch the code yourself.

HyperFrames and Remotion are the two main tools for this. Think of them as a video editor with no buttons. Instead of dragging clips on a timeline, you tell an AI like Claude Code what you want, and it builds every title, shape and transition for you.

Why it's worth learning

- Anything you can describe, it can build
- You can re-use the same prompt for every new video
- Changes are a sentence away, not an hour in an editor

NOTE

The AI only knows what you tell it. A vague prompt gets a vague video. Everything in this guide is about telling it the right things.

What You Need

Pick one video tool. You don't need both. The AI does the building either way.

Tool	What it does	Cost
Claude Code	The AI that writes and runs the code	Paid Claude plan
HyperFrames	Turns web pages into video. Easiest for AI	Free, open source
Remotion	Turns code into video. Very powerful	Free for individuals
Licensed music	Your soundtrack	Epidemic, Artlist or similar
Your brand assets	Logo, colours, fonts, website	Existing

TIP

Not sure which to pick? Start with HyperFrames. It's built with AI agents in mind and uses plain web pages, which AI handles well.

STEP 01

Decide Before You Type

Five minutes of thinking saves an hour of fixing. Answer these before you write a word of your prompt.

- **What is it for?** A launch, a social ad, a tutorial intro. One job only.
- **Who is watching?** A busy business owner needs a different video to a teenager on TikTok.
- **What should they do next?** Visit a site, sign up, follow you.
- **How long?** 15 to 30 seconds for social, 45 to 60 for a launch.
- **What shape?** Landscape (16:9) for YouTube, vertical (9:16) for TikTok, Reels and Shorts.
- **What should it feel like?** Three words, such as "premium, calm, confident".

TIP

Write your answers down. They become the top of your prompt.

© 2026 Learnwithseb — AI Video Editing Best Practices

STEP 02

Write a Prompt That Works

Treat the AI like a brilliant new hire on day one. Talented, but knows nothing about your brand, your audience or your taste.

- **Give it a role.** "You are a senior motion designer" sets the standard.
- **Describe, don't hint.** "Make it cool" means nothing. "Slow camera moves, lots of empty space" means everything.
- **Give it a running order.** List the scenes with rough timings.
- **Set hard rules.** Things it must never do go in a clear rules section.
- **Hand over the real stuff.** Logo, colours, fonts, website link, actual copy.
- **Show examples.** "Like an Apple product launch" gives it a picture to aim for.
- **Ask it to plan first.** Storyboard before it builds. Fixing a plan takes seconds.
- **Make it re-usable.** Put anything that changes in a marked slot at the top.

A starter template

PROMPT — COPY & PASTE INTO CLAUDE CODE

You are a senior motion designer. Using HyperFrames, make a 30-second vertical promo video.

Product: {{PRODUCT NAME}}
Website: {{URL}}
Audience: {{WHO IS WATCHING}}
Feel: premium, calm, confident
Call to action: {{WHAT THEY SHOULD DO}}

Scenes: hook (0-3s), logo (3-6s), three features with their benefits (6-25s), call to action (25-30s).

Rules: never show a flat screenshot, no more than six words on screen, use my brand colours and fonts from the website.

Before you build anything, write a storyboard and show it to me for approval.

© 2026 Learnwithseb — AI Video Editing Best Practices

COMMON MISTAKE

A one-line prompt. You'll get a generic video and spend longer fixing it than you would have spent writing a proper brief.

STEP 03

Start With the Sound

Sound is half of what makes a video feel expensive. Build it first and cut the pictures to it, never the other way round.

The order to ask for

- **Pick the music.** A licensed track only. Never a chart song.
- **Map the beats.** Ask the AI to find every beat and big moment and save the times.
- **Plan the sound effects.** Whoosh on transitions, pop when things appear, click on buttons, a big hit for the logo and ending.
- **Mix it.** Music dips under big moments so the effects punch through.
- **Then build the visuals.** Every cut and pop lands on a beat or an effect.

TIP

Use silence. Half a second of nothing just before the big reveal makes it hit twice as hard.

BONUS

Because the timings come from the music, swapping the track later lets the AI re-time the whole video automatically.

STEP 04

Make It Look Premium

Premium videos aren't busier. They're calmer, slower and more confident.

- **One idea per screen.** Three ideas and viewers remember none.
- **Short text.** Six words max, on screen for at least 1.5 seconds.
- **Big, bold headlines** with lots of empty space around them.
- **Smooth movement.** Ask for "smooth easing". Things glide to a stop, no cartoon bounce.
- **Slow camera moves.** Gentle push-ins feel cinematic. Fast spinning feels cheap.
- **Depth.** Layers floating in 3D with soft shadows, not a flat slide.
- **Rebuild, don't screenshot.** Every button, card and line of text should move on its own.
- **Stay on brand.** Your colours, fonts and logo throughout.
- **Hold the ending.** Logo and call to action on screen for at least two seconds.

SHOW FEATURES, SAY BENEFITS

"Auto-scheduling" is a feature. "Get your Sundays back" is why people buy. Pair every feature on screen with the benefit it delivers.

STEP 05

Edit and Fix

The first version is a draft. Expect two or three rounds of changes.

- **Preview before you render.** Both tools preview in your browser. Save the final render for the end.
- **One change at a time.** One or two fixes per message. Ten at once and something breaks.
- **Say where.** "At 12 seconds" beats "the middle part".
- **Say what's wrong and what you want.** Not "the logo is bad" but "slow the logo down so it builds over two seconds".
- **Use screenshots.** Paste a still of the problem frame. The AI can see it.
- **Ask it to check itself.** "Render stills of every scene and review them before showing me."
- **Save versions** before any big change, so you can go back.

© 2026 Learnwithseb — AI Video Editing Best Practices

PROMPT — COPY & PASTE INTO CLAUDE CODE

At 12 seconds, the second feature card appears too fast. Slow its entrance so it glides in over one second and lands on the next beat. Don't change anything else. Render a still of that moment so I can check it.

KNOW WHEN TO STOP

If you're on round six of tiny tweaks, it's done. Post it.

Validation

Run through this before you hit render on the final version.

- ✓ One clear job and one call to action
- ✓ The first three seconds would stop me scrolling
- ✓ Every cut and pop lands on the music or a sound effect
- ✓ Every feature shown has a benefit said
- ✓ Colours, fonts and logo match the brand
- ✓ Text is readable on a phone screen
- ✓ The ending holds for at least two seconds
- × Flat screenshots anywhere in the video
- × More than six words on any screen
- × Unlicensed music

TIP

Watch it once with the sound off and once with your eyes closed. Both versions should still make sense.

© 2026 Learnwithseb — AI Video Editing Best Practices

Keep Building

Once you've made one video you're happy with, turn it into a system.

- Save your best prompt as a template and only swap the slots at the top
- Ask for a vertical cut of every landscape video in the same prompt
- Build a small library of your own sound effects and re-use them for a signature sound
- Use variables for product name and colours so one design works for many products
- Keep a note of every fix you ask for. Add the common ones to your template as rules

Quick Reference

Mistake	Do this instead
A one-line prompt	Answer the six questions, add a scene list
Too much text on screen	Six words max per screen
Adding sound last	Build the soundtrack first, cut to it
Flat screenshots	Ask for every part to be rebuilt so it moves
Listing features only	Pair every feature with a benefit
Ten changes in one message	One or two changes at a time
Copyrighted music	Licensed or royalty-free only
Too long	Cut it in half, then cut again
No call to action	End with one clear next step

BuildWithSeb — AI Video Editing Best Practices

Built by @learnwithseb · One system at a time. Built, not theorised.

© 2026 Learnwithseb. All rights reserved.