Craft better video, one lesson at a time

Course cheatsheet PDF

Learn framing, camera, light, prompts and delivery through short lessons and practice.

1. What generation actually is

What does forward process mean in Diffusion models: generation by denoising?

The fixed schedule of adding noise to a real image, used to manufacture training examples.

https://shotcraft.video/learn/concepts/diffusion-basics/

What does latent mean in Latent space: working at proxy scale?

A compressed, learned representation of an image or clip that the diffusion model operates on instead of pixels.

https://shotcraft.video/learn/concepts/latent-space/

What does Seed mean in Seeds and reproducibility: re-running a generation?

The integer that initialises the pseudo-random number generator producing the starting noise for a generation.

https://shotcraft.video/learn/concepts/seeds-and-reproducibility/

2. Reading a frame

The subject’s size within the frame. Name the term: ____.

Shot scale

https://filmanalysis.yale.edu/cinematography/ · 2026-09-16

How would you use this principle: Operate the intention, not the actor?

a move that anticipates a turn reads as authorship, a move that chases it reads as an accident. Learn the action well enough to be very slightly early, every time.

https://shotcraft.video/learn/crafts/camera-operator/

3. The camera

The camera turns sideways. Name the term: ____.

Pan

https://filmanalysis.yale.edu/cinematography/ · 2026-09-16

What does Camera trajectory conditioning mean in Camera control: a move without a camera?

Supplying a sequence of camera poses as an explicit input so the generated clip approximates a specified move.

https://shotcraft.video/learn/concepts/camera-control/

4. Light

The main source establishes the subject’s lighting. Name the term: ____.

Key light

https://helpx.adobe.com/ie/stock/contributor/help/artist-hub-migration/lighting-for-video.html · 2026-09-16

How would you use this principle: Concept belongs to the cinematographer, implementation belongs to the gaffer?

on the ASC's Camerimage panel on exactly this question, Vilmos Zsigmond described the cinematographer as in charge of the concept of the light and the gaffer as responsible for making it happen, and James Plannette described roughing the light in and then finishing it with the cinematographer, who is, in his phrase, the decider. That does not mean there is no argument, only that the argument ends.

https://shotcraft.video/learn/crafts/gaffer/

How would you use this principle: Movement is dramatic punctuation or it is noise?

a push that begins on a line and settles on a reaction means something, while the same push drifting through a scene only says the camera is restless. Ask what the move is for before deciding how to build it.

https://shotcraft.video/learn/crafts/key-grip/

5. The lens and the look

The focal length is fixed. Name the term: ____.

Prime lens

https://www.nikonusa.com/learn-and-explore/c/tips-and-techniques/understanding-focal-length · 2026-09-16

How would you use this principle: Grade from a reference and the story's arc, not shot by shot?

choose the anchor frame for a sequence and match to it. A reel graded one pretty shot at a time has no shape, and an audience should feel the film brighten or cool because the story does.

https://shotcraft.video/learn/crafts/colorist/

How would you use this principle: A focus pull is a rehearsed performance, not a reaction?

it is a set of physical marks and a rhythm learned in rehearsal. When the actor changes the timing, you follow their intention rather than their distance, which is why the good ones watch the performer and not the barrel.

https://shotcraft.video/learn/crafts/first-ac/

6. Writing a prompt

What does step mean in Sampling and guidance: the two dials that shape a generation?

One pass of the model plus one scheduler update, moving the latent partway from noise toward a picture.

https://shotcraft.video/learn/concepts/sampling-and-guidance/

What does text encoder mean in Text encoders and conditioning: how a prompt steers the picture?

A separate network that converts prompt tokens into vectors the diffusion model can attend to.

https://shotcraft.video/learn/concepts/text-encoders-conditioning/

In the prompt reference’s suggested order, which comes first, second and third? Shot size / Aspect ratio / Duration

Duration → Aspect ratio → Shot size

https://shotcraft.video/prompts/

7. What models can and cannot do

What does Identity adapter mean in Character and set consistency: the weakest link?

A small trained module that lets a frozen base model read a reference image of a subject as a prompt, IP-Adapter being the common example.

https://shotcraft.video/learn/concepts/character-consistency/

What does Conditioning mean in Conditioning and control: everything you hand the model besides noise?

Any input other than the initial noise that biases what the model generates, including text, images, masks, structure maps and camera trajectories.

https://shotcraft.video/learn/concepts/conditioning-and-control/

What does LoRA mean in LoRAs and fine-tuning: teaching a model your subject?

Low-rank adaptation: a training method that freezes the base weights and learns small rank-decomposition matrices inserted into each layer.

https://shotcraft.video/learn/concepts/loras-and-finetuning/

8. Sound

What does the ElevenLabs v3 audio tags guide say about The voice you choose limits what a tag can do?

ElevenLabs states that the voice and its training samples affect tag effectiveness, and gives the example that a whispering voice will not suddenly shout because you added a shout tag. Tag choice follows voice choice, not the other way round.

https://shotcraft.video/prompts/audio-tags/ · 2026-08-17

What does the Suno structure tags guide say about They are hints, and the model may ignore them?

Every account of these tags, including the ones that document them most thoroughly, describes them as probabilistic. Suno follows them much of the time and sometimes does not, so a structure tag is not a guarantee of an arrangement.

https://shotcraft.video/prompts/audio-tags/ · 2026-08-17

How would you use this principle: Design for what the scene means, not for what is on screen?

an effect's job is the audience's feeling about an event, not an inventory of it. A correctly recorded real punch sounds like almost nothing, which is why nobody uses one.

https://shotcraft.video/learn/crafts/sound-designer/

9. Delivery

What does Super-resolution mean in Upscaling and interpolation: finishing at size?

Increasing pixel dimensions by predicting the detail a higher-resolution version of the image would plausibly contain.

https://shotcraft.video/learn/concepts/upscaling-and-interpolation/

How would you use this principle: The offline is a description, not a source?

Every event in it is a claim about what should happen, and each claim has to be verified against the original. Trusting a relink because it looked right at proxy resolution is how a wrong take reaches a master.

https://shotcraft.video/learn/crafts/online-conform-editor/

In the dated TikTok feed (In-Feed / For You) guide, what bottom reserve is recorded for the 1080x1920 working canvas?

660 px

https://ads.tiktok.com/help/article/tiktok-auction-in-feed-ads?lang=en · 2026-08-14

10. Judgement

What does Open weights mean in Open weights versus closed API: renting or owning the model?

A model whose trained parameters can be downloaded and run locally, regardless of whether its licence meets any open-source standard.

https://shotcraft.video/learn/concepts/open-vs-closed-weights/

What does Fair use mean in Training data and copyright: what is not settled?

A US statutory defence that can excuse otherwise infringing copying based on a multi-factor analysis, applied case by case rather than as a blanket rule.

https://shotcraft.video/learn/concepts/training-data-and-copyright/

What does Object permanence mean in Why models fail: hands, text, physics and permanence?

Whether things persist correctly through occlusion and after leaving frame, which current models hold often but not reliably.

https://shotcraft.video/learn/concepts/why-models-fail/

Progress can be exported to a file and imported again. With no server, that file is the only real guarantee — browsers do clear storage.