# Cooking tool videos / Prompt guide

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Original starting points, not tested generation results. Adapt them to your model and inspect the output.

Plan a cooking-tool reel that makes its purpose easy to understand. Use the prompts for product reveals and shot ideas, then pair them with real demonstrations when the viewer needs to judge what the tool does.

## Show the tool, the action and the result.

Choose one useful action: Name the task the viewer should understand and the detail that explains it: a grip, hinge, blade or attachment. Give that detail a clear view instead of asking one shot to show every feature.

Prepare product and hand references: Keep the handle, mechanism, material and attachments consistent. Plan where the hand makes contact and how the action ends. Choose a camera angle that shows the task without concealing the working area.

Separate atmosphere from evidence: Use generated scenes to explore presentation. Record the actual cutting, mixing or other performance when it supports a product claim. Check hand contact, tool movement and the result against the real demonstration.

Let sound explain the action: Script narration around the task, then time the edit to the recorded voice. Keep useful action sounds audible. Add exact product names and instructions as editable titles, and check that the action is understandable when muted.

## Follow the kettle pour

A kettle detail or coffee preparation insert.

Frame a matte charcoal gooseneck kettle in profile beside a ceramic coffee dripper on a stable server. A hand grips the handle and gently tilts the kettle, sending a narrow continuous stream from the spout into the filter. Keep the camera still so the arc and landing point remain readable. Soft side light traces the spout against a warm grey background. Show the stream diminishing as the kettle returns upright. Retain natural skin, chalk ceramic and restrained metal highlights.

Prepare: Reference the selected kettle's actual construction. Heating occurs offscreen; keep the server stable.

framing: Profile includes the handle, spout and receiving filter.

movement: Locked camera; the kettle tilts and returns upright.

light: Side light separates the spout and water from the background.

palette: Charcoal, chalk, warm grey and natural skin.

Check: Water originates at the spout and lands inside the filter; The stream responds plausibly to the kettle's tilt; Handle, lid and spout retain their construction throughout

Variation: Use a metal finish with a broad reflected highlight that keeps the spout readable.

## A pan doing its work

A cooking insert focused on the pan and turner.

Look into a stainless steel frying pan from an oblique overhead angle, keeping its rim, handle and cooking surface visible. Carrot coins are already cooking in a light film of oil. A wooden turner slides beneath several pieces and turns them, revealing browned faces without changing their shape. Keep the camera steady and let side light describe the brushed metal and food texture. Use warm carrot orange against charcoal surroundings. End on the food settling back into contact with the pan.

Prepare: Establish a stainless pan on a suitable hob with food already cooking; preserve visible oil and existing browning.

framing: Oblique overhead view preserves pan shape and utensil contact.

movement: A steady camera observes a controlled turning action.

light: Side light reveals metal, oil and browned food surfaces.

palette: Carrot orange, brushed steel, warm wood and charcoal.

Check: The turner passes beneath the food and remains above the pan surface; Carrot pieces retain shape and plausible contact; Browning is revealed by turning rather than appearing instantly

Variation: Use mushrooms already cooking, adapting their shape and moisture behavior.

## Make peeling legible

A preparation close-up showing the peeler's working contact.

Make a close overhead view of hands peeling a carrot above an oak preparation board with a swivel peeler. Keep the supporting fingers behind the blade's path. Show a deliberate stroke away from the supporting hand, with the blade following the carrot's contour and a thin strip falling onto the board. Hold the camera still so contact remains visible. Broad side daylight reveals the newly exposed surface. Keep orange peel, pale wood and the dark handle distinct throughout the action.

Prepare: Reference a swivel peeler, its blade orientation and a believable grip before generating the action.

framing: Close overhead view includes blade contact and supporting fingers.

movement: A visible peeling stroke with the camera locked.

light: Broad side daylight distinguishes peel from exposed carrot.

palette: Orange, pale oak and a dark handle.

Check: The blade contacts the carrot where the peel separates; Supporting fingers remain outside the blade's path; The peeled area persists and the strip falls naturally

Variation: Use a potato and adapt the stroke to its curved surface.

## Prep, cook, pour

Build a kitchen tools edit from separate, readable actions.

Introduce preparation: Cut after the peel lands.

Show cooking contact: Cut to the later cooking stage; do not imply peeling instantly creates cooked slices.

Close with controlled movement: Introduce the separate coffee task and finish as the stream stops.

Use the same kitchen, hands and left-side daylight. Establish that slicing and cooking preparation happen between shots.

End on the upright kettle. Keep product specifications and performance claims out of the generated imagery.

### Show the relationship between grip and pour

Fellow describes its stovetop kettle's spout and counterbalanced handle as supporting a slow pour. Translation: keep the grip, spout and receiving vessel visible in the same action.

Manufacturer's intended-use description for a specific kettle; no independent flow testing.

### Preserve the cookware's actual behavior

Le Creuset distinguishes stainless steel from non-stick cookware and discusses fat, browning and waiting before turning food. Translation: show an established cooking state and a plausible turn rather than frictionless food choreography.

Manufacturer guidance for stainless cookware; not transferable unchanged to every pan material.

### Make the working edge visible

OXO describes a swivelling peeler head that follows produce contours. Translation: frame the blade's contact and the resulting peel together so the proposed function remains understandable.

Manufacturer description; generated peeling cannot substantiate sharpness, comfort or durability claims.

### Sources and scope

The examples, camera directions and sequences are original Shotcraft proposals informed by the sources above. Filming advice, product-maker claims and our prompting inferences are identified separately. Generated results have not been tested.

Stagg Pour-Over Kettle / https://fellowproducts.com/products/stagg / checked 2026-09-15

Cooking with Stainless Steel: Common Mistakes and How to Avoid Them / https://www.lecreuset.com/blog/cooking-with-stainless-steel-common-mistakes-and-how-to-avoid-them.html / checked 2026-09-15

Swivel Peeler / https://www.oxouk.com/products/kitchenware/tools-and-gadgets/peelers-choppers/swivel-peeler/ / checked 2026-09-15

Video prompt vocabulary / /prompts/video/

Cinematic language / /prompts/cinematic-language/