

Video Creation Checklist

Use this checklist to make sure you are using the most important Pictory features to create clear, effective training videos.



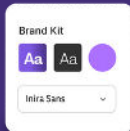
Step 1: Start With Your Source Content

- Every Pictory video starts with existing material.
- A script, document, slides, audio, or raw recording.



Step 2: Structure Scenes for Clarity

- Add captions or on screen text that stand alone.
- Keep text minimal and add text transitions.



Step 3: Apply Your Brand Kit

- Set your logo, colors, and fonts once and reuse them.
- Consistency makes videos easier to recognise.



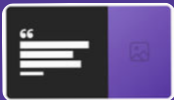
Step 4: Choose Visuals That Support the Message

- Select visuals that match the topic and tone.
- Use clear keywords when searching for stock visuals.



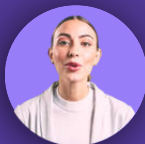
Step 5: Create Visuals with AI Studio

- Use AI Studio to generate your own images.
- Be specific with prompts to get more accurate visuals.



Step 6: Add Layouts & Elements Intentionally

- Use shapes or layouts to call out key steps.
- Too many layout changes make videos harder to follow.



Step 7: Use AI Avatars with Purpose

- Use avatars for clarity or engagement.
- Keep scripts natural and short so avatars sound confident.



Step 8: Sound & Accessibility

- Choose an AI voice that fits your tone of voice and topic.
- Keep voice clear and music low or off for training.



Final Touches Before You Export

- Watch it once from start to finish like a learner would.
- Fix anything that feels unclear, rushed, or off brand.

Start with a click, end with a story.

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