
THE AI CHARACTER CREATOR FIELD GUIDE

MAKE YOUR MARK.



BIG CHARACTER ENERGY. SMALL, USEFUL STEPS.

Your first repeatable creative workflow.

Build a consistent character. Plan a scene. Make a short video. Learn from the results. This original guide and its companion templates help you start without pretending every post will go viral.

Free with the LLC creator kit. No third-party credits or subscriptions included.

BUILD A CHARACTER YOU CAN REPEAT.

Lock the identity before the camera moves.

Keep one approved reference folder. Include a face close-up and full-body front, side and back views where available. Record what the references do not show; do not pretend an invented detail came from the original.

Write five anchors.

1. Face: eyes, nose, facial shape, defining marks.
2. Hair: colour, style, length and texture.
3. Body: proportions, height relationships and movement.
4. Wardrobe: exact outfit, jewellery and accessories.
5. Personality: voice, habits, boundaries and sense of humour.

Separate the constants from the scene.

Your identity block stays unchanged. Location, action, camera, mood and dialogue change per shot. Keep version names such as character-v01, wardrobe-A and approved-portrait-03.

A good result is not just attractive. It is recognisably the same character.

Use the companion worksheet.

Fill character-bible.md before making a batch. Record source files, creation tools and permissions so your ownership record has evidence behind it.

HIGGSFIELD: PLAN THE SHOT.

Choose the job before the tool.

Start with a clear character reference and one action. For a cinematic shot, decide the framing, light and movement before generation. Higgsfield documents camera and lens controls as explicit settings; use those where available.

A simple test sequence.

1. Prepare one approved character reference.
2. Write one short scene with a start and an end.
3. Set the camera and framing in the available controls.
4. Generate one test. Compare the face, outfit and proportions with your source.
5. Change one variable at a time and keep a record of what improved.

Original prompt recipe.

Use the supplied character reference. A waist-up shot in a quiet corner shop. The character notices the camera, raises one eyebrow and gives a small wave. The camera slowly moves closer and stops at a close-up. Soft side light. Preserve the reference identity and outfit.

Do not spend the whole budget on retries. Set a test limit before the first generation.

Official Higgsfield camera guide

<https://higgsfield.ai/blog/ai-video-camera-control>

Official character consistency guide

<https://higgsfield.ai/blog/keep-characters-consistent-ai-animated-series>

OTHER GENERATORS: SAME CREATIVE BRIEF.

Carry the reference, not just the adjective.

A strong source image gives image-to-video a starting point. Runway recommends concentrating the image-to-video prompt on motion. Describe what happens next: subject action, camera movement, and any movement in the surroundings.

A useful comparison test.

Use the same approved image and one short motion brief in two tools you already have access to. Compare identity, motion, usable seconds, cost and editability. Judge the finished usable clip, not the promotional demo.

Score each attempt from 1 to 5.

Identity: recognisable face, body and outfit.

Motion: understandable action, contact and weight.

Continuity: stable background, props and proportions.

Editability: clean beginning and ending, useful framing.

Value: usable output relative to your actual spend.

Original motion prompt.

The subject steps into the frame, stops on the floor mark and looks at the camera. A breeze moves the jacket slightly. The camera stays still. End on a settled pose.

Official Runway image-to-video prompting guide

<https://help.runwayml.com/hc/en-us/articles/48324313115155-Image-to-Video-Prompting-Guide>

Free tutorials do not mean free generation. Check the current plan and credits before you start.

CUT THE VIDEO. KEEP THE POINT.

Make a rough cut before adding effects.

Choose the one thing the viewer should understand. Put the clearest moment early. Remove dead time, repeated information and broken AI frames. Cut at the moment an action or idea is complete.

A reliable order of work.

1. Organise source clips and preserve untouched originals.
2. Assemble the story with simple cuts.
3. Reframe for the intended screen without cutting off the action.
4. Balance dialogue, music and effects.
5. Add readable captions and check every word.
6. Match exposure and colour between shots.
7. Watch the export on a phone with sound, then muted.

Inspect the whole export.

Check faces, hands, object contact, text, first and final frames, audio cuts and awkward loops. A clean thumbnail does not prove the video is clean. Do not publish unlicensed music or clone a voice without permission.

Official free DaVinci Resolve training and downloadable books

<https://www.blackmagicdesign.com/ca/products/davinciresolve/training/>

Included: editing-checklist.txt. Keep it beside your editor and tick every export.

05 / ORIGINAL LLC PROMPT RECIPES

TWELVE STARTERS. ENDLESS VARIATIONS.

The introduction

Character enters, says one memorable line, and leaves on a visual joke.

The double take

Character notices a strange prop, looks away, then looks back.

The skill demo

One clear task, three visible actions, one finished result.

The outfit reveal

Start on a detail, reveal the full look, end on a held pose.

The wrong expert

Character confidently explains a small problem with an absurd solution.

The before / after

Match the framing; change only the result being demonstrated.

The reaction

Show the cause briefly, then stay on the character reaction.

The tiny documentary

One question, one demonstration, one useful answer.

The behind-the-scenes

Show the reference, a failed attempt and the approved result.

The recurring ritual

Repeat a recognisable opening; vary the situation each episode.

The two-character scene

Assign each reference a role; specify who acts and who reacts.

The loop

Make the final motion naturally return to the opening composition.

A MONTH OF CONTENT. WITHOUT THE PANIC.

Pick three content pillars.

Character: personality, relationships and recurring jokes.

Craft: process, prompts, editing and useful lessons.

Community: questions, collaborations and responses.

Use a weekly rhythm you can maintain.

Week 1: introduce the character and test two formats.

Week 2: repeat the stronger format with a new situation.

Week 3: share a process lesson and invite a specific response.

Week 4: review results, improve one series and plan next month.

Measure the right thing.

Record views, watch time or retention where available, saves, shares, profile visits and relevant enquiries. Compare posts of similar format and length. Avoid promising that a particular schedule, hashtag or hook guarantees growth.

Original example hook set.

I built an AI character with one very specific problem.

This shot looked right until I watched the hands.

One reference. Three scenes. Here is what stayed consistent.

The character is fictional. This editing mistake was very real.

Instagram official Best Practices education hub

<https://about.fb.com/news/2024/10/best-practices-education-hub-creators-instagram/>

Included: 30-day-content-planner.csv. Use it as a blank working schedule, not a promise of results.

07 / YOUR MEDIA KIT AND FIRST WORK POST

MAKE COLLABORATION EASY TO SAY YES TO.

One page is enough to start.

Include the character name, a short concept, three strongest examples, available services, contact details and the rights you can actually offer. Use real performance numbers with dates. Leave metrics blank until you have evidence.

Write a useful LLC Gigs post.

Describe the deliverable: number of clips, duration, aspect ratio and format. List what the client provides. Set a deadline and revision limit. Explain permitted use, source-file delivery and any extra tool costs. Show the price and fee split before payment.

Original outreach template.

Hi [name], I make [specific format] with [character concept]. I have an idea for [brand/project]: [one-sentence concept]. The deliverable would be [scope] by [date]. Here are two relevant examples: [links]. If this fits, I can send the price, usage terms and production outline.

Before agreeing.

Check identity, ownership and permissions. Agree scope and payment terms in writing. Never share your wallet recovery phrase, account password or private signing key with a client. A transaction receipt is not a guarantee that creative work will be delivered.

Included: media-kit-template.md and gig-brief-template.md. Copy, fill and adapt.

OWNERSHIP: KEEP THE RECEIPTS.

Keep a simple evidence folder.

Save original references, creation dates, edit history, licences, consent records and delivery agreements. Record tools and meaningful human contributions. A file hash can help identify a specific file; it does not prove who created it.

Know what the NFT says.

An NFT records ownership of a token. A creator declaration is a claim, not independent verification. Copyright, commercial use, exclusive rights and social-account access require separate, clear agreements where applicable.

Prepare a character handover.

1. Approved character sheets and selected portraits.
2. Identity and wardrobe notes.
3. Prompt and project files you are allowed to transfer.
4. Licence terms and any limitations.
5. Delivery manifest with file names and hashes.
6. Contact and support window agreed with the buyer.

Protect private details.

Do not put private addresses, passwords, recovery phrases or personal consent documents into public NFT metadata. Use a secure handover method for private files. Do not promise an Instagram account transfer unless the platform rules and your rights permit it.

Official U.S. Copyright Office NFT study

<https://www.copyright.gov/policy/nft-study/>

This is a recordkeeping checklist, not a legal opinion or copyright certificate.

09 / OFFICIAL LEARNING LINKS

YOUR FREE RESOURCE SHELF.

Higgsfield: camera movement and shot controls

<https://higgsfield.ai/blog/ai-video-camera-control>

Higgsfield: keeping recurring characters consistent

<https://higgsfield.ai/blog/keep-characters-consistent-ai-animated-series>

Runway: image-to-video prompting

<https://help.runwayml.com/hc/en-us/articles/48324313115155-Image-to-Video-Prompting-Guide>

Blackmagic Design: training videos and PDF books

<https://www.blackmagicdesign.com/ca/products/davinciresolve/training/>

Instagram: Best Practices for creators

<https://about.fb.com/news/2024/10/best-practices-education-hub-creators-instagram/>

NFTs and intellectual property study

<https://www.copyright.gov/policy/nft-study/>

About this edition.

Links checked October 14, 2026. Tutorials and software change. Follow the current official instructions for your selected model and plan. This kit is independently written for LLC; it is not sponsored by these providers. Official resources are linked, not repackaged.

Keep making things. Keep the references. Share what you learn.