PRODUCTION WORKBOOK / 02

Cost-Efficient AI Video Production Blueprint

Plan the edit before you buy generation time

A rights-first workflow for deciding where an AI presenter adds value and how to review each paid step.

IN THIS GUIDE

Four practical modules, a printable review card, and links to the official sources.

THIRD DESIRE / PRACTICAL AI WORKFLOWS

Research checked 5 November 2026. Re-check linked documentation before applying fast-changing product instructions.

The principle: budget the edit, not the idea

A finished video may combine narration, titles, diagrams, screen recordings, presenter shots, and B-roll. Map the whole edit first; use a provider only for the parts that need that provider.

Start with a locked brief

Define one audience, one useful takeaway, one call to action, aspect ratio, target duration, and review owner. Keep the script short enough to time accurately.

Inventory every asset

For each voice, avatar, image, clip, music track, font, logo, and screen capture, record its source, owner, license or permission, and intended use. If rights are unclear, leave the asset out.

Make a complete edit map

Lay out narration, on-screen text, cuts, B-roll, and quiet moments. Mark where a presenter is necessary and where a diagram, owned footage, or plain title can carry the idea.

Decide after the map

Generation may still be the right choice. Decide from the creative need and reviewed budget, not from a desire to fill every second with a generated shot.

> **This workflow does not promise a particular saving. Actual cost depends on the selected provider, model, settings, billing rules, and revisions.**

Build a selective-presenter timeline

Use the table as an edit plan. A presenter segment needs enough speech context to feel natural; avoid chopping a sentence into isolated fragments.

A - Hook

Use a clear opening line and a visual that earns attention. A concise title or owner-cleared screen recording can work without a presenter.

B - Explanation

Show the system, process, or artifact being explained. Prefer a real, permissioned capture or a simple original diagram over decorative footage.

C - Presenter moments

Mark only the intervals where the presenter adds trust, expression, or direct address. Include clean sentence boundaries and any needed lead-in or tail.

D - Payoff and CTA

Let the audience see the practical takeaway. Keep any product claim precise and supported; show a CTA only when its destination and handling are ready.

E - Captions and sound

Add readable captions, check names and numbers, balance narration and music, and review the full edit with sound on and off.

> **Measure the final timeline and the provider-submitted segments separately. The two durations answer different questions.**

Price, approve, and submit once

Provider pricing and terms change. Check the selected provider's current official pricing and policy pages immediately before budgeting.

Estimate the request

Record provider, model or engine, resolution, duration submitted, minimum billable unit, possible retries, taxes or fees, and any limits that affect cost. If a number is unknown, keep it unknown.

Set a reviewed cap

Calculate a maximum for the specific run, including one allowed recovery action if the owner approves it. The operator who controls the budget should approve the cap before submission.

Record the approval

Save the project, exact settings, approved cap, approving person, approval time, and scope. Approval for one run is not standing permission for later work.

Submit and reconcile

Record the provider request ID and the observed debit. If a request times out, check its status before retrying so an uncertain outcome does not create duplicate charges.

Keep a change log

When script, duration, resolution, or provider changes, recalculate and seek fresh approval if the change exceeds the approved scope.

> **Do not put provider credentials in prompts, captions, the project PDF, or shared review notes.**

Quality gate and run sheet

Review the assembled video as one continuous piece before a publication decision.

[ ] The script, names, numbers, and product claims are fact-checked.

[ ] Every asset has documented rights for the intended use.

[ ] The selected provider and settings match the approved scope.

[ ] Presenter clips have clean joins and measured timing.

[ ] Speech, captions, and visible names agree.

[ ] Narration is clear; music does not mask speech.

[ ] No private record, token, or unintended screen content is visible.

[ ] A human reviewer approves the final export and destination separately.

Project and version _____

Provider / model / settings _____

Approved maximum and approver _____

Submitted seconds / request ID _____

Observed cost / reconciliation _____

Quality issues and disposition _____

This guide contains a reusable process, not current vendor pricing or permission to use a particular voice, avatar, service, or source asset.

Sources and limits

The following official sources support product-specific guidance or show where to verify it. Pages were checked on 5 November 2026; live catalogs, commands, provider pricing, and service policies can change.

No provider price, savings percentage, licensing right, or reuse permission is asserted here. A fresh budget and rights review is required for every production scope.

OpenAI API pricing - an example of provider-specific rates; applies only if OpenAI API products are selected
https://openai.com/api/pricing/

For an actual video job, use the selected provider official pricing, terms, and rights pages. Check the provider site directly before each budget approval.

Use this guide as a working aid. Confirm the current official instructions, rights, account permissions, and human approvals that apply to your own project.