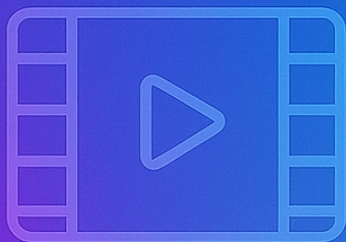




How to Make Videos With AI Tools (PixVerse, ComfyUI, Runway)



Free eBook by OnTheCouchStudio

Introduction — Why AI Video Changes Everything

Video has always been powerful — but until recently, it was also expensive, time-consuming, and technical.

AI changes that.

In 2026, creating video is no longer limited by cameras, crews, editing software, or years of experience. With the right tools, a single person can generate motion, visuals, and stories in minutes instead of weeks.

That doesn't mean AI video replaces creativity. It means access has changed.

This guide exists to help you understand what AI video actually does well, where it still falls short, and how to use it without getting overwhelmed.

What AI Video Can and Can't Do Today

AI video tools are excellent at generating short clips, animating images, creating stylized backgrounds, producing fast repeatable content, and exploring ideas visually.

They still struggle with long-form consistency, precise control, perfect character continuity, and complex narratives.

AI video is about speed, experimentation, and leverage — not perfection.

Who This Guide Is For

This book is for beginners, creators, business owners, marketers, and anyone who wants results without a steep learning curve.

You do not need a film background, advanced technical knowledge, or expensive equipment.

If you can describe what you want to see, you can use AI video tools.

How to Use This Book Without Overwhelm

Read one chapter at a time. Try one tool. Create one small video.

You do not need to master every platform — only the ones that fit your goals.

Start simple, ignore the noise, and build confidence through action.

How to Make Videos With AI Tools

PixVerse, ComfyUI, Runway

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Chapter 1 — Understanding AI Video Basics

Before choosing tools or writing prompts, it's important to understand what AI video actually is — and what it isn't.

Most frustration with AI video comes from expecting it to behave like traditional video software. AI video is closer to guided generation than manual control.

Once you understand the fundamentals, everything else becomes easier.

Text-to-Video vs Image-to-Video

There are two main ways AI video is generated.

Text-to-video uses a written prompt to generate a clip from scratch. It's useful for concept exploration, abstract visuals, background footage, and quick idea testing.

Its limitations include less control over details, inconsistent subjects, and higher variation between generations.

Image-to-video starts with an image and animates it. It's better for consistency, character continuity, controlled framing, and predictable results.

In most workflows, image-to-video is more reliable while text-to-video is better for experimentation.

Motion, Style, and Consistency

AI video predicts motion rather than recording reality, which is why motion can feel dreamy or stylized.

Simpler and slower motion usually produces better results.

Style comes from prompt wording, reference images, model choice, and repeating descriptors.

Consistency improves when you reuse prompts, start from images, keep clips short, and accept close enough instead of perfection.

Common Myths and Limitations

AI video does not replace filmmakers or editors. It replaces certain tasks.

Perfect results from a single prompt are unrealistic. Iteration is normal.

More detail in prompts does not always improve results.

Current limitations include imperfect continuity, visual artifacts, limited movement control, and short clip lengths working best.

Chapter 2 — Choosing the Right Tool for the Job

One of the fastest ways to get overwhelmed with AI video is trying to learn every tool at once.

PixVerse, ComfyUI, and Runway are all powerful, but they're powerful in different ways. The right choice depends on what you're trying to make.

When to Use PixVerse

PixVerse is best for speed and simplicity.

It works well for quick text-to-video clips, social media visuals, background motion, and fast experimentation.

It's ideal if you want results quickly and don't want to manage technical settings.

When ComfyUI Makes Sense

ComfyUI is best for control, repeatability, and customization.

It works well for image-to-video workflows, consistent characters, reusable pipelines, and advanced setups.

It's ideal if you want structure and long-term reuse.

Where Runway Fits Best

Runway sits between simplicity and control.

It's useful for refining clips, image-to-video workflows, and combining AI generation with editing.

It works well if you want polish without heavy technical setup.

Matching Tools to Your Goals

For social media, PixVerse offers speed, ComfyUI offers consistency, and Runway offers polish.

For ads and marketing, ComfyUI supports repeatable styles while Runway handles clean edits.

For storytelling, ComfyUI provides structure and Runway supports sequencing and refinement.

Start With One Tool

Pick a tool based on your current goal, not future ambitions.

Momentum matters more than mastery.

Chapter 3 — Creating Your First AI Video

Your first AI video doesn't need to be impressive. It needs to be finished.

Most beginners get stuck trying to make something perfect instead of making something real. This chapter focuses on getting your first usable clip.

Prompt Fundamentals

Prompts are instructions, not magic spells.

A good prompt is clear, simple, and focused on the outcome.

A basic prompt includes a subject, a style, and motion.

Simpler prompts often work better than long descriptions.

Style, Camera, and Motion Control

AI video works through suggestion, not direct control.

Choose one style per clip to avoid instability.

Guide camera behavior with simple phrases like slow pan or static shot.

Slower and simpler motion produces better results.

Avoiding Beginner Mistakes

Avoid doing too much in one prompt.

Short clips are more reliable than long scenes.

Iteration is normal — generate multiple versions.

Stick with one tool until you build confidence.

A Simple First Video Exercise

Choose one subject.

Choose one style.

Choose slow motion.

Generate several versions and pick the best one.

Completion builds confidence.

Once you finish one video, everything becomes easier.

Chapter 4 — Improving Quality & Consistency

Once you've created your first few AI videos, a new question usually appears: how do I make this look better and more consistent?

The answer isn't more tools or longer prompts. It's understanding what actually improves results.

Quality and consistency come from inputs, repetition, and restraint.

Better Prompts vs Better Inputs

Prompts control intent. Inputs control outcomes.

Better inputs include clear reference images, consistent subjects, reused style descriptions, and simple repeatable phrasing.

A strong image paired with a simple prompt often outperforms a long complex prompt.

If results feel unstable, simplify the scene and reduce motion before adding detail.

Reusing Styles and Characters

Consistency comes from reuse, not reinvention.

Reuse style language, camera phrasing, and subject descriptions across clips.

Starting from the same or similar images improves character and scene continuity.

AI handles repetition well and struggles with sudden change.

Managing Artifacts and Glitches

Artifacts are a normal part of AI video.

Common issues include warping, flicker, subtle shape changes, and unnatural motion.

Design around artifacts using shorter clips, slower motion, simpler backgrounds, and wider shots.

If a clip glitches, regenerate it and move on instead of chasing perfection.

Consistency Beats Complexity

One clean style used repeatedly is more powerful than constant experimentation.

The goal is usable, repeatable visuals — not flawless video.

A Practical Quality Rule

If a clip communicates the idea, feels visually coherent, and avoids distracting errors, it's good enough to use.

Chapter 5 — Basic Workflows That Save Time

The biggest time drain in AI video isn't generation — it's starting from scratch every time.

Random prompts, random settings, and random results slow everything down.

Basic workflows turn AI video from chaotic into useful.

Simple Repeatable Video Pipelines

A pipeline is a sequence you follow every time.

A simple pipeline includes choosing a goal, reusing a style base, generating short clips, selecting the best result, and exporting.

Consistency comes from repetition, not perfection.

Image-to-Video Workflows

Image-to-video should be the default when consistency matters.

Start with a strong image, apply subtle motion, generate short clips, and keep what works.

This approach works well for characters, products, environments, and branded visuals.

Short-Form vs Long-Form Setups

Short-form clips work best for social media, background loops, and experimentation.

Long-form content works best when built from multiple short clips edited together.

Think in blocks instead of trying to generate long scenes at once.

Workflow Over Inspiration

Don't wait for inspiration — follow the workflow.

Simple systems reduce stress and increase output.

A Time-Saving Rule

If a workflow is easy to repeat and produces usable results, it's working.

Chapter 6 — Editing, Polishing, and Exporting

AI video generation is only half the process. What turns clips into usable content is light editing.

This chapter focuses on trimming, arranging, and exporting without over-editing or overthinking.

Trimming and Sequencing Clips

Most AI videos improve when they're shorter.

Trim awkward starts and endings, remove distracting frames, and keep clips between 3 and 8 seconds.

When sequencing multiple clips, keep transitions simple and let each clip serve a clear purpose.

Aspect Ratios for Social Platforms

Vertical (9:16) works best for TikTok, Instagram Reels, and YouTube Shorts.

Square (1:1) works well for feeds and some ads.

Horizontal (16:9) works best for YouTube, websites, and presentations.

When unsure, export vertical first.

Export Settings That Actually Work

You don't need perfect settings — you need reliable ones.

1080p resolution, default frame rate, medium to high quality compression, and MP4 format work for most platforms.

Avoid chasing maximum quality at the expense of speed.

Polish Without Overthinking

Polish is about removing friction, not adding effects.

If the video feels clear and complete, export it.

A Simple Finishing Rule

If your video plays smoothly, fits the platform, communicates the idea, and avoids distractions, it's ready.

Chapter 7 — What to Make With AI Video

Once you understand the tools and workflows, the real question becomes what you should actually make with AI video.

AI video shines when used strategically, where speed, flexibility, and volume matter more than perfection.

Social Media Content

AI video works especially well for short-form content like Reels, Shorts, and TikTok.

It's ideal for visual hooks, motion backgrounds, quote videos, aesthetic loops, and frequent posting.

Consistency matters more than polish in social media.

Marketing and Ads

AI video is useful for early-stage marketing and ad testing.

It works well for concept testing, background visuals, product mood shots, and landing page visuals.

AI video supports messaging rather than replacing it.

Background Visuals and Loops

Background visuals are one of the most reliable uses of AI video.

These include website backgrounds, app demos, presentations, and ambient loops.

Small imperfections matter less than cohesive motion.

When AI Video Is Enough — and When It Isn't

AI video is enough when speed matters, budgets are limited, and content is short.

It is not ideal for long-form storytelling, emotional performances, or strict brand requirements.

Knowing when not to use AI video is part of using it well.

The Bigger Picture

AI video increases access and creative momentum for individuals and small teams.

It allows experimentation, consistency, and visual communication without heavy overhead.

Conclusion — Start Simple, Then Go Deeper

AI video doesn't reward complexity. It rewards momentum.

The biggest shift isn't learning every tool or technique — it's realizing you no longer need perfect conditions to create video.

You've seen that AI video works best with short clips, simple prompts, reusable styles, and basic workflows.

Consistency comes from reuse, not control. Finishing matters more than polishing.

Start simple.

One tool. One style. One short clip. One clear goal.

Create something usable. Then create another.

As confidence grows, it makes sense to go deeper — adding quality, control, and better workflows when they're earned.

AI video isn't about shortcuts. It's about access.

It allows creators and small teams to experiment freely, iterate without burnout, and communicate visually without massive overhead.

Used intentionally, AI video becomes a creative multiplier — not a replacement for creativity.

You don't need to master everything.

You just need to keep moving forward.

Start simple.

Go deeper when it's earned.

That's how real progress is made.