Keep the series on model.

AI video can produce a clip in minutes. Keeping characters, style and message consistent across a whole series is harder. A production method for brand video that looks like one series.

PRODUCTION
Series continuity

DIRECTOR
You

CREW
AI

SCENE
08

TAKE
01

Generate clips one at a time and each looks different: a new face, a new palette, a new camera style. **Viewers read that inconsistency as low quality, and a brand loses the recognition a series should build.**

Animation studios solved this long ago with model sheets and style guides. The same discipline works with AI video: lock the references first, plan scene by scene and approve the final cut. I use it at my animation studio and for a series of AI-produced promotional videos.

01 Five things to lock before you generate

CHARACTER

Characters

LOCK
A reference sheet and locked profile for each character.

CHECK
Same face, outfit and proportions in every clip.

STYLE

Visual style

LOCK
One art style, palette and lighting description.

CHECK
Frames from two videos look like one series.

CAMERA

Camera

LOCK
Standard shot types and movement for the series.

CHECK
No surprise angles or lenses.

SOUND

Voice and music

LOCK
One narrator voice and one music style.

CHECK
The audio sounds like the same show.

MESSAGE

Message

LOCK
One point per video, tied to the brand.

CHECK
Viewers can say what it was about.

THE DIRECTOR

The director

KNOWS
What stays the same in every episode, and what changes.

ASKS
"Does this clip belong in the series?"

02 One-off clips versus a series

ONE-OFF CLIPS		A SERIES
A new prompt for every clip	→	**Shared references reused for every clip**
Style described differently each time	→	**One locked style description**
Generate first, plan later	→	**A scene-by-scene plan before any clip**
Keep whatever comes out	→	**Regenerate any clip that drifts off model**
Publish straight from the tool	→	**An edited, reviewed and approved final cut**

FROM THE STUDIO

I rebuilt two hand-drawn characters in 3D with this method. The original 2D video took 3 to 4 months. The 3D version took 2 to 3 hours, because the characters were already designed by hand and the drawings served as the reference.

DJC Media, Bob and Kale case study, madebydavidmartin.com/animation

03 Plan a video one scene at a time

Most AI video tools generate short clips, so plan in clips.

The scene plan	5 STEPS
01 · STORY	A person writes the story or script first.
02 · SCENES	Break it into scenes, one clip per scene.
03 · SHOTS	For each scene, note characters, action and camera.
04 · GENERATE	Generate each clip from the same locked references.
05 · EDIT	Assemble, add sound and titles, then review the cut.

From my work: a series of AI-produced 3D promotional videos.

FROM MY WORK

REFS	The same style and character references for every scene.
PLAN	Each scene written out, one per clip, before generating.
TOOL	Clips generated in Google Flow.
EDIT	Each video finished in PowerDirector.
MESSAGE	Humour carries a serious cybersecurity message.

04 Five checks for every clip

Run them before a clip goes into the edit.

01
On model
Characters match their reference.

TRY IT
Compare with the character sheet.

02
On style
Palette and lighting match the series.

TRY IT
Set it beside a frame from episode one.

03
On shot
The camera fits the scene plan.

TRY IT
"Is this the shot we planned?"

04
On message
The clip moves the point forward.

TRY IT
"What does this scene add?"

05
Approved
A person signs off the final cut.

TRY IT
Name who approves before publishing.

05 Signs the series is working

Check these after every episode.

EVERY EPISODE

- [ ] Episodes look related.
- [ ] Characters stay on model.
- [ ] Each video makes one point.
- [ ] Every cut is approved.

Extend the series when

- **Episodes get faster.** The references are doing the work.
- **Viewers know the characters.** Recognition is building.
- **The references cover new scenes.** Add sheets only as needed.
- **Other teams ask to use them.** Share the reference set.

Check with a person when

- **Real people or brands appear.** Get the right approvals.
- **Claims are made.** Confirm facts with the owner.
- **Voices or music are generated.** Check the tool's usage terms.
- **The rule of thumb.** AI generates, people direct and approve.



Lock the look. Build the series.

David Martin. I run an independent animation studio that combines hand-drawn character design with AI production, with over a quarter billion views on its channel. If this guide helps your team, I would love to hear about it.

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Guide 1: Take the director's chair
All eight guides in the series