CHAPTER 8 · WORKSHEET

Visual Plan & Style Sheet

Decide your look once, then plan every visual against your script. Consistency is what makes a faceless video feel intentional.

1 · My channel's visual style

Look: ☐ Photographic ☐ Illustrated ☐ Mixed media ☐ Archival / historical

Palette (2–3 colors): _____ **Mood:** _____

My style phrase (paste at the end of every AI image prompt): _____

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2 · Prompt formula

Subject + **setting** + **style** + **mood** + **lighting** + **composition** + *your style phrase*

Example: an elderly man reading a handwritten letter + by a window + cinematic photo + warm, nostalgic + soft afternoon light + shallow depth of field

3 · Visual plan

Script section	Visual type*	Source or prompt	Motion	Rights ✓
Hook				☐
Intro				☐
Section 1				☐
Section 2				☐
Section 3				☐
Section 4				☐
Conclusion / CTA				☐

*Stock photo, stock video, public domain, AI image, AI video, screen recording, chart. Motion: Ken Burns zoom/pan, clip, or none.

4 · Before you assemble

☐ Every visual matches what the narration is saying at that moment

☐ Styles stay consistent; no sudden jumps from photo to cartoon

☐ AI images mixed with real stock or public-domain material to avoid the “AI look”

☐ License checked for every stock and public-domain item, and credits noted where required

☐ Realistic AI images of real people or events flagged for YouTube's AI disclosure

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