

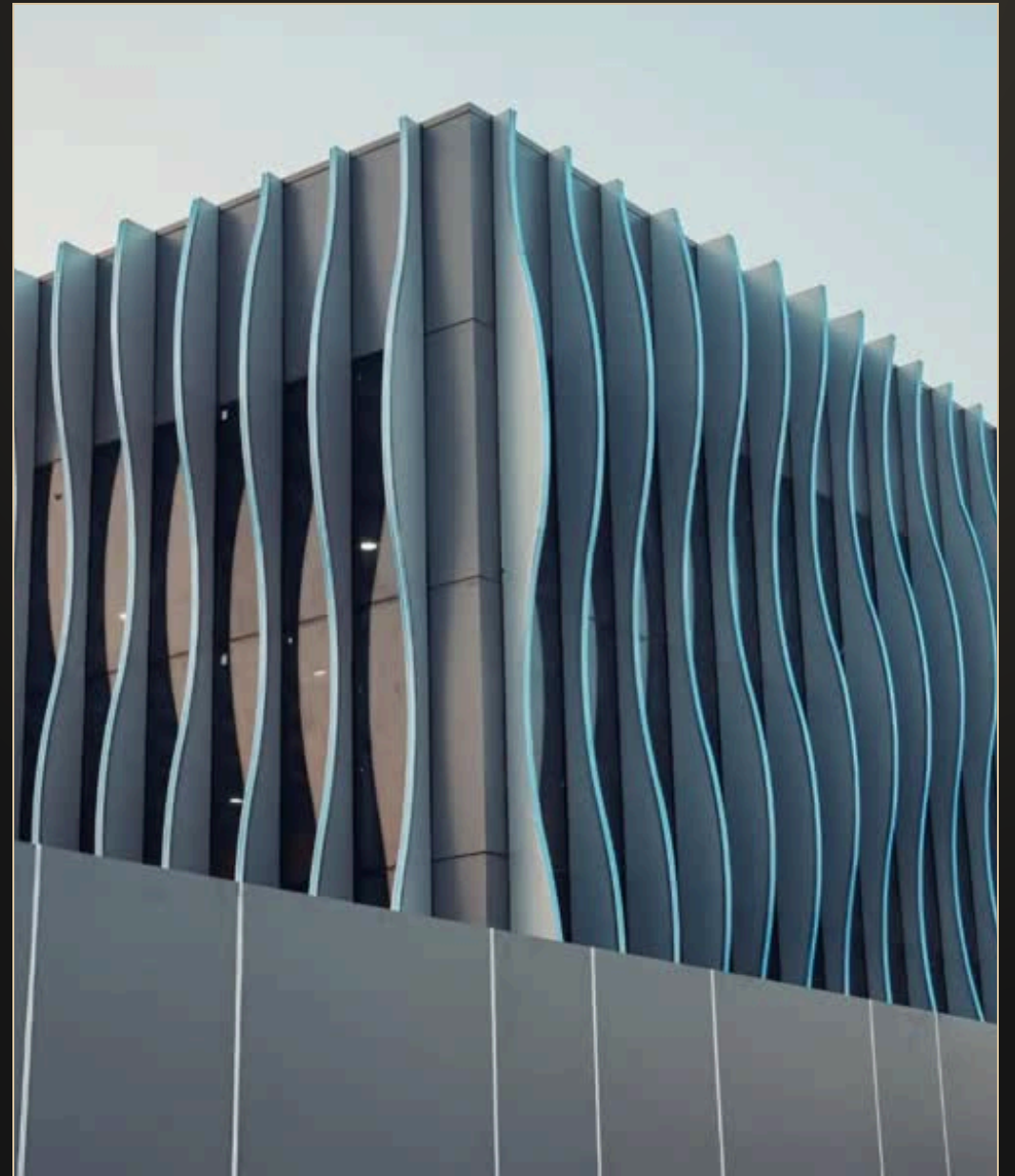
HEDS ACADEMY · AI CRASH COURSE · AD PRODUCTION GUIDE

ONE LINE BECOMES A FAÇADE

Reference-locked image generation, Seedance one-take video prompting and post-production for a cinematic vertical ad about Kandil Steel factory, designed by Hisham El Essawy.

HEDS Academy

Architecture & façade: Eng. Hisham El Essawy



Concept & Positioning

Why this building suits the one-take format.

The façade is one hand-drawn wave line, repeated. The film shows the truth of how it was designed.

- Hisham draws a single wave on tracing paper. It glows, multiplies and becomes the Kandil Steel façade.
- The ad is proof of the course: it was made with the same workflow students will learn.
- The steel factory gets a direct nod: the light lines turn into bending steel fins.
- The result is a 24-second vertical 9:16 film, ready for social media.



FROM THE DESIGNER'S HAND TO THE STEEL FAÇADE

Process at a Glance

Every shot is fixed as an anchor frame before anything is animated.

01	02	03	04	05	06
References	Shot plan	Anchor frames	Seedance	VFX / edit	Final film
Façade photos + Hisham's portrait	7 moments, 24 seconds	6 locked stills (A1–A6)	3 clips, stitched end-frame to start-frame	Glow, cleanup, text, logo	Upscale, grade, export 9:16

Why this matters

- Hisham stays recognisable from the first frame to the last.
- The real façade is protected from AI hallucination: no extra fins, no new wave shapes.
- The video model gets a clear camera journey to follow.
- A bad shot can be regenerated without rebuilding the whole film.

NOTE ON CLIP LENGTH

Seedance generates short clips (check the current maximum duration before production). The film is planned as three clips. The last frame of each clip is used as the first frame of the next, so the joins are invisible.

Reference Map

Each reference locks a different part of the building. Upload them with every architecture prompt.



R1 · FULL ELEVATION

Proportions, gate opening, base panels



R2 · LONG FAÇADE

Wave rhythm along the length



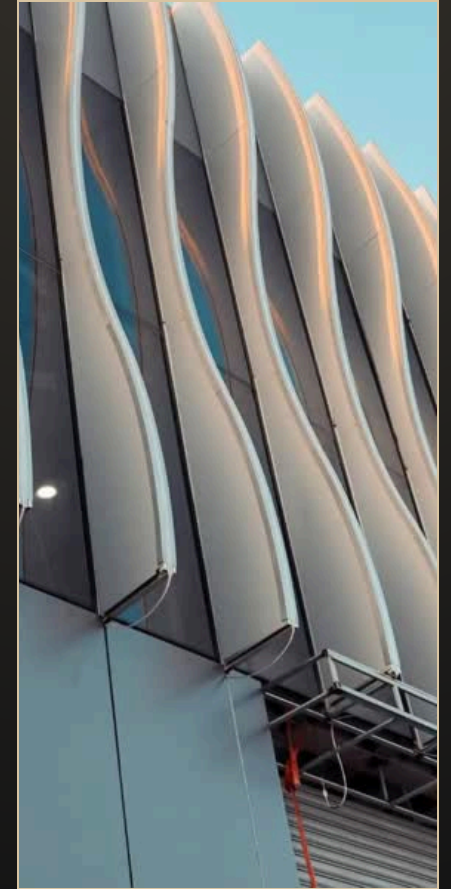
R3 · LED DETAIL

Edge-light thickness and colour



R4 · CORNER

Corner geometry and the orbit angle



R5 · FIN DEPTH

Fin profile and warm grazing light

Shot Plan

Seven moments in one continuous take, about 24 seconds, vertical 9:16.

01 · 0–2s

Hook

Dark studio. Hisham at the drafting table under one cool spotlight, sketching.

02 · 2–4s

Pen macro

He draws one wave line on tracing paper. The line lights up ice-blue.

03 · 4–7s

Wireframe

The line lifts off and multiplies into glowing fins. The camera pushes through to his eyes.

04 · 7–10s

Steel

The light lines become brushed-aluminium fins, like steel sheets bending into the wave.

05 · 10–15s

Façade climb

The camera flies out between the fins onto the real façade at blue hour and climbs fast.

06 · 15–19s

Corner orbit

The camera slows at the roofline and curves around the corner (R4 angle).

07 · 19–24s

Hero + CTA

Pull back to the full building. Hisham stands in the forecourt. Hold for 2s while the CTA appears.

Image Prompts · Character Setup

Hisham's identity is preserved while the scene around him is designed.



IDENTITY REFERENCE

A1 · CHARACTER FRAME

Create a cinematic vertical 9:16 film frame of the man in the supplied portrait, used as the identity reference. Preserve his exact facial features, salt-and-pepper beard, swept-up dark grey hair, warm skin tone and ankh pendant necklace. He wears a plain black shirt over a black t-shirt, with no logos or brand patches. He stands at a large architectural drafting table in a dark premium design studio, sketching on tracing paper with a fine black pen, with a slight confident smile and his eyes on the drawing. Single cool overhead spotlight, deep charcoal background, subtle ice-blue rim light, shallow depth of field, realistic cinematic photography.

A2 · PEN MACRO

Create the next frame from exactly the same environment. Extreme macro close-up of the same man's hand holding the black pen, drawing a single smooth vertical wave line on tracing paper. The ink line glows with a thin ice-blue light at the pen tip. Match wardrobe, skin tone, table and lighting from the previous frame. Realistic hand anatomy, one pen only, shallow depth of field, vertical 9:16.

A3 · WIREFRAME MOMENT

Same studio, same man. Dozens of glowing ice-blue wave lines float in the air between the camera and his face, arranged as a rhythmic row of vertical twisting fins matching the supplied Kandil façade reference. His face is softly visible through the lines, eyes sharp. Dark background, cinematic, vertical 9:16.

Architecture Prompt System

The building reference is a design lock, not inspiration.

Preserve exactly

- Fin count and spacing
- Wave profile of every fin
- LED edge lines
- Glass curtain wall behind the fins
- Grey panel base and gate opening
- Overall proportions and corner

Change only

- Camera angle
- Sky and time of day (blue hour)
- LED glow intensity
- Construction clutter removed
- Commercial polish

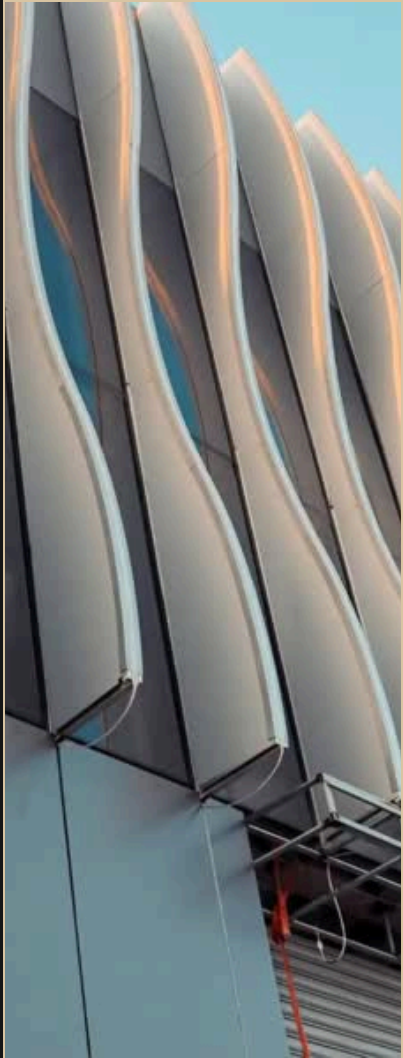


BASE ARCHITECTURE PROMPT (ADD TO EVERY BUILDING FRAME)

Use the supplied Kandil Steel factory photographs as an architectural lock. Preserve the exact building: the vertical twisting aluminium fins, their wave profile, count, spacing and rhythm, the thin LED edge lines, the glass curtain wall, the grey panel base and the gate opening. Do not redesign, simplify or add architectural elements. Improve only the camera position, sky, lighting and atmosphere. Remove scaffolding, workers, protective film and construction materials. Premium architectural photography, vertical 9:16.

Architecture Anchor Prompts

Separate frames support the different camera moves in the final film.



A4 · FAÇADE CLIMB · REFS R5 + R3

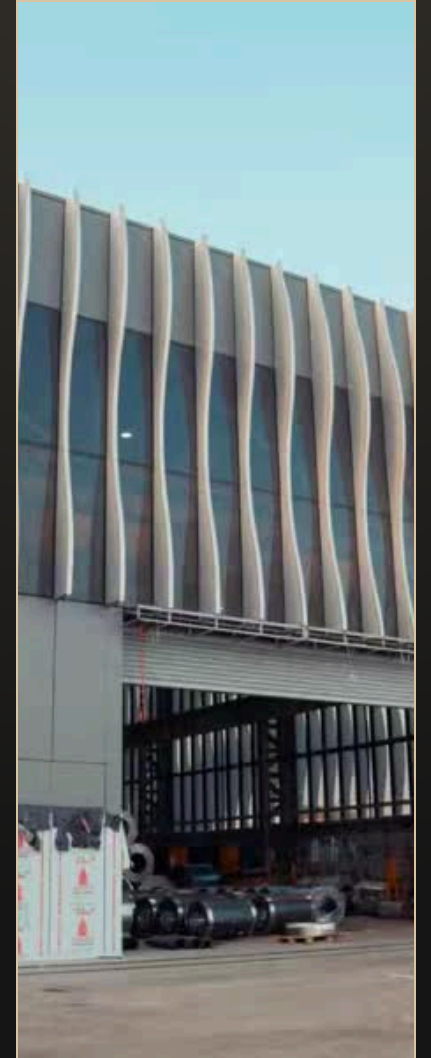
Cinematic vertical 9:16 low-angle view along the supplied Kandil Steel façade. Preserve exactly the vertical twisting aluminium fins, their wave profile, spacing and rhythm, the thin LED edge lines, the glass curtain wall and the grey panel base. Do not add fins or change the wave shape. Blue-hour sky, LEDs glowing ice-blue, soft warm sunset light grazing the fin surfaces. No scaffolding, cables or construction material.

A5 · CORNER · REF R4

Cinematic vertical view of the supplied Kandil Steel building corner. Preserve the exact corner geometry, fin count and rhythm, wave profile, LED edge lines and boundary wall. Deep blue evening sky, LEDs glowing ice-blue, premium architectural photography, vertical 9:16.

A6 · FINAL HERO · REFS R1 + PORTRAIT

Wide vertical 9:16 hero frame of the full Kandil Steel building from the supplied elevation reference. Preserve exact proportions, the full fin façade, the large gate opening and the grey panel base. Site cleaned: clean paved forecourt, no workers, film, pallets or scaffolding. Blue hour, fins glowing ice-blue, interior lights on. In the foreground the man from the supplied portrait stands confidently facing the camera, same identity, wardrobe and necklace as the previous frames. Leave clear space at the top and bottom for text.



Seedance Video Prompts - Clip I

Studio: from Hisham's pen to the wireframe of light.

CORE INSTRUCTION (APPLIES TO ALL CLIPS)

Create one continuous unbroken cinematic camera journey from Hisham at the drafting table to the final full reveal of the Kandil Steel factory. The sequence must feel as if it was captured by one physical camera moving continuously through the scene. No visible cuts. No fades. No teleporting. No sudden scene replacement. No slideshow transitions.

Movement arc

- Push in to the pen, and a wave line ignites
- The line lifts and multiplies into fins of light
- Push through the lines to Hisham's eyes
- Light becomes steel, and the camera flies out onto the façade
- Fast climb, corner orbit, pull back to the hero

CLIP I · START A1 → END A3

One continuous unbroken camera move. Start on the man sketching at the drafting table. The camera slowly pushes in and descends to an extreme macro of the pen tip as he draws one wave line. The line ignites with ice-blue light, lifts off the paper into the air and multiplies into a rhythmic row of glowing vertical wave lines. The camera rises and pushes through the floating lines toward his eyes, his face sharp behind them. Preserve his identity throughout: no facial morphing, one pen only, realistic hands. No cuts, no fades.

Seedance Video Prompts · Clips II & III

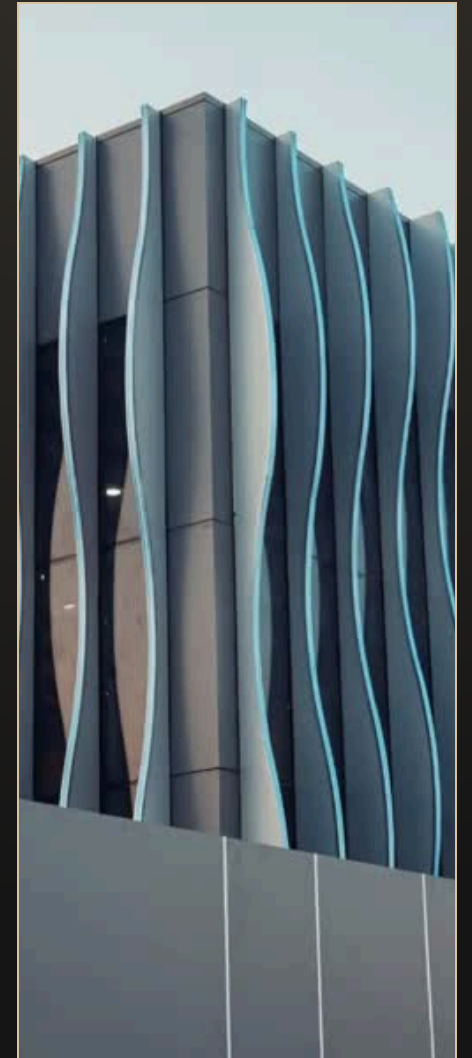
Light becomes steel, then the real building is revealed.

CLIP II · START A3 → END A4

Continue the same camera journey. The glowing wave lines gain thickness and become real brushed-aluminium fins, like steel sheets bending into shape, with ice-blue LED edges. The studio darkness opens into a blue-hour sky as the camera flies out between the fins onto the real Kandil Steel façade, then ascends fast and smoothly along the fins, close to the surface, like a stabilised FPV architectural shot. The façade must match the supplied reference exactly: no extra fins, no changed wave profile, no morphing.

CLIP III · START A4 → END A6

The camera reaches the roofline, slows and curves around the building corner in a smooth orbit, with parallax across the fins. It then pulls back and down continuously to reveal the full building, with the same man standing in the forecourt facing the camera. Hold on the final hero frame for 2 seconds. Same building throughout, exact geometry, no cut to a different shot.



Critical Consistency Rules

Paste at the end of every Seedance clip. These stop the model from making a slideshow or redesigning the façade.

ONE CONTINUOUS UNBROKEN TAKE.

No cuts, fades, teleportation or unrelated transitions.

The man must remain the same person throughout.

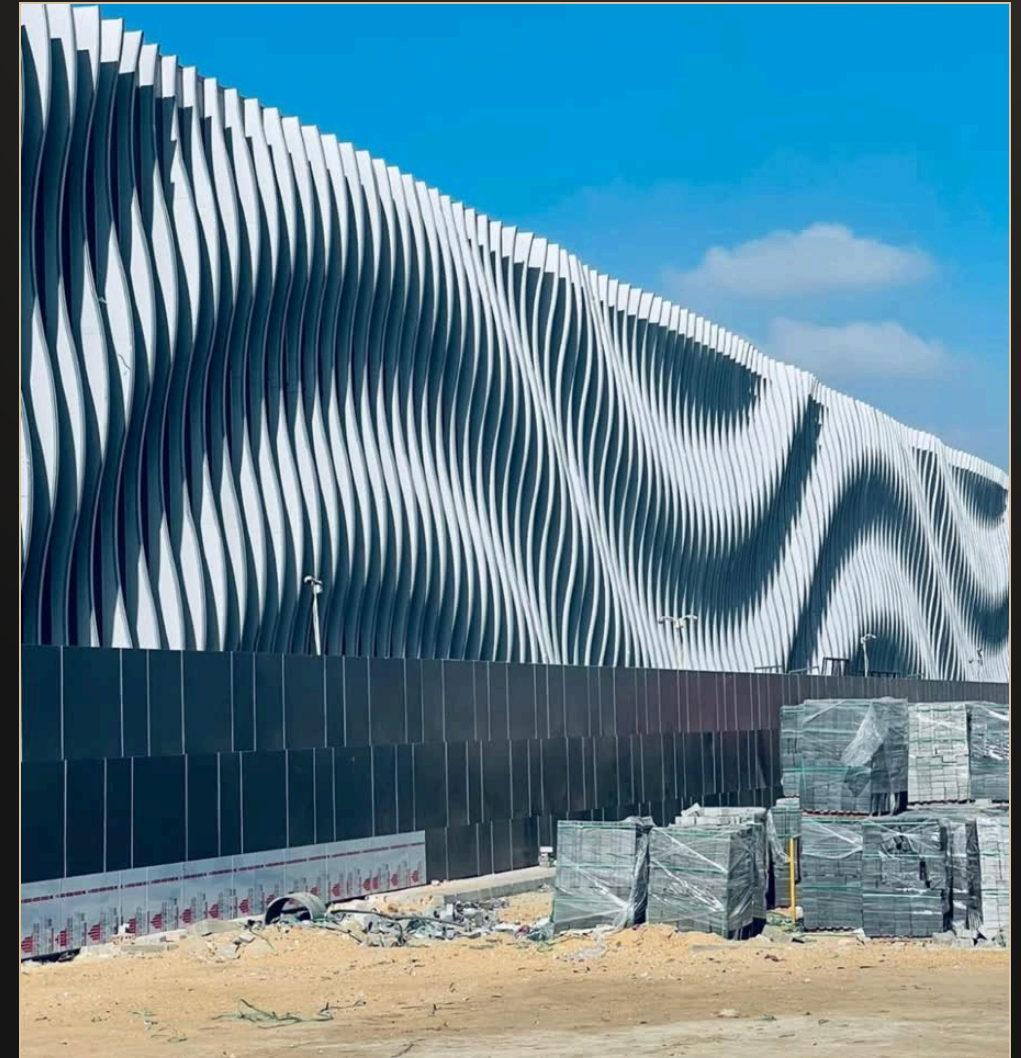
Hands and pen must stay anatomically believable. Use only one pen.

Preserve the exact supplied Kandil Steel façade: fin count, wave profile, spacing, LED lines, glass and base panels.

Never add fins, floors or decorative elements.

The façade in the climb, the corner in the orbit and the building in the final reveal must be the SAME physical building.

Architectural accuracy over creative redesign. The motion can be dramatic; the architecture stays locked.



Post-Production & Delivery

AI creates the main motion. Finishing makes it production-ready.

Generative AI

- Character and architecture anchor frames
- Camera movement and transformation passes
- Atmosphere, lighting and pacing

Traditional finishing

- Stitch the 3 clips on matching frames
- Tracking and LED glow boost
- Stabilisation and cleanup
- Arabic text animation and HEDS logo
- Upscale, colour grade, music and sound design

Final workflow

References → Shot plan → Anchor frames (A1–A6) → Seedance clips I–III → VFX & edit → Upscale → Final 9:16 film.

The result comes from reference control, shot planning and continuity, not from a single text-to-video prompt.

LEARN THIS WORKFLOW

AI Crash Course HEDS Academy

For designers, architects and creatives: from the idea to the final cinematic film with AI tools. Led by Eng. Hisham El Essawy.

HEDS Academy · Maadi, Cairo