Prompt Guide: Designing Micro-Videos
From long content to 3-minute videos that stick

This guide includes 4 AI prompts to help learning designers (even if they're new to video) create engaging and accessible bite-sized learning videos. Use it to go from rough and long content to ready-to-produce micro-learning scripts, and even generate visual ideas to plug into video tools like Synthesia.

Before you begin: Define your learning objective
Before you start chatting with your AI, write down one clear learning goal. What should someone be able to understand or do after watching this 3-minute video? Gather all the content and knowledge that you think is relevant. What content is relevant for this specific video?

Prompt 1: Share role and content source
"Act as a learning designer supporting me to turn this content into a 3-minute learning video [paste content, outline, or bullets]. The learning objective is to [insert objective]. Confirm that you have understood."

Prompt 2: Turn content into a 3-minute video script
"Please turn my content into a script for a 3-minute learning video. Use simple, conversational language, short sentences, and structure it with a quick hook, 2-3 main points, and a clear close."

Take some time to refine your script. Act as a creative editor. Include what you think is missing, take out what you think is not working. Refine, refine, refine.

Prompt 3: Generate a storyboard idea
"Based on this script, suggest a basic storyboard for a video tool like Synthesia or Canva Video. Keep it simple and focus on the background, visual cues, character or avatar, and on-screen text."

Bonus tips:

- If you're working with someone else (like a video editor), share the AI output with them as a creative starting point and discuss further.
- Always test your scripts with a real learner or colleague who can give you honest feedback.