**Video Creation Process Documentation**

**30-Second Social Media Video for DestinationWeddingsIndia.com**

**Project Overview**

**Objective:** Create a premium 30-second social media video promoting DestinationWeddingsIndia.com  
**Target Audience:** Couples planning destination weddings  
**Brand Focus:** Mix of royal heritage and beach paradise experiences  
**Final Duration:** 30+ seconds  
**Export Quality:** 1080p landscape format

**Tools Used**

**1. Script Development**

**Tool:** Claude AI Assistant  
**Purpose:** Strategic planning, script development, and workflow guidance

**2. Image Generation**

**Primary Tools Used:**

* **Leonardo.ai** (Free tier - 15 images daily)
* **Bing Image Creator** (Free with Microsoft account)
* **Gamma AI** (Free tier available)

**Selection Process:** Generated images from all three platforms and selected best quality results for each theme.

**3. Video Assembly**

**Tool:** Clipchamp (Browser-based, free tier)  
**Approach:** AI-assisted video creation with manual customization

**4. Additional Assets**  
**Official Logo:** Downloaded directly from DestinationWeddingsIndia.com website

**Step-by-Step Process**

**Phase 1: Content Strategy & Script Development**

**Consultation with Claude AI to develop:**

* Target audience analysis
* 30-second script structure
* Visual storytelling approach
* Premium brand positioning strategy

**Final Script Structure:**

1. Hook (0-3s): Dream wedding introduction
2. Locations showcase (3-20s): Royal palaces → Beach paradise → Cultural heritage
3. Social proof (20-25s): Love and family celebration
4. Problem contrast (25-28s): Why settle for ordinary
5. Call-to-action (28-30s): Brand and consultation request

**Phase 2: Visual Asset Generation**

**Palace/Heritage Images**

**Leonardo.ai Prompt:**

Aerial cinematic view of luxury Indian palace wedding venue at golden hour, marigold decorations, royal architecture, bride and groom tiny figures in courtyard, professional photography, warm lighting --style cinematic

**Bing Creator Prompt:**

Aerial drone shot of Indian palace wedding, golden hour lighting, marigold flowers, royal architecture, wedding ceremony in courtyard, cinematic photography, luxury destination wedding

**Beach Wedding Images**

**Leonardo.ai Prompt:**

Elegant beach wedding setup in Goa, sunset ceremony, fairy lights, mandap on sand, ocean waves, romantic destination wedding, luxury celebration --style cinematic

**Bing Creator Prompt:**

Beach wedding ceremony in Goa at sunset, elegant mandap setup on sand, fairy lights, ocean background, romantic luxury wedding, professional wedding photography

**Traditional Mandap Images**

**Leonardo.ai Prompt:**

Traditional Indian wedding mandap in palace courtyard, vibrant marigolds, red and gold decorations, cultural wedding ceremony, luxury heritage venue --style cinematic

**Gamma Prompt:**

Create a traditional Indian wedding mandap scene in a palace courtyard. Include vibrant marigold decorations, red and gold colors, heritage architecture, and cultural ceremony elements.

**Celebration Images**

**Bing Creator Prompt:**

Happy Indian bride and groom celebrating with family at luxury wedding, traditional wedding clothes, joyful expressions, wedding celebration, warm lighting, professional photography

**Gamma Prompt:**

Create a joyful Indian wedding celebration scene. Show a happy bride and groom surrounded by family and friends, traditional wedding attire, everyone smiling and celebrating, warm lighting, luxury wedding atmosphere.

**Guest Dancing Images**

**Leonardo.ai Prompt:**

Indian wedding guests celebrating and dancing, colorful traditional clothes, happy celebration, wedding party, luxury destination wedding venue, joyful atmosphere --style cinematic

**Problem/Contrast Image**

**Bing Creator Prompt:**

*Stressed bride planning wedding, looking at laptop with ordinary wedding venues, overwhelmed expression, cluttered desk, planning stress, generic venues on screen*

**Phase 3: Video Assembly in Clipchamp**

**Initial Setup**

1. **Platform:** Clipchamp.com (browser-based)
2. **Project Settings:**
   * Custom size: 1080x1080 (later adjusted to landscape)
   * Quality: 1080p export
3. **AI Generation Process:**
   * Selected "Create with AI" option
   * Project title: "30 sec social video promoting DSI"
   * Uploaded all generated images (2 per theme + logo)
   * Style selection: "Soft Inviting" (premium, romantic feel)
   * Length: "Full Length" (resulted in ~39 seconds)
   * Music: "Sunshine Memory" (romantic, memorable tone)
   * Font: "Playfair Display" (luxury serif font)

**Video Structure Generated by AI**

1. Black slide with kaleidoscope effect
2. Palace image 1
3. Palace image 2
4. Beach image 1
5. Beach image 2
6. Traditional mandap 1
7. Traditional mandap 2
8. Happy couple celebration
9. Guests dancing
10. Stressed planning (contrast)
11. Official logo
12. Black closing slide

**Phase 4: Custom Text Overlay Addition**

**Text Overlay Strategy**

**Manual additions to AI-generated base:**

* **Slide 2:** "Your Dream Wedding Awaits" (with glass effect on palace image)
* **Slide 3:** "Royal Palaces"
* **Slide 4:** "Beach Paradise"
* **Slide 5:** "Where Waves Meet Vows"
* **Slide 6:** "Cultural Heritage"
* **Slide 7:** "Ancient Rituals, Modern Love"
* **Slide 8:** "Where Love Meets Joy"
* **Slide 9:** "Every Moment Matters"
* **Slide 10:** "Why Settle for Ordinary?"
* **Slide 11+12 Combined:**
  + Top: "Your Dream Starts Here"
  + Center: Official DestinationWeddingsIndia.com logo
  + Bottom: "DestinationWeddingsIndia.com"

**Text Styling Specifications**

* **Font:** Playfair Display (elegant serif)
* **Color Scheme:** White/Gold text for premium feel
* **Placement:** Strategic positioning to complement visuals
* **Animation:** Soft fade-in effects matching "Soft Inviting" style

**Key Decision Points & Rationale**

**Tool Selection Rationale**

* **Multiple AI image generators:** Tested Leonardo.ai, Bing Creator, and Gamma to select highest quality results
* **Clipchamp over DaVinci Resolve:** Browser-based accessibility for quick turnaround, beginner-friendly interface
* **AI-assisted approach:** Leveraged AI for base video creation, then manually customized for premium feel

**Creative Decisions**

* **"Soft Inviting" style:** Chosen to match luxury destination wedding aesthetic
* **Landscape orientation:** Better showcase of venue architecture and landscapes
* **Poetic text overlays:** "Where Waves Meet Vows," "Ancient Rituals, Modern Love" for emotional engagement
* **Story arc:** Dream introduction → Location showcase → Emotional payoff → Problem contrast → Strong CTA

**Brand Consistency**

* **Official logo usage:** Downloaded directly from company website for brand accuracy
* **Premium positioning:** All creative choices support luxury destination wedding market
* **Cultural sensitivity:** Balanced modern and traditional elements

**Final Output Specifications**

* **Duration:** 30+ seconds (within social media guidelines)
* **Resolution:** 1080p landscape
* **Audio:** "Sunshine Memory" background track with romantic, memorable tone
* **Visual Style:** Cinematic, soft, inviting aesthetic
* **Text Style:** Playfair Display font for luxury appeal
* **Brand Elements:** Official logo integration, website call-to-action

**Quality Assurance**

* All images professionally generated and curated
* Text overlays complement visuals without overwhelming
* Story flow maintains viewer engagement throughout
* Clear call-to-action drives business objective
* Brand consistency maintained throughout