

Guide 01 — AI Image-to-Video, Made Simple

What it is, what you can make, and which tool to start with

Okay but... this looks complicated, right? We know what you're thinking. That's exactly why we made this: the thousand confusing tutorials, squeezed into a few simple pages. Read it in one sitting, make your first clip tonight.

1. What "image-to-video" is

You give the AI **one picture**. You type **one short line** about what should move. It gives you back a **short video** of that picture coming to life. No camera, no filming, no editing.

Example: upload a photo of a candle, type "the flame flickers and the camera slowly moves closer", and you get a few seconds of warm, moving video.

2. What you can make

- **Products** — a sneaker photo becomes a clip where it slowly rotates; a bottle gets picked up as the camera pushes in.
- **Outfits / fashion** — one photo turns into a model turning, fabric moving. Fully faceless.
- **A talking host** — an AI character that speaks to camera, so you never show yourself.
- **Quotes & mini-stories** — a calm scene with text on top.
- **Artwork & scenes** — a drawing that breathes, food steaming, a street at night.

3. Only videos, or images too?

Both. If you don't have a photo, an all-in-one hub lets you **generate an image from text** first, then **turn it into a video**. So you can go idea, image, video — all in one place.

4. How you make one

- **Get a picture** — yours, or generate one with AI.
- **Pick a model** — see the cheat sheet below.
- **Describe the movement** — one camera move + one action. Keep it simple.
- **Choose vertical (9:16)** for TikTok, Reels, Shorts.
- **Generate, then try again** — regenerating a few times is normal.
- **Download** and add sound before posting.

5. The "doesn't look cheap" check

- Small, natural movement (too much looks fake).
- Start from a sharp image.
- Keep it 3-6 seconds.
- Always add sound.
- Check faces & hands for glitches; regenerate if off.

Starter prompts to steal

Golden rule: **one camera move + one action**, nothing more.

- **Easiest (Seedance):** "She turns her head and smiles softly; camera slowly pushes in." (plain motion words, never write what should NOT happen)
- **Product:** "Product rotates slowly, consistent lighting, stable framing."
- **Calm scene (Kling):** "Silk fabric flows gently in the wind, soft lighting, slow smooth motion."
- **Cinematic (Veo):** "A slow zoom on the subject's face in warm sunlight, calm and cinematic."
- **Alive portrait:** "Subtle breathing, gentle blinking, slight head movement, hair shifting softly."

Tip: change one word at a time (gently to wildly, slow to fast) and regenerate. That's how you learn each model.

6. Which tool to use

I want to...	Start with	Why, in plain words
Just animate a photo, cheaply	Seedance 2.0 (Fast)	Easiest, best value all-rounder. Your default.
Make someone TALK	Veo 3.1	Adds real, synced voice, not just movement.
Post LOTS of quick clips	Pika	Fast, built for short social video.
A higher-quality / longer clip	Kling 3.0	Sharper and longer; save for your best content.
Control the shot precisely	Runway	More control, more advanced. Later.

The rule: start with Seedance. Switch only when you have a reason.

Open Pollo AI and make your first clip (free tier): <https://pollo.ai?ref=mte0nzq> (affiliate link)