



Generative Film Shot Consistency Checklist

The nine tells, arranged by the stage at which each has to be caught

FORMAT

Checklist

LENGTH

27 checks

GATE

None

COST

Nothing

FOR: Anyone shipping more than three generative shots that have to look like they belong together.

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Nine ways a generative sequence gives itself away, arranged by the stage at which each one has to be caught. Applied before the render, all of them are free. Applied after, most of them are a regeneration.

Nothing on it is model-specific, and none of it stops being true when the models improve. Run it as written or cut it down to the gates your shot types actually need.

HOW TO USE IT

- 01 Run section 1 before generating anything. It is a set of decisions, and it takes twenty minutes.
- 02 Run section 2 on every frame or clip as it arrives. Pass or fail, not a discussion.
- 03 Run section 3 on the assembled set. It catches the failure no per-frame test can.

1. Before you generate

Decisions, written down. Every one of these is free now and expensive later.

- ☐ Key light direction fixed and written as a clock position, not as "soft natural light"
- ☐ Colour temperature stated in kelvin
- ☐ One surface and one background material named
- ☐ Lens language chosen: focal length range, and shallow or deep depth of field, held across the set
- ☐ A prop rule written: what is allowed in frame, and what is never
- ☐ Shot-size pattern decided before the render, not discovered in the edit
- ☐ Master plate built and frozen for every product that must not change
- ☐ Trained identity built for any face appearing in more than nine assets
- ☐ Credit ceiling per asset agreed, and encoded so the run halts rather than warns

2. Per frame or clip

Pass or fail. A failure returns to the source file, never to a retoucher.

GATE	THE TEST	FAIL MEANS
Type	Every printed word read at 100% against the artwork	Regenerate. Never retouch a label.
Silhouette	Overlay on the master plate at 40% opacity, inspect the outline	Regenerate from the plate with tighter conditioning
Identity	Compare against the identity sheet: jaw, eye spacing, apparent age	Dead shot. Regenerate.
Light	One key direction and one temperature, matched to the specification	Regenerate the outlier, not the set
Claims	No invented certification, award, ingredient or percentage	Kill the frame. No appeal.
Extremities	Count fingers. Check contact points and occlusion	Regenerate, or cut earlier
Physics	Gravity, contact, cloth settle, hair settle	Cut before the drift, or regenerate
Text in frame	Any readable word the model rendered	Recompose out of frame, or composite in post
Duration	Ends before extremity drift, not when the model stops	Trim to the stable opening segment

3. On the assembled set

The failure no per-frame test catches

- ☐ Contact sheet at thumbnail scale: anything that jumps out gets regenerated even if it passed every gate
- ☐ First frame and last frame of every clip, side by side at full size, checked for drift
- ☐ Every clip scrubbed backwards at speed, which reveals drift the forward motion hides
- ☐ Grade applied to the sequence from one reference frame, after picture lock, not per clip
- ☐ Room tone under everything, foley on the two or three actions the eye lands on
- ☐ No cross-dissolve between two generated clips anywhere in the edit
- ☐ At least one deliberately quiet beat in the sequence
- ☐ Disclosure applied on the asset, and provenance metadata on export

If you only ever apply three things from this document: fix the key light direction, hold the face, and cut before the motion tell. Those three account for most of the perceived quality gap.

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