

Leading Video Production Agency Shares AI-Powered Tools & Techniques Used by Professional Videographers

HOW VIDEO PROFESSIONALS USE AI



AI AUTO-LOGGING

Making footage easily searchable and accelerating workflow

CONTENT AWARE-FILL

Seamlessly adding and removing people & objects



REFRAMING

Centering on the action for exports to smartphones

SPEECH TO TEXT

Automatic captions



NOISE REDUCTION

Cleaning up the background sound

AI MUSIC & VOICEOVER

Generating entirely new tracks & voice lines



MUSIC REMIXING

Making the music fit the scene

COLOR CORRECTION

Automatically match white balance, exposure, and contrast



WORK WITH THE PROS AT

336
PRODUCTIONS

Los Angeles, California Jun 6, 2025 ([IssueWire.com](https://www.issuewire.com)) - Artificial intelligence is an emerging classification of technologies that is rapidly redefining the field of videography, as it is with hundreds of other industries. There are many ambiguities about which AI platforms are ethical, or even capable of aiding in video production at the professional level. The production techniques of videographers are often closely guarded secrets that influence their place in the industry.

336 Productions of Orange County, California, has shared 8 of the AI tools and methodologies that they use, and that are employed throughout the industry for the benefit of transparency, and to help the entire creative field adapt to this developing technology.

336 Productions uses and endorses these tools for the organization, enhancement, and editing of video footage. However, they do not endorse AI for generating entirely new footage.

All recommended tools are available in the Adobe suite of programs unless otherwise specified, including Adobe Premiere and Adobe After Effects.

AI Auto-Logging

This tool analyzes, tags, and organizes imported footage based on scene content, facial recognition, speech-to-text transcription, and object detection. It's especially helpful for longer projects with extensive raw footage. It streamlines the process of selecting content for available footage to create the most impactful stories.

Content Aware-Fill

This tool uses machine learning to detect and remove unwanted objects from a scene and replace them with textures and colors that blend naturally into the footage. Content Aware-Fill can detect both people and objects, making it easier than ever for video editors to ensure nothing unwanted makes it into the final cut.

Auto-Reframing

Automates the reformatting of videos in different aspect ratios for different platforms, while maintaining focus on the action. Videos are often recorded at a 16:9 aspect ratio for TV, YouTube, and most social media channels viewed on computers. This tool can automatically reframe video to a 9:16 vertical version for platforms like TikTok, YouTube Shorts, Snapchat, or X (Twitter) video.

Speech to Text

Automatically generates transcripts and adds captions to videos. This can save the time traditionally spent on transcription and put captions within reach for videos that would not normally have them, making them more accessible to audiences.

Noise Reduction

Detects and reduces unwanted background sound that could detract from the viewing experience. Potentially replaces hours of traditional editing, and can make footage salvageable that would otherwise need to be re-recorded.

AI Music & Voiceover

Programs such as Aiva, Jukedek, and Amper Music allow video editors to create appropriate music and voice tracks within minutes. These tools are quickly improving to emulate emotion, inflection, and other features of realistic voices. Human oversight is still necessary to overcome anomalies and errors.

Music Remixing

The Remix tool of Adobe Sensei can resample music into an appropriate length to fit the desired scene, potentially saving hours of cutting, fading, and rippling in post-production.

Color Correction

Auto Color is another feature of Adobe's Sensei that automatically detects and applies color corrections, white balance, exposure, and contrast. It's especially helpful in keeping the color profile consistent throughout a project, even through different scenes and lighting environments.

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About 336 Productions

336 Productions is an award-winning video production company in Orange County, California, founded in 2008. They specialize in corporate video content to promote products and services and realize a high return on their marketing investment. Their videos have won industry awards every year they've been in business.

Co-founders Marlowe and Josh Stone are a husband-and-wife team. The number 336 in their company name is from the film class where they met at Cal State Long Beach.

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