Morphic Kids

Case Study – Creating a kids' video narrative with Morphic

Project:
Weaver of dreams

Creator: Bhawna Saharia
Format: 16:9 Youtube Animated Kids Video
Trailer Production Time: 3 Days

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Short-form kids' animation is a fast-growing category across YouTube Kids, edutainment apps, and streaming platforms. These stories demand visual consistency, imaginative worlds, and rapid production.

Morphic is uniquely suited for this space. With reusable style and character models, creators can produce entire series or standalone shorts at a fraction of the time and cost of traditional pipelines.

This project demonstrates how a complete kids' animated video can be built from scratch using Morphic covering character design, script, animation, and sound all within just a few days.

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The Workflow:
How Morphic Was Used

1. Training the style model

The team trained a custom style model to set the look of the project. Reference images were first generated on the canvas to get the exact visuals needed for training. These images focused on bright colors and soft edges, common in children's illustration. To capture the cultural mood, Ghibli-inspired visuals of Rajasthani culture were used, with nine outputs showing different backgrounds, lighting, and traditions. This helped create a warm, magical tone for the story.

New model
Create a model for consistent use in your generations

Type
⟲ Style ⌄
What's the difference?

Name
Weavers of dreams
e.g. Manga, Comic, Painting

Upload images

+ New model

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2. Training the character models

The main character of the video, Vikram, was created using the **one-shot character model** feature. The team first generated a base image on the canvas with a descriptive prompt, using the style model trained for the story.


A full-body illustration of a young boy standing calmly, facing forward.He is wearing a light beige short-sleeve shirt, rolled-up blue jeans, and brown shoes.

Image   # 9:16   ⑤ weaver of ...

Details

Tools

- Create video
- 3D motion
- **Create model**
- Use as reference
- Auto-segment
- Object selection
- Region selection
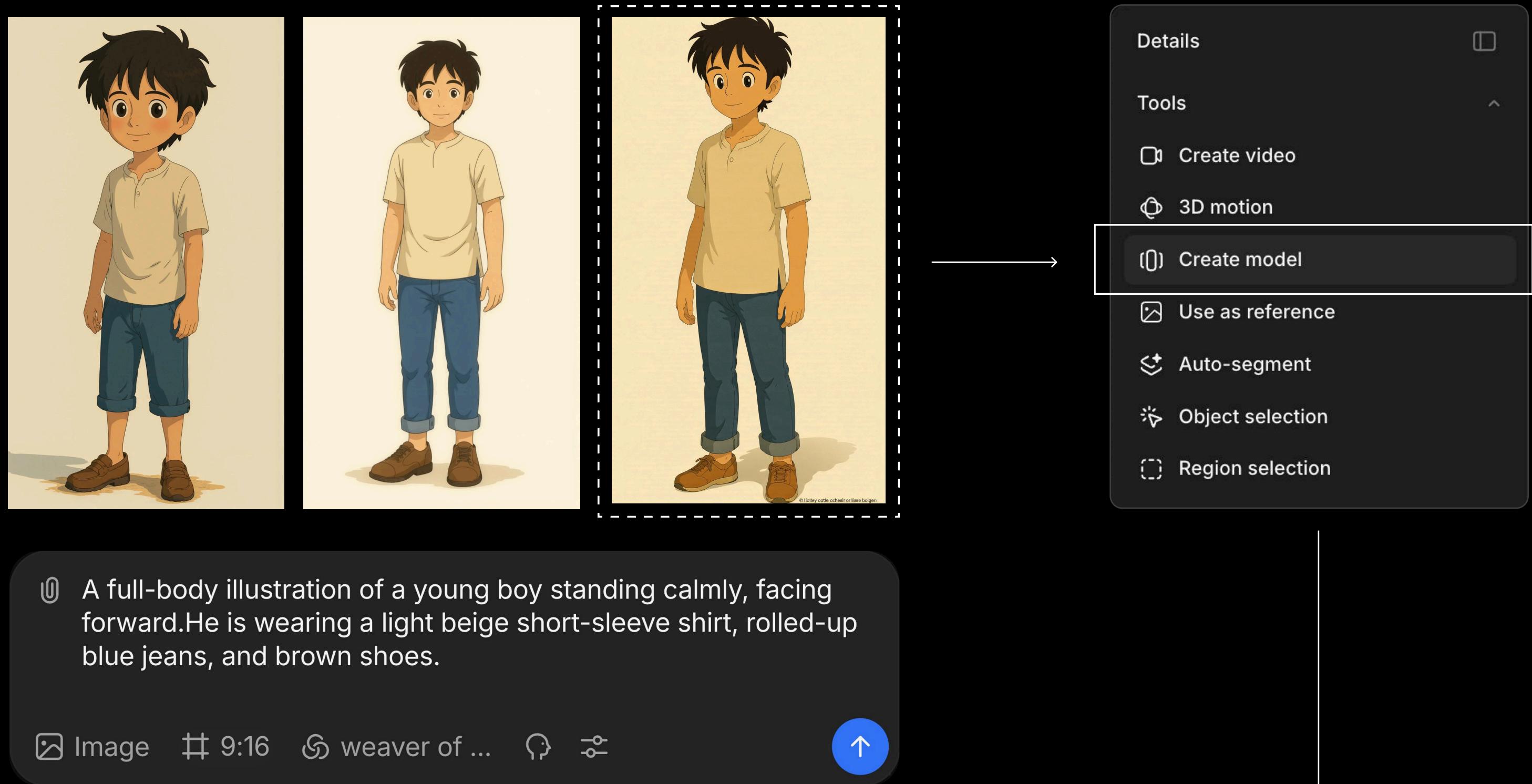
The **one-shot character model** feature helped in creating a complete character model from just one image of the character, making it easy for creators to generate different poses and camera angles.

The training process takes about **10–15 minutes**, and once the model is ready, the character can be used in generations simply by tagging the name in the prompt, for example "@vikram."
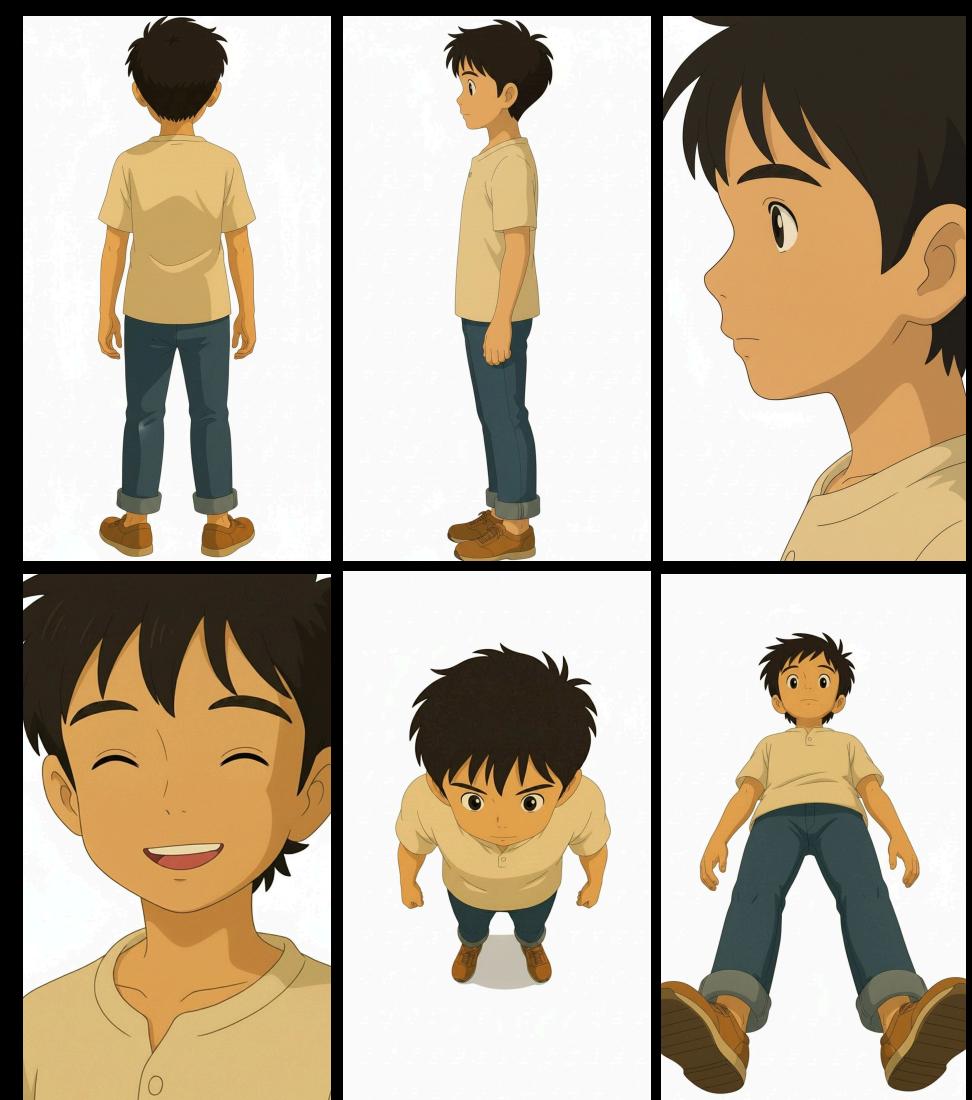
Create model

3. Breaking down scenes with copilot

With copilot, the script was broken down into scene-by-scene prompts. Each scene turned into a clear visual instruction that combined character, action, emotion, and setting.

You can switch to copilot from here
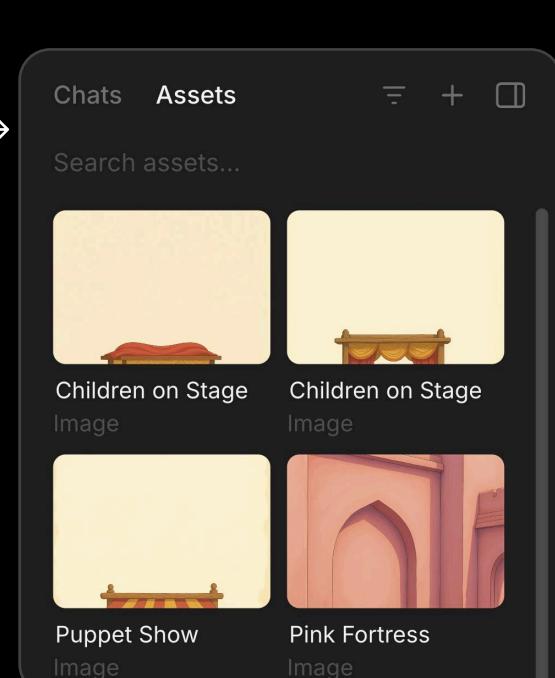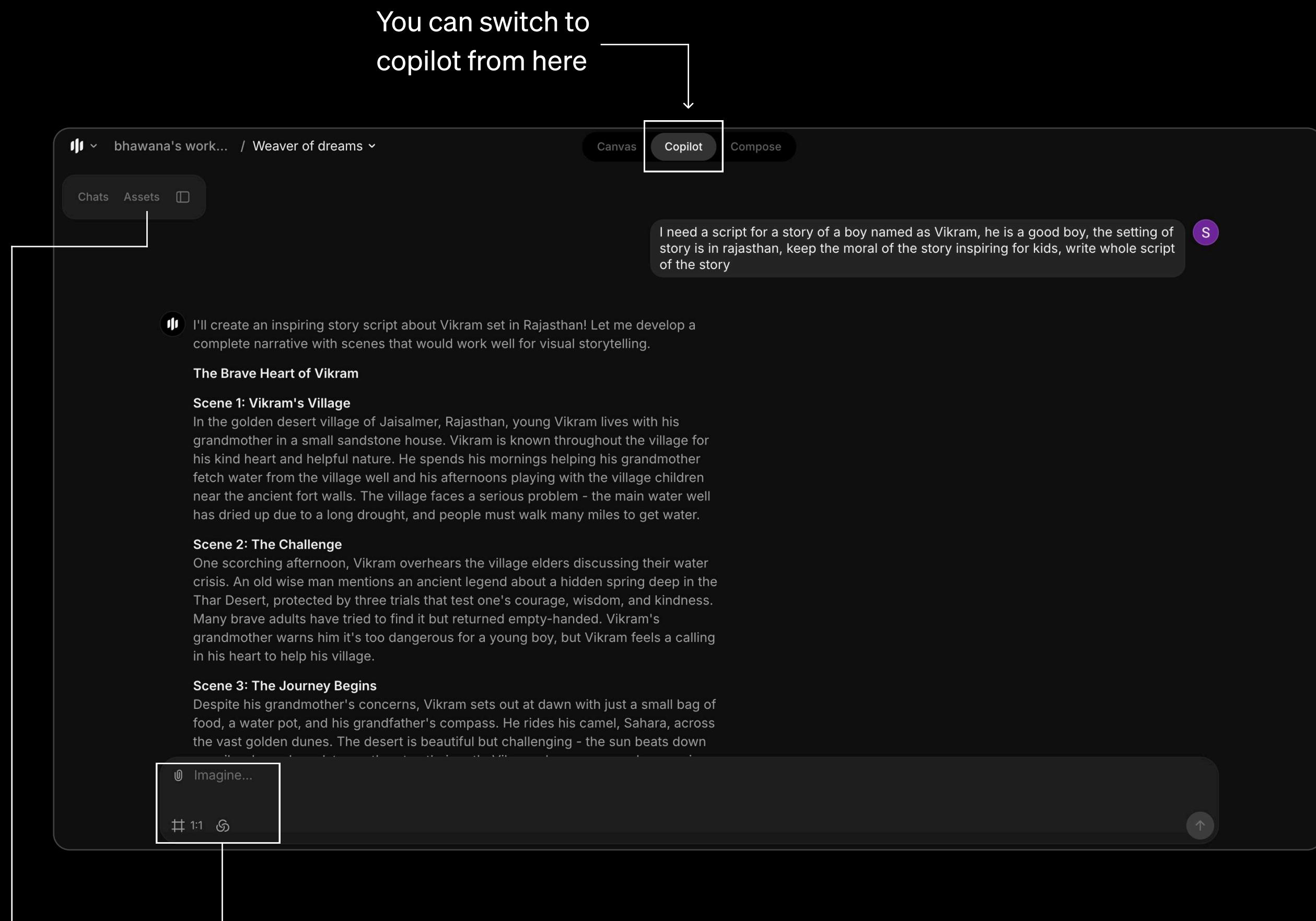
Here on assets section you will find a list of all your generations.

You can upload assets from the pc from here

The aspect ratio can be changed from here

You can choose the style model from here
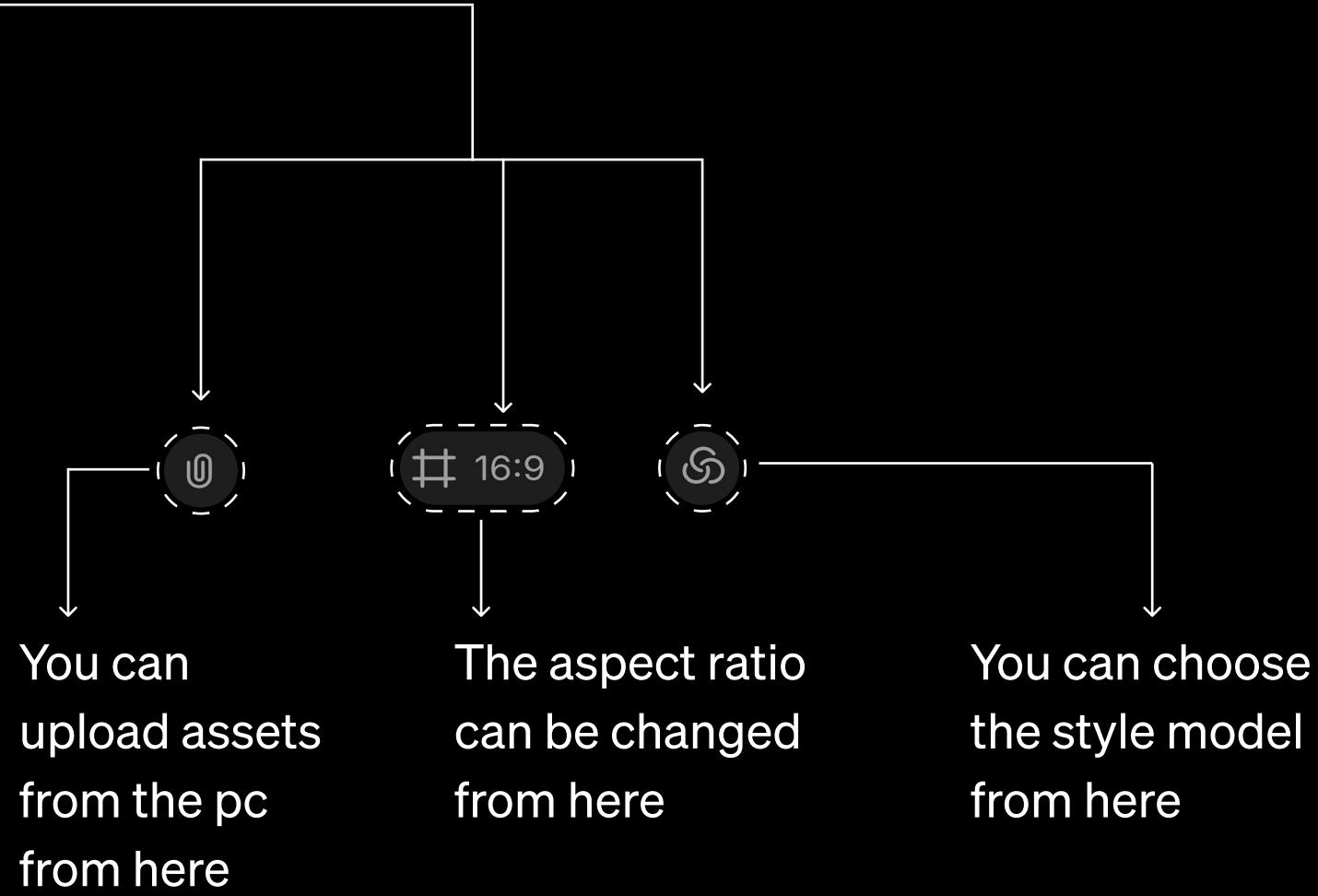
What made it even more useful was that Co-Pilot also allowed team to directly convert the generated image into a video clip, as shown in the frame at the bottom.

This helped speed up the workflow while keeping everything visually consistent.
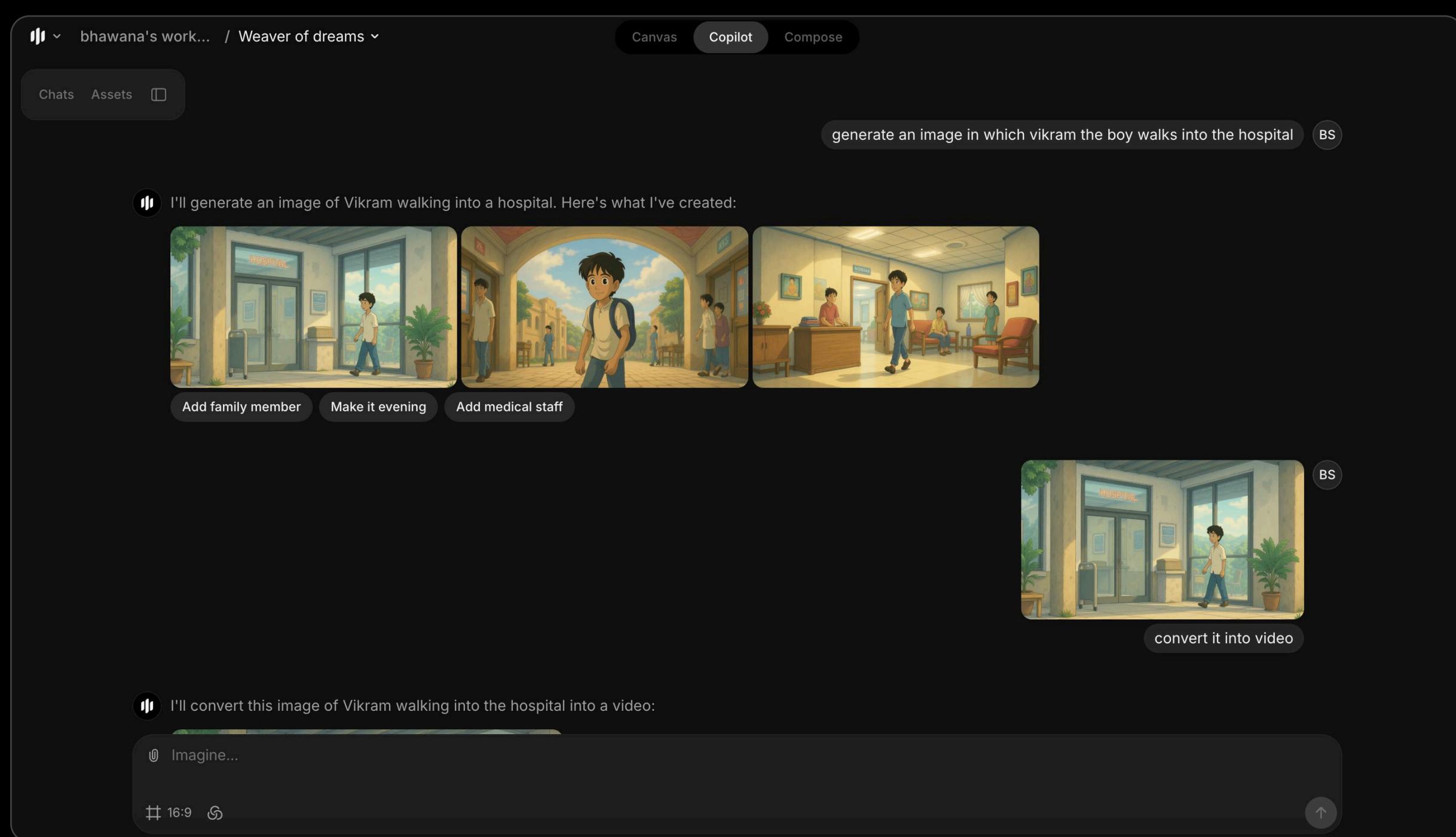
Co-Pilot acts as your creative companion throughout the entire process. You can see it as an intelligent agent that works alongside you, helping at every step whether it's drafting a script, breaking it into scene-by-scene prompts, suggesting characters and settings, or guiding how emotions and actions should appear.

Beyond scripting, Co-Pilot also supports you in animating scenes, refining visuals, and even making edits so the output stays consistent with your vision. It's designed to remove the heavy lifting from production, letting creators focus more on storytelling while Co-Pilot handles the structure and execution.

4. Scene Generation

Each scene was generated using the character and style model on Morphic

You can generate image, video and colorize images from here.
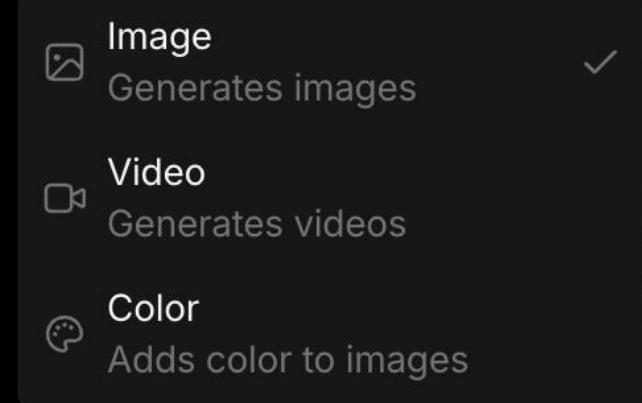
You can change the aspect ratio of the image you want to generate.
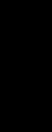
From here you can select the style models
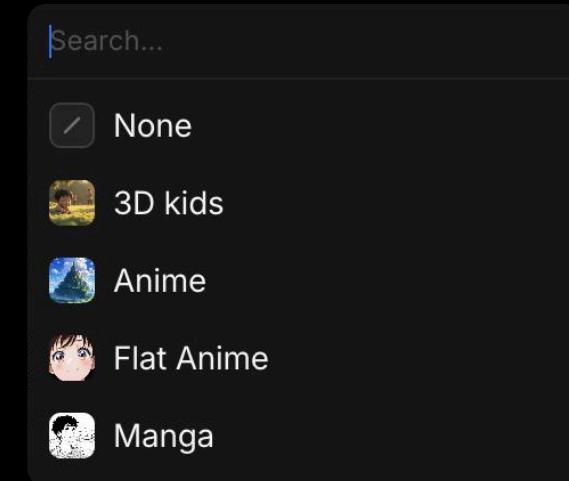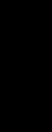
You can select the character models from here

Generate button

Image
Generates images ✓

Video
Generates videos

Color
Adds color to images

Format
16:9 ✓
4:3
1:1
9:16

Search...
None
3D kids
Anime
Flat Anime
Manga

vikram
None
vikram ✓
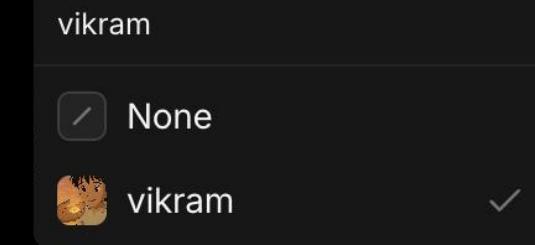
Adjust creativity, variations, and camera angle as needed.

Creativity   65
Variations
1   2   3   4
Camera angle
Auto
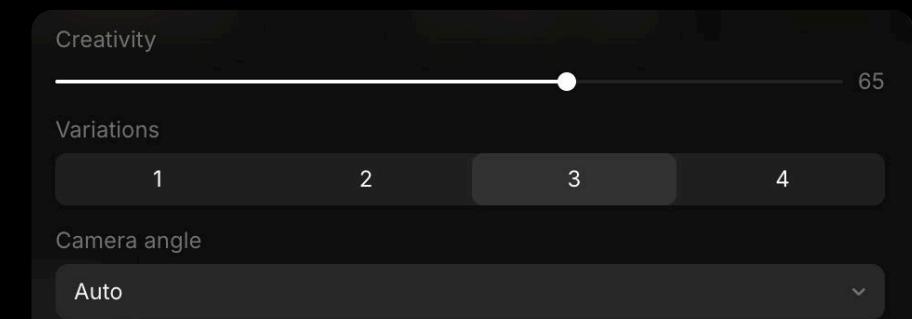
Each scene took around 5 minutes to generate, but usually required 3-4 iterations to refine. The results improved through prompt iteration rather than external editing by specifying camera angles, character placement, expressions, and background details to get the visuals just right.

![Morphic Kids logo]

5. Animating using Image-to-Video

The generated frame were animated using Morphic's **Image-to-Video** feature. The tool added subtle pans, zooms and directional movement as per the prompt and directions

The boy keeps the bundle of clothes on the counter and smiles towards the women standing in the shop, keep the camera angle same

🎥 Video   ◇ 1080p   ⚙

Select the resolution you want to generate (1080p, 720p, or 480p).

1080p	Default	>
720p		>
480p		>

You can choose the default model or Veo 3, depending on your use case. The default works well for most needs.

Default		
5s video	25 Credits	✓
Veo 3		
8s video	75 Credits	
8s with audio	100 Credits	

Adjust settings such as creativity, frames per second (16fps or 32fps), and camera motion as per your requirements.

Creativity	
	65
Frames per second	
16fps	32fps
Camera motion	
None	⌄

![Morphic Kids logo]

6. Animation using frames-to-Video

For more complex or dramatic moments, the creator generated multiple frames and interpolated between them to create smoother transitions and more nuanced animations.
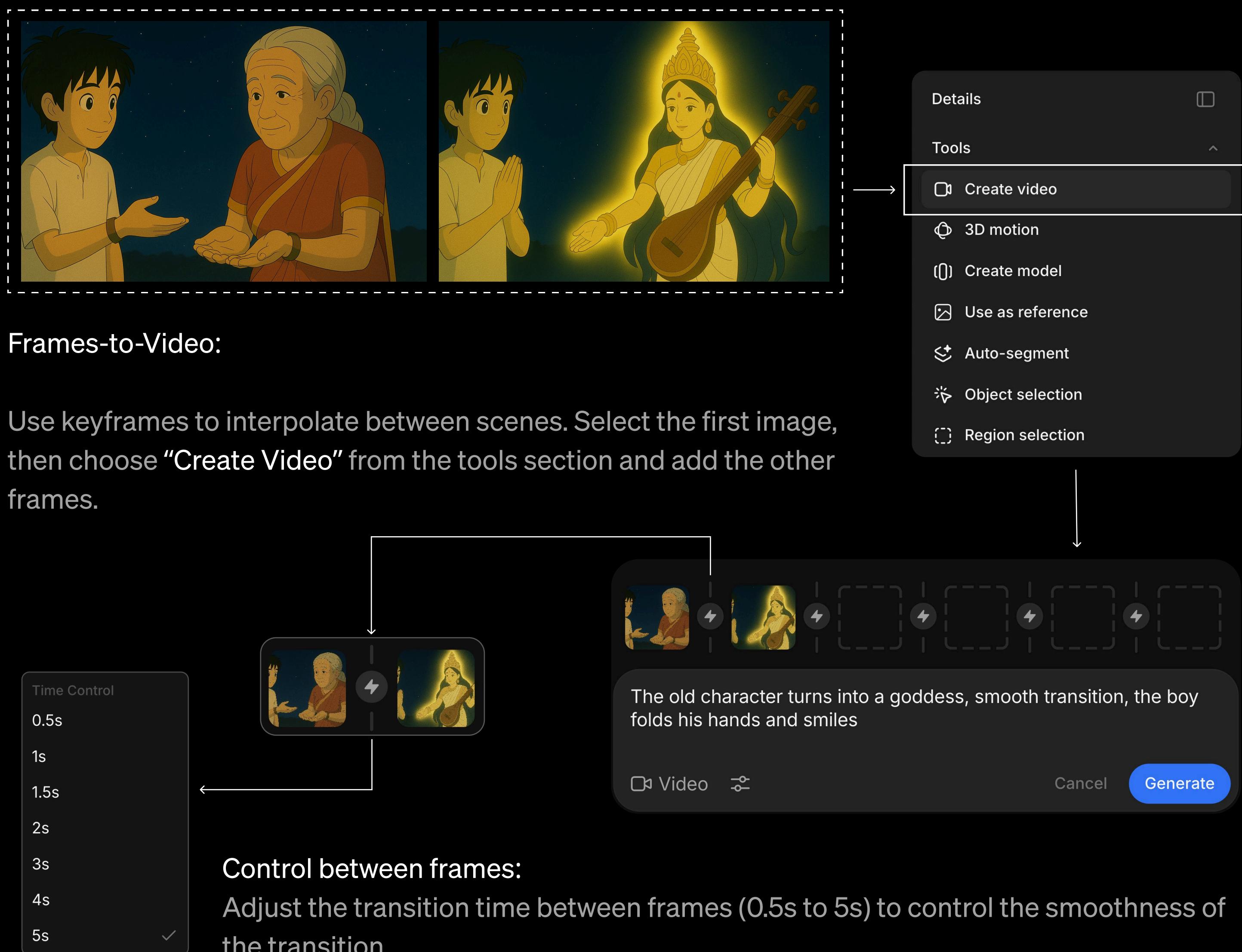
Frames-to-Video:

Use keyframes to interpolate between scenes. Select the first image, then choose **"Create Video"** from the tools section and add the other frames.

Details

Tools

- Create video
- 3D motion
- Create model
- Use as reference
- Auto-segment
- Object selection
- Region selection

Time Control
0.5s
1s
1.5s
2s
3s
4s
5s ✓

The old character turns into a goddess, smooth transition, the boy folds his hands and smiles

Video   Cancel   Generate

Control between frames:
Adjust the transition time between frames (0.5s to 5s) to control the smoothness of the transition.

Frames-to-video makes animation smooth and natural by letting the users easily control the timing between frames.

With just a few keyframes, you can create seamless motion and fine-tune transitions for polished results. This gives creators full control to bring scenes to life with ease.

7. Adding Voice and Music

Once visuals were complete, sound design was added externally:

- Voiceover: Created using ElevenLabs
- Music: Composed using Suno AI to match the emotional tone of each scene

8. Compilation

The final video was compiled on Morphic's Compose, where all clips and audio came together seamlessly. The process offered a smooth, unified experience, making it easy to assemble the story without leaving the platform.
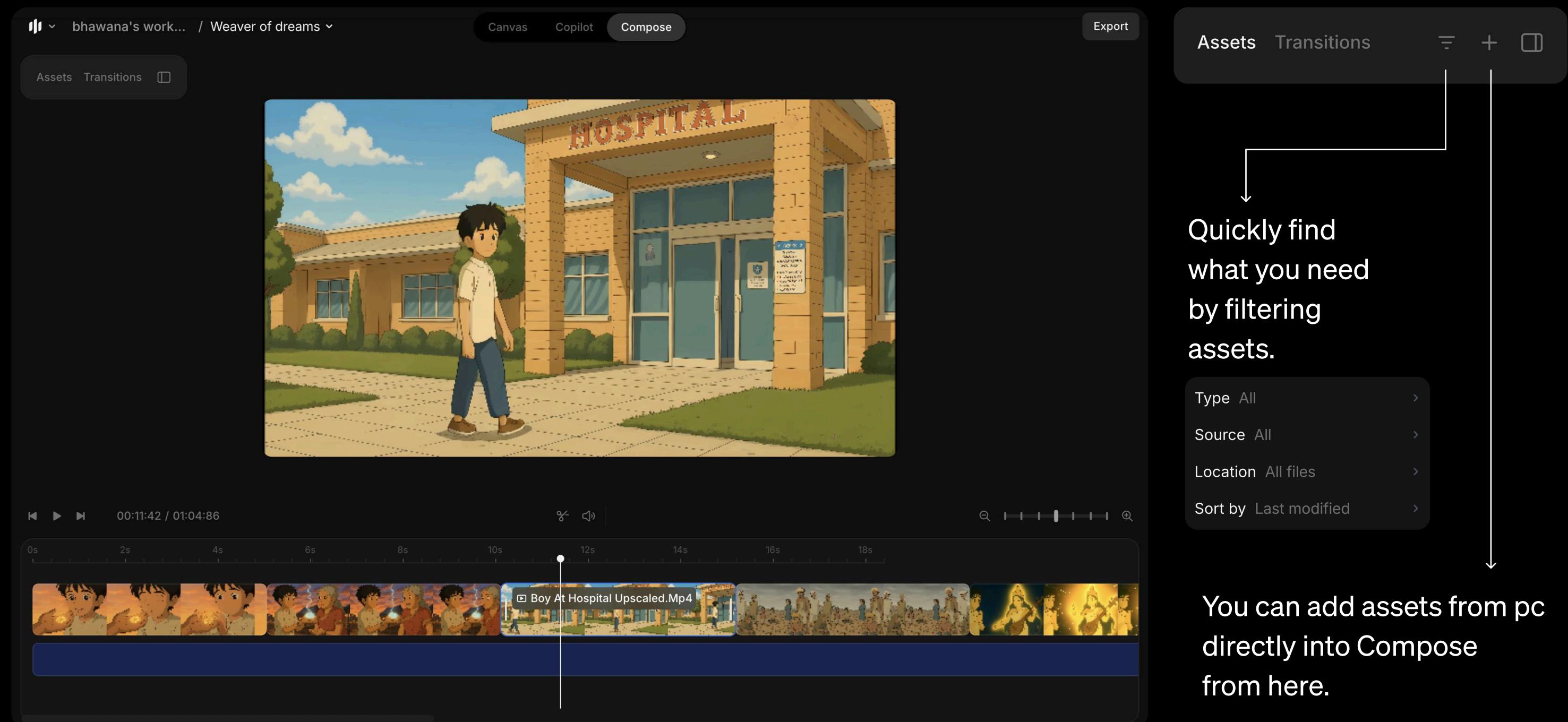
Morphic stands out by letting you generate scenes, script, edit, and even compile everything on a single platform.

![Morphic Kids]

One of the biggest strengths of the workflows is that it creates a repeatable production system. With a custom style model for consistent visuals and character models to preserve design and personality, new episodes or story arcs can be built without starting over.

Whether it's a adventure, a friendship story in a new world, or an educational mini-series, each video retains the same aesthetic and character integrity saving time while ensuring creative continuity.

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Before Morphic, creating kids' videos meant juggling multiple tools ChatGPT for scripts, MidJourney for illustrations, and Runway for animation making the process slow and fragmented.

Now, as a Morphic creator, I can do everything in one place: scripting, scene generation, animation, and refinement. The workflow is faster, smoother, and lets me focus on storytelling instead of managing tools.

- Bhawana

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Morphic provides an all-in-one workflow, handling everything from script to final animation without the need for multiple tools. With built-in image-to-video and interpolation, it delivers smooth motion and reduces manual work no more frame-by-frame drawing or adjustments in Photoshop or Blender.

The results are polished and visually impressive, while custom style and character models ensure consistency across scenes. Most importantly, it empowers solo creators to produce complete animated shorts and videos independently, without requiring a large team.