

Candidate Screening Task

YouTube Explainer Video Editor Intern: AI Video Workflows, Motion Graphics & B2B Storytelling

TIMEBOX

3 to 4 hours total

SUBMISSION

One PDF, at least 24 hours before your interview

FORMAT

PDF must stand alone; video / animatic links optional

Objective

This task tests how you think, edit, structure video, use AI, and explain visual decisions. It is **not** a perfection test. We want to see judgement. This role is video-first: pacing, structure, cutaways, motion graphics, and viewer attention matter more than tool mastery. Energy-sector knowledge, YouTube SEO, and our brand system are taught after hire.

Scenario

Project 54 is creating a YouTube explainer series about AI, digital marketing, automation, and the energy sector. The target audience is senior B2B decision-makers who do not have time for vague content. They need clarity, proof, and a reason to keep watching.

Script excerpt (use this for the task)

“Most energy companies do not lose growth because they lack expertise. They lose it because the buyer journey is too slow, too fragmented, and too hard to trust. A prospect reads one article, watches one clip, downloads one report, and then disappears into a buying committee nobody has mapped. Project 54 exists to fix that gap. We use AI-assisted workflows to turn scattered content into a connected system that helps buyers understand the problem, trust the evidence, and take the next step.”

Deliverables

1 — First 20 seconds video plan

Create a shot-by-shot plan for the first 20 seconds. Include:

- Opening hook
- Visual sequence
- Cut rhythm
- On-screen text
- Voiceover treatment
- Music or sound direction
- Where the Project 54 brand should appear

2 — 60-second storyboard or animatic plan

Create a storyboard for a 60-second explainer sequence. You may use simple boxes, screenshots, rough frames, AI-generated stills, Canva frames, Figma frames, sketches, or written shot descriptions. For each frame or sequence, include:

- What the viewer sees
- What the voiceover says or implies
- Why this visual is relevant
- Whether the asset is generated, sourced, designed, or edited

3 — Motion graphics and visual system

Propose 3 to 5 repeatable visual devices for Project 54 YouTube videos. Examples:

- Map with animated routes
- Buying-committee diagram
- Timeline box
- Data-card overlay
- Magnifying-glass focus effect
- Network diagram
- Keyword extraction from a sentence
- Split-screen proof comparison

For each device, explain where it should be used and why.

4 — Cutaway and footage plan

List 8 to 12 cutaways you would use. Mark each as one of: AI-generated, stock footage, screen recording, map or graphic, talking head, archive or news-style visual, or client / Project 54 brand asset. Explain how each cutaway supports the sentence or idea it appears beside.

5 — Short-form repurposing plan

Explain how you would turn the 60-second explainer into:

- One 20-second LinkedIn clip
- One YouTube Short
- One thumbnail concept
- One 5-slide LinkedIn carousel concept

6 — AI workflow log

You may use AI, and we expect you to use it intelligently. Include a short log explaining:

- Which AI tools you used
- What you used them for
- What prompts or instructions you gave
- What AI output was weak, generic, inaccurate, or unusable
- What you changed manually
- What final decisions were yours

What we are testing

- Can you earn attention in the first 10 to 20 seconds?
- Can you explain complex ideas visually?
- Can you avoid generic stock footage and generic AI visuals?
- Can you match visuals to narration?
- Can you create a repeatable visual system?
- Can you use AI without cognitively offloading the task?

- Can you explain your decisions clearly?

What not to do

- Do not submit only a generic AI-generated video.
- Do not use irrelevant futuristic AI visuals.
- Do not rely on a long static talking head.
- Do not use motion graphics only for decoration.
- Do not hide how you used AI.
- Do not submit a huge production plan that a small team could not execute.

Interview discussion

In the interview you will present your task and answer questions about your choices. Be ready to explain why your opening works, why each cutaway is relevant, and how you would improve the sequence after feedback.

Where to send: submit one PDF (optional video or animatic links welcome, but the PDF must stand alone) to info@projectfifty4.com, at least 24 hours before your scheduled interview.