Getting Started with *Higgsfield*

From a photo to a cinematic video

What it is, what it costs and how to animate your first image step by step, with no technical knowledge. With real screenshots and step-by-step examples.

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Edition of 14 November 2026 · rpatec.com

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How to use this guide

Read it in order the first time: each level builds on the previous one. After that, each idea takes up one or two pages and stands on its own.

Button and menu names appear like this, exactly as they appear in the interface. The screenshots, costs and results of the examples are real, obtained on the platform itself.

You can follow it with a free account; for usable results (higher quality, no watermark and commercial use) you will need at least the Starter plan.

An honest warning

Higgsfield changes very quickly: models, prices and menus are updated almost every week. The details in this guide were checked on 14 November 2026. If something doesn't match what you see, trust the screen, especially the number on the Generate button.

The four levels

BEFORE YOU START

What it is, what it costs and whether you need it.

YOUR FIRST ANIMATED PHOTO

From a still image to a clip with camera movement.

MORE CONTROL

Create your own image, choose a model and save credits.

PRODUCTION

What comes next.

AT A GLANCE

The 13 ideas

With the first seven you can already publish your first animated reel. The rest is for when you want more control or to produce at scale.

BEFORE YOU START | YOUR FIRST ANIMATED PHOTO | MORE CONTROL | PRODUCTION

01

What Higgsfield is

A studio with many image, video and audio models, and a single credit balance.

02

Credits and plans

Everything is paid in credits. The exact cost appears on the Generate button.

03

Do you need it?

Compare it with what you already have: Gemini, Google Flow, OpenArt or CapCut.

04

Choose a good image

Sharp, with a clear subject and room for the camera to move.

05

Step by step: your first Dolly In

Video → Create Video → Higgsfield DoP → Dolly In → Generate.

06

The motion prompt

What moves, how the camera goes, the light and what must stay the same.

07

Download and finish the reel

The clip is raw material: the reel is edited in CapCut, Premiere or DaVinci.

08

Create the starting image with Soul 2.0

Don't have the photo? Create it in Image for 0.125 credits.

09

Watch out for text in the image

Image models invent letters. Fix them in the image before animating it.

10

Choose the video model

DoP for camera presets; Seedance for people; Kling for longer clips.

11

Save credits

Test cheaply, change one thing at a time and plan ahead: credits don't roll over.

12

Production studios

Cinema Studio, Soul ID, Marketing Studio and Shorts Studio.

13

Agents that produce for you

Canvas, Supercomputer, MCP and plugins for Premiere and DaVinci.

LEVEL 0

Before you start

What it is, what it costs and whether you need it



Before you spend a single credit, it helps to understand what Higgsfield is, how you pay for it and which other tools might be enough for you. Three short ideas, no jargon. The illustration above is the one we will animate in level 1.

01 · What Higgsfield is

A studio with many image, video and audio models, and a single credit balance.

02 · Credits and plans

Everything is paid in credits. The exact cost appears on the Generate button.

03 · Do you need it?

Compare it with what you already have: Gemini, Google Flow, OpenArt or CapCut.

LEVEL 0 · BEFORE YOU START

01 What Higgsfield is

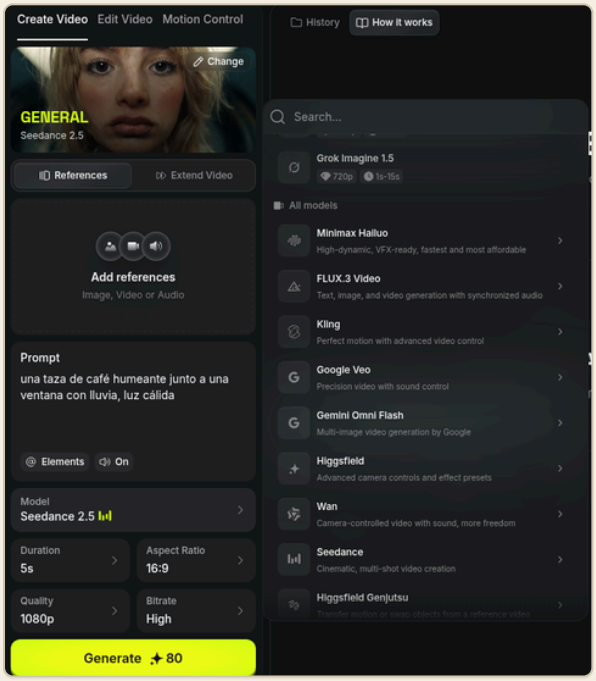
A hire studio with lots of cameras, all on the same website.

IN A NUTSHELL

Higgsfield is a website (**higgsfield.ai**) that brings together many artificial intelligence models for creating **images, video and audio** in one place. Some are its own, such as DoP (video) or Soul (image), and others come from third parties: Kling, Seedance, Google's Veo, Nano Banana, GPT Image... All of them are paid for from the same credit balance.

Its speciality, and the reason for this guide, is turning a **still photo into a short clip with cinematic camera movement**: a slow push-in, a rising crane, a sideways tracking shot. It does this with **presets**, ready-made movements you pick the way you would pick a filter.

Think of Higgsfield as a studio for hire: you bring the photo and the idea; it provides the camera, the crane and the operator. And you pay per take, not per month of shooting.



The **Model** selector in the **Video** section groups models by family: Minimax Hailuo, Kling, Google Veo, Wan, Seedance, Higgsfield...

EXAMPLE

A neighbourhood bakery

It has a good photo of the counter with freshly baked croissants. Instead of posting it as it is, it turns it into a five-second clip with a slow push-in towards the counter. Same material, far more movement in the Instagram feed.

KEEP IN MIND · The model catalogue changes almost every week. Don't memorise names: learn the workflow (image → movement → prompt → generate) and it will work with whichever model is current.

LEVEL 0 · BEFORE YOU START

02 Credits and plans

Always check the number on the button before you press it.

IN A NUTSHELL

Each generation costs a different number of credits depending on the model, the length and the quality. The exact cost **always appears on the** Generate **button** before you press it: that is the number to watch.

A new free account showed **10 credits** on 14/11/2026: enough to get to know the interface and run a few tests (a clip with Higgsfield Lite costs 3; an image with Soul 2.0, 0.125). The free plan allows one generation at a time, gives access to few models, some of which add a watermark, and, according to the pricing table, **does not include commercial use**. You can follow this guide with a free account, but for **usable results** (higher quality, no watermark and commercial use) you need at least the Starter plan.

The simplest paid plan, **Starter, costs €19/month with 270 credits a month**. Credits **do not roll over**: whatever you don't use in the month is lost. It makes sense to start with the small plan and only move up if you run short.

PLANS (HIGGSFIELD.AI/PRICING, 14/11/2026)

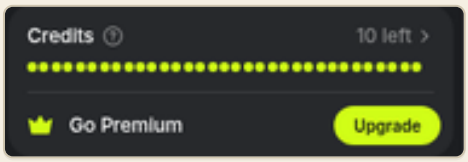
Plan	Price	Credits	Who it's for
Free	€0	10 when you open the account	Seeing the interface and running two or three tests. No commercial use.
Starter	€19/month	270 a month	Learning and publishing regularly. Commercial use.
Plus · Ultra	on offer that day	1,200 · 3,000 a month	Heavy use and every model.

Prices shown from Spain on 14/11/2026 (Starter, billed annually). There was an offer until 15/11. They can change at any time: check them before you pay.

WHAT EACH THING COSTS (APPROXIMATE)

Generation	Credits
Soul 2.0 image	0.125
Nano Banana Pro image (1K)	2
DoP video · Higgsfield Lite	3
DoP video · Higgsfield Standard	10
Seedance 2.5 · 5 s · 720p	35
Seedance 2.5 · 5 s · 1080p	80

Costs seen on the Generate button and in the pricing table on 14/11/2026.



Starting balance of a new free account (14/11/2026): “10 left”.

EXAMPLE

Quick maths with Starter

With 270 credits a month, using Higgsfield Lite (3 credits per clip) gives you about 90 takes; with Higgsfield Standard (10), about 27. Enough to learn and publish several pieces a week.

KEEP IN MIND · The same clip can cost 3 or 80 credits depending on the model and the quality. Until you have mastered the workflow, test with the cheap options and only raise the quality for the final version.

LEVEL 0 · BEFORE YOU START

03 Do you need it?

Higgsfield isn't the only option, nor always the best one.

IN A NUTSHELL

Before paying for anything, think about what you want to achieve. For some things, free tools or ones you may already pay for are enough; Higgsfield shines when you want **cinematic camera movement over your own image** with very little effort.

A useful heads-up: **ChatGPT no longer generates video** (Sora closed in 2026). It is still very good for what comes before: writing the prompt, the script or the text for the reel.

WHAT TO USE FOR WHAT

If you want...	Try	Why
A quick clip without paying anything	Google Flow · OpenArt trial	Flow gives 50 free credits a day; OpenArt, 40 credits for 7 days, no card needed.
Video, and you already pay for Google	Gemini	Video generation requires a paid plan (from AI Plus, €4.99/month).
Cinematic camera movement over your photo, with presets	**Higgsfield**	Hundreds of camera presets and effects; pick one, write a sentence and generate.
Editing the reel: cuts, text, music, 9:16	CapCut (or Premiere / DaVinci Resolve)	CapCut Pro has a 7-day trial with no card. Higgsfield delivers individual clips, not the finished reel.
Writing prompts and scripts	ChatGPT · Gemini · Claude · Grok	Free or with the plan you already have; they don't use video credits.

Free plans and trials checked on 14/11/2026. They change often.

EXAMPLE

A busy physiotherapist

Films their videos on a phone and edits them in CapCut. They only turn to Higgsfield to animate two or three images a month of the clinic or the equipment, on the Starter plan, and keep editing in CapCut.

KEEP IN MIND · Higgsfield and OpenArt are very similar (they share many of the same models). If you already use one, only try the other if you are after something specific: Higgsfield's camera presets or OpenArt's Director for longer pieces.

LEVEL 1

Your first animated photo

From a still image to a clip with camera movement



The heart of the guide. We pick a good image, apply a cinematic camera movement with a preset, write a short prompt and generate. The example in this guide can be reproduced with a free account and costs 3 credits; here it is, step by step.

04 · Choose a good image

Sharp, with a clear subject and room for the camera to move.

05 · Step by step: your first Dolly In

Video → Create Video → Higgsfield DoP → Dolly In → Generate.

06 · The motion prompt

What moves, how the camera goes, the light and what must stay the same.

07 · Download and finish the reel

The clip is raw material: the reel is edited in CapCut, Premiere or DaVinci.

04 Choose a good image

AI doesn't invent quality: it amplifies it.

IN A NUTSHELL

A sharp, well-lit image with a clear subject gives a clean video. A blurry or cluttered image gives a strange one: faces that warp, objects that appear and disappear.

The image you upload to Start frame becomes the **first frame** and sets the **aspect ratio** of the video (the interface itself says so: “Sets the first frame and aspect ratio”). If it's going to a vertical Reel, start from a vertical image.

QUICK CHECKLIST

- [ ] Sharp and well lit.
- [ ] One clear main subject: a person, a product, an object.
- [ ] Space around it so the camera can move.
- [ ] No small text or important logos (AI tends to distort them).
- [ ] JPG or PNG. Landscape for the web; portrait for Reels or Stories.
- [ ] Your own or used with permission, and with the consent of anyone who appears in it.



The starting image for our test: one of the illustrations created for this guide.

EXAMPLE

The example in this guide

We chose an illustration with a clear centre (the typewriter), several characters and depth: ideal for a slow camera push-in, a Dolly In.

KEEP IN MIND · If a recognisable person appears, you need their consent to publish the video. And don't upload confidential images: by default, Higgsfield may use what you upload to train its models (more on this in the appendix).

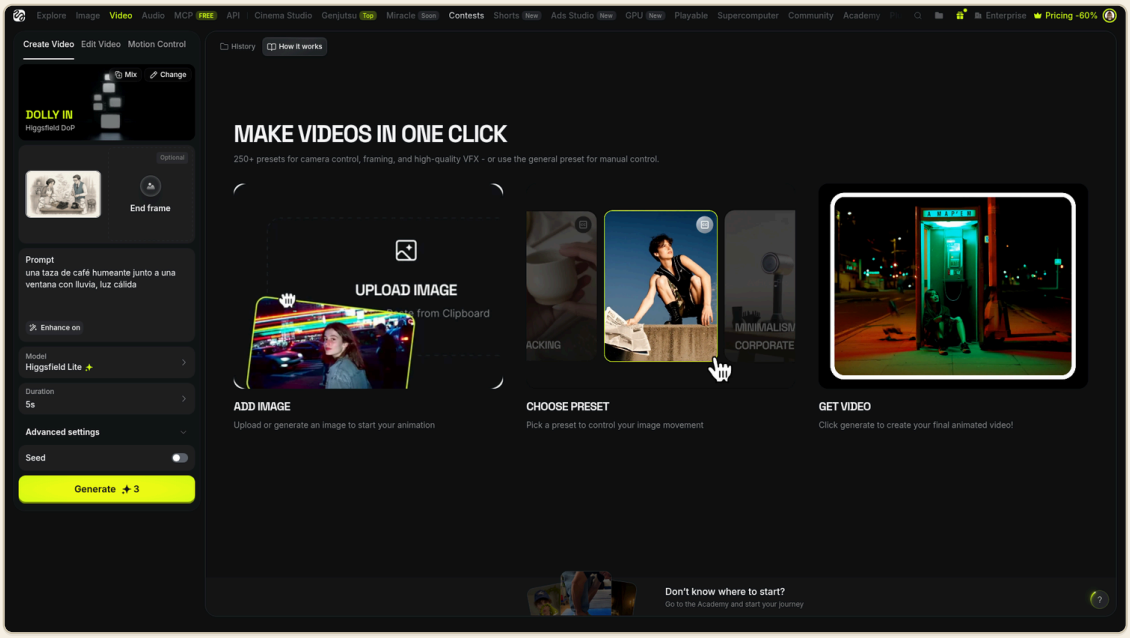
05 Step by step: your first Dolly In

A clip of about 3 seconds for 3 credits. Let's take it slowly.

IN A NUTSHELL

We are going to animate the level 0 illustration with the **Dolly In** movement: the camera moves slowly towards the scene, as if the operator were pushing it along rails. We will use **Higgsfield DoP** ("Director of Photography"), Higgsfield's own photo-to-video model, in its most affordable version, Higgsfield Lite.

Step 1. Go to **higgsfield.ai**, sign in and click Video in the top menu. This screen opens, with the Create Video tab active. Before touching anything, it's worth getting to know its areas:



The Video section, with the settings panel on the left and the results area on the right.

THE AREAS OF THE SCREEN

Area	What it is	What we'll do there
Video (top menu)	Higgsfield's sections: Image, Video, Audio, Cinema Studio...	Go into Video.
Create Video · Edit Video · Motion Control	Panel tabs: create a new video, edit an existing one or copy the movement from another video.	Use Create Video only.
Left panel	The "shot sheet": preset, images, prompt, model, length and generate button.	Fill it in from top to bottom.
How it works · History	On the right: a three-step explanation (Add image, Choose preset, Get video) and, in History, your generated videos.	See the result at the end.

The roadmap

1 Go into Video · 2 Choose the preset · 3 Upload the image · 4 Write the prompt · 5 Choose model and length · 6 Check the cost and generate · 7 Review and download. On the following pages, each step comes with its screenshot. The interface is in English and its look changes often: if a button isn't where you see it here, look for the same name.

Step 2 · Choose the camera movement

The preset is the camera's "choreography". It's the most important decision.

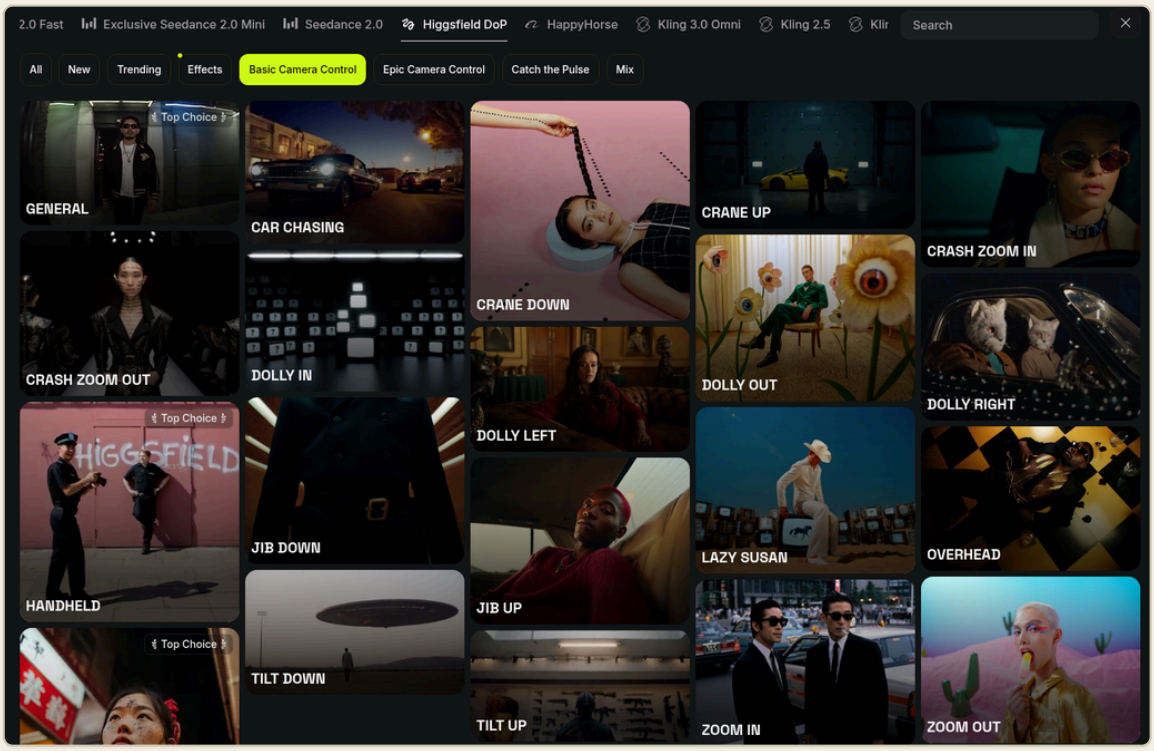
IN A NUTSHELL

At the top of the panel there is a card with the active preset (when you arrive it usually shows **General** with another model). Click **Change** and the catalogue opens. The models are in the top row; choose **Higgsfield DoP**. Below them are the category tabs:



The Higgsfield DoP category tabs.

Tab	What it contains	To start with?
All · **New** · **Trending**	All presets, the latest additions and the most used.	For browsing.
Effects	Visual effects: fire, disintegration, transformations...	Eye-catching, but they distort the image more.
Basic Camera Control	Classic, smooth camera movements.	**Yes: start here.**
Epic Camera Control	More spectacular, faster movements.	Once you've mastered the basics.
Catch the Pulse · **Mix**	Rhythmic presets and combinations of several presets.	Later on.



The **Basic Camera Control** tab. Each thumbnail is a sample video: hover over it to see it move. We choose **Dolly In**.

KEEP IN MIND · **General** is the "no choreography" preset: the interface describes it as manual control, and you decide the movement with the prompt. When starting out, a specific preset is better; the result is more predictable.

The basic movements, in plain English

A small film dictionary for choosing presets with confidence.

IN A NUTSHELL

Presets use film-set names. You don't need to memorise them: it's enough to know the feeling each one creates.

Preset	What the camera does	Feeling · when to use it
Dolly In · Dolly Out	Moves towards the scene · pulls back away from it.	Moving closer draws attention to something (a product, a face). Pulling back reveals the setting; a good way to end a video.
Zoom In · Zoom Out	Brings the image closer or further with the lens, without moving the camera.	Similar to a dolly, but flatter. Useful when the image has little depth.
Crash Zoom In · Out	A sudden, fast zoom.	Impact, humour, surprise. Use it sparingly.
Crane Up · Crane Down	The camera rises or descends as if on a crane.	Rising adds grandeur (a shop, a landscape); descending "lands" on the subject.
Jib Up · Jib Down	A short rise or drop on a small arm.	A more discreet version of the crane.
Tilt Up · Tilt Down	The camera pivots up or down without moving.	Taking in something tall: a building, a shelf, a person from head to toe.
Dolly Left · Dolly Right	Sideways movement (tracking shot).	Running along a counter or a shop window.
Handheld	Handheld camera, with a slight shake.	Naturalness, a documentary or "shot on a phone" style.
Overhead	Top-down view, from above.	Tables, dishes, products on a surface.

Three good first presets

Dolly In, **Crane Up** and **Dolly Out**. They are gentle, rarely distort the image and, put together, already make a reel with a beginning, a middle and an end.

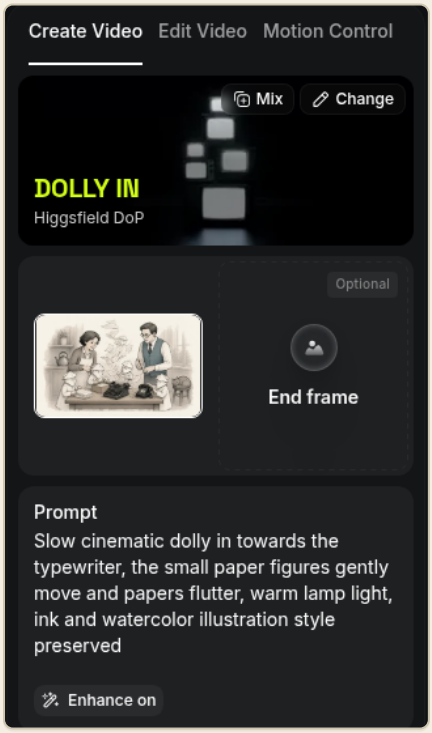
Choose according to the image

Lots of depth (foreground and background)? Dolly. A flat image, like a poster? Zoom. Something tall? Tilt or Crane. A table seen from above? Overhead.

KEEP IN MIND · These descriptions are based on standard film language and on each preset's sample videos. Before spending credits, watch the animated thumbnail: it's the best clue to what you'll get.

Steps 3 and 4 · The image and the prompt

What each box in the top half of the panel does.



The top half of the panel: preset, Start frame (with the example image), End frame and Prompt.

Start frame · the starting image

Click the box and upload your image (JPG or PNG) or drag it in. It becomes the **first frame** of the video and sets its **aspect ratio**: landscape image, landscape video. In this guide's example, a 1179 × 726 illustration produced a 1216 × 752 video, with the same shape.

End frame · optional

Used to say how the video should end. For a first clip, **leave it empty**: the preset already decides the path. According to the help centre, first- and last-frame control is reserved for plans above Starter.

Prompt · the accompanying sentence

Describe what moves besides the camera and what must stay the same. One or two sentences. The full formula is in idea 06.

Enhance on · expanding the prompt

With Enhance switched on, Higgsfield rewrites and expands your sentence before generating. In this guide's example it turned one line into a descriptive paragraph (you'll see it next to the result). Leave it on when starting out; switch it off when you want your words followed to the letter.

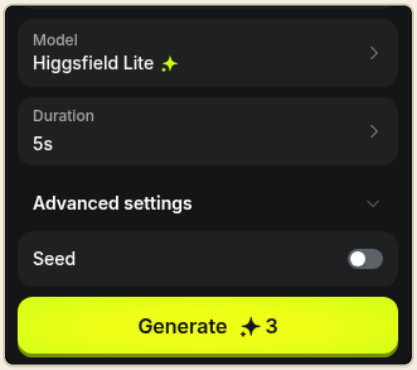
COMMON MISTAKES AT THESE STEPS

Mistake	What happens	How to avoid it
Uploading a screenshot with borders	The video animates the borders and bars too.	Crop the image first so only the scene remains.
A landscape image for a Reel	You'll have to crop later and lose part of the scene.	Start from a portrait image (9:16 or 3:4).
A prompt that contradicts the preset	"The camera spins" with a Dolly In: strange results.	Leave the camera to the preset and describe only the rest.

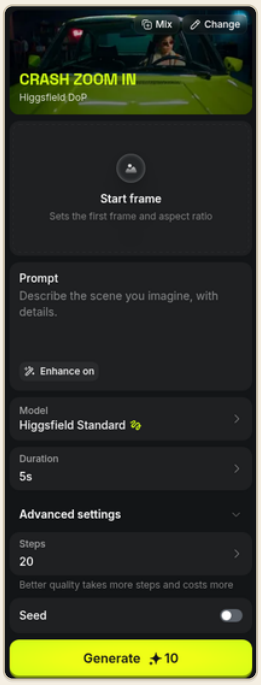
KEEP IN MIND · By default, what you upload to Higgsfield may be used to train its models. Don't upload confidential images or client material without their permission.

Steps 5 and 6 · Settings, cost and Generate

The bottom half of the panel: this is where you decide how much you pay.



The example's settings: Higgsfield Lite, 5s, no Seed and Generate ✦ 3.



With another preset and **Higgsfield Standard**, **Advanced settings** shows **Steps** 20 and the cost rises to ✦ 10.

Setting	What it does	When starting out
Model	The engine that generates the video. In DoP: Higgsfield Lite (affordable) or Higgsfield Standard (higher quality).	**Higgsfield Lite**: 3 credits in the example.
Duration	The length of the clip.	The shortest for testing. Check the actual length of the file afterwards.
Advanced settings	Fine-tuning. With Standard, **Steps** appears: the interface warns that more steps mean higher quality, but take longer and cost more.	Leave alone.
Seed	The random "seed". Off, every attempt comes out different. On and with a number, you can repeat a result.	Off.
Generate ✦ **N**	Starts the generation. N is the cost in credits for that exact combination.	**Check N before pressing.**

Step 6 · Check the number and press

The number on the button changes instantly if you change the model, the length or the advanced settings: it's your live budget. On the free plan there can only be **one generation at a time**, so wait for it to finish before starting another. While it generates, the right-hand area switches to **History** and shows a loading indicator.

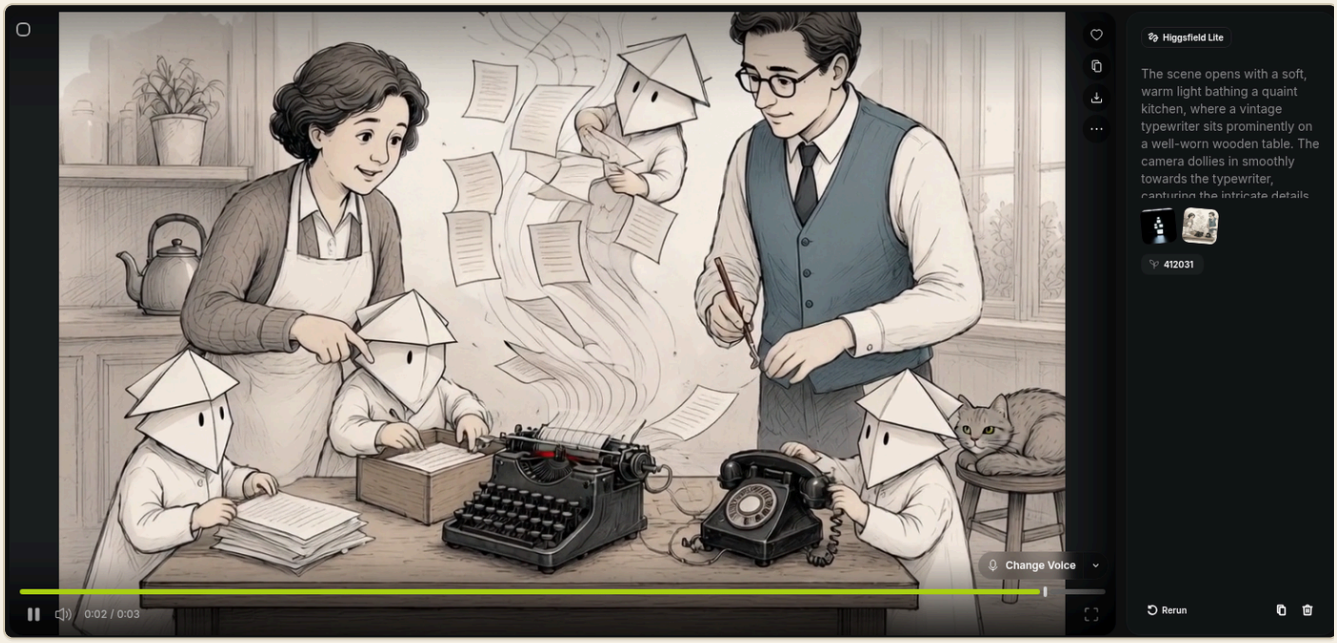
Tip: do your first tests with Lite and change something between attempts; pressing Generate several times in a row "to see if it comes out better" only spends credits.

Step 7 · Review, download and repeat

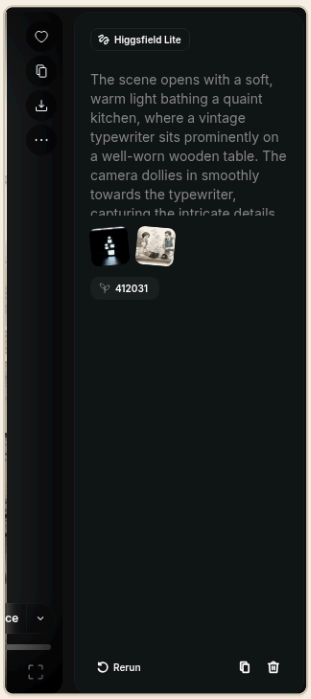
The result appears in History. Now it's time to look at it critically.

IN A NUTSHELL

When it finishes, the clip appears in **History**. Click it to play it. Watch it two or three times, first all the way through and then paying attention to the details: faces, hands, edges, text.



The example's result in **History**. On the right, the prompt expanded by Enhance.



Player icons and clip details.

Element	What it's for
♡ and ···	Save as a favourite and more options.
Download (down arrow)	Downloads the clip as an MP4 for editing.
Clip details	Model used (Higgsfield Lite), expanded prompt, input images and seed number (412031 in the example).
Rerun	Generates again with the same settings. Spends credits again.
Copy · bin	Copy and delete the result.
Filter · **View**	Top right: filter and change the History view.

If you're not happy with it

Don't press Rerun blindly. Change **just one thing** (the preset, a word in the prompt or the image) and generate again. That way you'll know what improved the result.

KEEP IN MIND · Check the actual length of the downloaded file before editing: in this guide's example, with 5s selected, the clip lasted 3.2 s.

06 The motion prompt

The preset handles the camera; the prompt tells the rest.

IN A NUTSHELL

The preset already decides the camera movement. The prompt is for saying **what else moves** in the scene and **what must not change**. One or two sentences are enough; very long prompts tend to confuse more than help.

A four-part formula that works: **1)** camera movement and where it's heading, **2)** one or two things that move gently, **3)** light or atmosphere, **4)** the style that must be preserved.

COMMON PROBLEMS AND HOW TO FIX THEM

If this happens…	Try this
Warped faces or hands	Ask for less movement (“gently”, “subtle”) or start from a sharper image.
Everything moves, it looks like an earthquake	Describe only one or two things that move.
The style of the image changes	Add “… style preserved” (keep the illustration style).
Hardly anything happens	The preset is in charge: try another camera movement before rewriting the prompt.
Strange letters or logos appear	Fix or remove the text in the image before animating it (idea 09).

EXAMPLE PROMPT

> Slow cinematic dolly in towards the typewriter, the small paper figures gently move and papers flutter, warm lamp light, ink and watercolor illustration style preserved.

The prompt from this guide's example. Template: [camera movement] towards [subject], [1–2 things that move gently], [light], [style] preserved.

EXAMPLE

A ceramics shop

A photo of a mug on the workshop table. Dolly In preset and prompt: “slow dolly in towards the mug, a little steam rises, morning light through the window, photographic look preserved”. Only one thing moves (the steam) and the camera does the rest.

KEEP IN MIND · Ask ChatGPT, Gemini or Grok to help you write the prompt: describe the image and the effect you want, and ask for three short versions. It doesn't use any Higgsfield credits.

Example prompts for each type of image

Copy them, change the subject and adapt them to your business.

IN A NUTSHELL

The same formula works for almost everything. These examples are designed for the basic presets; notice that there is always **little movement** and a final phrase that **protects the style**.

Type of image	Preset	Example prompt
Product on a table	Dolly In	Slow dolly in towards the ceramic mug, a thin wisp of steam rises, soft morning window light, product photography look preserved.
Shop or shop window	Dolly Right	Smooth tracking shot along the shop window, warm lights inside, people walking softly blurred in the background, realistic photo style preserved.
Person (portrait)	Zoom In	Gentle zoom in on her face, she smiles slightly and blinks, hair moves a little with the breeze, natural skin, realistic.
Landscape or façade	Crane Up	Crane up revealing the whole building and the street, clouds drift slowly, golden hour light, photographic style preserved.
Dish or table seen from above	Overhead	Overhead shot, steam rising from the dish, hands placing a spoon, warm restaurant light.
Illustration	Dolly In	Slow dolly in, the characters move gently, papers flutter, ink and watercolor illustration style preserved.

Words that calm the movement

slow, gentle, subtle, softly, slightly, smooth. Use them when the image has faces, hands or fine details.

Words that protect the image

style preserved, realistic, natural skin, photographic look, keep the composition. They go at the end of the prompt.

What to avoid

Asking for many actions at once, scene changes (“and then...”) or new text in the image. A 3- to 5-second clip only has room for a single gesture.

Writing in another language

You can. If the result doesn't follow what you ask, try the same sentence in English: ask your AI assistant to translate it.

KEEP IN MIND · These prompts are starting points, not guaranteed recipes: every image reacts differently. Change one thing at a time between attempts and note down what works.

07 Download and finish the reel

Higgsfield shoots the takes; the editing is still yours.

IN A NUTSHELL

Download the clip with Download (MP4) and finish it in your editor: **CapCut** if you want something easy that works on your phone, or **Premiere** or **DaVinci Resolve** if you already use them.

For Instagram, the format is **vertical 9:16** (1080 × 1920). If your clip is landscape, crop it or place it on a background; better still, start from a portrait image from the outset.

A simple reel that works: three or four clips of 3 to 5 seconds, a short on-screen text, licensed music and your logo at the end.



Three frames from the example clip (start, middle and end): the camera moves towards the typewriter and the papers fly.

EXAMPLE

A 15-second reel for a small business

Three images of the premises animated with Dolly In, Crane Up and Dolly Out, joined in CapCut with one line of text per clip and the logo at the end. With Higgsfield Lite, at about 3 credits per clip, around 9 credits.

KEEP IN MIND · Instagram asks you to label content created or edited with AI when it looks realistic (the “AI info” label). Switch it on when you publish: it's the platform's rule and avoids surprises.

LEVEL 2

More control

Create your own image, choose a model and save credits



Once your first clip works, it is time to fine-tune: create the starting image inside Higgsfield, avoid the text problem, choose the right video model for each job and avoid burning credits along the way.

08 · Create the starting image with Soul 2.0

Don't have the photo? Create it in Image for 0.125 credits.

09 · Watch out for text in the image

Image models invent letters. Fix them in the image before animating it.

10 · Choose the video model

DoP for camera presets; Seedance for people; Kling for longer clips.

11 · Save credits

Test cheaply, change one thing at a time and plan ahead: credits don't roll over.

LEVEL 2 · MORE CONTROL

08 Create the starting image with Soul 2.0

Don't have the photo you need? Create it yourself.

IN A NUTSHELL

If you don't have a starting image, you can create one in the **Image** section of the top menu: write a description, choose the model and generate. With **Soul 2.0**, Higgsfield's own image model, each image costs **0.125 credits**: a single credit gives you eight. On the next page we go through the creation bar button by button.

The two examples in this guide: a realistic photo of a baker and a “New Yorker style” illustration. The photo is very convincing. The illustration is decent but generic: the AI interprets “New Yorker” in its own way, and a consistent visual identity takes more work (references or Soul ID, idea 12).



Realistic photo with Soul 2.0 (0.125 credits).



“New Yorker style” with Soul 2.0: decent, but generic.

EXAMPLE

When to create and when to photograph

For a real product you sell, always use your own photo: AI can alter details such as the shape, the colour or the logo. Create images with AI for settings, ideas or illustrations, not to show the exact product.

KEEP IN MIND · Generated people don't exist, but the audience may believe they do. If the image is realistic, label it as AI content when you publish it.

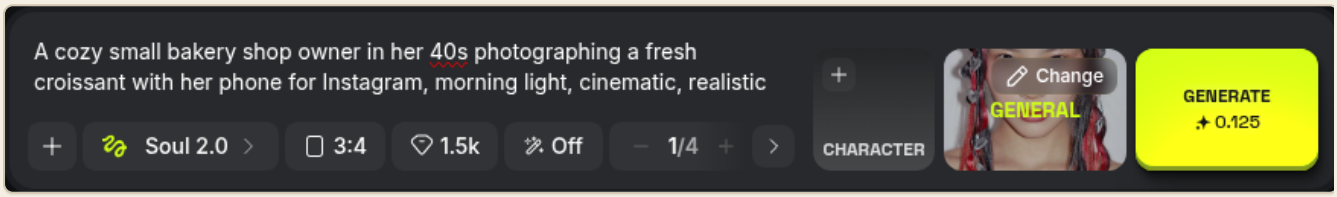
LEVEL 2 · MORE CONTROL

The Image bar, button by button

What each control does and what to choose the first time.

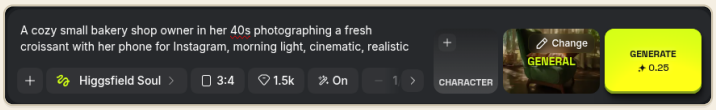
IN A NUTSHELL

In the **Image** section, everything is controlled from the bottom bar. From left to right:



The creation bar with the bakery request from the example.

Control	What it does	What to choose at first
Prompt	The text box: describe the image (subject, place, light, style).	Two or three concrete sentences.
+	Add a reference image (a product, a face, a style).	Nothing, for the first test.
Soul 2.0	The model. Click it to switch to Soul Cinema, Nano Banana Pro, GPT Image, Seedream...	Soul 2.0 (0.125 credits).
Aspect ratio (3:4)	The shape of the image.	That of the final video (9:16 Reels; 3:4 or 4:5 feed; 16:9 web), with space around the subject.
Quality (1.5k)	The resolution.	Whatever comes by default.
Prompt enhance (On/Off)	Expands your prompt automatically, like Enhance in video.	On if your prompt is short; Off if you want literal control.
Batch Size (1/4)	How many images per batch, from 1 to 4. Each image costs credits.	1, so you don't multiply the cost.
Change (General)	Soul's visual style or preset. "General" is the neutral one.	General.
Generate	Generates and shows the cost (0.125 per image with Soul 2.0).	Check the number before pressing.



Soul Cinema selected (it appears in the bar as "Higgsfield Soul"): 0.25 credits per image on 14/11/2026.

Soul Cinema and the daily quota

Soul Cinema is the most cinematic variant of Soul. On the free plan it has a limited daily quota: when it runs out, the notice "No Daily Free Soul Credits Left" appears and you can carry on working with Soul 2.0. On paid plans, its cost appears on the Generate button like any other model.

EXAMPLE PROMPT

> A cozy small bakery shop owner in her 40s photographing a fresh croissant with her phone for Instagram, morning light, cinematic, realistic

The prompt for the bakery photo: who, what they're doing, what for, light and style.

LEVEL 2 · MORE CONTROL

09 Watch out for text in the image

"DAKJY": the day the bakery forgot how to spell.

IN A NUTSHELL

Image models often get text wrong. In the bakery photo generated with Soul 2.0 for this guide, no sign was requested, but the model "decorated" the shelves with made-up letters: **"DAKJY"**, "KOCOAOAKS"... From a distance it passes; up close, it doesn't.

The solution is to fix the text **in the image, before generating the video**: **1)** with an image editor (Canva, Photoshop, GIMP, Affinity or similar), removing the fake letters or typing the correct text; or **2)** regenerating the image with a model that handles text well, such as **Nano Banana Pro**, also available in Higgsfield. It's always better to fix the image before animating it: if the mistake makes it into the video, it repeats in every frame and is much harder to correct.

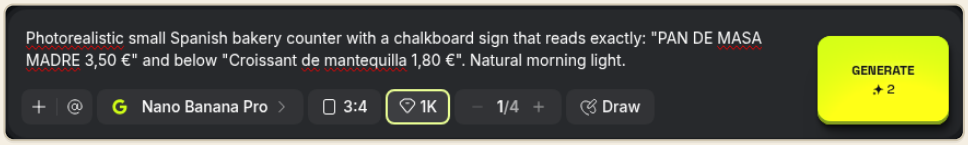
In this guide's example, Nano Banana Pro was asked for a chalkboard reading "PAN DE MASA MADRE 3,50 €" and "Croissant de mantequilla 1,80 €" (Spanish for sourdough bread and butter croissant), and it wrote them **exactly**, accents and euro signs included, for **2 credits** (3:4, 1K). On the free plan, this model adds the **"HIGGSFIELD AI" watermark** in the bottom right corner; on paid plans, images come out without it.



Before · Soul 2.0: made-up letters on the shelves ("DAKJY").



After · Nano Banana Pro: exactly the text requested. Bottom right, the free plan watermark.



The request to **Nano Banana Pro**: text in quotation marks, 3:4, 1K and **Generate** ✦ 2.

EXAMPLE PROMPT

> Photorealistic small Spanish bakery counter with a chalkboard sign that reads exactly: "PAN DE MASA MADRE 3,50 €" and below "Croissant de mantequilla 1,80 €". Natural morning light.

The example prompt. Tip: put the text in quotation marks and use "reads exactly". Even so, check it letter by letter: with long or very small text, the odd typo still slips through. For prices, opening hours or any exact detail, fix it in an image editor before animating if needed: you're the one answerable for the typo.

LEVEL 2 · MORE CONTROL

10 Choose the video model

Each family has its speciality (and its price).

IN A NUTSHELL

Higgsfield DoP with **Higgsfield Lite** is perfect for learning. When you want something else, switch model in the **Model** selector. Higgsfield uses the latest version of each family by default.

A practical rule: **choose for the job, not for the hype**. If what matters is camera movement over an image, DoP; if there are people who need to move naturally, Seedance; if you need several shots or a longer duration, Kling.

THE MAIN FAMILIES

Model	What for	Approximate cost
Higgsfield DoP (Lite / Standard)	Camera movements and effects with presets, from an image.	3 credits (Lite) · 10 (Standard)
Seedance	People moving naturally. Higgsfield recommends it for getting started with "real" video.	Seedance 2.5: 35 per 5 s at 720p; 80 at 1080p. Not included in Free or Starter.
Kling	Longer clips, several shots, motion transfer.	Kling 3.0: about 7 per 5 s at 720p (approximate).
Wan	Controlling the first and last frame.	Varies.
Google Veo · Grok Imagine	Video with synchronised sound.	Varies.
Minimax Hailuo	Dynamic and fast.	Varies.

Costs seen in the interface and in the pricing table on 14/11/2026. The reliable figure is always the one on the Generate button.

EXAMPLE

A dance school

To animate the festival poster it uses DoP with a Crane Up. For a clip of a student spinning, Seedance, which handles the human body better. It only pays more for the clip that needs it.

KEEP IN MIND · Features such as Start & End Frame (setting the first and last frame) are not available on Free or Starter. If an option appears locked, it's usually down to the plan, not an error.

LEVEL 2 · MORE CONTROL

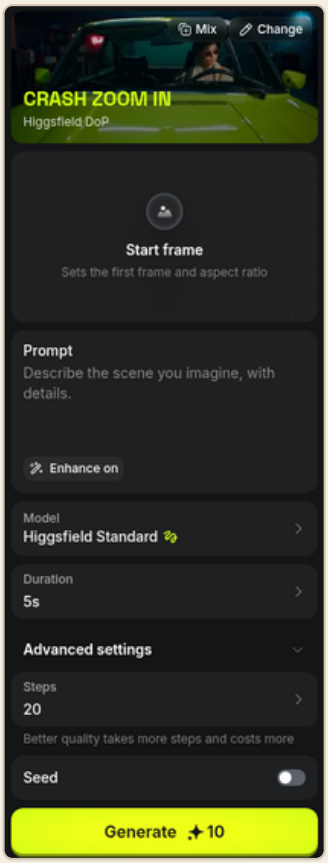
11 Save credits

The same preset can cost more than three times as much.

IN A NUTSHELL

Credits go quickly if you generate blindly. These habits make the difference:

- [ ] **Test cheaply.** Use Higgsfield Lite and the short length to find the movement; only raise the quality for the final version.
- [ ] **Change one thing at a time.** If you change preset, prompt and image at once, you won't know what worked.
- [ ] **Prepare the prompt beforehand.** Write it with your AI assistant before you go in: thinking doesn't cost credits.
- [ ] **Two failed attempts, change of plan.** If it doesn't work, try another preset or another image instead of insisting.
- [ ] **Make use of "Unlimited".** Paid plans include models with no credit cost for a period, on the website only.
- [ ] **Plan your month.** Plan credits don't carry over to the next month: group your jobs together.



With **Higgsfield Standard** and **Steps** 20 in **Advanced settings**, the button showed ✦ 10: more than three times Lite.

EXAMPLE

A well-spent 30-minute session

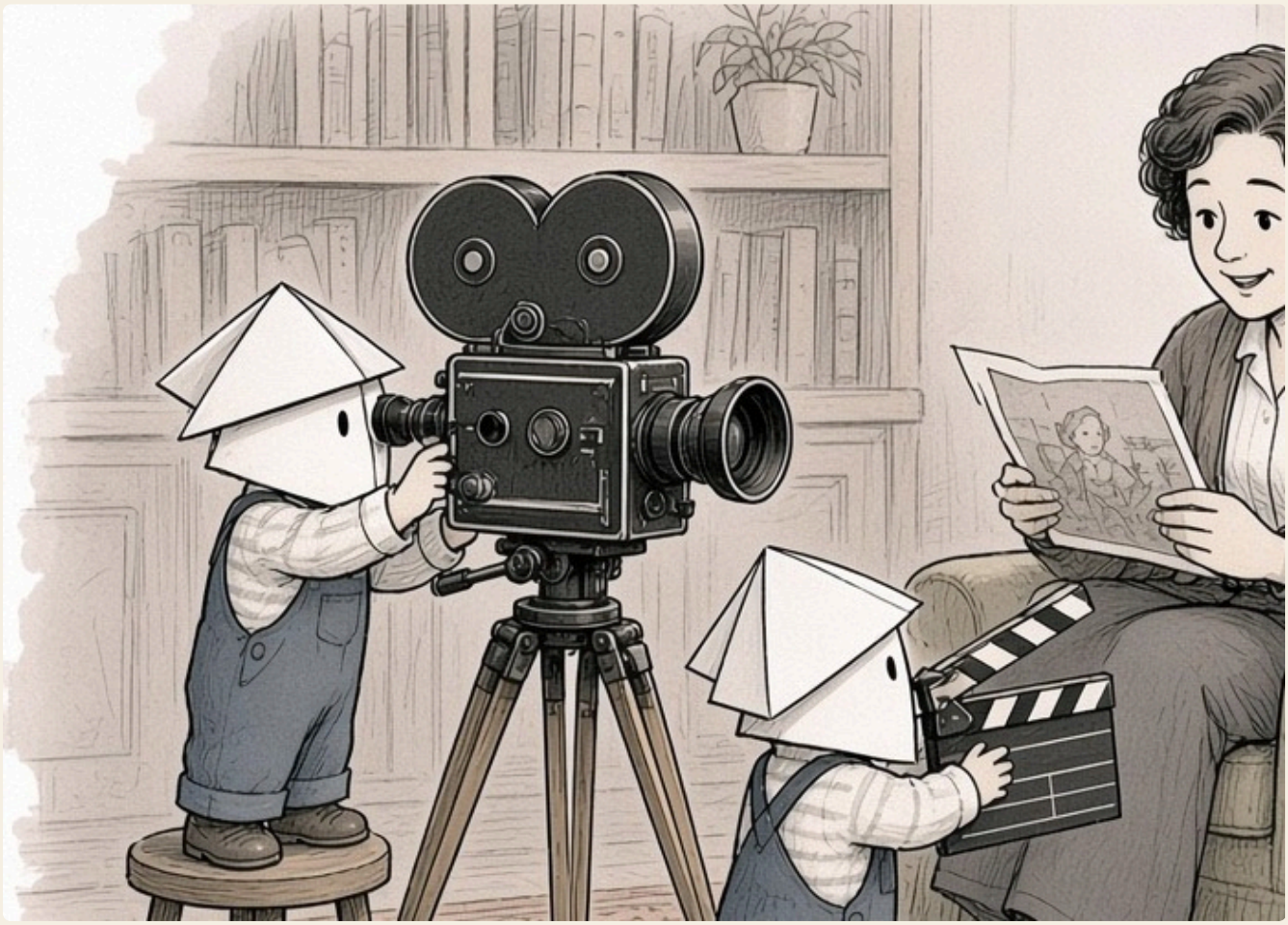
Pick three images. For each one, try two presets with Lite (about 6 credits). Keep the best for each image and only then decide whether it's worth repeating at higher quality.

KEEP IN MIND · Each model's cost changes with updates. What you see in this guide is approximate: the number on the Generate button is the only one that counts.

LEVEL 3

Production

What comes next



Higgsfield offers much more than the photo → video workflow: studios for shooting several shots, consistent characters, ads from a URL and agents that produce for you. Here we simply introduce these tools so you know they exist; each one deserves its own guide.

12 · Production studios

Cinema Studio, Soul ID, Marketing Studio and Shorts Studio.

13 · Agents that produce for you

Canvas, Supercomputer, MCP and plugins for Premiere and DaVinci.

LEVEL 3 · PRODUCTION

12 Production studios

For when a single clip isn't enough.

IN A NUTSHELL

Beyond animating an image, Higgsfield has **studios** designed for complete projects. We introduce them so you know they exist; all of them require a paid plan and a guide of their own.

Cinema Studio

Shooting several shots with control over camera, lens and light, as on a film set, with reusable characters and locations.

Soul ID

You train a character with 20–80 photos of a face and reuse it, consistently, in images and video. Useful for a brand mascot or a virtual presenter.

Marketing Studio · Ads Studio

Ads (UGC, unboxing, tutorial, spot) from a product URL or image, with templates and lip sync.

Shorts Studio

Turns a spoken video, a script and some references into a finished reel, with text and movement in time with what is being said.

EXAMPLE

A cosmetics brand

It creates its virtual "ambassador" with Soul ID and uses her in Marketing Studio to generate three product ads every month with the same face and the same tone.

KEEP IN MIND · None of these studios is available on the free plan, and some use a lot of credits per piece. Try them once the basic workflow (levels 1 and 2) comes naturally.

LEVEL 3 · PRODUCTION

13 Agents that produce for you

Where Higgsfield meets AI agents.

IN A NUTSHELL

The final frontier: not having to press every button yourself. Higgsfield offers several ways to **chain and automate** production, and this is where it connects with our guide “From chat to a team of agents”.

Canvas

A node board for chaining models (image → video → edit), saving the workflow as a template and repeating it.

Supercomputer

A paid agent: you describe the job and it plans, chooses models and delivers the pieces to you.

MCP and CLI

Generate images and videos from Claude, Cursor or another compatible agent, using your account's credits. Requires a subscription.

Plugins for Premiere and DaVinci

Higgsfield models inside Adobe Premiere Pro and DaVinci Resolve, without leaving the editor.

EXAMPLE

A communications agency

Every Monday its AI agent receives a client's product photos, generates a clip for each one via MCP with the same preset and leaves the videos in a folder for the team to review and edit.

KEEP IN MIND · “Unlimited” and the plan's free generations only apply on the website, not via MCP, CLI, Canvas or Supercomputer: there, everything uses credits. Set a limit before leaving an agent to work.

TO FINISH · 1

What a first project costs

An approximate budget for going from a first test to a publishable reel, using Higgsfield's costs on 14 November 2026.

APPROXIMATE BUDGET FOR A FOUR-CLIP REEL

Step	Credits
4 starting images created with Soul 2.0	0.5
8 motion tests with Higgsfield Lite (2 per image)	24
4 final versions with Higgsfield Standard	40
Margin to redo a take or two	≈ 15
Total for a 4-clip reel	**≈ 80 credits**

Generate button costs on 14/11/2026: Soul 2.0, 0.125 per image; Higgsfield Lite, 3 per clip; Higgsfield Standard, 10 per clip. They may change.

Which plan do you need?

With the free account you can follow this guide, get to know the interface and run your first tests, but it isn't enough for a project like this. For usable results (higher quality, no watermark and commercial use) you need at least the **Starter** plan: its 270 credits a month cover about three projects like this.

BEFORE AND AFTER: THE EXAMPLE IN THIS GUIDE



Before · the still image.



After · three frames from the clip (start, middle, end).

EXAMPLE CLIP DETAILS

Path in the interface	Video → Create Video → Higgsfield DoP → Basic Camera Control → Dolly In
Starting image	1179 × 726 px illustration (JPG)
Model	Higgsfield Lite
Cost	3 credits
Result	MP4, 1216 × 752 px, 3.2 s, 30 frames per second, no sound

KEEP IN MIND · These are approximate figures. Before generating, the only number that counts is the one on the Generate button.

Rights, labelling and privacy

What you should know before publishing, especially if you work for clients. This is not legal advice: it summarises Higgsfield's terms as of 14/11/2026.

Who owns what you generate?

According to its Terms of Use (clause 4.4), Higgsfield does not claim ownership of what you upload or generate, and your rights remain even if you cancel. Bear in mind that results may not be unique; someone else could get something similar.

Commercial use

The pricing table presents the free plan **without commercial use** and the paid plans with it. The Terms of Use are broader, but the prudent approach is clear: for client work, advertising or any commercial use, use at least the Starter plan.

Watermark

On the free plan, some models add a visible watermark. It depends on the model: in this guide's examples, the DoP video and the Soul 2.0 images don't carry one, but **the Nano Banana Pro image does**. If you later move to a paid plan, you need to generate again to remove it.

Training on your content

By default, Higgsfield **may use what you upload and generate to train its models**. You can avoid this by deleting the content or the account, or with an Enterprise contract. Don't upload confidential photos or client material without permission.

People and third-party brands

To animate a photo of a recognisable person you need their consent, especially if it will be published. Avoid other brands' logos, characters or products.

AI label

Instagram and other networks ask you to flag realistic content created or modified with AI. Label it when you publish. As well as following the rules, it builds trust.

Refunds and payments

According to Higgsfield's pricing guide, your first purchase can be refunded within 7 days if you haven't used any credits; renewals are not refundable. In the EU, the 14-day right of withdrawal also applies. Always check the current terms before paying.

TO FINISH · 3

Your first session

One hour, one image and a few credits. Tick each box and you'll have your first clip ready to edit.

BEFORE (10 MINUTES)

- [ ] Create your account at higgsfield.ai and check how many credits you have.
- [ ] Choose a sharp image with a clear subject, in the final aspect ratio (portrait for Reels).
- [ ] With your AI assistant, write three short prompts following the formula in idea 06.

DURING (30 MINUTES)

- [ ] Video → Create Video → Higgsfield DoP → Dolly In.
- [ ] Upload the image to Start frame, paste the first prompt and choose Higgsfield Lite.
- [ ] Check the number on the Generate button and generate.
- [ ] Change just one thing (preset or prompt) and generate a second version.
- [ ] Download the best one with Download.

AFTER (20 MINUTES)

- [ ] Edit the clip in CapCut, Premiere or DaVinci at 9:16, with short text and licensed music.
- [ ] Add the reel's titles in the video editor; if the starting image contains text, fix it before animating.
- [ ] Switch on the AI label when you publish.
- [ ] Note down which preset and prompt worked: that's your recipe for next time.

When should you move to a paid plan?

The free account is for getting to know the tool and running your first tests, and its credits don't top up on their own. For usable results (higher quality, no watermark and commercial use) you need at least Starter (€19/month, 270 credits). If you only want to animate the odd image, you can also try Google Flow or OpenArt and edit in CapCut.

TO FINISH · 4

The interface on one page

The buttons and fields used in this guide, with the exact name shown on screen.

On screen	Where	What it's for
Video	Top menu	Section for creating video.
Create Video	Video tab	Photo → video panel.
Change · Mix	Preset card	Opens the model and preset catalogue · combine presets.
Higgsfield DoP	Preset catalogue	Higgsfield's own photo → video model with camera presets and effects.
Basic Camera Control	DoP tab	Basic camera movements: Dolly In, Crane Up, Zoom In...
Dolly In	Preset	The camera moves slowly towards the scene.
Start frame / End frame	Panel	Starting image (sets the aspect ratio) / optional end image.
Prompt · Enhance	Panel	What moves and how · automatic prompt expansion.
Model · Higgsfield Lite	Panel	Choose the model · the affordable version of DoP.
Duration	Panel	Clip length.
Advanced settings · Seed	Panel	Fine-tuning (e.g. Steps); seed for repeating a result.
Generate ✦ N	Button	Generates. N is the cost in credits: always check it.
History · Download	Results area	Your generations · download as MP4 or PNG.
Rerun	Result details	Repeat with the same settings (spends credits again).
Image	Top menu	Section for creating images.
Soul 2.0 · Nano Banana Pro	Image bar	Higgsfield's own image model · a model that handles text well.
Aspect ratio · Quality	Image bar	Shape (3:4, 9:16...) · resolution (1K, 1.5k...).
Prompt enhance · Batch Size	Image bar	Expand the prompt · how many images per batch (1–4).

TO FINISH · 5

Sources

Consulted on 14 November 2026. We prioritised Higgsfield's official documentation and the examples generated for this guide.

Higgsfield · help centre (official)

1. What is Higgsfield
   https://higgsfield.ai/creator-hub/help-center/getting-started/what-is-higgsfield
2. Which AI model to use
   https://higgsfield.ai/creator-hub/help-center/ai-models/which-ai-model-should-i-use
3. How to use DoP
   https://higgsfield.ai/creator-hub/help-center/ai-models/how-do-i-use-dop
4. Which tool to use
   https://higgsfield.ai/creator-hub/help-center/tools/which-higgsfield-tool-should-i-use
5. What the free plan includes
   https://higgsfield.ai/creator-hub/help-center/plans/what-does-the-free-plan-include
6. How credits work
   https://higgsfield.ai/creator-hub/help-center/credits/how-credits-work
7. Ownership and commercial use
   https://higgsfield.ai/creator-hub/help-center/account/who-owns-my-generations-and-can-i-use-them-commercially
8. Soul ID
   https://higgsfield.ai/creator-hub/help-center/ai-models/how-do-i-create-and-use-a-soul-id-character

Higgsfield · pricing and terms

9. Pricing (consulted on 14/11/2026)
   https://higgsfield.ai/pricing
10. Terms of Use
    https://higgsfield.ai/terms-of-use-agreement
11. Terms of use and privacy update
    https://higgsfield.ai/blog/terms-of-use-privacy-policy-update
12. Pricing guide (refunds)
    https://geo.higgsfield.ai/higgsfield-ai-pricing-guide
13. Camera presets
    https://higgsfield.ai/camera-controls

Other tools

14. OpenArt · pricing
    https://openart.ai/pricing
15. Google Flow
    https://labs.google/flow
16. CapCut
    https://www.capcut.com
17. Instagram · “AI info” label
    https://help.instagram.com

Examples in this guide

18. Generated by RPA Technologies on Higgsfield on 14/11/2026: Dolly In (DoP, Higgsfield Lite), two images with Soul 2.0 and one with Nano Banana Pro.
    https://www.rpatec.com



PRACTICAL GUIDE

RPA *Technologies*

We help small businesses and professionals put AI to work wisely: agents, automation, content and technology consulting.

More practical guides at **rpatec.com**

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