

A PRACTICAL GUIDE

# How to make a *video* with Claude Design

45 min  
start to finish  
FIRST TRY

*A friendly, end-to-end walkthrough for first-time creators, from a blank page to a finished video with AI-generated voiceover.*

"From a blank page to a finished video, using Claude Design, Claude Code, and ElevenLabs."

TIME NEEDED

~ 45 min

DIFFICULTY

Beginner

TOOLS USED

3 apps

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01

CLDE · ELVN · CODE

## YOU WILL LEARN HOW TO

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- Understand what Claude Design is and what it can make for you
- Create your first visual project with a single sentence
- Refine the design by commenting, editing, and nudging sliders
- Export your project and hand it off to Claude Code
- Create a free ElevenLabs account and generate an API key safely
- Wire ElevenLabs into Claude Code so it can add voiceover to your video
- Stitch audio and visuals into an Instagram-ready file

## Before you start

Use this checklist to make sure you have everything before you sit down.

- A Claude subscription (Pro, Max, Team, or Enterprise) at [claude.ai](https://claude.ai)
- Claude Code installed. macOS: `brew install anthropic/tap/claude-code`. Windows: `npm install -g @anthropic-ai/claude-code` (needs Node.js)
- A free ElevenLabs account at [elevenlabs.io](https://elevenlabs.io)
- Basic comfort with a terminal (copy and paste is enough)
- Optional: `ffmpeg` installed — `brew install ffmpeg`
- About 45 minutes of focused time

**HEADS UP** Keep a note app or password manager open. You will copy an API key later and you only get one chance to see it.

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INSIDE THIS GUIDE

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## • PART 01

# What is Claude Design?

Claude Design is an Anthropic Labs product that lets you collaborate with Claude to create polished visual work: designs, prototypes, slides, one-pagers, short explainer videos, and more. You describe what you want, Claude builds a first draft, and then you refine it together.

It is powered by Claude Opus 4.7, Anthropic's most capable vision model, and is available in research preview to Claude Pro, Max, Team, and Enterprise subscribers.

## What it is great for

- Pitch decks and investor one-pagers
- Product launch visuals and social posts
- Animated explainer videos like the one this guide was written alongside
- Marketing pages, style exploration, and brand mockups
- Anything where you wish you had a designer for twenty minutes

## Who it is built for

Founders, product managers, marketers, operators, and anyone who needs design output but does not have a design team. If you can describe what you want in one or two sentences, you can use it.

## Key capabilities at a glance

- First-draft generation from a plain-language prompt
- Multimodal input: text, images, documents (DOCX, PPTX, XLSX), web elements
- Inline comments, direct text edits, and live adjustment knobs for spacing, color, layout
- Automatic design-system awareness when you connect your brand or codebase
- Export to Canva, PDF, PPTX, standalone HTML, or a shareable internal URL
- One-click handoff bundle you can hand to Claude Code to turn the design into a working app

**TIP** Claude Design shines when you iterate in small passes. Think of it as a design partner you brief in sentences, not paragraphs.

## • PART 02

# Open Claude Design and get oriented

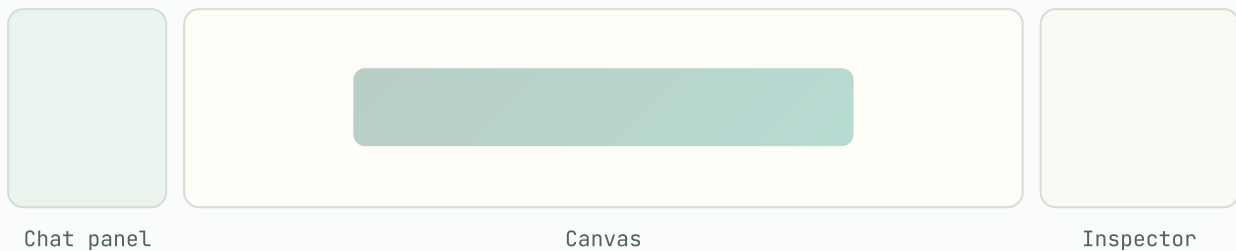
## 1.1 Sign in to Claude

Open [claude.ai](https://claude.ai) and sign in with your Pro, Max, Team, or Enterprise account. If you only have a free account, you will need to upgrade first.

## 1.2 Go to Claude Design

In your browser, visit [claude.ai/design](https://claude.ai/design). You will land on the Claude Design home screen.

Fig. 01 – Claude Design home screen layout



You will see three main zones:

- **Chat panel** on the left. This is where you talk to Claude: prompts, comments, and commands.
- **Canvas** in the center. Your design renders here in real time.
- **Inspector** on the right. Layer list, adjustment knobs, and export buttons live here.

## 1.3 Start a new project

Click **New design**. Give your project a clear name like "Claude Design Explainer Video" so you can find it again in your dashboard.

**TIP** Name it for the outcome, not the topic. "LinkedIn launch video" is easier to find than "Claude stuff".

## • PART 03

## Describe your video

### 2.1 Write a strong one-sentence prompt

Claude Design works best when your opening prompt is specific about three things: the **outcome**, the **audience**, and the **vibe**.

#### × WEAK PROMPT

*"Make me a video about Claude Design."*

#### ✓ STRONG PROMPT

*"Design a 45 second news-style explainer video announcing Claude Design, aimed at non-technical founders, with an editorial, parchment-and-teal palette and clean serif headlines."*

### More example prompts to reuse

#### # 30s product teaser

Design a 30 second product teaser for a task-tracking app, upbeat, bright gradients, centered on one hero feature per scene.

#### # 60s explainer

Design a 60 second explainer video about AI at Work Academy, conversational tone, parchment background, one big quote per scene.

#### # 15s Instagram countdown

Design a 15 second Instagram countdown to a webinar next Tuesday, minimalist, high-contrast, bold numbers.

### 2.2 Add references (optional but powerful)

Claude Design accepts uploads: screenshots, brand PDFs, PPTX decks, even full DOCX style guides. Drag them into the chat panel and Claude will use them as visual context.

### 2.3 Send the prompt and watch Claude build

Hit Enter. In a few seconds, Claude produces a first pass on the canvas — a title scene, supporting scenes with headlines and visuals, and a call to action at the end. Do not worry if the first draft is not perfect. That is what Part 04 is for.

## • PART 04

## Refine what you do not like

This is the part most first-time users rush. Slow down here. The magic of Claude Design is that you can fix exactly what bothers you, in three different ways.

### 3.1 · Comment inline

Hover any element and click the speech bubble. Type a short note like "Make this headline shorter and less formal." Claude will update just that element.

### 3.2 · Edit text directly

Double click any text block to edit it like in Google Docs. Great for a typo, a swapped word, or rewriting a single line. No prompt needed.

### 3.3 · Use Tweaks

Click **Tweaks** in the toolbar to open a live controls panel right inside your design. Ask Claude to update any value, colors, spacing, copy, layout variants, and watch it apply in real time, no prompt rewrite needed.

### Good inline comments

- "Use our brand teal here, not this green."
- "Make this icon a calendar, not a clock."
- "This paragraph is too long. Shorten to one sentence."
- "Add more breathing room above the subtitle."

### Less helpful comments

- "Make it better." — Too vague.
- "Redo the whole scene." — Not inline. Use a full chat message instead.

### 3.4 · Regenerate a single section

If a whole scene feels off, click the scene and use the **Regenerate** button with a short follow-up prompt like "Redo this scene with a calmer, more editorial feel. Keep the headline." Claude replaces only that scene and keeps the rest of your project intact.

**ITERATE SMALL**

One targeted change per message is better than a long list. It gives you cleaner control and easier undo.

### 3.5 · When to stop refining

Stop when the design reads the way you would read it aloud. Do not chase pixel perfection at this stage, Claude Code in Part 06 will let you polish anything else.

## • PART 05

## Export options

Claude Design can hand your project out in five formats. Here is how to pick.

FORMAT	BEST FOR	NOTES
<b>Internal URL</b>	Sharing with teammates for feedback	Scoped to your organization. No download.
<b>Canva</b>	Non-technical teammates who want to keep editing	Opens the design in Canva for continued refinement.
<b>PDF</b>	Static one-pagers, pitch decks	Good if the output is a document, not a video.
<b>PPTX</b>	Slides you want to edit in PowerPoint or Keynote	Best when your audience lives in slideware.
<b>Standalone HTML</b>	<b>Video projects. Best path for this guide.</b>	Gives you a self-contained folder you can animate and capture as a video.

### 4.1 · Use "Handoff to Claude Code"

For a video, the fastest path is the built-in **Handoff to Claude Code** action. Open the **Export** menu (top right of the canvas) and click **Handoff to Claude Code**.

Claude Design will:

- Package every scene's HTML, CSS, and JavaScript along with images and fonts into a handoff bundle
- Generate a ready-to-use prompt that references the bundle
- Show you a **Copy prompt** button

Click **Copy command**. That is all you need for Part 06. Keep the Claude Design tab open so you can come back and tweak the design later without losing context.

**TIP** The generated prompt already includes the bundle URL and a clear instruction for Claude Code. You do not need to write anything yourself — just paste.

## • PART 06

## Hand off to Claude Code

### 5.1 Install or update Claude Code

If you have not installed it yet, follow the instructions at [anthropic.com/claude-code](https://anthropic.com/claude-code). Confirm it runs:

```
claude --version
```

You should see a version number. If you see "command not found", reinstall and open a new terminal window.

### 5.2 Create a project folder

```
mkdir -p ~/Documents/Projects/my-claude-design-video  
cd ~/Documents/Projects/my-claude-design-video
```

### 5.3 Start Claude Code in that folder

```
claude
```

### 5.4 Paste the prompt you copied from Claude Design

Paste the prompt from Step 4.1 directly into Claude Code and press Enter. It will look similar to this (Claude Design fills in the real bundle URL for you):

```
Fetch this design file, read its readme, and implement the  
relevant aspects of the design for a 45 second video.  
https://api.anthropic.com/v1/design/h/YOUR\_BUNDLE\_ID?open\_file=Claude+Design+Explainer.html
```

Claude Code will download the bundle, read the README, create a local project, and start a preview server so you can watch the result.

### 5.5 Preview your video

Claude Code prints a local URL such as <http://127.0.0.1:8765>. Open it, you should see your animated video running.

**TIP** If a scene looks wrong, do not go back to Claude Design yet. Tell Claude Code in the terminal: "Scene 3 is too fast, slow it down to 6 seconds." It will edit the code in place.

## • PART 07

## Get an ElevenLabs API key

An API key is a password that lets a program (Claude Code) talk to a service (ElevenLabs) on your behalf. We need one so Claude Code can generate the voiceover.

### 6.1 Create a free ElevenLabs account

Go to [elevenlabs.io](https://elevenlabs.io) and sign up. You can use email or a Google account. The free tier gives you thousands of characters per month — plenty for a 45 second video.

### 6.2 Open the API keys area

Click your profile avatar in the bottom left → **My Account** → **API Keys** → **Create API Key**.

### 6.3 Configure the key

- **Name:** something descriptive, like `claude-code-video`
- **Permissions:** enable **Text to Speech** at minimum. Leave the rest off for now.
- **Credit limit:** optional — set a small monthly cap (e.g. 10,000) while you are learning. This protects you from surprise usage.

Click **Create**.

### 6.4 Copy the key immediately

A long string starting with `sk_` appears. **Copy it right now** and paste it somewhere safe — your password manager or a secure notes app.

**VERY IMPORTANT** ElevenLabs only shows the full key once. After this moment, you will only ever see the last four characters again. If you lose it, you cannot recover it — you can only delete and regenerate. Treat this key like a password; do not paste it in screenshots, Slack, GitHub, or public chat.

### 6.5 Pick a voice to use

Open **Voice Library** in the sidebar. Browse and copy the **Voice ID** (looks like `EXAVITQu4vr4xnSDxMaL`). Good starter voices on the free tier: **Sarah** (warm, clear), **Adam** (steady, news-style), **Rachel** (bright, upbeat).

## • PART 08

## Connect ElevenLabs to Claude Code

**WHEN IN DOUBT, ASK**

You do not need to memorize these steps. Type your goal into Claude Code — "I want to add a voiceover using ElevenLabs, walk me through it" — and it will ask what you need, tell you the next command, and fix problems as they come up. Treat it like a patient teammate sitting next to you.

### 7.1 Export the key in your terminal

In the same terminal where Claude Code is running, give it access to the key:

```
export ELEVENLABS_API_KEY=sk_your_actual_key_here
```

This lives only in your current terminal session — the safest default. You will re-run it next time you open a new terminal. To make it stick around, add that line to `~/.zshrc` on macOS and run `source ~/.zshrc`. Never commit it to git.

### 7.2 Ask Claude Code to build the voiceover script

```
Create a voiceover script for the video. One short line per scene, timed to the scene boundaries. Save it to assets/script.json with each entry having: name, start_time_seconds, text. Keep every line under 14 words so the voiceover fits the scene.
```

### 7.3 Ask Claude Code to generate the audio

```
Generate an MP3 for each line in assets/script.json using the ElevenLabs API. Use voice_id EXAVITQu4vr4xnSDxMaL and model_id eleven_turbo_v2_5. Save files in assets/voiceover/ as 01-name.mp3, 02-name.mp3, etc. Use the ELEVENLABS_API_KEY environment variable. Do not hardcode the key.
```

Replace the voice ID with the one you copied in Step 6.5. You will see one MP3 per line appear in `assets/voiceover/`. Play them in Finder or VS Code to confirm they sound right.

### 7.5 · If a clip sounds off

Ask Claude Code in plain language:

- "Regenerate clip 3 with a calmer delivery."
- "Shorten line 5 so it fits in 4 seconds."
- "Try voice\_id ABC123 for all clips and save them to `assets/voiceover-v2/`."

Claude Code edits the script or the generator and reruns it.

## • PART 09

## Stitch audio and video into a final file

You now have two halves: the animated video (served by Claude Code's local server) and a folder of MP3 voiceover clips. The last step is to combine them into a single MP4.

### 8.1 Let Claude Code do the export (simplest path)

Paste this into Claude Code:

```
Export the video to two Instagram-ready MP4 files:  
- out/feed.mp4 at 1920x1080 (landscape, for feed posts)  
- out/reel.mp4 at 1080x1920 (vertical, for Reels)  
Overlay each voiceover clip at its scene start time.  
30 fps, H.264, AAC audio.
```

Claude Code will capture frames from the browser preview, mix the audio, and produce both files.

### 8.2 Or do it yourself with ffmpeg

If you already have a video file and a single master audio file:

```
# Feed (1920x1080 landscape)  
ffmpeg -y -i video.mp4 -i audio.m4a \  
-map 0:v -map 1:a \  
-c:v libx264 -pix_fmt yuv420p -crf 19 -preset medium \  
-c:a aac -b:a 192k \  
-movflags +faststart \  
out/feed.mp4  
  
# Reel (1080x1920 vertical, letterboxed)  
ffmpeg -y -i video.mp4 -i audio.m4a \  
-vf "scale=1080:-2,pad=1080:1920:(ow-iw)/2:(oh-ih)/2:color=0xf4efe4" \  
-map 0:v -map 1:a \  
-c:v libx264 -pix_fmt yuv420p -crf 19 -preset medium \  
-c:a aac -b:a 192k -movflags +faststart \  
out/reel.mp4
```

Replace `0xf4efe4` with your video's background color (parchment here).

### 8.3 Easier alternatives

If ffmpeg feels heavy, **CapCut** and **iMovie** both let you drag the video and MP3 clips onto a timeline and export. You lose some automation, but it works.

### 8.4 Preview before you publish

Open the final MP4 in your local pc and watch it end to end with sound on. Check: does each voiceover line start and end inside its scene? Is the audio louder than you think it should be (it usually needs to be)? Does the final frame hold for a beat before cutting off? If anything feels off, go back one step, tweak one thing, re-export, watch again.

## • PART 10

# Troubleshooting

<b>402 payment_required from ElevenLabs</b>	You picked a premium voice. Open Voice Library and pick a voice marked free-tier, or upgrade your ElevenLabs plan.
<b>429 rate limit</b>	You hit the free-tier rate. Wait 60 seconds and try again, or upgrade.
<b>Browser blocks audio in Claude Design's preview</b>	Browsers require a user click before any audio plays. Click once anywhere on the preview page. If you are exporting via Claude Code, this does not affect the final file.
<b>Voiceover does not line up with scenes</b>	Open <code>assets/script.json</code> and confirm the <code>start_time_seconds</code> for each line matches the scene start in your video. Re-run the generator and the export.
<b>Exported PDF or HTML is missing a font</b>	Claude Design sometimes uses fonts the export cannot embed. Tell Claude Design to swap to a web-safe font (Inter, Georgia, Sora, JetBrains Mono) or let Claude Code download and self-host the font.
<b>"I deleted my API key by accident"</b>	No problem. Go to <b>My Account</b> → <b>API Keys</b> in ElevenLabs, click <b>Create API Key</b> again, give it a new name, and re-export it in your terminal.
<b>My Claude subscription does not show Claude Design</b>	Confirm you are on Pro, Max, Team, or Enterprise. Free accounts do not have access yet. Sign out and sign back in if the menu still does not show it.

"

*Describe the change in one sentence. Tell the tool that owns that step. Preview, tweak one thing, repeat.*

## • PART 11

# Glossary & further reading

## Glossary

<b>Claude Design</b>	Anthropic Labs product that lets you create visual work (slides, videos, one-pagers) by conversation with Claude.
<b>Claude Code</b>	Anthropic's terminal-based coding assistant. Lives in your command line and edits files in a local project.
<b>Handoff bundle</b>	Packaged version of your Claude Design project (HTML, CSS, JS, assets, README) you can pass to Claude Code.
<b>API key</b>	A secret string that lets a program call a service on your behalf. Treat it like a password.
<b>TTS</b>	Text to Speech. The technology that turns written words into spoken audio.
<b>voice_id &amp; model_id</b>	ElevenLabs identifiers for a specific voice (e.g. <code>EXAVITQu4vr4xnSDxMaL</code> ) and a TTS model (e.g. <code>eLeven_turbo_v2_5</code> ).
<b>ffmpeg</b>	Open-source command-line tool for converting, combining, and re-encoding audio and video.
<b>Reel vs Feed</b>	Instagram formats. Feed is 1920×1080 landscape. Reel is 1080×1920 vertical.

## Further reading

**Introducing Claude Design**[anthropic.com/news/claude-design-anthropic-labs](https://anthropic.com/news/claude-design-anthropic-labs)**ElevenLabs API — Getting started**[elevenlabs.io/docs/api-reference/getting-started](https://elevenlabs.io/docs/api-reference/getting-started)**Introducing Anthropic Labs**[anthropic.com/news/introducing-anthropic-labs](https://anthropic.com/news/introducing-anthropic-labs)**ElevenLabs — API quickstart**[elevenlabs.io/docs/eleven-api/quickstart](https://elevenlabs.io/docs/eleven-api/quickstart)**Claude Design product**[claude.ai/design](https://claude.ai/design)**How to authorize with an API key**[help.elevenlabs.io](https://help.elevenlabs.io)**Claude Code overview**[anthropic.com/claude-code](https://anthropic.com/claude-code)**Voice Library**

inside your ElevenLabs dashboard

## • APPENDIX

## Example project layout

After you finish Parts 05 through 09, your project folder will look roughly like this:

```
my-claude-design-video/  
├── index.html           # the animated video scenes  
├── colors_and_type.css  
├── animations.jsx  
├── scenes.jsx  
├── scenes2.jsx  
├── assets/  
│   ├── script.json     # voiceover script with timings  
│   ├── voiceover/  
│   │   ├── 01-news-open.mp3  
│   │   ├── 02-what-it-is.mp3  
│   │   └── ...  
│   └── screens/  
│       └── hero.png  
├── generate-voiceover.py # TTS generator (Claude Code writes this)  
├── export-video.py      # frame capture + ffmpeg export  
└── out/  
    ├── feed.mp4        # 1920x1080, Instagram feed  
    └── reel.mp4         # 1080x1920, Instagram reel
```

Keep the `out/` folder out of git (it is generated). Keep the `assets/` folder in, so you can rebuild the video any time.

**A NOTE** The first video takes about 45 minutes end-to-end. The second will take you a third of the time, the pattern becomes muscle memory.

YOU ARE DONE

# You just made a video *end to end.*

Publish it, share it, and then do it again. If you get stuck,  
remember the pattern:

**01**

**Describe**

Write the change in one  
short sentence.

**02**

**Route**

Tell the tool that owns the  
step — Design, Code, or  
ElevenLabs.

**03**

**Preview**

Tweak one thing, re-run,  
watch it again.

Have fun building.  
Camila

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