BEHIND THE REEL · MADE WITH CLAUDE

HOW I EDITED THIS REEL WITH CLAUDE ✦

A raw 22-second selfie clip in Tamil became a 4K Instagram reel with motion graphics, animated text, floating 3D cards and sound design, all timed to my voice. No After Effects. The whole edit came from a prompt.



4K
2160 × 3840, 9:16, 29.97 fps

607
animation frames rendered

65
sound effects on cue

~25 min
from upload to final file

STEP 0

THE PROMPT

I uploaded the raw iPhone video to Claude and gave it this brief. Copy it, change the parts in **orange**, and attach your own clip.

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Edit this whole video.

Why this video: to show what Claude can do.

Add:
- motion graphics
- animated text effects
- floating card animations of different AI tools
- 3D animation and motion graphics matched to my voice
  (I speak in Tamil)

It's for Instagram: keep 9:16, export in 4K.
Add cuts, sound effects and other sounds. Make it a viral,
trend-style reel. It should feel like an After Effects edit.
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What helps Claude most

- Say **where it's going** (Instagram, YouTube Shorts). That decides the ratio, safe zones and loudness.
- Say **which language you speak**, so the timing follows your real words.
- Name the **moments you want** (cards, titles, CTA). Claude maps each one to a spoken word.

Optional extras

- Your brand colours or a logo.
- Your script, if you want exact captions (Tamil, Tanglish or English).
- A music track you have the rights to.

WHAT CLAUDE DID

THE PROCESS, STEP BY STEP

01 Inspected the footage

Read the file (4K HEVC iPhone video, shot vertical, SDR) and made contact sheets to see each second. That showed a camera whip at the start and the phone dropping at the end.

ffmpeg · ffprobe

02 Transcribed my Tamil voice with word timings

Ran Whisper (small model) on the audio twice: once in Tamil and once translated to English, both with a timestamp on every word. That gave a map of exactly when I say “Claude”, “motion graphics”, “captions”, “cards” and “single prompt”.

faster-whisper · word timestamps

03 Planned the edit around the words

Trimmed the head and tail. My speech barely pauses, so instead of cutting words it made **jump cuts with punch-in zooms** at phrase boundaries. Each idea in the script got one graphic, landing on its word.

04 Built the motion graphics as code

Every animation is HTML, CSS and JavaScript, controlled by a single clock: the hook title, the CLAUDE slam with a shockwave ring, 3D extruded text, spinning wireframe cubes, the checklist, 8 floating 3D tool cards, the prompt box, the comment box, the paper plane and the end card. The easing is spring and expo curves.

HTML / CSS 3D · Anton · Inter · Catamaran (Tamil)

05 Rendered 607 transparent 4K frames

A headless Chromium browser stepped through the animation one frame at a time and saved each as a transparent 2160×3840 PNG, so it lines up perfectly with the video.

Playwright · frame-by-frame

06 Zooms, shakes and colour grade

Applied zoom keyframes per frame centred on my face, short shakes and zoom bumps on 9 impact moments, plus contrast, saturation, a warm tint and a vignette.

ffmpeg expressions

07 Sound design and mix

Placed 65 real recorded effects from a free CC0 library on the animation cues: whooshes 2 frames before moves, impacts on reveals, a riser into the cards, typing under the prompt, pops for every card. Cleaned up my voice, made the effects dip under it, and mixed to **−14 LUFS with true peak −1.5 dB** for Instagram.

CC0 SFX · sidechain ducking · loudnorm

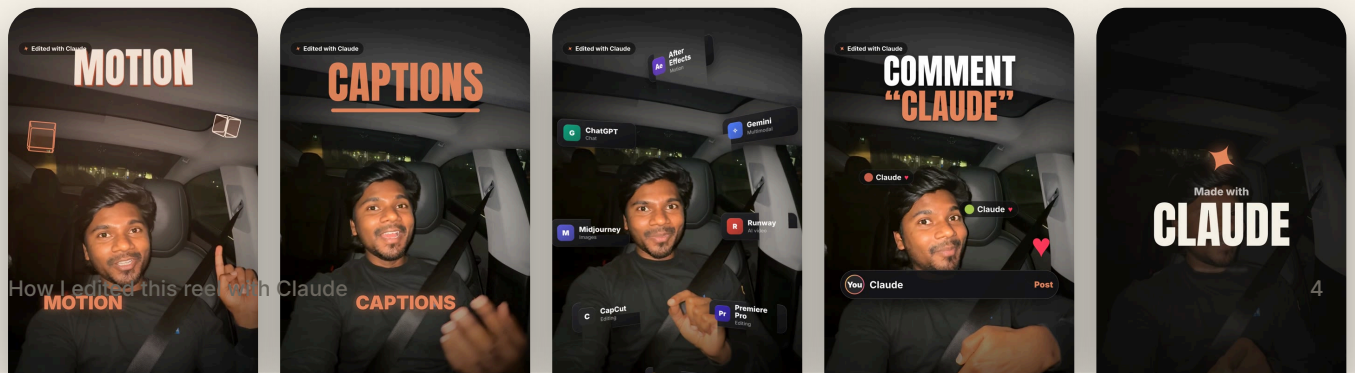
08 Composited, exported, checked

Layered the graphics over the graded video, exported H.264 4K at 30 Mbps with AAC audio, then checked stills from the final file at every beat.

THE TIMING

BEAT MAP: EVERY GRAPHIC ON A WORD

TIME	WHAT I SAY (TAMIL → MEANING)	ON SCREEN	SOUND
0.0	Camera whip	Natural whip used as the opening transition	Swoosh
0.1–1.1	**இப்போ எதுக்கு இந்த வீடியோ**? → “Why this video?”	WHY / THIS / VIDEO? pop in word by word, Tamil subtitle underneath	Pops + punch
1.8	Build-up	RGB-split glitch, punch-in zoom	Glitch + riser
2.45	“Claude”	CLAUDE slams in, flash, shockwave ring, shake; types “edited this whole video”	Cinematic impact + typing
5.4 / 5.8	“Motion” / “graphics”	3D extruded MOTION GRAPHICS, spinning wireframe cubes	Two soft impacts
6.8	“Captions”	Letters flip in, highlight sweep, word captions underneath	Ticks + phaser
7.9–9.6	“After that... now”	Edit-plan checklist ticks itself off	Dings + riser
9.7	“Cards”	8 AI-tool cards burst out in 3D and float around me	Boom + 8 pops
11.0	“All of this...”	Cards glow, then spiral into the centre	Glitch + power-up
12.1	“...only with Claude”	Claude prompt box appears, prompt types itself out	Dramatic hit + keyboard
13.3 / 13.8	“Single” / “prompt”	SINGLE PROMPT. stamp, cursor clicks send, “Done: 1 prompt”	Punch, click, bell
14.3	“Can't believe it?”	Glitching text, tight zoom on my face	Whoosh + static
15.3–17.9	“If you want, comment ‘Claude’”	Comment box types “Claude”, heart, floating comments, bouncing arrow	Pops, click, ding
18.0	“I'll send all the details”	Paper plane flies across: I'LL DM YOU EVERYTHING	Long swoosh
18.6–20.2	Outro	Made with CLAUDE end card, “Comment CLAUDE” button	Impact + chime



MAKE YOUR OWN

TIPS BEFORE YOU POST

Add trending audio in Instagram

The reel has voice and sound effects but no music. Add a trending sound in the Instagram editor at about 10–15% volume so your voice stays clear. It also helps reach.

Check the captions

Speech recognition for Tamil is good, not perfect. Watch once. If a line is off, send Claude your exact words and ask for Tamil, Tanglish or English captions.

Respect the safe zones

Instagram's buttons cover the right edge and the bottom fifth. Titles sit in the top band and captions in the middle, so nothing important gets hidden.

Talk in short beats

One idea per sentence, with a clear keyword (“captions”, “cards”, “one prompt”). Every keyword becomes an animation.

Shoot for the edit

Leave space above your head for titles. Hold the phone steady after a whip so the cut has a clean frame to land on.

Iterate in plain words

“Make the cards bigger”, “Tamil captions”, “add my logo at the end”. Claude changes the code and renders again.

Try this follow-up prompt

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“Now make a 15-second version for YouTube Shorts with Tanglish captions, my brand colour #___ and a ‘Follow for part 2’ end card.”
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Credits

Sound effects: CC0 library bundled with the open-source motion-graphics skills by Barty-Bart (github.com/Barty-Bart/motion-graphics), originally from Freesound and Kenney. Fonts: Anton, Inter, JetBrains Mono, Catamaran (SIL Open Font License). Speech recognition: OpenAI Whisper small (MIT). The AI tool names on the floating cards are shown as plain text labels for comparison only; they are trademarks of their respective owners, and no official logos are used.