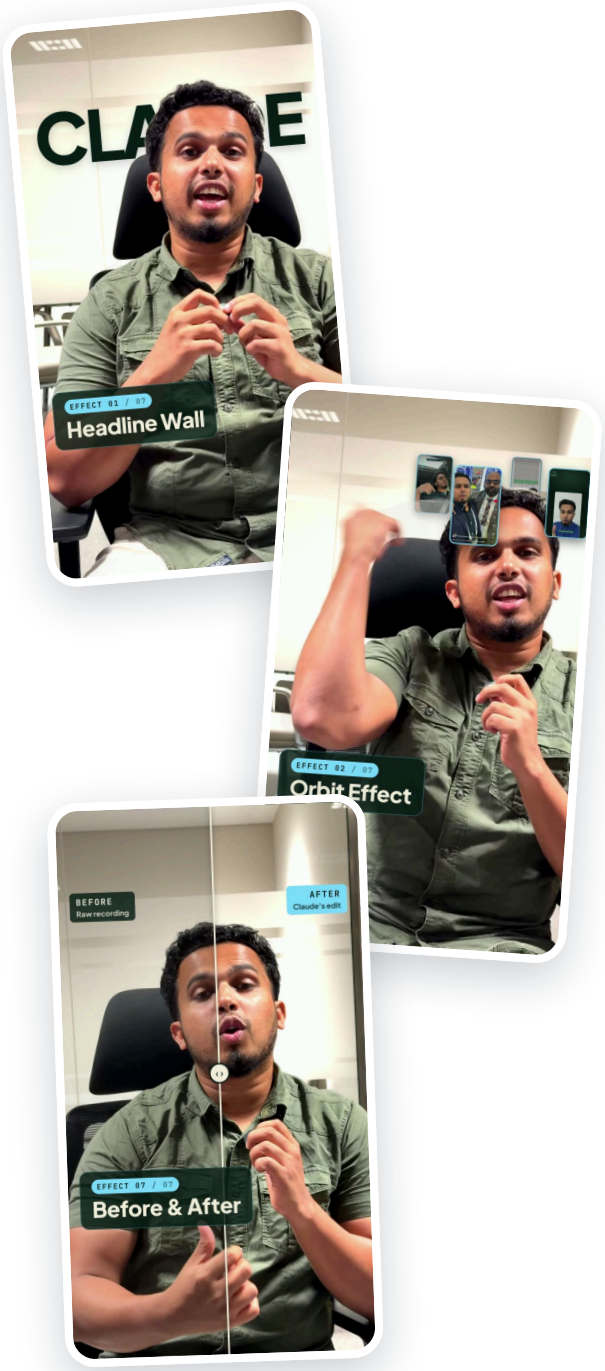
FREE GUIDE · CLAUDE + HYPERFRAMES

21 Claude Video Effects

The 7 effects from my reel plus 14 more, with the exact words to say on camera, the prompt to give Claude, and how to set up HyperFrames to build them for you.



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Ailutions

You do not need to know editing. You record, you say what you want, and Claude builds the edit with HyperFrames. This guide shows you exactly how.

How it works

1

Record

Film your talking-head video in good light. Say the name of each effect out loud as a cue.

2

Prompt

Give Claude your video, your script and the list of effects. Claude finds the timing of every line.

3

Render

Claude builds the edit in HyperFrames, shows you a preview and renders the final MP4.

What is HyperFrames?

HyperFrames is a video framework that builds videos from HTML. Claude writes the edit as code: your footage, text, effects and timing. That is why you can change anything just by asking, and why the result is the same every time you render.

What is inside

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Setup: connect HyperFrames to Claude

You do this once. After that, every new video is just a folder and a prompt.

1. ### Install Claude Code
   Use the Claude desktop app (Code tab) or the command line version. Sign in with your Claude account.

2. ### Install Node.js and FFmpeg
   Install a current Node.js LTS from nodejs.org. On a Mac install FFmpeg with `brew install ffmpeg`. HyperFrames uses FFmpeg to read and write video.

3. ### Connect HyperFrames to Claude
   Run `npx hyperframes skills update` once. This installs the HyperFrames skills into Claude Code, so Claude knows how to build, preview and render videos. Start a new Claude session afterwards so the skills load.

4. ### Check your machine
   Run `npx hyperframes doctor`. Green ticks for Node.js, FFmpeg and Chrome mean you are ready. For transcription add `brew install whisper-cpp`.

5. ### Make a project folder
   Put your main talking-head video and any extra clips (screen recordings, photos) in one folder. Open that folder in Claude Code.

6. ### Paste the master prompt
   Use the prompt on the next page with your script and the effects you want. Claude creates the HyperFrames project, finds the timing of every line and builds each effect.

7. ### Preview and fine-tune
   Claude opens the HyperFrames Studio preview (`npx hyperframes preview`). Watch it, then tell Claude what to change in plain words, like "the zoom is too fast".

8. ### Render the MP4
   When you are happy, ask Claude to render. It runs `npx hyperframes render` and saves a 1080 x 1920 MP4 ready for Reels, Shorts and TikTok.

> **Important**
>
> Run the commands in Terminal (Mac) or ask Claude to run them for you inside Claude Code. Claude will ask for your permission before running anything.

The master prompt

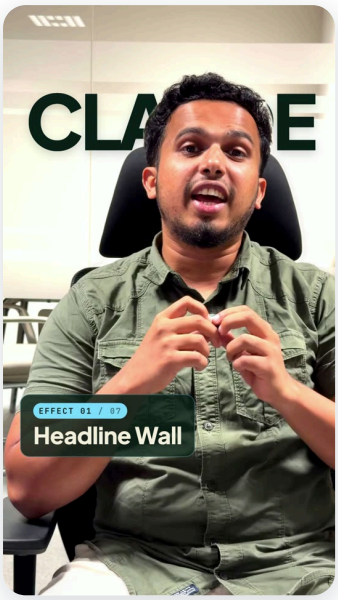
Copy this, fill in the brackets, and paste it into Claude Code inside your video folder.

```
Use HyperFrames to edit this video into a vertical reel.

Main video: [file name]
Extra clips: [screen recordings / photos, and where they go]
Language: [English / Malayalam]. Use my script below for all on-screen text,
and use the transcript only for timing.

Style: simple and formal. For each effect show a small tag ("EFFECT 01 / 07")
and a heading with the effect name. Brighten and clean up the lighting.
Keep all text inside the Instagram safe zone.

Effects, in order, each starting exactly when I say its line:
1. [effect name] when I say "[cue line]"
2. ...

Script:
[paste your script]

Before rendering, show me snapshots of each effect and open the preview.
```

Before you record

- **Light your face first.** Face a window or a soft light. Then ask Claude to grade it brighter with `media-treatment`. Every effect looks better on well-lit footage.
- **Say the cue words clearly.** Name each effect out loud. Claude uses those words to time the effect to the exact second.
- **Leave a pause between effects.** Half a second of silence gives each effect room to start and finish cleanly.
- **Keep a plain background.** A clean wall makes background removal (headline wall, orbit) much more stable.

PART 1 · THE 7 EFFECTS FROM MY VIDEO



EFFECT 01

Headline Wall

Your headline sits huge on the real wall behind your head. You stay in front of it, so the text looks like it is part of the room.

Use it for Hooks, topic intros, or naming the big idea of the video.

Say on camera Say the headline out loud, for example: "This is the headline wall effect."

PROMPT TO CLAUDE

When I say "headline wall", put the word CLAUDE in huge bold letters on the wall behind my head. Cut me out with background removal so the text sits behind me. Keep the original background and keep the text above the chair.

HyperFrames `npx hyperframes remove-background clip.mp4 -o subject.webm` creates the cutout. The text layer goes between the original video and the cutout. Related blocks: **caption-parallax-layers**, **mk-emphasis-type**.

Pro tip. Keep the text away from dark objects behind you (a black chair headrest, a dark door). Background removal sometimes keeps them and sometimes drops them, which makes the text flicker.



EFFECT 02

Orbit Effect

Your past reels or screenshots circle around your head like a ring while you keep talking at full size.

Use it for Showing your portfolio, results, client work or past videos.

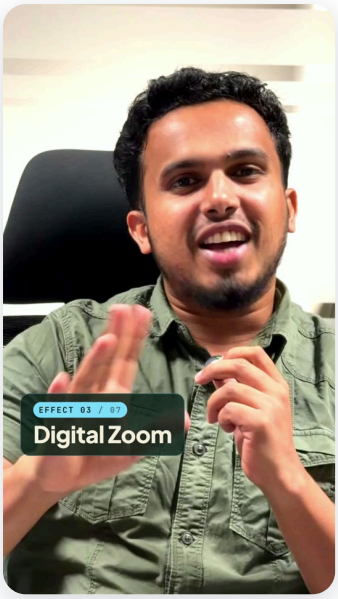
Say on camera "The second one is the orbit effect, your reels revolve around you."

PROMPT TO CLAUDE

During the orbit line, take these 4 screen recordings and orbit them in a ring around my head. Do not shrink the frame. Cut me out so the reels pass behind my head and come back in front.

HyperFrames Remove the background for just that section, then place the reel cards in two layers: behind the cutout when they are at the back of the ring, in front when they come forward. For a 3D sphere look use **carousel-orbit-1** to **carousel-orbit-5**.

Pro tip. Crop the Instagram top bar off your screen recordings before you use them. Three to five cards look best.



EFFECT 03

Digital Zoom

A smooth push in on your face, then a smooth pull back out. No frames or labels, just the camera moving.

Use it for Punchlines, jokes, or the one sentence you want people to remember.

Say on camera "The third is digital zoom." Then deliver the punchline.

> PROMPT TO CLAUDE
> When I say "digital zoom", smoothly zoom in on my face from 1.0x to about 1.4x with ease in and ease out, hold, then return to normal before the next effect. No viewfinder frame or zoom numbers.

HyperFrames A GSAP scale tween on the wrapper around your video, with the transform origin set on your face. Ready-made helper: **yt-camera-move**.

> **Pro tip.** Stay under 1.4x and use soft easing. Fast snaps to 1.7x look jumpy, and 1080p footage gets soft when zoomed too far.



EFFECT 04

Spotlight Effect

The whole frame goes dark except a soft circle of light on you, so all attention lands on one spot.

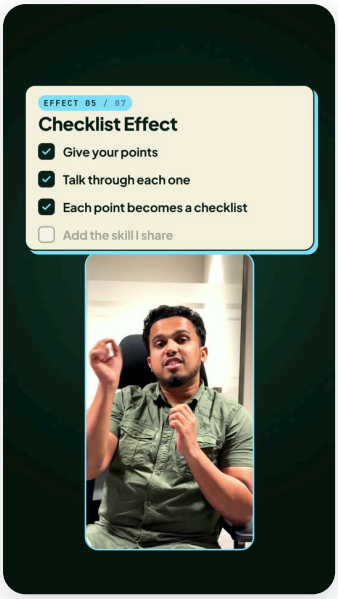
Use it for Focusing on you, a product in your hand, or one part of a screen.

Say on camera "If you want to focus on one area, use the spotlight effect."

> PROMPT TO CLAUDE
> When I say "spotlight", dim everything except a soft circle of light on my face. Close the circle in slowly, hold it, then open it back up when I finish the sentence.

HyperFrames A full-frame overlay with a radial gradient hole. Blocks: **yt-feather-highlight** (feathered spotlight that can glide between targets) and **vignette**.

> **Pro tip.** Ask Claude to check where your face actually is in the frame. People sit off-centre more often than they think.



EFFECT 05

Checklist Effect

As you say each point, it appears in a checklist card and gets ticked off. You shrink into a card underneath.

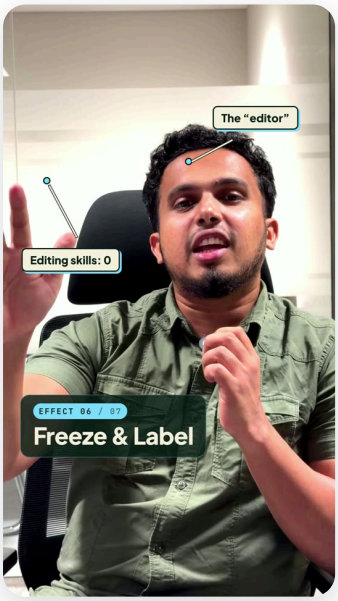
Use it for Steps, tips, requirements, or anything you count out loud.

Say on camera Say each point as a short, clear phrase with a small pause between them.

> PROMPT TO CLAUDE
>
> Shrink me into a rounded card at the bottom. Above me show a checklist titled "Checklist Effect". Tick each item exactly when I say it: 1) Give your points 2) Talk through each one 3) Each point becomes a checklist 4) Add the skill I share.

HyperFrames Timed rows with a tick animation, synced to your word timestamps. Blocks: **mk-specs-list**, **marker-checklist-card**, **success-check**.

> **Pro tip.** Write the checklist items yourself in the prompt. Short items (under 6 words) read best on a phone.



EFFECT 06

Freeze & Label

The picture freezes with a quick white flash, and labels with pointers appear on the frozen frame while your voice keeps going.

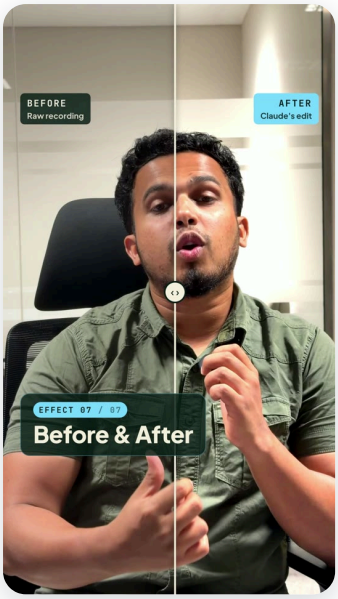
Use it for Funny moments, self-roasts, pointing out details in the frame.

Say on camera "This is the freeze and label effect."

> PROMPT TO CLAUDE
>
> Freeze the frame right after I say "freeze", add a quick white flash, then pop in two labels with pointer lines: "The editor" pointing at my face and "Editing skills: 0" pointing at my hand. Keep my voice playing.

HyperFrames Export the still with ffmpeg, show it as an image clip over the video, and keep the audio on the video underneath. Blocks: **freeze-frame-dressing**, **hw-arrow**, **hw-box-label**.

> **Pro tip.** Freeze on a strong expression and use two labels at most.



EFFECT 07

Before & After

A split screen with a sliding divider: the raw recording on one side, the finished edit on the other.

Use it for Showing the value of editing, lighting, a tool, or any transformation.

Say on camera "This is the video I made, and this is the video Claude gave me."

> **PROMPT TO CLAUDE**
> Start a split screen the moment I say "this is the video I made": left side raw with no grade, right side the final edit. Slide the divider toward whichever side I am talking about, then centre it on "before and after".

HyperFrames Grade the main video first with `npx hyperframes media-treatment --analyze` and compare looks with `npx hyperframes grade-compare`. Then lay the ungraded copy on top with a moving clip mask. Blocks: **grade-split-reveal**, **before-after-wipe**.

> **Pro tip.** It must start on the exact line, not a few seconds later, or the moment is lost.

BONUS

Fix your lighting first

The after side only wins if it looks clearly better. Before adding any effect, ask Claude to grade the whole video brighter and cleaner. HyperFrames measures your footage and suggests a correction, then shows you options side by side.

> **PROMPT TO CLAUDE**
> Brighten and clean up the lighting on the whole video. Show me two or three grade options side by side on a frame of my face before you apply one.

HyperFrames `npx hyperframes media-treatment --selector "#main" --analyze` then `npx hyperframes grade-compare`. What worked on my reel: exposure +0.22, contrast +0.10, slightly cooler white balance.

PART 2 · 14 MORE EFFECTS FOR YOUR VIDEOS



EFFECT 08

Flash Walk-In

When you move closer to the camera, the slow move is squeezed into a quarter-second rush with a white flash, and you land in close-up just as you speak.

Use it for Switching to a close-up for the call to action or a big statement.

> PROMPT TO CLAUDE
>
> At 0:47 I move closer to the camera. Make it a flash: speed up the silent move, add a white flash, and land on the close-up as I start talking. Keep lip sync.

HyperFrames Split the video into three clips: normal, the move at `data-playback-rate="5"`, then normal again. Block: **flash-through-white**.

> **Pro tip.** Only speed up the silent part so your words stay in sync.

EFFECT 09

Kinetic Captions

Captions appear word by word, synced to your voice, with one or two key words highlighted.

Use it for Almost every reel. Many people watch with the sound off.

> PROMPT TO CLAUDE
>
> Add captions word by word under my face. Use my script for the wording and the transcript only for timing. Highlight one key word per line.

HyperFrames `npx hyperframes transcribe video.mp4` gives word timestamps (needs `brew install whisper-cpp`). Blocks: **caption-highlight**, **caption-pill-karaoke**, **caption-kinetic-slam**.

> **Pro tip.** If you speak Malayalam or another language, paste your own English script so the captions say exactly what you mean.

EFFECT 10

Shrink & Stack

You shrink into a rounded card at the bottom of the frame and a graphic builds in the space above you.

Use it for Lists, tool grids, flows, or anything that needs space on screen.

> PROMPT TO CLAUDE
> When I start listing the tools, shrink me to about 55 percent, anchored at the bottom with rounded corners, and build the tool grid above me. Bring me back to full screen when the list ends.

HyperFrames GSAP scale, position and border radius on the video wrapper. No new footage needed.

> **Pro tip.** Keep your face visible and move with easing, never a hard jump.

EFFECT 11

Name Lower Third

A clean name and role bar slides in at the bottom when you or a guest are introduced.

Use it for First appearance, interviews, podcasts, guest features.

> PROMPT TO CLAUDE
> When I say my name, slide in a lower third: "Atheef Abdul Rahman" with the role "AI Consultant, Ailutions". Hold it for 3 seconds.

HyperFrames Blocks: **lt-kicker-name**, **lt-stack-bars**, **lt-soft-pill**.

> **Pro tip.** Keep it above the Instagram caption area at the bottom of the screen.

EFFECT 12

Stat Count-Up

A big number counts up on screen at the moment you say it.

Use it for Results, prices, follower counts, time saved, percentages.

> PROMPT TO CLAUDE
> When I say "21 video editing options", show a big number counting up from 0 to 21 with the label "video effects".

HyperFrames Blocks: **count-up**, **mk-progress-stat**, **number-wheel**, **number-pop-in**.

> **Pro tip.** Only show numbers you can back up. Viewers screenshot stats.

EFFECT 13

Tool Badge Grid

Tool badges pop in one by one as you name each tool.

Use it for Tool lists, tech stacks, "7 apps I use" style videos.

> PROMPT TO CLAUDE
> As I name each tool, pop in a badge for it in a grid above me: Claude, HyperFrames, CapCut, Canva.

HyperFrames Blocks: **badge-pop**, **logo-wall**.

> **Pro tip.** Use real logos only when you are allowed to. Letter badges (Ps, Ai, Cl) look clean and avoid trademark issues.

EFFECT 14

Hand-Drawn Circle & Arrow

A marker-style circle draws around something, with an arrow and a short note.

Use it for Pointing at a detail in your frame, a screenshot, or a product.

> PROMPT TO CLAUDE
> When I say "look at this", draw a hand-drawn circle around my phone and an arrow with the note "the secret".

HyperFrames Blocks: **hw-callout-circle**, **hw-arrow**, **cursor-annotate**, **yt-circle-pointer**.

> **Pro tip.** Tell Claude exactly what to circle and roughly where it is in the frame.

EFFECT 15

Chat Bubble Reveal

An AI chat appears on screen: your prompt types in, the typing dots show, then the answer pops up.

Use it for Showing the exact prompt you used with Claude or another AI tool.

> PROMPT TO CLAUDE
> While I read out my prompt, show a chat card above me where the prompt types in, then a typing indicator, then Claude's reply.

HyperFrames Blocks: **message-thread-reveal**, **chat-message**, **typing-indicator**, **thread-message-stack**.

> **Pro tip.** Paste the real prompt and answer text into your request so it matches what you say.

EFFECT 16

Screen Demo Cutaway

A screen recording fills the frame while you stay visible in a small round bubble in the corner.

Use it for Tutorials, app walk-throughs, showing results on screen.

> PROMPT TO CLAUDE
> From 0:20 to 0:35 show my screen recording full screen and put me in a round bubble in the bottom left corner.

HyperFrames Two video clips at the same time: the screen recording full frame and your talking-head video in a circle mask. Block for a filmed-screen look: **filmed-screen**.

> **Pro tip.** Record your screen in portrait if the reel is portrait, so you do not lose half the frame.

EFFECT 17

Cursor Auto-Zoom

On a screen recording, the camera pushes in toward each click and follows the cursor smoothly.

Use it for Software demos where the buttons are small on a phone screen.

> PROMPT TO CLAUDE
> On the screen recording, zoom in toward each click and follow the cursor, then zoom back out between clicks.

HyperFrames Block: **cursor-zoom-follow**.

> **Pro tip.** Move your mouse slowly while recording. It makes the follow look smooth.

EFFECT 18

Glitch Transition

A short digital glitch with RGB split between two sections.

Use it for Topic changes, "but wait" moments, tech themed reels.

> PROMPT TO CLAUDE
> Between effect 3 and effect 4, add a short glitch transition of about 0.3 seconds.

HyperFrames Blocks: **glitch** (shader transition), **rgb-glitch-text**, **caption-glitch-rgb**.

> **Pro tip.** Use it once or twice per video. More than that feels noisy.

EFFECT 19

Light Leak Transition

A warm cinematic light leak washes over the frame as you move to the next point.

Use it for Story moments, travel, lifestyle, softer topics.

> PROMPT TO CLAUDE
> Add a warm light leak transition when I move from the story to the tips.

HyperFrames Blocks: **light-leak**, **organic-light-leak-overlay**, **transitions-light**.

> **Pro tip.** Pair it with a gentle whoosh at low volume.

EFFECT 20

Speed Ramp

A part of the video speeds up, then eases back to normal speed.

Use it for Walking, setting up, typing, or any slow action between talking parts.

> PROMPT TO CLAUDE
> Speed up the part from 0:12 to 0:18 to 4x with a smooth ramp in and out, and mute it.

HyperFrames A `rate` lane in `data-automation` on the video clip, or a constant `data-playback-rate`. Block: **beat-freeze-cut**.

> **Pro tip.** Ramp only the silent parts, or the voice will sound sped up.

EFFECT 21

Comment CTA Box

A comment box appears at the end, your keyword types in by itself, and the Post button gets pressed.

Use it for Lead magnets, "comment VIDEO and I will send it" endings.

> PROMPT TO CLAUDE
> When I say "comment video", show a comment box card with the heading "21 video editing effects", type VIDEO into it and press the Post button.

HyperFrames A simple card with a typed text tween and a button press. Block for a subscribe style version: **yt-lower-third**.

> **Pro tip.** Make the keyword one simple word. It lifts comments and makes DM automation easy.

Quick reference: all 21 effects

#	Effect	Best for	Level
01	**Headline Wall**	Hooks, topic intros, or naming the big idea of the video.	Advanced
02	**Orbit Effect**	Showing your portfolio, results, client work or past videos.	Advanced
03	**Digital Zoom**	Punchlines, jokes, or the one sentence you want people to remember.	Easy
04	**Spotlight Effect**	Focusing on you, a product in your hand, or one part of a screen.	Easy
05	**Checklist Effect**	Steps, tips, requirements, or anything you count out loud.	Medium
06	**Freeze & Label**	Funny moments, self-roasts, pointing out details in the frame.	Medium
07	**Before & After**	Showing the value of editing, lighting, a tool, or any transformation.	Medium
08	**Flash Walk-In**	Switching to a close-up for the call to action or a big statement.	Medium
09	**Kinetic Captions**	Almost every reel. Many people watch with the sound off.	Easy
10	**Shrink & Stack**	Lists, tool grids, flows, or anything that needs space on screen.	Easy
11	**Name Lower Third**	First appearance, interviews, podcasts, guest features.	Easy
12	**Stat Count-Up**	Results, prices, follower counts, time saved, percentages.	Easy
13	**Tool Badge Grid**	Tool lists, tech stacks, "7 apps I use" style videos.	Easy
14	**Hand-Drawn Circle & Arrow**	Pointing at a detail in your frame, a screenshot, or a product.	Medium
15	**Chat Bubble Reveal**	Showing the exact prompt you used with Claude or another AI tool.	Medium
16	**Screen Demo Cutaway**	Tutorials, app walk-throughs, showing results on screen.	Medium
17	**Cursor Auto-Zoom**	Software demos where the buttons are small on a phone screen.	Medium
18	**Glitch Transition**	Topic changes, "but wait" moments, tech themed reels.	Easy
19	**Light Leak Transition**	Story moments, travel, lifestyle, softer topics.	Easy
20	**Speed Ramp**	Walking, setting up, typing, or any slow action between talking parts.	Medium
21	**Comment CTA Box**	Lead magnets, "comment VIDEO and I will send it" endings.	Easy

Common problems and fixes

These all came up while making my own reel. Each one is a one-line message to Claude.

Text flickers behind you

Background removal keeps or drops dark objects (like a chair headrest) frame by frame. Move the text so it does not overlap them, and ask Claude to smooth the cutout over time.

Zoom feels jumpy

Ask for one smooth push in, max 1.4x, with ease in and out, centred on your face.

Effect starts too late

Quote the exact line it should start on. "Start the split the moment I say this is the video I made."

Text hidden by Instagram

Keep all text between roughly 260 and 1480 pixels from the top of a 1080 x 1920 frame, and away from the right edge at the bottom.

Render takes a while

A one-minute reel takes around 8 minutes on a laptop. Review in the Studio preview first and render once.

Wrong words on screen

Paste your own script. Transcription is for timing, your script is for wording.

Your turn

Pick three effects from this guide, record one reel this week, and let Claude do the editing. Tag me when you post it. I would love to see what you make.

Atheef Abdul Rahman · Ailutions