

Make an "After Effects-level" launch film with Claude Code and Remotion

The exact prompt, the steps, the commands and what really makes the difference. Based on the KRYVA launch film (October 2026): 2 h 45 from the first message to the scheduled 4K video.

0. What's in this kit

- **01-prompt.txt**: the film's prompt, in English (translated from the French original, also included).
- **reference-videos/**: 4 original reference videos, one per intent (launch, hook, three-step explainer, app demo), made for this kit. Their on-screen text is in French: they are there for rhythm and staging.
- **02-complete-method.pdf**: this document.

1. What you need

Tool	Role	Cost
Claude Code	Anthropic's AI that writes and runs the video's code.	Claude Pro, Max, Team or Enterprise account (or API access).
Remotion	Video written in React, rendered to MP4.	Free for individuals and companies of up to 3 people; company licence above that.
Node.js	Required by Remotion.	Free.
ElevenLabs (optional)	The voice-over.	Depends on your plan. Check that yours allows commercial use.
Whisper (optional)	Transcribes the voice word by word to sync subtitles and animations.	Free, runs locally (Claude installs and runs it for you).

No terminal? The Claude app (Code tab) lets you use Claude Code with an interface.

2. Install and create the project

a. Install Claude Code (macOS, Linux)

```
curl -fsSL https://claude.ai/install.sh | bash
```

Windows (PowerShell): `irm https://claude.ai/install.ps1 | iex`

b. Create an empty Remotion project

```
npx create-video --yes --blank my-video  
cd my-video
```

c. Add Remotion's official "skills" for Claude

```
npx remotion skills add
```

d. Start the preview, then Claude (two terminals)

```
npm run dev  
# in a second terminal, in the same folder:  
claude
```

Commands taken from the official Claude Code and Remotion docs (checked on 10 October 2026).

3. Prepare before prompting

- **Your 4 reference videos**, one per intent: a product launch, an ad hook, a three-step explainer, an app demo. The ones in this kit are examples made for it: replace them with videos whose style you like.
- **Your brand colours in one line**: background colour, text colour, accent colour (here: pure white, black, #d96040).
- **Access to the product**: the code folder, screenshots or the website. Claude then shows the real product, not a made-up interface.
- **Your existing visuals** (fonts, Instagram posts, other videos): Claude looks at them to stay consistent.

4. The prompt (and how to adapt it)

Paste the content of **01-prompt.txt** into Claude Code and attach the 4 videos. Replace:

- "Kryva" with your product's name, and where its code or screenshots are;
- the colours "pure white / black / #d96040" with yours;
- "B2B SaaS software" with your industry.

The prompt also asks for a **voice-over script**: keep that part. The script is the backbone of the edit, and the voice will be laid on top of it.

5. The back-and-forth: where quality is made

The first version is never the right one. For the KRYVA film, about ten screenshots were sent in 50 minutes before the first approved version.

- One screenshot + one precise sentence per problem.
- One change at a time when it's subtle (rhythm, size, length of a shot).
- Say what works too, so Claude doesn't break it.

Example correction messages

On this screenshot, the text overflows on the right: keep it inside the safe zone.
This shot is too long, cut it to 2 seconds.
The transition between scenes 2 and 3 is too abrupt: use a fade with a slight zoom.

These are examples of wording, not the exact messages sent for the film.

6. The music

Give Claude the audio file with one precise instruction. The one used for the film (the voice-over was in French):

The drop must land right after the voice says "Voici KRYVA".

Claude analyses the track and syncs the drop to the sentence. Check that you have the right to use the music (licence, royalty-free library, or sound added directly in TikTok / Instagram).

7. The voice-over and word-by-word sync

1. Generate the voice from the script (ElevenLabs or your own voice).
2. Give the file to Claude and ask it to transcribe it word by word with Whisper, then sync subtitles and animations to every word.
3. Adjust the mix: voice a little louder, music about 15 dB below.

Here is the voice-over. Transcribe it word by word with Whisper, locally, and sync every subtitle and every animation to the right word.

8. The render

- From the Remotion preview (Render button), or by asking Claude to start the render.
- For YouTube: 4K, 60 frames per second. For TikTok / Reels: 1080 × 1920.
- Also ask for a thumbnail (a still image of the composition).

9. The real timeline of the KRYVA film

Time	Step
9:40 pm	The prompt, with the 4 videos and access to the product's code.
9:40 → 10:30 pm	Back-and-forth (about ten screenshots) until v1 was approved.
10:37 pm	The music, with the drop instruction.
10:49 pm	The ElevenLabs voice, transcribed and synced word by word.
11:10 pm → midnight	Finishing touches: voice / music levels, one fix, 4K60 render, thumbnail.

The truth: it's not a magic prompt. The project already contained other KRYVA videos made with Claude and Remotion in late September. That base had been created with Remotion's official skill for Claude ("remotion-best-practices", step 2c). What makes the difference: references, clear brand colours, access to the product and precise feedback. For a first project, allow more time.

10. Official resources

- Claude Code quickstart: code.claude.com/docs/en/quickstart
- Remotion + AI agents: remotion.dev/docs/ai/coding-agents
- Remotion licence: remotion.dev/docs/license/pricing
- ElevenLabs: elevenlabs.io
- faster-whisper: github.com/SYSTRAN/faster-whisper