

How we make our 3D AI character reels

The exact workflow behind our girl + Clawd reels: the format, the characters, the script, the voices, the scenes and the edit. Plus how to do it with far fewer tokens.

What you need:

1. Claude (Claude Code is best: it writes and runs the build for you)
2. An ElevenLabs account for the voices (the Eleven v3 model)
3. HyperFrames: free and open source, turns an HTML page into a video
4. Optional: Blender (free) for your own 3D characters, and an image-to-video model (we use MiniMax H3 in ComfyUI) for the big scenes

1 Copy the format, not the topic

Every reel that works for us has the same skeleton. Our numbers: when the hook text sits on screen from frame 0, our skip rate dropped from about 35% to about 20%.

- **Two characters.** One asks, one explains. The human is the viewer; the AI is the expert who is a little odd.
- **Hook:** 9 words or fewer, spoken in the first second and written big on screen until line 2. A number helps.
- **A real conversation.** A new line every 2-4 seconds. She pushes back ("No. Simpler."), he reacts. No speeches.
- **Teach one thing.** One analogy or one fix people can use today.
- **End on a sting.** One joke after the lesson, then a short in-character follow line. Nothing after it.
- **Length:** 30-50 seconds.

2 Make two characters people remember

Low-poly (faceted, matte, soft light) is the look. Consistency matters more than detail: same colours, same silhouette, every video.

- **No 3D skills:** make a character sheet in an image model (front and side view, plain background, "stylized low-poly 3D, matte plastic, soft studio light"). Use those stills as references for every scene.
- **Real 3D:** ask Claude Code to write a Blender Python script that builds the character from simple shapes (big head, big glasses, puffer hoodie), then export it as a .glb file.
- Give each one a signature: our girl's round glasses and yellow hoodie, Clawd's orange star body and tall black eyes.
- Big faces and simple shapes read on a phone. Tiny details don't.

3 Write the script with Claude

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Write a 35-45 second Instagram reel script as a conversation between [HUMAN, personality] and [AI CHARACTER, personality]. Topic: [ONE thing to teach]. Rules: line 1 is the hook, 9 words or fewer, with a number if possible. A new line every 2-4 seconds. The human pushes back at least twice. Teach it with one everyday analogy. End with one joke after the lesson, then a short in-character follow line. Give every line an emotion tag in [brackets] like [annoyed], [deadpan], [excited]. No jargon. Output as a table: who | [emotion] | line.

Read it out loud. If a line sounds like a speech, cut it in half and give the other character a reaction.

4 Voices that sound like a conversation

Flat voices kill these reels. ElevenLabs' Eleven v3 model reads emotion tags written in brackets before the line.

- Pick one voice per character and never change it.
- Generate **one line per file**, each with its own tag: *[furious] It's 10 a.m. and you're already tired?!* then *[offended, defensive] Tired? I've read our chat forty times.*
- Vary the AI too. A robot that is always "[calm]" sounds dead; give him [smug], [sighs], [strained], [shy].
- Trim silence at the start and end of each file, then place the lines with 0.2-0.3 s gaps. Speed up slow lines about 5-10%.
- Write numbers as words in the voice text ("forty"), keep digits in the captions ("40").

5 Build the scene with HyperFrames

HyperFrames renders an HTML page frame by frame into an MP4, so a Three.js 3D scene becomes a video. Claude Code can write the whole composition.

- Start with **npx hyperframes init**, then preview in the browser before rendering.
- Render a 1080p draft first. Only render 4K when the draft is right.

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Create a HyperFrames composition, 1080x1920, 30 fps. Load girl.glb and robot.glb into a Three.js night-desk scene with warm lamp light. Play vo.wav. Use timing.json (start/end of each line) to cut the camera: close-up on whoever is talking, a wide shot every 3-4 lines. Add simple mouth movement while each character speaks. Show white centred captions for each line. Put the hook text big at the top from frame 0 until line 2 starts.

6 Add big "world" scenes with image-to-video

For the moments that need a world (a staircase of paper, a data center, a city of websites) we generate short clips with an image-to-video model and cut them in.

- Feed **both character stills as reference images**. That keeps faces, glasses and colours on-model shot after shot.
- Prompt pattern: *style line + who is who in the pictures + one shot: what happens, one camera move + "no text"*.
- Never ask for text inside the clip (it warps). Captions go on top in the edit.
- Generate ~5 s, use the best 2-4 s. Cut on motion, and keep one colour family across every world so it feels like one video.
- Mute the clip's own audio. Use your voices, music and sound effects.

7 Edit and sound

- Hook text on frame 0, held until line 2. Big, centred, white.
- A soft white flash + whoosh when you jump into a world and back.
- Music about 15 dB under the voices. One impact sound on frame 0.
- Normalise to -14 LUFS so it isn't quieter than everything else in the feed.
- Watch it frame by frame before posting. Fix any black frames, warped faces or text.

8 Do it with far fewer tokens

- **Build once, reuse forever.** Keep one template project (scene, characters, caption style) and copy it for each reel. Change only the script and the timing.
- **Write your rules down once.** Put your style, character and pacing rules in a Claude Code skill or a CLAUDE.md file so you never re-explain them.
- **Fresh chats.** Every message makes Claude re-read the whole conversation. At each big step, ask "Summarize where we are in one page", open a new chat and paste it.
- **Ask for changes, not rewrites:** "change only the camera on line 7" instead of "redo the scene".
- **Draft small:** 1080p drafts and 1-second snapshots before any 4K render.

9 Posting checklist

- Cover = the frame with the hook text on it.
- Caption line 1 = the hook or the offer. 3-5 hashtags.
- Post when your audience is awake (ours: 8:30 AM, 1 PM, 7 PM Eastern).
- Pin a comment and share the reel to your story.
- Same two characters, same look, every time. People follow characters.

Tools named here are the ones we use. Not sponsored. Prices and features change, so check each tool's site.

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