

How we make these reels.

No editor. No camera.

Every reel on this page is made the same way: Claude writes it, then builds every frame in code, then it renders. Here is the whole setup in plain words, with the exact messages we send.

What you need:

1. Claude Code (the Claude app that can work on files on your computer)
2. Node.js installed (free)
3. HyperFrames: a free, open-source tool that turns web pages into video (npx hyperframes)
4. An ElevenLabs account for the voices (free tier is fine to start)

1 The script

Short lines, one idea each. A problem, a twist, a payoff. We ask for a frame-0 hook and emotion tags for every line.

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Write a 35-45 second comedy skit between Maya (a stressed girl) and Claude (a small orange star). Topic: [your topic]. Every line 3-9 words. Put an emotion tag before each line, like [deadpan]. First line must make people curious. End with a punchline, then one call to action.

2 The voices

Each line is generated separately with its emotion tag, then trimmed and placed with almost no gap, so the characters interrupt each other.

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Turn lines.json into voice files with ElevenLabs v3: one file per line, use the emotion tag at the start of the text, Maya = [voice id], Claude = [voice id]. Then trim silence and lay them out back to back with a 0.06 s gap.

3 The scenes, in code

Claude writes the 3D scene (characters, desk, camera moves) as a web page. HyperFrames records that page frame by frame into a video.

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Build a HyperFrames composition: a 3D desk scene with the two characters, one camera shot per line (close-up on whoever is talking, the monitor when they read something), captions at the top, and a slow push-in on every shot so the camera never sits still.

4 Mouths and captions in sync

We get word timings from the audio, so captions appear word by word and mouths move on the right sounds.

- Word timings: Whisper (free) on each voice file
- Mouth shapes: Rhubarb Lip Sync (free) turns audio into mouth shapes
- Screens on the monitor are drawn in code too, timed to the words

5 Render and check

Render a quick draft, look at a sheet of frames, fix, then render in 4K.

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Render a draft, then make a contact sheet: one frame every 0.9 seconds with the time on it. Pretend you are 3 viewers (a bored teenager, an AI fan, someone watching with sound off). Where would each one swipe away? Fix only what at least 2 of them agree on.

6 The mistakes that cost us the most

- Opening on a screen instead of a face: people swipe
- Small text on the monitor: unreadable on a phone
- Long lines: keep every line under 9 words
- Silence over half a second in the first 6 seconds

Tools named here are free or have free tiers. We are not paid by any of them.

Made one? Tag us, we'll watch it.

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