THE CREATOR EDITION • 2026

30 MOTION GRAPHICS EFFECTS

Claude prompts + keywords
for scroll-stopping creator Reels



- 30 copy-ready effect briefs
- For talking-head videos, tutorials and explainers
- Built to adapt to your footage and editing tools

ARHAM FAHMI AI
CREATOR TOOLKIT / VIDEO EDITING

SAVE IT / COPY IT / BUILD IT

How to use the prompts

One base instruction + one effect prompt = a clearer editing brief.

01

SET THE SOURCE

Give Claude the exact video path and output folder.

02

PICK THE CUE

Name the effect and the exact spoken phrase.

03

ADD THE PROMPT

Copy the effect prompt from the next pages.

04

REVIEW THE CUT

Ask Claude to render, inspect, and fix issues.

BASE PROMPT - COPY THIS FIRST

You are my video editor. Use the source video at [VIDEO_PATH] and save work to [OUTPUT_FOLDER]. Inspect the footage, audio, dimensions and frame rate before editing. Use my existing editing skill and installed tools; do not assume a feature exists until you verify it. Map the requested effect to the actual spoken cue and time it to the narration. Preserve my original voice, meaning and skin tones. Keep the subject visible, text legible on a phone, and graphics inside safe areas. Use real supplied assets only; do not invent interface details, analytics or results. Back up project files before changes and never overwrite the source. Render a review version, inspect the whole video for timing, spelling, clipping and visual defects, fix issues, then export the final MP4. If an effect needs masking, tracking, 3D layers or assets that are unavailable, use the closest honest alternative and report the limitation. Tell me what was actually rendered, not just what was planned.

NON-NEGOTIABLES

- PRESERVE ORIGINAL AUDIO
- USE REAL ASSETS
- RENDER + REVIEW
- REPORT LIMITATIONS

PRO TIP

For tighter timing, include a cue like "when I say Digital Zoom Effect" or give a timestamp range. Ask Claude to inspect the available tools first. Complex effects may need layered HTML/CSS graphics, masks, tracking or assets - a prompt is a brief, not a guaranteed one-click preset.

Technical reference: FFmpeg filter documentation covers compositing, overlays, text and other video operations.
ffmpeg.org/ffmpeg-filters.html

Hooks & title treatments

Make the first seconds feel designed, not templated.

01 Headline Wall Effect

HOOKS & TYPE



A huge title fills the background while the creator stays clearly in the foreground.

PROMPT FOR CLAUDE

At the spoken cue "Headline Wall Effect", animate a giant CLAUDE headline behind the subject. Use bold condensed type, subtle perspective, depth shadows and a controlled slide-in. Keep the face unobstructed and make the title feel anchored to the scene.

- giant title
- depth
- subject mask
- title reveal

02 Digital Punch-In Zoom

CAMERA ENERGY



A deliberate digital push-in that lands on the key word or reaction.

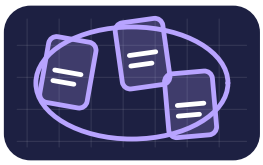
PROMPT FOR CLAUDE

At "Digital Zoom Effect", create one smooth, fast push-in centered on the subject's face, then ease back to the original framing. Add restrained motion blur only during movement. Avoid shaky zooms, oversharpening or cropping the eyes and chin.

- punch-in
- ease curve
- face tracking
- motion blur

03 3D Carousel Orbit

DEPTH & ASSETS



Your real carousel covers revolve around you like floating 3D cards.

PROMPT FOR CLAUDE

At "Orbit Effect", arrange supplied carousel covers on an elliptical 3D path around the subject. Vary scale, rotation, perspective and depth; animate a smooth orbit with subtle shadows. Use real project covers only and keep the face clear. If none exist, ask or use clearly identified temporary cards.

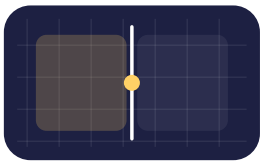
- 3D cards
- orbit path
- parallax
- carousel covers

Focus & visual proof

Direct attention and make comparisons instantly clear.

04 Before / After Split Wipe

COMPARISONS



A moving divider reveals a clear before-and-after comparison.

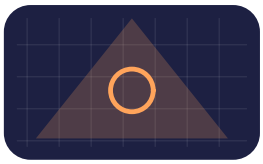
PROMPT FOR CLAUDE

At "Before and After Effect", build a vertical split-screen with BEFORE and AFTER labels. Animate a clean divider wipe across the frame, keeping both versions aligned. Use genuine source footage or real assets; do not invent a result or imply an edit happened when it did not.

- split-screen
- wipe
- comparison
- divider

05 Spotlight Focus

FOCUS & EMPHASIS



A soft, tracked pool of light guides the viewer to your face or key object.

PROMPT FOR CLAUDE

At "Spotlight Effect", dim the background slightly and add a soft-edged spotlight that tracks the subject. Preserve natural skin tone and a gentle falloff; avoid a hard circular cutout. Keep the spotlight movement subtle and synchronized to the shot.

- tracked mask
- vignette
- subject focus
- soft light

06 Checklist Motion Graphics

INFOGRAPHICS



A clean checklist assembles row by row as points are explained.

PROMPT FOR CLAUDE

At "Checklist Motion Graphics", animate a compact checklist panel into the negative space. Reveal each row with a short slide and tick animation, using crisp typography, aligned spacing and one accent color. Only include points supported by the narration; keep the panel readable on a phone.

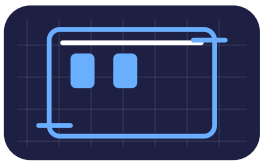
- checkmarks
- stagger
- UI panel
- kinetic list

Callouts & dimensional type

Use labels and typography to explain without clutter.

07 Freeze Frame + Labels

CALLOUTS



Pause on a strong frame and annotate it with precise labels.

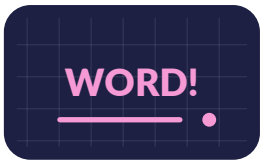
PROMPT FOR CLAUDE

At "Freeze and Label Effect", freeze a good frame, briefly outline the subject if possible, then animate leader lines and compact labels around them. Choose a natural expression, maintain clean line paths, and return smoothly to live motion after the labels are readable.

- freeze frame
- leader lines
- callouts
- outline

08 Kinetic Typography

HOOKS & TYPE



Words enter, scale, stagger or snap in to reinforce the spoken rhythm.

PROMPT FOR CLAUDE

Turn the emphasized phrase into kinetic typography: reveal words in sync with the narration using staggered movement, scale and precise easing. Give one word the strongest accent, keep line lengths short, and leave the subject's face clear. Do not add words that were not spoken.

- word reveal
- stagger
- type animation
- emphasis

09 3D Text Pop-Out

DEPTH & TYPE



A short title feels dimensional as it pushes toward the viewer.

PROMPT FOR CLAUDE

Create a dimensional title that appears to push out from the video plane. Use layered duplicate text or a practical 2.5D treatment, subtle shadow and a controlled scale move. Keep depth believable, avoid plastic bevels, and never cover the speaker's eyes or mouth.

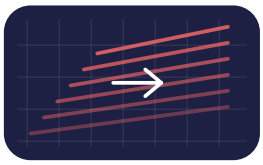
- 2.5D type
- scale
- drop shadow
- depth

Transitions & tracking

Connect moments with movement that has a purpose.

10 Whip-Pan Transition

TRANSITIONS



A fast directional blur links two shots or two visual sections.

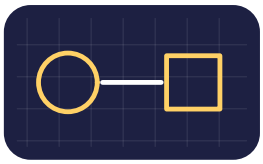
PROMPT FOR CLAUDE

Between the two selected moments, create a fast whip-pan in the direction of the next composition. Use directional blur and a short motion bridge, then settle cleanly on the next shot. Preserve spoken audio continuity and avoid adding a transition where no visual change is needed.

- directional blur
- pan
- transition
- ease-out

11 Match Cut / Shape Match

TRANSITIONS



A shape, position or movement bridges two scenes with visual continuity.

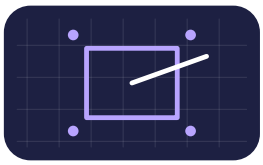
PROMPT FOR CLAUDE

Find two moments with a similar shape, pose or screen position and build a match cut. Align the shared element, transition on the matching frame, and preserve scale and movement direction. If the footage has no convincing match, use a simple shape wipe rather than forcing one.

- match cut
- shape match
- alignment
- visual rhythm

12 Motion-Tracked Callout

CALLOUTS



A label stays attached to a moving object or area of the frame.

PROMPT FOR CLAUDE

Attach a concise callout label to the chosen object or screen area. Track its movement across the shot, connect it with a thin leader line, and use a small background plate for contrast. If reliable tracking is unavailable, use a stable anchored label rather than letting it drift.

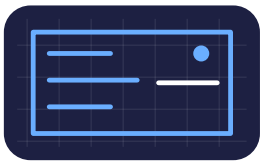
- tracking
- leader line
- label plate
- object anchor

Interfaces & layouts

Show supporting material while keeping the creator dominant.

13 HUD / Creator Dashboard

INTERFACE GRAPHICS



A restrained futuristic UI frames the information without crowding it.

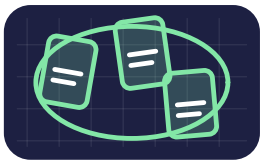
PROMPT FOR CLAUDE

Add a clean HUD-style overlay around the subject: thin grid lines, small status labels, compact panels and a few animated indicators. Keep the interface decorative unless values are factual, avoid fake analytics, and reserve the center for the speaker.

- HUD
- grid
- status panel
- UI overlay

14 Picture-in-Picture Stack

LAYOUTS



Supporting clips or images stack beside the speaker in clean mini-frames.

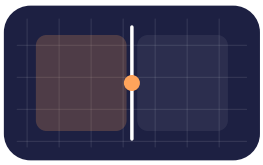
PROMPT FOR CLAUDE

Place the supplied supporting clip or image in a floating picture-in-picture frame beside the speaker. Animate it in with slight scale and shadow, keep consistent rounded corners, and make the main subject dominant. Use only assets that help explain the narration.

- PiP
- floating frame
- layering
- supporting clip

15 Split-Screen Comparison

LAYOUTS



Two states, examples or visuals appear side by side for instant scanning.

PROMPT FOR CLAUDE

Build a balanced side-by-side comparison with clear labels and matched crop positions. Animate the panels in from opposite sides, align key visual details, and use subtle separators. Make sure both panels remain readable at mobile size and that labels reflect the actual content.

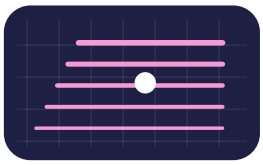
- dual panel
- side-by-side
- comparison
- matched crop

Motion, speed & depth

Add energy through controlled camera language.

16 Speed Ramp

CAMERA ENERGY



The motion accelerates and decelerates to add energy around a key beat.

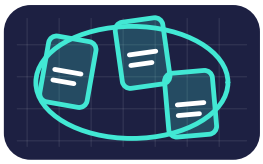
PROMPT FOR CLAUDE

Create a short speed ramp around the selected action: accelerate briefly into the moment, then ease back to normal speed. Preserve the speech intelligibility and avoid stretching the voice. If the shot contains dialogue, apply the ramp to visuals only or keep the speech at normal speed.

- time remap
- ease
- action beat
- audio preserve

17 Parallax Depth Layers

DEPTH & ASSETS



Foreground, subject and background move at different rates for a layered feel.

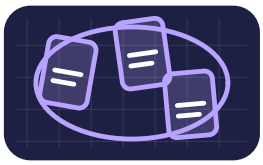
PROMPT FOR CLAUDE

Create a subtle parallax move by separating available foreground, subject and background layers. Move the layers at different rates during a slow camera push. Use careful masks and natural edge treatment; if separation is unreliable, use a gentle layered pan instead of a broken cutout.

- parallax
- layer separation
- 2.5D
- camera push

18 Floating Prompt Cards

INTERFACE GRAPHICS



Prompt snippets appear as tactile cards that enter, hover and exit.

PROMPT FOR CLAUDE

Reveal two or three prompt cards around the speaker. Give each card a clear title, a short readable excerpt, light depth and a small entrance offset. Stagger the movement, keep all wording accurate, and avoid filling the whole frame with tiny text.

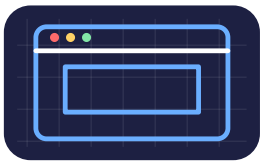
- cards
- staggered entrance
- prompt snippet
- depth

Showcases & reveals

Present real assets with a clear visual hierarchy.

19 Website / Screen Mockup Reveal

SHOWCASE



A real screenshot or webpage is presented inside a polished device or browser frame.

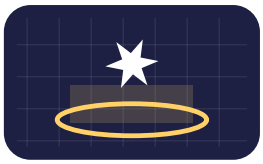
PROMPT FOR CLAUDE

Place the supplied screenshot or screen recording inside a clean browser or device mockup. Animate the frame into view, add a subtle perspective tilt, and zoom toward the relevant area. Use the real asset, preserve its text, and do not fabricate product UI or results.

- screen mockup
- browser frame
- screenshot
- perspective

20 Asset Pedestal Reveal

SHOWCASE



A logo, product image or key asset gets a controlled hero reveal.

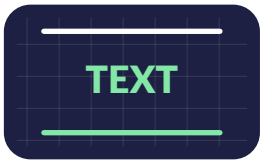
PROMPT FOR CLAUDE

Present the supplied logo, image or product asset as the hero element on a simple dimensional platform. Bring it in with a soft light sweep, a restrained scale-up and a grounding shadow. Keep brand details unchanged and avoid adding fake reflections or unsupported claims.

- hero reveal
- light sweep
- platform
- asset focus

21 Text Mask Behind Subject

DEPTH & TYPE



The headline slips behind your silhouette for a convincing foreground/background relationship.

PROMPT FOR CLAUDE

Place the headline behind the person by creating a clean subject mask or using the best supported segmentation tool. Let letters disappear naturally behind shoulders and hair, keep edges stable, and avoid halos. If masking quality is poor, use a simpler layered title that does not intersect the silhouette.

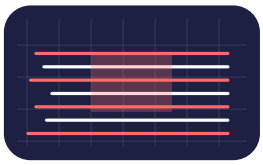
- subject mask
- depth order
- segmentation
- headline

Creative transitions & tutorials

Use distortion and cursor cues sparingly and accurately.

22 Glitch Signal Break

TRANSITIONS



A brief digital interference beat marks a transition or reveal.

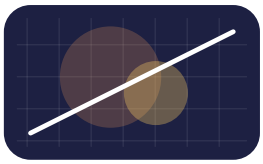
PROMPT FOR CLAUDE

Add a very short, intentional signal-glitch at the transition cue using restrained RGB offsets, scan lines and frame displacement. Return to a clean image immediately. Keep the face recognizable and do not apply continuous distortion over the spoken explanation.

- RGB split
- scan lines
- digital distortion
- transition

23 Film Burn / Light Leak

TRANSITIONS



A warm light leak creates a tactile bridge between scenes.

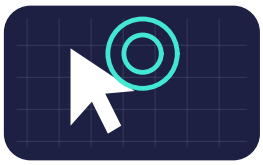
PROMPT FOR CLAUDE

Use a brief warm film-burn or light-leak overlay to bridge the selected transition. Keep opacity and duration controlled, preserve skin tones, and return to normal exposure quickly. Do not cover important text or use stock overlays with visible watermarks.

- light leak
- film burn
- warm flare
- overlay

24 Cursor + Click Tutorial

TUTORIAL UI



A cursor, click ring and highlight show viewers exactly where to look.

PROMPT FOR CLAUDE

For the screen-demo moment, animate a clean cursor toward the relevant control, add one subtle click ring, and briefly highlight the target area. Match the real UI position and keep labels legible. Do not invent buttons that are absent from the supplied screen recording.

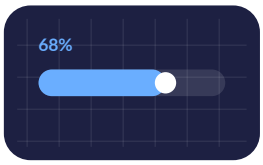
- cursor
- click ring
- UI highlight
- tutorial

Captions & visual explanations

Make speech and process easier to follow on mobile.

25 Progress Bar / Chapter Tracker

STRUCTURE



A small progress indicator gives the viewer a sense of movement through the Reel.

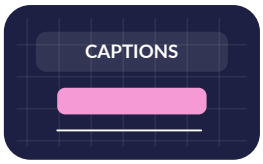
PROMPT FOR CLAUDE

Add a slim progress bar or chapter tracker in a consistent safe-area position. Animate it forward with the narration and use short section names only when useful. Keep it secondary, avoid covering captions, and make the duration match the actual timeline.

- progress bar
- chapters
- timeline
- safe area

26 Word-by-Word Captions

CAPTIONS



Captions highlight the current word or phrase instead of appearing as a static block.

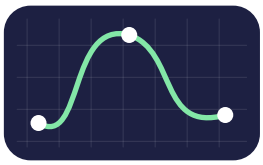
PROMPT FOR CLAUDE

Generate accurate captions from the actual audio and animate word or phrase highlights in sync with speech. Use readable line breaks, high contrast and a Malayalam-capable font when needed. Verify spelling, timing and glyph rendering; never invent dialogue or cover the speaker's mouth.

- captions
- word highlight
- speech sync
- safe area

27 Animated Route / Process Path

INFOGRAPHICS



A route line, steps or connected nodes visualize a journey or workflow.

PROMPT FOR CLAUDE

Turn the described sequence into a simple animated path with connected nodes. Draw the line progressively, reveal each step as it is mentioned, and keep labels short. Reflect the actual order and names from the script; do not invent data or unsupported locations.

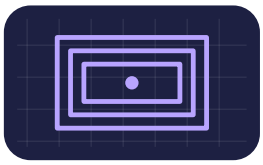
- path animation
- nodes
- step sequence
- line reveal

Finishes & calls to action

Close with motion that leads to one clear next step.

28 2.5D Camera Push / Orbit

CAMERA ENERGY



A layered still or frame feels more cinematic through a controlled camera move.

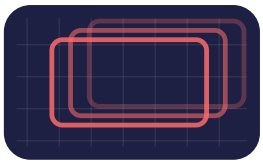
PROMPT FOR CLAUDE

Create a gentle 2.5D camera move around the chosen frame using available layers or duplicated depth planes. Push in or arc slightly over the beat, with natural perspective and smooth easing. Avoid extreme fake 3D, stretching faces or exposing blank edges.

- 2.5D camera
- arc move
- depth plane
- smooth easing

29 Motion Echo / Ghost Trail

CAMERA ENERGY



A few fading echoes accent movement without turning the whole shot into a blur.

PROMPT FOR CLAUDE

Add two or three short, semi-transparent motion echoes behind the moving subject or object during the selected beat. Fade each echo quickly and keep the main image sharp. Use only for a brief accent; avoid ghosting captions or leaving trails throughout the clip.

- motion echo
- ghost trail
- opacity
- movement accent

30 Comment Bubble CTA

CALL TO ACTION



A clear end card turns the final spoken line into one obvious action.

PROMPT FOR CLAUDE

For the final CTA, animate a prominent comment bubble and the exact action stated in the narration. Add a small supporting label such as EFFECTS + PROMPTS, keep the face visible, and leave enough hold time to read. Do not invent a comment keyword if the script has none.

- comment bubble
- CTA
- end card
- hold time