

THE METHOD

How to Turn Any Talking-Head Video Into Synced Motion Graphics

Most creators treat motion graphics as a production problem — something you outsource or spend hours in After Effects fighting with. It's actually a language problem. If you can describe what you want with precision, Claude can design it. This is the exact workflow I use, written out in full.

WHAT THIS REQUIRES

- Your talking-head video
- A transcript tool (Gemini or similar)
- Claude (for the design step)

1 Generate a timestamped transcript

Upload your video to Gemini (or any transcript tool) and request a full transcript with timestamps. Every downstream decision Claude makes — what to illustrate, when, and for how long — is derived from this single artifact. Treat it as the foundation, not a formality.

2 Feed it to Claude with a structured prompt

Open a new chat and paste this exact prompt, then paste your timestamped transcript directly underneath it. The quality of what you get back is a direct function of how precisely you specify intent here — vague instructions produce generic output; constraints produce craft:

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I want motion graphics that will be used over a talking head video.
The graphics
should follow the transcript that is pasted below, illustrating the
concepts at the
matching timestamps. Default to graphics and icons to illustrate
concepts whenever
possible, use the interface when applicable, use text minimally when
appropriate to
emphasize key points or label things. The exception is if there's a
definition where
the exact text on screen makes sense.

Leave blank space on the right third mostly or at times the top third
for me to place
the talking head. You can switch between the two locations as you see
fit, typically
leaving the top third open is when emphasizing large points or
definitions. If it
really calls for it, you can even go full screen with the animations
and leave no
talking head room.

Aspect Ratio 16:9

[Paste your timestamped transcript below this line]
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3 Anchor it to your design system

If you've built a design system — colors, type, an icon language — instruct Claude to work within it before generation begins. This single step is what separates output that looks assembled from output that looks authored.

Add a line like: **"Use my design system for all colors, type, and icon style — see attached / described below."** Paste or attach your reference immediately after.

4 Read the timeline Claude returns

Claude responds with a complete frame-by-frame breakdown: which graphic or icon appears, what — if any — text is on screen, and precisely where the open space for your face sits at each timestamp, whether that's the right third, the top third, or full-screen for emphasis. Read it the way you'd read a storyboard.

5 Edit your footage into the spaces provided

In your editor, place your talking-head clip into the position specified for each timestamp. Match your cuts to the transcript timing so your presence and the graphics never compete for the viewer's attention — they should feel like one continuous idea.

6 Export at 16:9

Once every segment is placed, export at a 16:9 aspect ratio. What you're left with is a fully synced, deliberately paced motion graphics video — reasoned through and produced without opening a single frame of animation software.

The principle to remember: the transcript is the instruction set. The more precisely it captures what you actually said, the more precisely Claude can design around it. Proofread before you paste it in — this is the one step worth not rushing.

This is one workflow out of many I'm working through in public. If you want the next breakdown when it's ready, that's what I'm here posting for.