

The HyperFrames Playbook

Your Free Guide to Building Animated Explainer Videos Inside Claude

01

What HyperFrames Actually Does

HyperFrames is a free, open-source system that runs inside Claude and turns a prompt into a fully rendered animated explainer video. The AI agent writes the script, builds the visuals, times the animation, and exports the finished MP4 — no editing software, no design skills, no subscription.

QUICK TIPS

- Think of it as a video agent, not a video editor
- You never touch a timeline or a keyframe

02

Feed It Your Brand Automatically

Give HyperFrames your website URL and it pulls your brand colors, typography, and overall feel without any manual setup. The generated video already looks like it belongs to your brand instead of a generic template.

QUICK TIPS

- Use your homepage URL for the cleanest brand read
- Double-check the extracted colors match your logo before rendering

03

Feed It Your Content

HyperFrames can turn a YouTube transcript, a PDF, a podcast, or a plain text prompt into the script and visuals for your video. That means you can repurpose content you already have instead of writing a script from scratch every time.

QUICK TIPS

- A 5-10 minute transcript gives the agent enough material to work with
- PDFs work best when they already have clear section headings

Your First Prompt

Start simple: describe the topic, the tone, and the length you want, then let the agent produce a first draft. You'll get better results by iterating from a rough first version than by trying to perfect the prompt upfront.

💡 QUICK TIPS

- State the audience and the one takeaway you want them to remember
- Mention pacing (fast-cut vs. slow) if you have a preference

Iterate Until It's Right

If the first version isn't right, talk to the agent instead of opening an editor. Ask for specific changes — pacing, color, wording — and HyperFrames regenerates just the parts that need to change.

💡 QUICK TIPS

- Change one element at a time so the agent doesn't overcorrect
- Save a version you like before requesting a bigger change

Ready to go deeper?

This playbook is the short version. Inside the hub you get the full build walkthroughs, the prompt library, and the systems I use to ship this in a weekend.

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<https://hub.digicuratoragency.com/join>