FREE COMMENT KEYWORD · SETUP

/HYPERFRAMES REELS

How our reels are made from code — set it up and make your own.

NEEDS	WORKS ON
Node.js 22+ · FFmpeg · Claude Code	**Windows · macOS**
LEVEL	YOU END WITH
Intermediate	**A reel rendered from code**

HyperFrames turns an HTML page into an MP4 video. Our reels are built this way: Claude Code writes the page — captions, cards, animation, sound — and HyperFrames renders it frame by frame. No editing timeline, no After Effects. Bas code, aur video ready.

> Honest note: you don't drag clips around here, you describe what you want and check the frames. The first reel takes an evening; after that you reuse the template and only the voice and the words change.

What you need

- **Node.js 22 or newer** — nodejs.org (LTS is fine if it's 22+).
- **FFmpeg** — for the voiceover timing and the final loudness. Windows: `winget install Gyan.FFmpeg`. Mac: `brew install ffmpeg`.
- **Claude Code** (paid Claude subscription) — it writes and fixes the composition for you.
- A voiceover file (MP3) and its script. Ours come from ElevenLabs.

- Windows 10/11 or macOS. HyperFrames downloads its own headless Chrome the first time.

Setup (once)

1. Install Node.js and FFmpeg, then open a terminal and check both: `node -v` and `ffmpeg -version`.
2. Make a folder for your reels, open it in Claude Code.
3. Start a project: `npx hyperframes init my-reel` — this creates `index.html`, `package.json` and the HyperFrames notes for Claude.
4. Open the live preview: `npx hyperframes preview` — the browser shows your video and updates when the file changes.
5. Give Claude Code the 3 prompts from the SETUP pack (setup → brand sheet → make the reel).

Make a reel

1. Put your voiceover in `assets/vo.mp3` and paste the exact script.
2. Ask Claude to find the pauses (FFmpeg `silencedetect`) and time every caption word from the real voice — never by guess.
3. Ask for a storyboard first: one scene per line, what's on screen. Approve it.
4. Claude builds the composition. Run the checker: `npx hyperframes check` — fix every error, read the warnings.
5. Look before you render: `npx hyperframes snapshot --at 1,5,10` makes still frames. Check text, alignment and safe zone.
6. Render: `npx hyperframes render --output reel.mp4`.
7. Loudness for Instagram: FFmpeg `loudnorm` to about -14 LUFS.

Rules that keep it clean

- **Instagram safe zone:** on a 1080×1920 frame keep all text between y 269 and y 1248. Neeche Instagram ka caption aur buttons aa jaate hain.

- **Hard cuts, no fade-out:** fading a scene out before the next one shows empty frames. Cut, then pop the new scene in quickly.
- **Check frames around every cut** of the rendered MP4 — the last frame before a cut and the first two after it.
- **Captions from the voice:** if you change the voiceover, re-run the timing. Words that drift off the voice are the first thing viewers notice.
- **One template, many reels:** keep colours, fonts and layout in one file so every reel looks like your brand.

Troubleshooting

PROBLEM	FIX
`npx` not found	Install Node.js, then open a new terminal.
Render is slow	Normal on CPU — a 35 s reel takes a few minutes. Close other heavy apps.
Captions early or late	Re-run the timing from the real voice file; don't nudge words by hand.
Text hidden on Instagram	Move it inside the safe zone (y 269–1248).
Empty frames between scenes	Remove fade-outs; use a hard cut with a quick pop-in.
Fonts look different	Use the fonts HyperFrames bundles (e.g. Poppins, Playfair Display, IBM Plex Mono) or embed your own.

The 3 prompts

The three prompts behind our Claude-made reels. Use them in order, in Claude Code, inside one project folder. Pehli reel mein time lagta hai — after that the template does most of the work.

1 · Setup

```
You are my video editor. Work in this folder: [folder path].
Check these tools, tell me how to install anything missing, and run a small test with each:
Node.js 22+, FFmpeg, HyperFrames (npx hyperframes), GSAP.
Give me a table with each tool's version and test result. Don't install anything paid on your own.
```

2 · Brand sheet

```
Here are my 3 best reels / screenshots: [files].
Build a brand sheet from them: colours (hex), fonts, caption style, keyword highlight, cards, pacing, sound effects.
Keep Instagram's safe zone: on a 1080x1920 frame, all text between y 269 and y 1248.
Don't copy anyone else's style — make it mine. Show me the sheet; once I approve it, every video follows it.
```

3 · Make the reel

```
Here is the voiceover: [vo.mp3]. Here is the script: [script.txt].
1. Detect the silences, get each line's start/end, then each word's time. Captions must sit exactly on the voice.
2. Show me a storyboard first: which scene on which line, what's on screen. I'll approve it.
3. Then build the HyperFrames composition from the brand sheet, run the check, look at snapshots.
4. Render, and bring the audio to -14 LUFS.
5. Pull the frames around every scene cut and check them. No empty or glitchy frames.
```

After that, fix things in plain words: "make the hook bigger", "hold this scene one second longer".