

MAKE THE IDEA MOVE

A simple storyboard for a useful 30-second explainer.

Claude Motion is a beta on Team and Enterprise. It animates editable text, charts, shapes and images as code, with MP4 export. Check plan and administrator access before starting.

Plan four beats

1. 0–5 seconds: state the problem in one short sentence.
2. 5–15 seconds: show one example or comparison. Keep the chart scale and labels readable.
3. 15–25 seconds: show the mechanism or solution, one step at a time.
4. 25–30 seconds: finish with one next action. Give the final frame time to read.

Copy this brief

Animate [idea] for [audience] in 30 seconds. Use four beats: problem, example, solution, next action. Use my brand colours [colours] and approved assets [files]. Keep text short and editable. Respect reduced-motion needs in any interactive version. Do not invent data.

Review the export

1. Read it on a phone without pausing. Reduce words if the frames feel rushed.
2. Check numbers, spelling, cropping and timing. Use approved assets and a clear final action.
3. Export an MP4 and watch the actual file before sharing; check the first and last frames.

ORIGINAL RESOURCE

[Claude's dashboard and motion announcement](https://claude.com/resources/articles/dashboards-and-motion)

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An independent companion by Huzaifa Shoukat. Check the original project for current setup and availability. Prepared 12 October 2026.