

Your first Claude Motion video

How to turn an announcement, a set of numbers or a product into a short animation, by typing in a chat. For people who have never used it.

WHAT IT IS

An animator inside your Claude chat

Claude Motion is a new feature from Anthropic, the company that makes Claude. You describe a short video in plain words, hand it your material, and Claude builds the animation. You then download it as a normal video file.

WHAT IT DOES

Turns your content into a short animation

- **Announcements and launches:** a short clip for a new product, an offer or an event.
- **Animated charts:** give it a spreadsheet or a few numbers, and it draws the chart moving.
- **Explainers and walkthroughs:** "how it works" in three or four scenes.
- **Changes on request:** you ask for edits in the same chat, in plain words.

WHAT IT DOES NOT DO

Know these three limits before you start

- **No sound.** It makes the picture only: no voice and no music. Add those afterwards in your usual editing app.
- **No real footage or people.** It moves text, shapes, charts and the images you give it. It does not film anything or invent realistic people.
- **Short by design.** The published examples are all under 30 seconds.

WHAT IT REPLACES

Hiring a motion designer for a 20-second clip

A short animated announcement normally means briefing a designer and waiting days, or learning an animation app yourself. Here the first version takes one message, and each change takes one more.

BEFORE YOU START

Check that your plan has it

Claude Motion is in beta, which means it is new and still being finished. Right now it is only on two plans.

YOUR CLAUDE PLAN	DO YOU HAVE MOTION?
Free, Pro or Max	No, not yet. Go to the last page of this guide.
Team	Yes.
Enterprise	Only after an owner of your company's account switches it on. Ask them.

→ **To check your plan:** open Claude, click your name or initials in the bottom-left corner, then **Settings**. Your plan is shown under **Billing** or next to your name.

Make your first video

These are the same five steps as in the video. Do them in one chat, in this order.

1 Open a new chat and say what you want.

Make me a 15-second launch video about my product.

Asking in plain words is enough. You can also type **/motion** at the start of your message, or click **Output** in the message box and choose **Motion**. All three do the same thing. If none of them works, your plan does not have Motion yet.

2 Say who it is for, where it will be shown, and how long.

It is for new customers. It will be shown in an onboarding email. Keep it to about 20 seconds.

Where it is shown changes the result. A big meeting screen, a slide deck and an email each need a different pace and text size.

3 Describe the style in a short paragraph.

Clean and calm. White background, black text, one accent colour. Slow, simple movements. No flashing.

Three or four plain sentences are enough. Name what you do not want as well.

4 Attach your logo, your brand colours and your material.

Drag the files into the chat: your logo as an image, plus the report, spreadsheet or pictures the video should use. Type your colours in the message, for example "our colours are black and off-white". Without your own material, it has to guess.

5 Click Export and choose MP4.

MP4 is the normal video file that Instagram, email and slide apps all accept. There is also a **Share** button if you want to send someone a link to it. That's it.

AFTER THE FIRST VERSION

Fix what it gives you

The first version is rarely the one you keep. Stay in the same chat and ask for changes the way you would ask a person. Be specific about which scene and what to change.

IF THIS IS WRONG	TYPE SOMETHING LIKE THIS
It moves too fast	Slow down the second scene.
A number or word is wrong	Change the Q3 number to 18%.
It is too long	Cut it to 15 seconds. Keep the first and last scene.
The look is off	Make the background white and the text bigger.

The first two requests are the published examples. The last two are ours, in the same pattern. You can also adjust things by hand in Motion's own editor.

GOOD TO KNOW

Check every number before you post. It builds from what you give it, but always compare the finished video with your source. **It uses up your plan's allowance:** longer and more complex animations use more. **Do not attach anything private** that you would not want in a video, such as customer names or internal figures.

Three prompts to copy

Copy one, replace the parts in [square brackets] with your own details, and send it. We wrote these from the published instructions and have not been able to test them in Motion ourselves, so treat them as starting points.

1 · PRODUCT LAUNCH

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Make me a 15-second launch video for [product name]. It is for [who buys it]. It will be posted on [Instagram / our website / an email]. Show three things: [benefit 1], [benefit 2], [benefit 3]. End on "[your closing line]". Style: [clean and calm / bold and fast]. My logo is attached.
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2 · ANIMATED CHART FROM YOUR OWN NUMBERS

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Make a 20-second animated chart from the attached spreadsheet. It is for [who will watch it] and will be shown in [a slide deck / a meeting]. Show how [the number you care about] changed from [start] to [end]. Put the final number on screen large at the end. Use only the numbers in the file.
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3 · HOW IT WORKS

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Make a 25-second explainer of how [your service] works, for someone who has never heard of us. Three scenes: 1) [the problem], 2) [what we do], 3) [the result]. Short text on screen, one idea per scene. It will be sent in [an onboarding email / a proposal].
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NOT ON TEAM OR ENTERPRISE?

What you can do today

If you are on Free, Pro or Max, you cannot open Claude Motion yet. Anthropic has not said when, or whether, it will reach those plans, so do not upgrade only on a guess.

Motion does not generate video the way image tools do. It writes code that moves text, shapes and pictures. Claude can already write that kind of code on the Pro and Max plans, through **Claude Code**, Anthropic's tool for building things on your own computer. It takes more setting up than Motion, and it is not one click. It is how the animations in PathionAI's own videos are made.

This guide does not cover that setup. It is a longer build, and it is easier with someone to ask when you get stuck.

Join the community. The link is on my profile. That is where the full setup is taught, step by step.

About this guide: the facts about Claude Motion come from published coverage of the launch, checked on 11 October 2026, not from our own use of the product. Plans, buttons and limits can change while it is in beta. If something on your screen differs from this guide, trust your screen.