Motion Guide

House rules for building kinetic-typography videos with Claude Code. Give this file + the starter project to Claude before you start.

> המדריך הזה נכתב באנגלית בכוונה: Claude קורא אותו ועובד לפיו. אתם רק מתארים סצנות במילים. Green City Marketing • @mr.benshabat

01 Workflow (always in this order)

- **Script first.** Hook = first 3 seconds, one idea per sentence, 60-90 s total (~150 words). Save as `script.txt`.
- **Voice second.** The voiceover (`voiceover.mp3`) is the master clock. Never time animation by guesswork.
- **Words third.** Produce `words.json`: one entry per spoken word with `start/end` in seconds (word-level speech-to-text, or character alignment grouped into words).
- **Scenes fourth.** Group words into scenes of 1-3 s. One visual idea per scene.
- **Build, preview, then render.** Show me a preview before any full render.

02 Sync rules

- Every word enters at its `start` time (allow an anticipation lead of 0.03-0.2 s for big "slam" words).
- The current word is highlighted with the accent colour; previous words of the same scene stay visible but calmer.
- Scene changes happen between words, never in the middle of a word.
- Build the timeline FROM `words.json` in a loop. Never hard-code times twice.

03 Motion rules

Moment	Easing	Duration
Word enters	ease-out (power3.out)	0.3-0.45 s
Slam / impact word	ease-in into contact (power4.in), then a 0.3 s camera shake	0.2-0.3 s
Element moves on screen	ease-in-out	0.4-0.6 s
Scene exits	ease-in, fast	0.2 s
Ambient loops (spin, glow)	linear	whole scene

- Animate transform and opacity (plus blur for entrances). Do not animate layout properties.
- Never `scale(0)` a word: start from 0.85 or from 2.5+ for slams.

04 Look

- Near-black stage (#0a0b0a) + one accent (default orange #ff6a2b). Graph-paper scene allowed once per video as a contrast beat.
- Heavy display font (900 weight). Hebrew stays RTL; English words inside Hebrew lines are isolated LTR.
- Burned-in captions at the bottom with the active word highlighted (most people watch muted).
- Safe area: keep text 90 px from every edge (1080 px canvas).

05 How I will talk to you (describe, don't animate)

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Scene 3: an orange spark writes NO AFTER EFFECTS like a pen,
then the words slam into place on graph paper.
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- Translate each description into the scene grammar above. Ask only if a description is ambiguous.
- One-sentence edits apply to ALL scenes: "Make it faster" = timeScale 1.3-1.6; "Change the colour" = swap the accent token; "Add a sound to every move" = a short SFX cue at every word start.

06 Sound

- Short whoosh on scene changes, a click/tick on normal words, a low hit on slam words. Keep SFX 10-14 dB under the voice.
- Use only royalty-free or self-generated SFX. List every SFX file you used.

07 Render

- Reels / TikTok: 1080x1920, 30 fps (60 fps only if asked). Square feed: 1080x1080.
- Render frame-by-frame (headless browser) and mux the voiceover. Output `out/final.mp4`.
- Before the final render, render a 3-second preview of the busiest scene.

08 Starter project

`kinetic.html` + `kinetic.js` + `words.json` show the pattern in plain HTML + GSAP: open `kinetic.html` in a browser to watch it. When you build my video, either extend this pattern and render it with a frame-by-frame renderer (for example HyperFrames), or port it to Remotion (`useCurrentFrame` + `interpolate`). Ask me which one I installed.