Claude Motion for Learning Design

16 polished motion graphics you can build for your courses, modules, and training content.

Each prompt produces a polished 6-second looping video. No editing. No After Effects. Just paste a prompt into a new Claude chat and export the MP4.

Requires a Claude Team or Enterprise plan. You can run 3 at a time.

elearningdesign.org

How to use these prompts

1. Open a **new Claude chat** (not inside an existing one).
2. Paste the full brief on the next page.
3. Add one scene line at the end, under # **The scene**.
4. Send it. Claude builds the motion graphic in about 12 to 15 minutes.
5. Click **Share** at the top of the Motion player, open the **Export** tab, and click the download icon next to **Video**.
6. Pick **1080p, 30 fps, High**, leave **Sharper text** on. Export and save. The file is about 1 MB.

Tips: If Claude asks "shall I go ahead?", reply "yes, go ahead." If the result looks flat, ask Claude to judge each still as an Apple design director at 200px wide and fix anything cheap.

The brief

Copy this entire block and paste it into a new Claude chat. Then add one of the 16 scene lines on the last line.

Make me a motion graphic. Follow this motion brief exactly:

Motion brief: premium UI moments
Follow this brief exactly.

The bar
Keynote quality. Every piece should look like a polished UI moment from a product launch or a live demo: tactile, physical, precise, expensive. Not a template, not a slide, not a dashboard. If it would not survive on stage at a keynote, it is not done.

Format
- Canvas 1080 wide x 960 tall. Exactly 6 seconds. It must loop seamlessly: the last frame matches the first.
- It will also be shown small (about 200px wide) in a 4x4 grid, so the hero must read at a glance.
- No voiceover, no music.

The one rule
One hero object fills 60 to 70% of the frame and carries the whole piece. It shows ONE satisfying change, then resets smoothly. The change is the point.

Look
- Bright and clean. Light background (#F5F5F7 or a very soft light tint). Real depth: layered soft shadows, a subtle reflection or specular highlight on glass and metal, frosted glass panels with a bright 1px edge.
- Real materials and real components: premium squircles, toggles, widgets, notifications, app icons drawn as rich original glossy shapes (never real brand logos).
- Colour: vivid system colours used sparingly (blue #0A84FF, green #30D158, orange #FF9F0A, red #FF453A, purple #BF5AF2). One or two per piece.
- Type: clean sans-serif (use Inter or system-ui), tight tracking, heavy weights for the hero number or word. At most 5 words on screen. The key number or word is huge (120px or more). Labels never under 34px.

Motion
- Spring physics on everything that moves: real mass and stiffness, a small settle at the end. Nothing linear.
- Magnification, morphs and squash-and-stretch where they make it feel physical.
- Hold the after state for at least 1.2 seconds so it can be read.
- Something is always alive (a soft breathing glow, a caret blink), but only one thing is the focus.

Never
- Flat grey placeholder bars, stock icons, emoji, clip art.
- Dark or noisy backgrounds, heavy full-frame gradients, film grain.
- Small objects floating in empty space.

Before you finish
Render a still every 1 second. Judge each one at full size, then again at 200px wide. If anything looks generic, cheap, too small or empty, fix it and check again.

Originality
Make every UI element your own original design in this style. Never copy any brand's exact UI, icons or logos. Build it straight away, without asking me to confirm.

The scene

The 16 scene prompts

1. Reveal what's inside (Dock)

Use in: Opening a topic or module to show the learner what they're about to explore. The magnified icon draws attention to one item before everything else.

```
A dock of six original glossy app icons. A cursor glides along it and the
icons magnify like a real dock, one icon bounces twice, then a window zooms
out of it and opens to "[your topic or title]".
```

L&D example: *"Conflict Resolution" or "The 5 Stages of Team Development"*

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2. Show the trend (Bars into trend)

Use in: Making a metric visual. Use at the start of a lesson to set up why it matters, or at the end to show the result. The rising or falling line is the emphasis.

```
A frosted glass chart widget "[your metric]". Seven bars spring up one by one
with a small overshoot, then a glowing line draws through their tops and a
dot rides it to the end, where "[your number]" pops in huge in green.
```

L&D example: *"Learner satisfaction", "+34%" or "Safety incidents", "-52%"*

---

3. Lead with one number (Counter roll-up)

Use in: Placing a single statistic front and center to anchor the rest of the content. The number rolls up before the learner reads anything else. Use it to make data feel urgent.

```
A lock-screen widget "[your metric]". Each digit rolls independently like a
mechanical counter from 0 to [your number], with a soft blur on the fast
digits, then a small "[your change line]" chip springs in.
```

L&D example: *"Phishing attempts blocked", 847, "+11% over last quarter"*

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4. Narrow to the result (Funnel)

Use in: Showing volume narrowing to an outcome. The number at the bottom is the point. Use it whenever content involves filtering, qualifying, or reducing to what matters.

```
A 3D glass funnel, slightly tilted. Hundreds of tiny glowing particles pour
in at the top and fewer fall out at the bottom into a counter that rolls up
to "[your result]".
```

L&D example: *"200 applicants in, 12 qualified" or "50 ideas in, 3 root causes identified"*

---

5. Show progress closing (Activity rings)

Use in: Visualizing multiple goals being met. Each ring represents a different target. Use it to show that knowledge, skill, and application are all tracking, or that three objectives have been reached.

```
Three concentric activity rings (red, green, blue). Each ring sweeps around
with a glowing tip and closes with a little burst, and "[your goal line]"
lands big in the centre.
```

L&D example: *"3 of 3 competencies met" or "Knowledge, Skill, Application: complete"*

---

6. Cause and effect (Button click-through)

Use in: Showing what happens when an action is taken. The button press is the cause. The confirmation is the effect. Use it to emphasize a decision point, a commitment, or the result of taking action.

```
A large glossy "[your action word]" button. A cursor clicks it, the button
squashes, morphs into a circle with a blue progress ring that fills, then
snaps into a green tick with a soft ripple, and grows back reading "[your
result word]".
```

L&D example: *"Enroll" then "Enrolled" or "Report" then "Reported"*

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7. Before and after (Toggle)

Use in: Showing two values side by side with a switch between them. The toggle is the emphasis. Use it to compare a metric before and after training, a policy change, or any two-state comparison.

```
A segmented control (Before | After) above a card "[your label]". The
selection pill slides across with a spring, and the value rolls from [first
value] to [second value] on a mechanical odometer while a small "[your
callout]" badge springs in.
```

L&D example: *"Error rate", 23% to 6%, "After training" or "Resolution time", 45 min to 12 min*

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8. Land the result (Card)

Use in: Sliding one key fact, result, or confirmation into view. The card rises, the checkmark confirms it. Use it to punctuate a milestone, a completed step, or a key data point.

```
A wallet-style card slides up out of a pocket, a ring of light runs around a
"[your label]" line, and a big green tick lands with "[your confirmation]" as
the card settles back.
```

L&D example: *"Training ROI: $240K saved" or "Compliance: 100% certified"*

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9. Create urgency (Countdown pill)

Use in: Emphasizing a deadline, a time limit, or the start of something. The countdown creates tension. Use it before a timed activity, an assessment window, or a due date.

```
A black pill at the top of a phone screen expands with a spring into a live
activity: a countdown 3, 2, 1 flipping, then a red pulsing dot and "LIVE"
with "[your event line]". Then it shrinks back to the pill.
```

L&D example: *"Assessment closes Friday" or "Certification deadline: 48 hours"*

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10. Show the pile-up (Notification stack)

Use in: Making overload visible. Notifications stacking up is the point. Use it to set up a lesson on prioritization, change fatigue, cognitive load, or information management.

```
A phone lock screen. Notifications drop in one after another with springs
("[alert one]", "[alert two]"), stack into a neat pile, and the pile badge
counts up to "[your total]".
```

L&D example: *"New policy", "System change", "Updated procedure", badge counts to "47 updates"*

---

11. Show transformation (Wireframe wipe)

Use in: Revealing a finished version from a rough one. Use it to show the difference between a draft and a polished product, a concept and a finished deliverable, or a before and after state.

```
A phone frame. A pencil-line wireframe sits inside. A vertical wipe handle
sweeps across and reveals the finished, colorful version ("[your label]",
[two or three elements on screen]) under it.
```

L&D example: *"Final deliverable" with a completed dashboard, report, or polished slide*

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12. Lock a deadline (Calendar drag)

Use in: Emphasizing when something is due, how long something takes, or that a date is locked. The snap into the calendar slot is the emphasis. Use it for deadlines, durations, or sequencing.

```
A calendar week view in a glass window. A cursor drags an event block onto
[day and time], it magnetically snaps into its slot, turns purple and reads
"[your event]", and a small avatar drops in.
```

L&D example: *Tuesday 2:00, "Coaching due" or Monday 9:00, "30-day check-in"*

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13. Parts become a whole (Dots to shape)

Use in: Showing individual pieces assembling into something recognizable. Use it when separate skills form a competency, scattered data forms a picture, or team members form a unit.

```
Around 150 small glossy spheres drift in from the edges, swirl once, then
snap together into [describe your shape in one line], which catches a
specular glint.
```

L&D example: *"a bold shield shape" or "a lightbulb" or "a puzzle piece locking into place"*

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14. One sentence that sticks (Weight sweep)

Use in: Making a single line of text land with physical weight. Use it for the key takeaway, the one thing the learner should remember, or the sentence that frames everything else in the module.

```
The headline "[your headline]" in a variable font. The weight sweeps from
hairline to black letter by letter like a wave, the letters breathe, and the
full stop becomes a blue dot that bounces once.
```

L&D example: *"Feedback is a skill." or "Every click is data." or "Culture is what you tolerate."*

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15. Show both sides (Product card 360)

Use in: Revealing what's on the other side of something. The flip is the emphasis. Use it for product features, two sides of an argument, pros and cons, or any content where the back matters as much as the front.

```
A premium card for [your subject] ([your detail]). It turns in 3D through a
full 360 degrees with a moving specular highlight, shows three feature ticks
on its back, and lands facing front.
```

L&D example: *"New policy" with 3 key changes on the back, or a product with 3 safety features*

---

16. Show the path (Map route)

Use in: Visualizing a sequence across locations or stages. Pins drop, a route connects them. Use it for rollouts, regional launches, supply chains, customer journeys, or any content with a geographic or sequential path.

```
A tilted 3D light map of [your country or region]. Pins drop with a bounce
onto [your locations], then a glowing route draws between them and "[your
result]" lands in a glass label.
```

L&D example: *"US map", pins on Atlanta, Chicago, Denver, Seattle, label "4 regions live"*

Export as MP4

1. Click **Share** at the top of the Motion player.
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A 6-second 1080p export is about 1 MB.

Created by eLearningDesign.org

Interactive tools and generators for instructional designers.