ELEVEN VIEWS

FREE RESOURCE

The Lock Prompt Pack

40 creative-direction prompts that keep Claude on-brand across 30+ Remotion scenes. Paste one block at the start of a session and scene 38 looks like scene 1, not a different show.

Here is the most expensive habit in AI video, and almost nobody names it: re-describing your brand on every single scene. You tell Claude "use my dark background and gold accent" on scene 1. By scene 12 the gold has drifted to amber. By scene 20 a gradient nobody asked for shows up. By scene 31 the title type is suddenly 64px instead of 88px and the safe margins are gone. So you re-prompt. You re-render. You burn another session. That is the real cost: not the render time, the re-do time. This pack fixes it with one paste. You set the rules once, Claude holds them for the whole session, and 30 to 40 scenes come out matching. Everything here is copy-paste. There is a plain-text appendix at the end so nothing reformats when you drop it into your prompt.

atlas.elevenviews.io

01

Why scenes drift (and why it is not Claude's fault)

A long Remotion session is a conversation. Claude is great at holding the thread, but every scene you describe adds new words, and new words quietly compete with old rules. You said "gold accent" once, forty messages ago. Now you are saying "make this stat pop" and "pop" reads as "add a glow" or "brighten that color." Small reinterpretations stack up. That is drift.

Drift shows up in five predictable places. Color: your one accent multiplies into three near-shades. Type scale: headline sizes wander because you never fixed them in numbers. Motion: easing flips between bouncy and linear scene to scene. Margins: text creeps toward the edge and gets clipped on export. Surprise elements: gradients, shadows, and emojis appear because nothing told Claude they were banned.

The fix is not nagging. It is a contract. You write the rules once as hard constraints with real numbers, you tell Claude to treat them as locked, and you give yourself short correction prompts for the moment something slips. That contract is this pack: one master lock, twelve scene-type recipes, eight correction lines, and a token block you fill in once.

A quick note on token efficiency, because it is the reason this works at scale. When your brand rules live in one tight block at the top, you stop re-spending tokens re-explaining them on every scene. That saved budget is exactly what lets Claude build 30 to 40 scenes in a single session instead of running out of room at scene 15. The lock prompt is not just for consistency. It is what makes volume possible.

02

Step 1: Fill in the brand token block (do this once)

Before any lock prompt works, Claude needs your actual values, not adjectives. "Dark and premium" means nothing to a renderer. #0A0A0B means something exact. Fill this block in one time, save it, and reuse it forever. Every prompt in this pack references these tokens by name.

You need five things: your color set as hex codes, your two fonts, your type scale in pixels, your motion spring config, and your safe margins. If you do not have a spring config yet, the one in the swipeable is a sane default that looks expensive and not bouncy. Composition assumed throughout is 1920x1080 at 30fps, which is the standard Remotion setup that drops cleanly into DaVinci Resolve.

The rule of thumb for the type scale: pick a base size, then go up in clear steps so headline, subhead, and body never get confused. Something like 88 / 56 / 32 / 24 reads well at 1080p and survives a 4K export. Do not improvise sizes mid-session. If you need a new size, add it to the block and re-state the block.

Keep this block in a notes file. Paste it as the first thing in every new Remotion session, before the master lock. Claude reads it, then everything downstream has real values to obey.

03

Step 2: Paste the master lock prompt

This is the one block that does the heavy lifting. It comes right after your token block, before you ask for a single scene. It does four jobs: it pins the palette so colors cannot multiply, it pins the type scale so sizes cannot wander, it pins the motion easing so timing stays consistent, and it pins the safe margins so nothing clips on export. It also bans the usual surprise elements up front.

The key phrase is "treat these as locked for the entire session." That single instruction changes how Claude weighs your later requests. When you say "make this pop" on scene 22, the lock is still in scope, so "pop" gets interpreted inside your rules instead of inventing a new look.

The master lock also tells Claude what to do when your scene request is vague: default to the locked values rather than guessing. That is the difference between a scene that matches and a scene that improvises. Vague requests are not the enemy. Un-anchored vague requests are.

Paste it once. You do not repeat it per scene. You only re-state it if you have done a lot of correcting and want to reset the baseline, which is what the re-lock correction prompts in Step 4 are for.

04

Step 3: The 12 scene-type recipes

Every video is built from a small set of scene shapes. Here are the twelve that cover almost everything, each written to produce clean Remotion output that respects your locked tokens. They are short on purpose. Because the master lock is already holding your brand, each recipe only has to describe the shape of the scene, not re-explain your colors and type. That is the whole point: the recipe says what, the lock guarantees how.

The twelve: title card, stat reveal, quote, lower-third, list build, before/after, kinetic typography, logo sting, chapter break, callout, end card, and transition. Use them as starting points and adjust the content, not the structure. When you want a stat to land hard, use the stat reveal recipe and change the number. Do not rewrite the scene from scratch, because rewriting is where drift sneaks back in.

One workflow tip that saves real time: ask for scenes in batches of five to eight, referencing the recipe by name. "Build me the next three as stat reveals using the locked tokens, numbers are 92%, 3.4x, and 17 minutes." Claude holds the lock, applies the recipe, and you get three matching scenes in one turn. That batching is how you hit 30 to 40 scenes in a session without your token budget collapsing.

All twelve recipes are in the swipeables below, ready to paste.

05

Step 4: The 8 correction prompts for when a scene drifts

Even with the lock in place, one scene in twenty will slip. The fix is not to re-describe your whole brand again. It is one short line that re-anchors the exact thing that drifted. Surgical, not a rebuild.

The eight corrections each target one failure: re-lock color (the accent shifted), re-lock timing (easing went wrong), match the previous scene (this one feels like a different show), kill the gradient (a gradient appeared uninvited), fix the margins (text is near the edge), reset the type scale (sizes

wandered), strip the extras (shadows, glows, emojis crept in), and full re-lock (enough drift accumulated, reset the baseline).

The trick with corrections is to name the scene and name the rule. "Scene 14, the accent reads orange, re-lock it to the exact accent hex in the token block." That gives Claude a target and a source of truth. Vague corrections like "that looks off" cause more drift, because Claude has to guess what off means and may change the wrong thing.

Use "match the previous scene" as your default correction when something feels wrong but you cannot name it. It tells Claude to treat the last good scene as the reference and align to it, which catches several kinds of drift at once. All eight lines are in the swipeables, written to paste clean.

06

What before and after actually looks like

Picture the same stat-reveal scene built two ways. Without the lock, scene 1 has your gold accent at the right hex, the number at 88px, a clean fade-up with a soft spring, and 80px safe margins. Fine. By scene 19, that same stat reveal has the accent drifted to a brighter amber, the number bumped to 96px so it nearly touches the right edge, a linear slide instead of the spring, and a faint gradient behind the text that you never asked for. Side by side, they look like they came from two different channels. That is the screenshot pair this PDF shows: scene 1 and scene 19, no lock, visibly different.

With the lock, scene 1 and scene 38 are indistinguishable in style. Same accent hex, same 88px number, same spring, same margins, same flat background. The only thing that changes is the content. That is the entire job done right: the viewer never notices the production because nothing pulls focus by being inconsistent.

The payoff is concrete. A creator doing a 30-scene explainer without a lock typically re-prompts and re-renders six to ten scenes to fix drift. That is a second half-session of work and a second round of render time. With the lock, that correction count drops to one or two, handled by a single line each. You are not buying prettier scenes. You are buying back the session you would have spent fixing them.

07

How to run a full session start to finish

Here is the whole flow in order so you can run it tonight. One: open a fresh Claude session for the project. Two: paste your filled-in token block. Three: paste the master lock prompt. Four: confirm Claude has acknowledged the lock by asking it to restate your accent hex and type scale back to you in one line. This takes ten seconds and catches a bad paste before you build forty scenes on top of it.

Five: build in batches using the scene recipes by name, five to eight scenes per turn, feeding the actual content. Six: scan each batch as it comes. The moment a scene looks off, fire the matching correction line with the scene number. Do not let drift accumulate across a batch, because corrections are cheap early and expensive once three scenes have copied a mistake.

Seven: when all scenes are built, render to 1080p for review and 4K for final, then drop the output into DaVinci Resolve for sequencing, audio, and any green-screen background work. The lock does not

touch your edit. It just guarantees the clips you bring into Resolve already match, so your timeline does not become a color-correction rescue mission.

That is it. Token block, master lock, confirm, batch, correct, render. The same five-minute setup every time, and it pays for itself the first time it saves you a re-render.

08

Build Kit: turn this guide into video

You now hold the exact contract that keeps a 30-scene Remotion build on-brand. This section turns that contract into a finished video, using nothing but the assets already in this PDF.

The move is simple: the Lock Prompt Pack is the source of truth, and the companion video is just one more thing the Desk builds against it. The video that teaches this pack is itself locked by this pack. That is not a gimmick. It means the explainer you produce demonstrates the technique while explaining it. Scene 1 and scene 16 of your own video match, which is the proof.

Here is how the Desk (or you) builds the companion video from this guide, step by step.

One: open a fresh Claude session and paste the brand token block from the swipeables, then the master lock prompt right under it. Use the exact values already in this PDF: background #0A0A0B, surface #141416, text #F5F5F2, muted #9A9A93, accent #C9A24B, Fraunces for display, Inter for body, the 88 / 56 / 32 / 24 / 18 type scale, and the locked spring config with damping 200, stiffness 120, mass 0.8. Composition 1920x1080 at 30fps. You are not inventing a look for this video. You are using the pack's own look so the video is a live demo of itself.

Two: hand Claude the scene map from the swipeables below and the narration script. The scene map is written entirely in this pack's twelve recipes, so every line maps to a recipe Claude already knows from the lock. A line that says title card builds with the title card recipe. A line that says stat reveal builds with the stat reveal recipe. You are not describing new scene shapes. You are calling the recipes by name.

Three: build in batches of five to eight scenes per turn, exactly as the guide tells you to run a session. Reference the recipe by name and feed the on-screen text straight from the scene map. The narration script is timed to the scene order, so the voiceover and the visuals line up without a separate sync pass.

Four: fire the correction prompts from the pack the instant any scene drifts. Name the scene, name the rule. This is the same loop the guide already taught you, now applied to your own asset.

Five: render with the recipe in the swipeables, then sequence in DaVinci Resolve with the narration audio. The asset checklist below lists every file, font, and prompt doc you need before you start, so you are never hunting mid-build.

The whole point: you do not write anything new to make this video. Every prompt, every token, every scene shape already lives in this PDF. The Build Kit just orders them into a render.

09

Your companion video guides

The free PDF specs the build. The paid companion video track shows the Desk building it, on screen, so you can watch the lock hold across a real 30-plus scene session instead of taking the result on faith. It is a multi-part track, and each part ends with you having built something concrete.

This is honest about what video adds over the PDF: reading that scene 1 and scene 38 match is one thing. Watching a number stop drifting the moment a correction line lands is another. The track is the over-the-shoulder version of this guide.

Part 1: The Lock, Live. About 4 to 6 minutes. On screen you see a blank Claude session, the token block pasted, the master lock pasted, and the confirm line firing back the accent hex and type scale. Then three scenes built in one batch that already match. You watch the contract get set and watch the first proof land. You walk away having a locked session of your own with three matching scenes built, using your real brand tokens, not the demo's.

Part 2: Building 30 Scenes Without Drift. About 8 to 12 minutes. This is the full session run at speed: batching scenes five to eight at a time by recipe name, scanning each batch, and catching drift with the correction lines. You see a scene drift on purpose, the accent shift to amber, the number creep toward the edge, and you watch a single correction line snap it back. You walk away having built a complete 20-plus scene explainer that holds its brand end to end, plus the muscle memory for the correct-early loop so drift never accumulates.

Part 3: Render and Resolve. About 6 to 9 minutes. The finish line. You watch the 1080p review render and the 4K final render run with the exact settings, then the clips dropped into DaVinci Resolve for sequencing, audio, and a green-screen background pass. You see why the lock makes the timeline easy: the clips already match, so Resolve is for edit and sound, not color rescue. You walk away with a finished, exported video file and a repeatable render recipe you run the same way every time.

The track is not a longer PDF read aloud. It is the proof, the failure cases, and the finish, shown once so you can run the same five-minute setup yourself every night after.

Swipe file

Copy, paste, adjust. These are the exact prompts and templates.

BRAND TOKEN BLOCK (FILL IN ONCE, PASTE FIRST EVERY SESSION)

```
BRAND TOKENS — fill in your real values, then reuse forever.
Composition: 1920x1080, 30fps.

COLORS (hex):
- background: #0A0A0B
- surface: #141416
- text primary: #F5F5F2
- text muted: #9A9A93
- accent: #C9A24B
- accent only for emphasis. No second accent. No gradients.

FONTS:
```

- display / headlines: Fraunces
- body / labels: Inter

TYPE SCALE (px, do not improvise new sizes):
- hero / big number: 88
- headline: 56
- subhead: 32
- body / label: 24
- caption: 18

MOTION (Remotion spring config, use everywhere):
- spring({ fps, frame, config: { damping: 200, stiffness: 120, mass: 0.8 } })
- entrances: fade + 24px rise. exits: fade only.
- no bounce, no overshoot, no linear slides.

SAFE MARGINS:
- 80px on all sides. Nothing touches the edge.
- text blocks max width 1400px.

MASTER LOCK PROMPT (PASTE RIGHT AFTER THE TOKEN BLOCK)

You are building a multi-scene Remotion video. Treat the BRAND TOKENS above as LOCKED for the entire session. Apply them to every scene without me restating them.

Hard rules, in priority order:
1. Colors: use only the hex codes in the token block. The accent is used for emphasis only. Never introduce a new color, a second accent, or any gradient.
2. Type: use only the sizes in the TYPE SCALE. Headlines in the display font, everything else in the body font. Do not invent intermediate sizes.
3. Motion: use the locked spring config for all entrances. Fade + 24px rise in, fade out. No bounce, no overshoot, no linear slides.
4. Margins: keep the 80px safe margin on all sides. Never let text approach the edge.
5. No shadows, no glows, no emojis, no stock-looking flourishes unless I explicitly ask.

When my scene request is vague, default to the locked tokens rather than guessing a new look. When I ask you to make something 'pop' or 'stand out,' do it with the accent color and the existing type scale, not with new effects.

Confirm you have the lock by restating my accent hex and full type scale in one line before we begin.

RECIPE 1 — TITLE CARD

Build a title card scene. Centered. Headline in the display font at the headline size, one short line of subhead under it at the subhead size in muted text. Fade + rise on the headline first, subhead 6 frames later. Background flat, locked tokens only. Headline: [YOUR TITLE]. Subhead: [YOUR LINE].

RECIPE 2 — STAT REVEAL

Build a stat reveal. The number at the big-number size in the accent color, centered. A short label under it at body size in muted text. Number counts up from 0 to final value over 20 frames using the locked spring, label fades in after. Locked tokens only, no glow. Number: [VALUE]. Label: [WHAT IT MEASURES].

RECIPE 3 — QUOTE

Build a quote scene. Quote text left-aligned at the subhead size in primary text, max width 1400px. Attribution below at caption size in muted text. A short accent-colored vertical bar to the left of the quote as the only flourish. Fade + rise. Locked tokens only. Quote: [TEXT]. Attribution: [NAME].

RECIPE 4 — LOWER-THIRD

Build a lower-third. Bottom-left, inside the 80px margin. Name at subhead size in primary text, role at caption size in muted text below it. A short accent bar above the name. Slide is not allowed; fade + 24px rise only, holds on screen. Locked tokens only. Name: [NAME]. Role: [ROLE].

RECIPE 5 — LIST BUILD

Build a list-build scene. Headline at headline size top-left. Up to 4 list items at body size, each preceded by a small accent dot. Items appear one at a time, 8 frames apart, fade + rise each. No icons, no checkmarks. Locked tokens only. Headline: [HEADLINE]. Items: [ITEM 1; ITEM 2; ITEM 3].

RECIPE 6 — BEFORE/AFTER

Build a before/after scene. Two stacked rows. 'Before' label in muted text, 'After' label in accent. Each row one line of body text. After row fades in 10 frames after the before row to land the contrast. No split-screen images unless I add them. Locked tokens only. Before: [TEXT]. After: [TEXT].

RECIPE 7 — KINETIC TYPOGRAPHY

Build a kinetic typography scene. One sentence, broken into 3 to 5 word-groups that appear in sequence, each fade + rise 6 frames apart, at the headline size. The single most important word in the accent color, the rest in primary text. Locked spring, no bounce. Sentence: [YOUR SENTENCE], emphasis on [WORD].

RECIPE 8 — LOGO STING

Build a logo sting. Centered logo placeholder (I will swap the asset). Logo fades + rises in over 15 frames using the locked spring, holds 30 frames, fades out. Background flat in the locked background color. No glow, no shine sweep. Locked tokens only.

RECIPE 9 — CHAPTER BREAK

Build a chapter break. Centered. A small accent label at caption size ('CHAPTER 02'), the chapter title under it at headline size in primary text. Accent label appears first, title fades + rises after. Background flat. Locked tokens only. Chapter: [NUMBER]. Title: [TITLE].

RECIPE 10 — CALLOUT

Build a callout scene. A single short phrase at the headline size, centered, with one accent underline drawn under the key word over 12 frames after the text lands. No box, no shadow. Locked tokens only. Phrase: [PHRASE], underline under [WORD].

RECIPE 11 — END CARD

Build an end card. Headline at headline size ('Eleven Views' or [YOUR HANDLE]) centered, a single call-to-action line under it at subhead size in muted text, and a small accent bar between them. Everything fades + rises in sequence, then holds. Locked tokens only. CTA line: [YOUR CTA].

RECIPE 12 — TRANSITION

Build a transition scene, 18 frames. A flat wipe in the accent color that sweeps across and clears, no text, used to cut between sections. Keep it fast and clean, no gradient, no blur. Locked tokens only.

CORRECTION 1 — RE-LOCK COLOR

Scene [N]: the accent has drifted. Re-lock it to the exact accent hex in the token block. Do not brighten, warm, or add a gradient. Match scene 1 exactly.

CORRECTION 2 — RE-LOCK TIMING

Scene [N]: the motion is off. Re-apply the locked spring config for the entrance, fade + 24px rise. Remove any linear slide, bounce, or overshoot.

CORRECTION 3 — MATCH THE PREVIOUS SCENE

Scene [N] feels like a different show. Treat the previous scene as the reference and align this one to it: same colors, same type sizes, same easing, same margins. Change only the content.

CORRECTION 4 — KILL THE GRADIENT

Scene [N]: remove the gradient. Background must be the flat locked background color. No gradient, no glow, no vignette anywhere in this scene.

CORRECTION 5 — FIX THE MARGINS

Scene [N]: text is too close to the edge. Restore the 80px safe margin on all sides and keep text blocks within 1400px max width. Nothing touches the edge.

CORRECTION 6 — RESET THE TYPE SCALE

Scene [N]: the type sizes wandered. Reset every text element to the exact sizes in the TYPE SCALE. Headline in display font, everything else in body font. No intermediate sizes.

CORRECTION 7 — STRIP THE EXTRAS

Scene [N]: remove all shadows, glows, emojis, and decorative flourishes. Keep only the locked tokens. Emphasis comes from the accent color and type scale, nothing else.

CORRECTION 8 — FULL RE-LOCK

We have drifted across several scenes. Re-read the BRAND TOKENS and master lock above and treat them as locked again. Restate my accent hex and type scale in one line, then re-align the last [N] scenes to that baseline.

SESSION KICKOFF CONFIRM LINE

Before building any scenes, restate back to me in one line: my accent hex, my full type scale in px, and my spring config. If anything is missing or unclear, ask now rather than guessing.

COMPANION VIDEO NARRATION SCRIPT (PART 1)

COMPANION VIDEO NARRATION SCRIPT — PART 1: THE LOCK, LIVE
Target length: 2 to 4 minutes. Read at a calm operator pace, no hype.
Narration is timed to the scene map below. Each block is one scene.

[SCENE 1 — TITLE CARD]
The most expensive habit in AI video has a name almost nobody says out loud. Re-describing your brand on every single scene.

[SCENE 2 — STAT REVEAL]
On a thirty scene build with no lock, creators re-prompt and re-render six to ten scenes just to fix drift. That is a second half-session of work you never planned for.

[SCENE 3 — KINETIC TYPOGRAPHY]
You tell Claude gold accent on scene one. By scene twelve the gold has drifted to amber. By scene twenty a gradient nobody asked for shows up. By scene thirty-one the title type is the wrong size and the margins are gone.

[SCENE 4 — CALLOUT]
That is drift. And it is not Claude's fault. Every new scene you describe adds new words, and new words quietly compete with the rules you set forty messages ago.

[SCENE 5 — CHAPTER BREAK]
The fix is not nagging. It is a contract. So let me show you the whole setup, live, in one blank session.

[SCENE 6 — LOWER-THIRD]
Step one. The brand token block. Real values, not adjectives. Dark and premium means nothing to a renderer. Hex zero-A, zero-A, zero-B means something exact.

[SCENE 7 — LIST BUILD]
Five things go in the block. Your colors as hex. Your two fonts. Your type scale in pixels. Your motion spring config. Your safe margins. Fill it in once, reuse it forever.

[SCENE 8 — CALLOUT]
Watch the type scale. Eighty-eight, fifty-six, thirty-two, twenty-four, eighteen. Fixed numbers. The moment sizes are numbers instead of words, they stop wandering.

[SCENE 9 — TRANSITION]
Token block pasted first. Now the block that does the heavy lifting.

[SCENE 10 — LOWER-THIRD]
Step two. The master lock prompt. It pins the palette, pins the type scale, pins the motion, pins the margins, and bans the surprise elements up front.

[SCENE 11 — KINETIC TYPOGRAPHY]
The key phrase is treat these as locked for the entire session. That one line changes how Claude weighs everything you ask for after it.

[SCENE 12 — CALLOUT]
Now when you say make this pop on scene twenty-two, the lock is still in scope. Pop gets read inside your rules instead of inventing a new look.

[SCENE 13 — STAT REVEAL]
Ten seconds. That is the confirm step. Ask Claude to restate your accent hex and type scale back in one line. It catches a bad paste before you build forty scenes on top of it.

[SCENE 14 — BEFORE/AFTER]
Here is scene one and scene thirty-eight from a locked session, side by side. Same accent. Same eighty-eight pixel number. Same spring. Same margins. Only the content changed.

[SCENE 15 — QUOTE]
You are not buying prettier scenes. You are buying back the session you would have spent fixing them.

[SCENE 16 — END CARD]
Token block, master lock, confirm. That is the setup. The full thirty-scene run, the drift catches, and the render are in the next parts. Eleven Views. The Desk builds it this way every time.

[END]

SCENE MAP FOR THE COMPANION VIDEO

SCENE MAP — PART 1 COMPANION VIDEO
Format: scene | on-screen text | motion note | asset needed
Composition 1920x1080, 30fps. Every scene uses locked tokens from the brand token block. Recipe names match the 12 recipes in this pack.

01 | The Lock Prompt Pack | title card recipe; headline 88px Fraunces accent, subhead fades in +24px rise after | brand token block
02 | 6 to 10 scenes re-rendered | stat reveal recipe; number counts 0 to 10 over 20 frames, label fades after | none
03 | gold drifts to amber by scene 12 | kinetic typography recipe; words swap in on locked spring, accent word in #C9A24B | none
04 | Not Claude's fault. It is drift. | callout recipe; single line center, accent underline only, no glow | none
05 | The fix is a contract | chapter break recipe; full-bleed surface #141416, headline rises in | none
06 | Step 1: brand token block | lower-third recipe; lower band, label muted, title accent | filled token block on screen as code
07 | colors / fonts / type scale / motion / margins | list build recipe; 5 items reveal one per 12 frames, fade +24px each | token block values
08 | 88 / 56 / 32 / 24 / 18 | callout recipe; type scale numbers in display font, accent emphasis | none
09 | next: the master lock | transition recipe; fade only, 12 frame hold, no slide | none
10 | Step 2: master lock prompt | lower-third recipe; same band position as scene 06 for match | master lock prompt text on screen
11 | treat these as locked for the entire session | kinetic typography recipe; phrase builds word by word, locked accent word | none
12 | make this pop = accent + type scale | callout recipe; one line, accent on the word pop, no new effect | none
13 | confirm: 10 seconds | stat reveal recipe; number 10 counts up, label confirm step under it | none
14 | scene 1 vs scene 38 | before/after recipe; split frame, identical styling both sides, content differs | two demo frames, locked
15 | buy back the session you would have spent fixing them | quote recipe; centered, body size, accent quote mark only | none
16 | Eleven Views. The Desk. | end card recipe; logo sting position, accent wordmark, fade out only | Eleven Views wordmark SVG

ASSET AND RESOURCE CHECKLIST

ASSET AND RESOURCE CHECKLIST — COMPANION VIDEO BUILD
Everything needed before you start the session. Check each before scene 1.

PROMPT DOCS (from this PDF, plain-text appendix):
[ ] Brand token block, filled with real values
[ ] Master lock prompt
[ ] All 12 scene recipes (title card, stat reveal, quote, lower-third, list build, before/after, kinetic typography, logo sting, chapter break, callout, end card,

transition)
[ ] All 8 correction prompts
[ ] Session kickoff confirm line
[ ] Narration script Part 1 (above)
[ ] Scene map Part 1 (above)

FONTS (install before render so Remotion embeds them):
[ ] Fraunces (display / headlines) — variable or static weights
[ ] Inter (body / labels) — regular and medium

BRAND ASSETS:
[ ] Eleven Views wordmark as SVG (for scenes 16 logo sting / end card)
[ ] Confirmed hex set: bg #0A0A0B, surface #141416, text #F5F5F2, muted #9A9A93, accent #C9A24B

DEMO FRAMES (for the before/after scene 14):
[ ] Locked stat-reveal frame styled as scene 1
[ ] Locked stat-reveal frame styled as scene 38 (same style, different number) — NOT a drifted frame, the point is they match

TOOLCHAIN:
[ ] Node + Remotion project initialized at 1920x1080, 30fps
[ ] Claude session, fresh, for this build only
[ ] DaVinci Resolve installed for sequencing and audio

AUDIO:
[ ] Voiceover recorded from the narration script (one take per scene block, or one continuous read)
[ ] Optional bed music, low, no vocals

OUTPUT TARGETS:
[ ] 1080p review render path
[ ] 4K final render path

RENDER AND EXPORT RECIPE

RENDER AND EXPORT RECIPE — COMPANION VIDEO
Composition is 1920x1080 at 30fps in Remotion. Order of operations matters: review at 1080p, finish at 4K, then sequence in Resolve.

STEP 1 — REVIEW RENDER (1080p, fast, for checking drift)
- Resolution: 1920x1080
- FPS: 30
- Codec: H.264
- CRF: 18 (visually clean, small file)
- Pixel format: yuv420p
- Command shape: npx remotion render <CompId> out/review-1080.mp4 --codec=h264 --crf=18
- Watch this pass for drift only. Do not color-grade here. If a scene is off, fire the matching correction line and re-render that comp.

STEP 2 — FINAL RENDER (4K, for delivery)
- Resolution: 3840x2160 (scale the 1080 comp x2; locked 80px margins and 88px type survive the upscale because they were set in the comp)

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- FPS: 30
- Codec: H.265 for delivery, or ProRes if it goes into Resolve for heavy editing
- For ProRes master: npx remotion render <CompId> out/final-4k.mov --codec=prores --prores-profile=4444
- For H.265 delivery: npx remotion render <CompId> out/final-4k.mp4 --codec=h265 --crf=20
- Pixel format: yuv420p for H.265 delivery, leave ProRes native

STEP 3 — SEQUENCE IN DAVINCI RESOLVE
- Import the ProRes 4K clips (one per scene or one full comp)
- Timeline: 3840x2160, 30fps, to match
- Drop the voiceover audio, align to scene starts (the script is scene-timed so alignment is fast)
- Add the music bed low under the voiceover
- Do NOT color-correct the clips. The lock already matched them. Resolve is for edit and sound only.

STEP 4 — FINAL EXPORT FROM RESOLVE
- Master: 4K, H.265, 40 to 60 Mbps, 30fps, AAC audio 320kbps
- Social cutdown: 1080p, H.264, CRF 18 equivalent, same audio
- Render order: master first, then derive the 1080p from the same timeline so both stay in sync.
```

Want this built into your business?

If this saved you a re-render, that is the whole idea. The Desk at Eleven Views runs about 25 Claude-powered agents that build videos, PDFs, landing pages, and full funnels this way at roughly a twentieth of market cost, with the brand lock baked into every job so nothing drifts. If you want a funnel or dashboard built for you, or you want to license the Desk and run this engine yourself, book a build at elevenviews.io. Bring your token block. We will take it from there. Book a call at atlas.elevenviews.io/book.