

One image. A product ad.

A repeatable starter workflow, with the actual editable project.



The idea

Make one image do more, without changing the label or product shape.

Inside the bundle

The source PNG.

An eight-second ad project.

Prompts and exact steps.

What you need

A computer, a product image and a willingness to iterate.

NORTH is a fictional, AI-created demonstration brand. This guide teaches motion built from one still image. It does not create new camera angles or prove product performance.

01 / Make the source strong.

A good starting frame does most of the work.

Using a real product? Start with your own sharp product photo. Keep the label readable, the whole object visible and the background simple. Do not ask a generator to redraw a real logo or label unless you can verify every detail.

Making a practice image? Use the included fictional NORTH image or adapt this prompt:

Image prompt

Create a vertical two-to-three studio product portrait of a fictional cold brew bottle. Dark coffee, brushed bronze cap, cream label reading NORTH and small text COLD BREW. Whole bottle visible, centered, generous margins, warm side light, transparent background, subtle condensation. No additional objects, claims, slogans or text outside the label.

Inspect before animating. Read the label at full size. Check straight edges, cap, reflections and shape. Save the approved result once and reuse that file in every shot.

A practical detail from this build: the supplied PNG has transparency. We verified its alpha channel before delivery. Inspect your actual result too: a prompt asking for transparency is not proof that it was returned.

SOURCE CONTRACT

The supplied template expects a centered portrait image. Your replacement should match its framing. A different product shape needs a layout adjustment, not just a filename swap.

02 / Open the working project.

The included template is the fastest route to a first result.

- 1. Unzip the bundle.** Open the starter-project folder. It contains index.html, package.json, the source image, local fonts and the animation library.
- 2. Install the prerequisites.** Use Node.js 22 or later and FFmpeg. Both commands must work in your terminal. The first run downloads the pinned HyperFrames package, so it needs internet.
- 3. Open a terminal in starter-project.** Run the commands below one at a time. The check command validates the composition. Preview opens an editable timeline. Render creates the MP4.

```
npm run check  
npm run preview  
npm run render
```

- 4. Find north-ad.mp4.** The supplied composition is eight seconds at 1080 x 1920. The starter is silent. Add a licensed sound track in your usual video editor.
 - 5. Make it yours.** Replace assets/north-source.png. In index.html, change NORTH, Cold. Bold. and the fictional-demo note to accurate copy for your product. Inspect the opening close-up after every image change.
- If you use an AI coding assistant:** give it the folder and ask it to preserve the local assets, the pinned renderer and the HyperFrames composition contract. Ask it to run check and inspect the rendered MP4 before calling the change finished.

03 / Give the image a job.

A short, readable sequence beats a pile of unrelated effects.

0.0-3.15 seconds / Reveal. Start tight on the product detail and ease into the full composition. This is a crop and scale move on the original image, not a generated camera orbit.

0.5-1.05 seconds / Name. Bring the brand name into place while the image settles. Use a short, strong line with enough contrast against the picture.

1.65-2.15 seconds / Message. Add one brief phrase. The template uses Cold. Bold. for the fictional cold brew. Avoid unsupported health, savings or performance claims.

3.2-8.0 seconds / Hold. Let the product and message stay readable. The bottle settles after a gentle drift and a soft light sweep across its surface. Test it on a phone at normal size.

Adaptation prompt

Using this existing HyperFrames project, make an eight-second vertical ad for [product]. Keep the same approved product image throughout. Use a detail-to-hero reveal, one short headline and a calm ending. Match [brand colours]. Keep text away from Instagram controls. Do not invent a new product angle, a testimonial or performance claims. Render and check the final video.

Sound pass. Add a short whoosh at the reveal and a restrained hit as the name lands. If using narration, keep effects clearly below the voice. Use sounds you have permission to publish; the reel's licensed source sound files are not included.

04 / Check it before posting.

Review the exported file, not just the editing timeline.

Product: Same label, same spelling, same shape. No accidental stretch, clipped cap or fake angle.

Readability: Brand and headline readable at phone size. Nothing important behind the right-hand controls or the bottom caption area.

Motion: Opening is intentional. The reveal settles. The final message holds long enough to read. No blank frame or abrupt audio cut at the end.

Sound: Voice is understandable, effects do not startle and peaks do not clip. Check with both headphones and the phone speaker.

Truth: Use real product facts. Describe fictional demonstration work accurately. Follow the platform's current disclosure tools for synthetic media when applicable.

Next iteration: Make a second opening with the same product and offer. Compare watch time, saves and useful responses before producing a large batch.

Included-file notes: The demo project and NORTH image can be adapted for your learning and content. Inter includes its SIL Open Font License. GSAP retains its own license. Sam's likeness, cloned voice and licensed sound library files are not part of the public bundle.

BUILD SOMETHING WORTH SAVING.

Follow @everyoneneedsasamwise for practical AI workflows with the files and steps behind them.