

Module 5

Claude Design

Read 3 min · Watch 20 min · Practice 15 min

What Claude Design Is

- Separate product at `claude.ai/design` (same account, same login)
- First Anthropic Labs product (April 2026)
- Powered by Opus 4.7
- Makes designs, prototypes, presentations, documents, motion graphics from text prompts
- Exports to **Canva**, **PDF**, **PPTX**, **HTML**, or hand off to Claude Code

Watch First — Three Sources (in order)

1. Paul Couvert walkthrough (*~14 min, YouTube*)

youtube.com/watch?v=GPqcZ_GSqOg

Single best first-time walkthrough. **Start here.**

2. Anthropic: Design for presentations (*~5 min*)

claude.com/resources/tutorials/using-claude-design-for-presentations-and-slide-decks

3. Anthropic: Design for prototypes and UX (*~5 min*)

claude.com/resources/tutorials/using-claude-design-for-prototypes-and-ux

Why It Matters at WEO

Replaces or compresses the Canva → Figma → Google Slides workflow for:

- Pitch decks, QBRs
- Landing page mockups
- Social graphic sets
- Infographic summaries
- One-page proposal summaries
- Competitor-teardown visuals

Faster than Canva on a good day. Better than a junior designer on a bad day.

When to Use Which

Claude Design for...	Regular Claude.ai for...
Pitch deck / QBR presentation	Blog post, email, long-form doc
Landing page mockup	Research, strategy, planning notes
Social post graphics	Ad copy, metas, outlines
One-page proposal summary	Internal memos, briefs
Competitor-teardown visual	Competitor content teardown (text)

Rule: if it has visual hierarchy and you'd open Canva/Figma/PowerPoint → try claude.ai/design first.

Five WEO-Relevant Dental Prompts

1. **Client QBR pitch deck** — 10 slides for quarterly business review
2. **Landing page mockup** — Invisalign service page, 3 benefits + testimonial + financing
3. **Social graphic set** — 5 Instagram posts, one per service, consistent system
4. **One-page proposal summary** — turn 12-page proposal into visual one-pager
5. **Competitor capture → our version** — screenshot competitor, design stronger version for client

Full prompts in the wiki.

Three Working Methods

1. **Design system once per major client.** 5-min setup. Colors, fonts, logo, voice. Everything inherits.
2. **Templates as primitives.** Save a deck you're proud of. Next time, start from it.
3. **"Decide for me" in early iterations.** When Claude asks clarifying questions you don't have strong opinions on. Faster than answering everything upfront.

Known Limits ⚠️

- **Separate weekly usage pool** — not shared with main Claude.ai
- First-time heavy users hit cap in **~2 hours**
- **Motion graphics burn faster** than static
- **Enterprise: OFF by default** — your admin must enable
- **Motion graphics are newer** — budget more iteration

Try It (15 min)

1. Watch Paul Couvert's 14-min video.
2. Open claude.ai/design — if permissions error, ping IT.
3. Pick **Presentations**.
4. Prompt:
Create a 5-slide internal presentation titled "Why Our Team Is Adopting AI." Audience: WEO marketing staff. Cover: why now, what changes, ground rules, first steps, resources.
5. Use "**decide for me**" on clarifying questions.
6. Try each edit mode: **Tweak** (palette), **Edit** (headline), **Comment** (annotate slide).
7. Export to PDF.

Next: Module 6

Skills, Tools, Connectors