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FREE

Claude + Runway: slides that move themselves

How Claude Motion and Runway turn one boring slide into a short animated clip, and what it really costs.

Bye bye, moving boxes left and right →

[START HERE →](#)

Slide, but make it move

THE LINK YOU ASKED FOR

Start here

I haven't tried this myself yet. This is what the official pages say.

The tool is called **Claude Motion**. Anthropic launched it on 8 October 2026 as a beta, with Runway as a launch partner. You describe an animation, Claude builds it, and you can send it to Runway to add more.

These are the official pages, so you get it from the source, not from some random thread.

OFFICIAL PAGES

- ☒ **Claude: dashboards and Motion** claude.com/resources/articles/dashboards-and-motion
- ☒ **Runway: Claude Motion + Runway** runway.com/news/company-news/runway-claude-motion
- ☒ **Claude plans** claude.com/pricing
- ☒ **Runway plans** runway.com/pricing

Bookmark these. Menus change faster than my mood.

WHO DOES WHAT

Claude animates. Runway films.

Claude Motion

Animates your text, charts, shapes and images. Claude writes the animation as code, so you can change any word, number or timing. You download it as an MP4.

No fake footage

Motion doesn't generate video footage or AI people. It moves your own content. Your numbers stay your numbers.

Runway

Where you take it next: generate new video and images, edit clips by describing the change, and use Runway Agent to build a longer cut around your animation.

Other apps

Anthropic also lists Adobe, Descript, HeyGen, Higgsfield, invideo and Luma AI as places to take a Motion export. Canva and Captions are listed as coming soon.

WHAT YOU NEED

Accounts and costs

Here's the catch: Motion isn't on the cheap plans.

Claude Team or Enterprise

Motion is in beta on Team and Enterprise only. Not on Free or Pro at the time of writing. Team starts at 2 seats, Standard seats are \$25/seat a month (\$20 billed yearly). So at least about \$40-50 a month.

Runway Free

125 credits, once. Good for a test, not for a habit.

Runway Standard

\$15 a month (\$12 billed yearly) for 625 credits a month. Pro is \$35 a month for 2,250 credits.

Prices change

These are from the official pricing pages in October 2026. Check them again before you pay.

Your boss's company card might love this.

THE SETUP

One slide to one clip

Pick one slide. Just one. Be brave later.

- 01 Pick your slide** Choose one slide with a clear message: a chart, three key numbers, or a before/after.
- 02 Open Motion** In Claude, type `/motion` in the message box and pick the Motion option.
- 03 Describe it** Paste your slide content and the prompt from the next page. Attach the chart or images if you have them.
- 04 Fix it** Change words, numbers or timing in the editor, or just ask Claude in the chat.
- 05 Export** Download the MP4, or send it to Runway as Anthropic describes. The official pages don't name the exact buttons, so look for the export options in Motion.
- 06 Finish in Runway** Add generated shots, edit by describing changes, or let Runway Agent build a longer cut.

STEP 1: CLAUDE

The Motion prompt

Swap the brackets for your own slide.

PASTE INTO CLAUDE AFTER /MOTION (select + copy)

Animate this slide as a 20-second explainer for [audience, e.g. our team meeting].

Title: [slide title]

Key points: [point 1], [point 2], [point 3]

Numbers: [e.g. revenue up 18%, 3 new markets]

Style: clean, calm, one idea at a time. Bring in the title first, then each point, then animate the numbers counting up. Use my brand colours [colours]. Keep text short and readable on a phone. End on one clear takeaway line.

Edit by chat

Try or . It's code, so small changes are easy.

Check the numbers

Claude animates what you give it. Typo in, typo out.

STEP 2: RUNWAY

Make it a real video

Only if you need more than moving text and charts.

Once your Motion clip is in Runway, you can generate new video and images around it, edit clips by describing changes, and use **Runway Agent** to plan and put together a longer cut. Runway also mentions changing the format (16:9, vertical, square) and adding voiceover and music.

PASTE INTO RUNWAY AGENT (select + copy)

Use my animated clip as the middle section of a 30-second vertical video for social media. Before it, add a 5-second opening shot of [e.g. a modern office at sunrise]. After it, add a 5-second closing shot of [e.g. a laptop showing a dashboard]. Keep the colours close to my clip. Add calm background music. Don't change the text or numbers in my clip.

Credits go fast. Test short first.

HONEST BITS

Before you get excited

It's a beta

Features, menus and plans can change. Don't build your big launch on it yet.

PowerPoint isn't dead

Motion makes short clips, not a full deck you click through live. Think one animated moment, not a whole talk.

Label the AI parts

Anything Runway generates is AI footage. If you post it, switch on the AI label on TikTok, Instagram or YouTube.

Faces and logos

Don't upload photos of real people or other brands' logos without permission.

Company data

Slides often have numbers that aren't public. Check your company rules before you upload them.

TRY IT

Your first test

Small, fast, cheap. The holy trinity.

TRY IT

/motion Animate a 15-second clip that compares our three pricing plans: Basic £5, Plus £12, Pro £25. Show each plan as a card sliding in, highlight Plus as the most popular, and end with: Pick the one that fits you.

Anthropic itself suggests a prompt like "Animate how our pricing plans compare for the sales kickoff". Start there, then swap in your own slide.

Your slides just got legs

*Now please stop moving
that box 2 pixels left.*

*Which slide would you animate first?
Tell me in the comments.*



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Sources, checked 18 Oct 2026:

- [Runway News: Claude Motion + Runway](#)
- [Claude: Build live dashboards and animate explainers with Claude](#)
- [Claude pricing](#)
- [Runway pricing](#)