

**BluCaster**



# The Vibe-to-Video Playbook.

Build amazing ads with BluCaster.  
Direct the work with Claude Code or Codex.

Product demos. Tutorials. Ads.  
Polished walkthroughs from your own recordings.

**BRIEF → CAPTURE → EDIT → REVIEW → SHARE**

Four worked recipes, copyable prompts, tool connections and the quality checks we use in real productions.

**Build your next video with BluCaster**

# One recording. Three useful videos.

Build one clear product demonstration, then give each audience the version they need.

## The running example

Your app lets a teammate review a change and approve it. Record the path from the review queue to the approved result. Use a demo account and a real working feature. This guide uses that example throughout; replace it with your own product.

## A polished walkthrough

For a customer, teammate or integration reviewer: show the starting state, the click path, and the result. Keep the context they need to understand what happened. A share link and checked transcript make it easy to pass along.

## A complete tutorial

Teach the process with narrated steps, live clicks and scrolling. Add chapters at changes of task. A viewer should be able to pause, find the same control in their app, and continue.

## A short product ad

Open on the benefit, show the strongest proof, and give one next step. Build each aspect ratio deliberately. A phone viewer needs a readable crop, not a smaller copy of your desktop screen.

## FIRST WIN

Start with a short walkthrough. Once its footage and claims are approved, adapt that recording into the tutorial and ad. The durations in this guide are editing examples, not promises about production time.

# Give your agent a working studio.

BluCaster is the recording and editing app. Claude Code or Codex directs supported actions through its MCP connection.

## 1 / Open BluCaster on your Mac

Use an Apple silicon Mac running macOS 14 or later. Open the installed app and follow its connection setup. Your coding agent needs MCP support; its subscription or usage charges are separate.

## 2 / Load the production guidance

Customers: sign in at [app.blucaster.com](https://app.blucaster.com) and open Agents for the skill kit. For a first look, the BluCaster sales page also offers free starter prompts and a starter production skill. Keep the skill folder and its references together.

## 3 / Confirm the actual connection

Ask the agent to inspect app status and list the tools available in your connected build. Have it identify the operations for capture, trim, framing, captions, sound, export and sharing. Tool names must come from the server.

## 4 / Make a small test

Choose a demo window, record a few seconds, save a checkpoint and export a local preview. Play the file. Once the test works, use the same setup for the real project.

### PASTE INTO YOUR AGENT

Inspect my BluCaster connection and available tools. Load the video-production skill. Tell me which parts of this workflow my installed build supports. Make a small capture and local export after I choose the sources. Preserve originals. If a connection or permission is missing, show me the exact setup step; never ask me to paste a secret into chat.

## KNOW THE DIFFERENCE

A skill teaches the workflow. MCP gives the agent controls. Your connected apps and accounts determine what it can actually do.

## PLAN

# Write the video before you record it.

A useful brief tells your agent what to show, who will watch, and what should happen next.

## Fill in the brief

Audience: a product team evaluating our review flow. Problem: approvals get buried in chat. Outcome: a reviewer can find a pending change and approve it. Destination: sales page and a short ad. Next step: open the product demo.

## Give it your real inputs

Supply the product URL or app, confirmed features, logo, colors, fonts, approved examples, source videos and output folder. Choose your own voice or presenter. Mark any private screens that must stay out of the capture.

## Turn sentences into shots

For every line of narration, name the screen, action and visible result. The running example has three shots: find the queue, open a change, approve it. If you cannot capture the claimed result, rewrite the claim.

## Set limits before production

Name the desired length and aspect ratios. Decide whether narration, music or generated footage is needed. Give a spending limit for paid tools. Ask for a script and shot plan before any paid generation.

### PASTE INTO YOUR AGENT

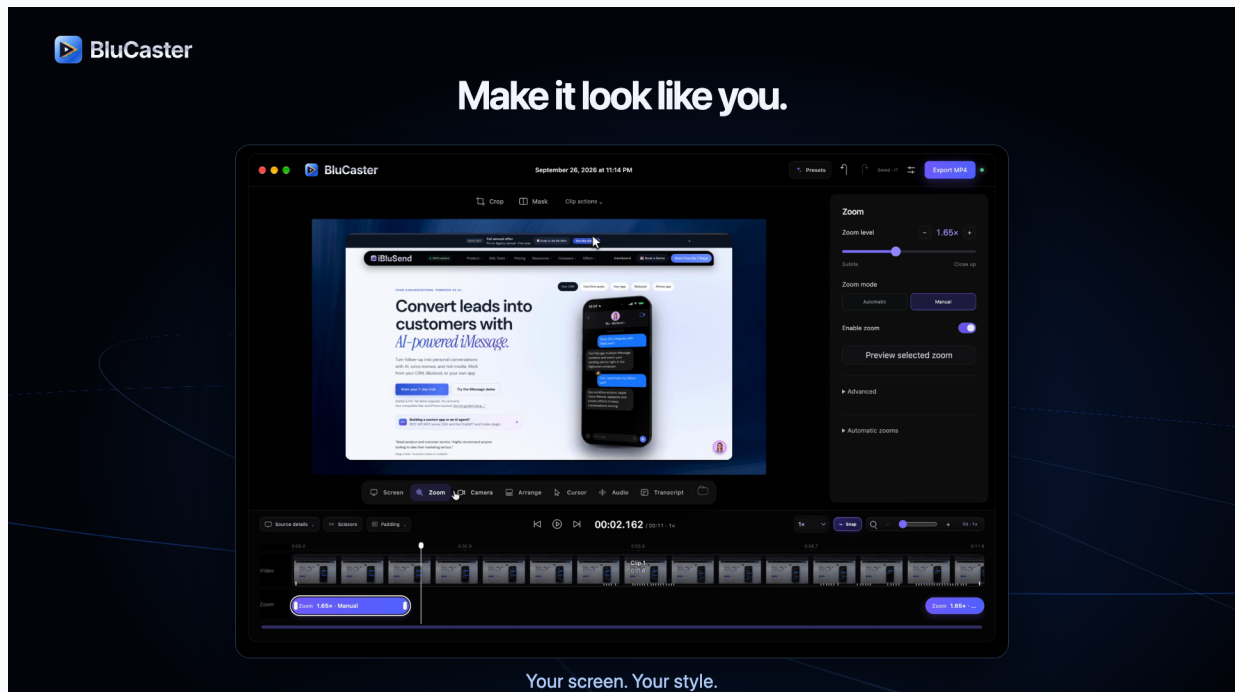
Make a brief, spoken script and shot list for [audience] to understand [outcome] in [product]. Use only the confirmed features I supplied. For each sentence, specify the navigation path, action, result and framing. Open with the benefit. End with [CTA]. List any missing proof. Give me the plan before recording or spending.

## SHOT LOG

Keep: chapter, spoken line, source file, in/out time, action, result, crop, caption and next step. This becomes the edit map and makes revisions precise.

# Record a screen people can follow.

Show the whole app, move to the control, perform the action, then hold the result.



## Prepare the take

Use demo records. Close private tabs and notifications. Confirm capture size, microphone and sources. Check a connected phone's preview.

## Show the path and the result

Start from familiar navigation. Open the queue, reach the approval control and hold the result. Preserve aspect ratio; recapture fuzzy details.

## Hide unnecessary agent marks

Check pointer capture, click markers and browser overlays separately. Use supported hiding controls. Recapture marks already baked into the footage.

## SCREEN COMPOSITION

Give the product most of the frame. A desktop view belongs on the left; a full-height phone or presenter can sit on the right when needed. Keep controls and captions out of that reserved space.

# A walkthrough worth sharing.

For quick team updates, client reviews and app approval evidence, clarity is the polish.

## Open with the result

Say: "Here is how a reviewer approves a change in our app." Show the queue immediately. A long logo introduction delays the explanation.

## Keep the action continuous

Trim setup, false starts and long empty waits. Keep enough context before each click to identify its location. Use a smooth zoom to the control, then return to the wider view at the next task.

## Show the finished state

Hold the approved status and explain what changed. For an integration review, keep any required steps and evidence intact. Follow the reviewer's actual requirements; an attractive edit does not substitute for them.

## Finish with something usable

Check the transcript and captions, export a local preview, and inspect the share settings before uploading. Keep the project, source take and final version together. Ask a teammate to confirm the link opens with the intended access.

### PASTE INTO YOUR AGENT

Edit this take into a concise walkthrough of [task]. Keep the full navigation path and resulting state. Trim pauses without changing meaning. Add purposeful zooms, checked captions and balanced speech. Hide unnecessary click decoration using supported controls. Preserve a checkpoint. Export a preview and prepare a share link for review; do not publish yet.

## DONE LOOKS LIKE

The viewer can explain what changed, find the same controls, and open the intended share link. Keep one clear next step in the close.

# Teach the whole task, one step at a time.

A complete tutorial follows a real workflow from prerequisites to the finished result.

## Build around tasks

For the example: prepare a demo change, find the review queue, inspect the change, approve it, and confirm its status. Name each chapter after the viewer's task. Demonstrate only features that work now.

## Narrate what the viewer sees

A sentence about permissions needs the permissions screen. A sentence about a result needs the result. Record real clicks and scrolling instead of filling a lesson with still cards.

## Reintroduce meaningful sections

Use the same presenter for a brief introduction when the task changes. Carry the narration across relevant UI footage. Give longer demonstrations room to breathe; an ad's cutting rhythm can make a tutorial hard to follow.

## Deliver navigation with the film

Create chapters and captions from the final edit, after all cuts. Test the chapter links and transcript. Supply the full video as well as optional excerpts so viewers can watch in order or jump to a specific task.

### PASTE INTO YOUR AGENT

Build a complete tutorial for [workflow]. Map every instruction to a real UI demonstration. Include navigation context, the action and the resulting state. Use [presenter] for section introductions, one voice throughout, smooth zooms and an audible music bed. Deliver the full preview, captions, transcript and measured chapter map.

## CONTINUITY CHECK

Rewatch every chapter boundary. Speech should finish naturally, music should continue, and the next screen should match the next sentence.

# Make the product proof the hook.

A strong product ad gives the viewer a reason to care and shows that reason quickly.

## 0-3 seconds / Benefit and proof

Example: "Get your next change approved without losing it in chat." Open on the approval result, then show where it starts. This is example copy for the fictional workflow; use a benefit your product can prove.

## 3-14 seconds / The useful action

Show the queue, the change and the approval. Cut between distinct actions as the narration moves. Keep UI readable and use one captioned idea at a time.

## 14-24 seconds / Why it matters

Show the resolved state and the next person's view, if the product supports it. One brief B-roll cut-in can support the story; return to the real product before the viewer loses the thread.

## 24-30 seconds / One next step

End on the product, its name and one CTA. Make three hook variations around the same proof: app launch, tutorial creation and polished screen sharing. Change the opening deliberately so you can compare the angles.

### PASTE INTO YOUR AGENT

Make three 30-second ad concepts for [product]. Keep the product name and benefit in the opening. Use the approved footage as proof. Give each concept a spoken hook, primary text, headline, CTA and shot map. Compose 1:1, 4:5 and 9:16 versions separately. No invented results or guarantees. Preview with sound and muted.

## FORMAT CHECK

1:1: 1080×1080. Feed 4:5: 1080×1350. Vertical 9:16: 1080×1920. These are production targets. Check the destination's current safe zones and placement rules before publishing.

# Bring your own footage and cameras.

You can direct an edit from an existing recording as well as from a new BluCaster take.

## Keep the original media

Import supported footage into a new project or version. Inventory resolution, frame rate, duration and audio. Preserve the originals and identify the main speech track before making cuts.

## Plan a useful multi-source layout

For a product demonstration, prioritize the screen. Add a camera for the human explanation and a full phone view for device steps. A three-source composition should give every source a reason to be visible.

## Check timing instead of guessing

Tracks captured together share a recording clock. Separately recorded files may need alignment. Ask the agent to inspect the installed build's synchronization controls, then check a visible clap or spoken consonant near the start and end.

## Make deliberate camera changes

Switch to the presenter for a new idea and back to the screen for its proof. Keep the speaker's audio continuous. Choose output resolution based on the footage; a 4K export does not make a soft source sharp.

### PASTE INTO YOUR AGENT

Inspect these source files and the available BluCaster import, arrange, audio and synchronization controls. Plan an edit with [screen] as the main view, [phone] on the right and [camera] for explanations. Keep originals and create a checkpoint. Verify alignment at the beginning and end. Name any step that needs a finishing tool.

## YOUTUBE CUT

Use a clear landscape master with an informative opening, task-based sections and readable titles. Keep speech natural. Derive shorter clips only after the full edit is approved.

# Make transitions serve the demonstration.

BluCaster handles the supported edit. Remotion can add repeatable motion design around exported footage.

## Use one visual language

Choose a small set of transitions: smooth focus moves within a screen, a short crossfade between related states, and a consistent card move at chapter changes. Avoid flashes that obscure the product.

## Keep UI readable during motion

A 3D card can introduce a section, then settle into a front-facing view for the actual click. Perspective and motion should not turn small text into something viewers cannot read.

## Build each ratio as a composition

Reposition the product, presenter, titles and CTA for the delivery size. Do not squeeze a landscape layout into a vertical frame. Preview at the size a viewer will actually see.

## Connect Remotion deliberately

Use its official agent skills in a local Remotion project. Hand off exported media, approved copy and brand tokens. Remotion is separate software with its own license; exporting an MP4 is not native timeline transfer.

### PASTE INTO YOUR AGENT

Use the official Remotion skills to finish these approved exports. Apply [brand colors/fonts], restrained 3D section cards, smooth screen transfers and readable captions. Let cards settle before instructional clicks. Compose each aspect ratio separately. Preserve the source edit and deliver scene stills plus a full preview.

## OPTIONAL FINISHING

For detailed grading, timeline work or a final sound mix, DaVinci Resolve may help. Its community MCP has its own setup and version requirements. Confirm supported operations before promising automation.

# Lock the words before the lips.

Use your own recording or a chosen voice. If you use a presenter, make its mouth match the final audio.

## Choose one voice for the film

Record or select the approved voice, then check a short sample. Listen to product names, the verb "record", and words such as "tapbacks". Confirm the pace and sentence endings before generating a long take.

## Finish narration first

Correct pronunciation and awkward pauses in the speech asset. Generate the speaking avatar from that exact final audio. Keep the same guide, background, logo and voice across sections.

## Check synchronization visually

Inspect consonants, the first and last word of each segment, and edited lines. Correct frame-rate conversion must preserve duration. Loudness measurements and a correct transcript do not prove lip sync.

## Revise only what changed

Replace the affected narration and matching avatar segment. If a matching avatar take is unavailable, show relevant UI while the revised voice speaks. Keep earlier approved versions.

### PASTE INTO YOUR AGENT

Use [approved voice] for this script. Generate a short pronunciation sample first. After the narration is approved, use that exact audio for [approved avatar]. Keep identity and duration consistent. Check lip sync at consonants and every segment boundary. Do not spend beyond [limit] or change the voice without asking.

## ELEVENLABS CONNECTION

Use your own ElevenLabs account through its documented connector or API setup. Voice, music and visual generation depend on account access and cost. Never place credentials in a prompt pack or public project.

# Keep it lively and easy to hear.

Speech carries the lesson. Music and B-roll give it energy without hiding the explanation.

## Choose a bed that fits

Try a warm instrumental with a steady section that can sit under a longer lesson. For an ad, match cuts to useful musical phrases. Test at ordinary laptop-speaker volume; a meter cannot tell you whether the music is pleasant.

## Use measured starting points

For an online tutorial, start near -16 LUFS integrated speech, with music about 13 LU lower, then listen and adjust. Keep the final true peak below -1 dBTP. These are production starting points, not universal platform requirements.

## Make the soundtrack continuous

Duck music under speech and lift it gently in transitions. Loop with a short crossfade rather than restarting a compressed track each chapter. Check for unexpected voice changes and silent gaps.

## Give B-roll a job

Use a brief shot for a problem, context or change of section. Show real UI for product behavior. Review generated footage for physical mistakes, wrong ports, strange hands and unwanted logos before it enters the edit.

### PASTE INTO YOUR AGENT

Choose licensed music from [approved sources] for a [warm tutorial/upbeat ad]. Show the source and license before use. Build a continuous bed, duck under speech and measure the encoded mix. Suggest B-roll only where it helps the story. Keep creator/source receipts. Ask before paid generation.

### SOURCE RECEIPT

Keep the provider, creator, asset ID, source link, license, download date and intended use. Mixkit licenses vary by asset type. A license for a finished video does not mean you can redistribute its stock source files.

# Keep the edit, then share the result.

A finished file, a working player and the right access settings are three separate checks.

## Organize the project

Use folders such as 01-brief, 02-sources, 03-audio, 04-project, 05-review and 06-deliver. Keep editable sources, the transcript and the approved export. Name revisions v1, v2 and v3 instead of replacing the only master.

## Check the library and transcript

Keep videos and transcripts together in the library. Correct names and caption timing after the final cuts. Use titles that explain the task so a teammate can find the recording again.

## Choose the sharing boundary

Review available access controls before making a link. Test the recipient view and social preview, including its image, title and destination. Make sure the preview describes the actual shared video.

## Export for other destinations

Check the destination's current size, duration and format rules. A YouTube upload, ad submission and training-library entry each need their own readback and playback test. Approval, publication and delivery are different states.

### PASTE INTO YOUR AGENT

Prepare [approved version] for [destination]. Check dimensions, duration, captions and access. Keep the editable source and record the final filename and checksum. Show me the complete preview. After I authorize publication, upload once and verify the served player, recipient access and share preview.

### TOOL CREDIT

Say "Built with BluCaster" when the project has a real BluCaster capture or editing step. Name Remotion, ElevenLabs or Resolve when they were actually used. Do not imply outside services are included in BluCaster.

### YOUR SKILL KIT

# Give your AI a repeatable method.

Your BluCaster account includes nine production skills in the Agents tab. Start with the one that fits the job.

## **Brief, script and shot list**

Choose the viewer's task and map every spoken instruction to a real screen.

## **Make videos with BluCaster**

Coordinate capture, editing, captions, export and sharing with the connected tools.

## **Narration and presenter + Captions and chapters**

Keep one voice, matched lips, checked word timing and navigation from the final edit.

## **Video ads + Long tutorial pipeline**

Use the right structure for a short paid-social ad or a complete chaptered lesson.

## **Remotion finishing**

Apply your brand and motion rules to exported footage in a separate Remotion project.

## **Stock, music and thumbnails + Review and publish**

Keep source rights, create useful previews, and verify the final delivered video.

### STARTER VS. ACCOUNT KIT

Free starter prompts and the starter production skill are available from the sales page. The full nine-skill kit lives in your customer portal. Installing a skill does not connect accounts, include paid services or authorize spending.

[BluCaster skills and starter resources](#)

[Customer portal / Agents](#)

[Official Remotion agent skills](#)

[ElevenLabs connection instructions](#)

[DaVinci community MCP setup](#)

[Mixkit asset licenses](#)

[Pexels asset license](#)

# Catch the defects before your viewer does.

Watch the entire exported film. Use this checklist alongside automated checks.

## Picture

Actions match the words. UI text is sharp at delivery size. Crops preserve aspect ratio. Important controls stay in frame. No private data, stray overlays, fake product states or unwanted click rings.

## Speech and presenter

One voice throughout. Product names and action words sound right. Sentence endings are natural. Lips match the exact narration at edited words and section boundaries.

## Sound and captions

Music is audible and comfortable under speech. No abrupt level changes or empty transitions. Captions match the final audio. Chapters seek to the right task after every cut.

## Proof and delivery

Claims have real evidence. Titles and CTA fit on a phone. All media has usable rights. The full video plays, the intended viewer has access, and the social preview points to the right version.

### PASTE INTO YOUR AGENT

Review the complete encoded video against this checklist. Return exact timestamps, observed defects and proposed repairs. Distinguish automated checks from visual and listening review. Correct only the affected sections, preserve the approved version and rebuild timestamps after cuts.

## REPAIR ORDER

Fuzzy UI: recapture the source. Wrong action: replace the shot. Voice mismatch: replace the affected speech. Lip drift: regenerate from final audio and check timing. Click rings: fix capture or verified overlays. Weak hook: bring real proof earlier.

## MAKE YOUR FIRST VIDEO

# Paste a brief. Build a real result.

Use this starting prompt with Claude Code, Codex or another coding agent that can read the skill and connect to BluCaster.

### PASTE INTO YOUR AGENT

Use the BluCaster video-production skill. I am making [walkthrough/tutorial/ad] for [audience], showing [task] in [product]. The viewer should understand [benefit] and then [CTA]. Use my attached brand kit and approved media. Inspect the actual BluCaster tools before planning calls. First give me a spoken script and shot list with navigation, action and result for every step. Record sharp real UI, trim pauses, add smooth contextual zooms, checked captions and balanced audio. Use my own footage or [approved presenter/voice]. Keep the original sources and checkpoints. Produce [length] in [ratios]. Optional tools: [none/Remotion/ElevenLabs/Resolve]. Paid-generation limit: [amount or zero]. Give me a complete preview, transcript and chapter map if useful. Check the final encoded video. Prepare publication for [destination]; wait for my approval before publishing.

### PUT THE PLAYBOOK TO WORK

BluCaster puts recording, editing, transcripts and sharing in one app your coding agent can control. Use the same studio for a quick update, an approval walkthrough, a complete tutorial or a product ad. Start with your next recording.

[Open your customer skills](#)

**Build your next video with BluCaster**