

From Zero to Design Pro

Your Absolute Beginner's Guide
to Claude Design



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**>> Get ready-to-use AI Automations, Agents, Claude
Cowork Workflows, Skills & Webapps <<**

Table of Contents

Chapter 1: What Is Claude Design?	4
1.1 Overview	4
1.2 Why Anthropic Built Claude Design	4
1.3 How Claude Design Is Different from Regular Claude	4
Chapter 2: What Claude Design Can (and Cannot) Do	6
2.1 The Four Things It Can Make	6
Slide Decks	6
Landing Pages	6
One-Pagers	6
App Prototypes	6
2.2 What It Is NOT — Read This First	6
2.3 Who It Is For	7
Chapter 3: Requirements and Access	8
3.1 Who Has Access	8
3.2 How to Access It	8
Chapter 4: The Design System — The Most Important Step	9
4.1 What a Design System Is	9
4.2 Four Ways to Feed It Your Brand	9
1 — Your Website URL	9
2 — A Brand Kit Folder	9
3 — An Existing Document	9
4 — A GitHub Repository	10
4.3 How to Create Your Design System Step by Step	10
4.4 What Claude Extracts	10
4.5 Updating Your Design System	11
Chapter 5: Creating Your First Project	12
5.1 Starting a New Project	12
What type of output do you want?	12
Rough sketch or polished mockup?	12
5.2 Adding Context	12
5.3 Writing Your First Prompt	13
Chapter 6: Iterating on Your Design	14


6.1 Using Chat for Broad Changes	14
6.2 Using Inline Comments for Targeted Edits	14
6.3 When to Use Chat vs. Comments	15
6.4 Saving Versions	15
Chapter 7: Four Use Cases (With Real Prompts)	16
7.1 Professional PDFs and Guides	16
7.2 Landing Pages for Lead Magnets	16
7.3 Slides for YouTube Videos	17
7.4 Mobile App Mockups	17
Chapter 8: Exporting and Sharing	19
8.1 Export Options	19
8.2 Sharing With Others	19
Chapter 9: Best Practices	20
9.1 Set Up Your Design System Before Anything Else	20
9.2 Start Simple, Then Add Complexity	20
9.3 Be Specific in Your Feedback	20
9.4 Use Inline Comments for Small Changes, Chat for Big Ones	20
9.5 Ask for Variations	20
9.6 Treat Claude as a Design Collaborator	20
Chapter 10: Known Limitations	22
Comment persistence	22
Save errors in compact view	22
Large codebases	22
Chat errors	22
Not a functional app builder	22
Chapter 11: Quick-Start Checklist	23

Chapter 1: What Is Claude Design?

1.1 Overview

Claude Design is Anthropic's new visual creation tool, built directly into Claude. Released in 2025 as a research preview, it lets you create designed things — not just text — by having a conversation. You describe what you want, and Claude builds it on a visual canvas in front of you.

The key word is designed. Instead of getting a wall of text back, you get something you can actually use and share: a slide deck, a landing page, a PDF guide, or a visual mockup of an app. All of it generated through conversation, no design software required.

 **In plain English:** Claude Design is the tool you use when you need something that looks good, not just something that sounds good.

1.2 Why Anthropic Built Claude Design

For years, the gap between having an idea and making it look professional required either design skills or a budget to hire someone with them. Claude Design closes that gap. If you can describe what you want, you can now produce professional-looking outputs without touching Canva, Figma, PowerPoint, or any other design tool.

The tool is built specifically for solopreneurs, creators, and non-technical people who need polished outputs fast — not for enterprise design teams with dedicated designers on staff.

1.3 How Claude Design Is Different from Regular Claude

Regular Claude gives you text. Claude Design gives you visual outputs — things you can export, share, and hand off. Here is the simplest way to think about the difference:

	Regular Claude	Claude Design
What you get back	Text in the chat window	A designed file on a visual canvas
Output formats	Markdown, plain text	HTML, PDF, PPTX, ZIP

	Regular Claude	Claude Design
Best for	Writing, answering questions, brainstorming	Creating things you can share or publish
Design skill needed	None	None
Export options	Copy and paste	PDF, PowerPoint, Canva, Claude Code, HTML



Simple framework: Use regular Claude to think. Use Claude Design to create.

Chapter 2: What Claude Design Can (and Cannot) Do

2.1 The Four Things It Can Make

When you open Claude Design, it asks what you want to create. There are four options:

Slide Decks

Full presentations with multiple slides, structured flow, and your brand applied automatically. Export as PDF or PowerPoint. Great for YouTube video slides, client presentations, and talks.

Landing Pages

Single-page web designs for lead magnets, product launches, opt-ins, and more. Exported as standalone HTML that a developer can make functional, or sent straight to Claude Code.

One-Pagers

Professional PDF documents: guides, reports, briefs, summaries, resource documents. The kind of thing that used to require a designer or hours fighting a word processor.

App Prototypes

Visual mockups of mobile or web app interfaces — multiple screens laid out on a canvas, showing exactly how an app would look. Not functional, but perfect for communicating your vision to a developer or for planning before writing any code.

2.2 What It Is NOT — Read This First

Before you open Claude Design, there are two misconceptions to clear up. Missing either one will lead to frustration.

🚫 **Misconception 1 — It is an AI image generator.** It is not Midjourney. It does not make pictures or AI art. What it actually does is generate HTML — the code language behind web pages — and render that as a visual design. This means the output is not a picture of a button. It is an actual button. Not a screenshot of a slide. An actual slide you can export as a PowerPoint file. Real, editable, exportable outputs.

🚫 **Misconception 2 — It is a full app builder.** It is not Lovable, Webflow, or Wix. You cannot connect a database, accept payments, host your site, or click through a working app. What you are building is a design and prototype — the blueprint. To turn that blueprint into a functioning app, you use Claude Code.

The simplest possible summary:

Claude Design	Claude Code
Draws the blueprint	Builds the house
Visual, not functional	Functional, not just visual
For communicating an idea	For making it actually work
No technical skill needed	Some technical setup required

2.3 Who It Is For

Claude Design is built for:

- Solopreneurs who need professional-looking assets without a design budget
- Content creators who want branded slides, PDFs, and landing pages
- Non-technical founders who want to visualize an app idea before hiring a developer
- Coaches and course creators who need lead magnet PDFs and opt-in pages
- Anyone who has ever paid a designer for something simple and thought there had to be a better way

Chapter 3: Requirements and Access

3.1 Who Has Access

Claude Design is available on every paid Claude plan. If you are on the Pro plan (\$20/month), you have access. Same for Max, Team, and Enterprise.


Plan	Monthly Cost	Claude Design Access
Free	\$0	No
Pro	\$20/month	Yes
Max 5x	\$100/month	Yes
Max 20x	\$200/month	Yes
Team	\$125/user/month	Yes
Enterprise	Custom	Yes (default off — admin enables)

3.2 How to Access It

Claude Design lives inside `claude.ai` on the web. You do not need to download anything separately.

Once you are signed in to a paid account:

- Open the left sidebar in Claude
- Look for the Claude Design button — it sits directly below the Claude Code button
- Click it and you will be taken to the Claude Design home screen

 **Can't see it?** Make sure your sidebar is open. If you are on a paid plan and still cannot find it, try refreshing the page or clearing your browser cache.


Chapter 4: The Design System — The Most Important Step

4.1 What a Design System Is

A Design System is where you teach Claude your brand. Your colors, your fonts, your visual style — all of it stored in one place so that every single thing you create automatically looks like you.

Without a Design System, Claude Design will produce outputs that look fine — but generic. Different every time. Like they came from four different people.

With a Design System, every output — your PDF, your landing page, your slides, your app mockup — comes out looking like the same brand. Consistent. Professional. Unmistakably yours.

 **The golden rule:** Set up your Design System before you create anything. It takes 15 minutes and changes every output you ever make after it.

4.2 Four Ways to Feed It Your Brand

You do not need a design background or a formal brand guide to create a Design System. Claude can extract your style from things you already have. There are four ways to give it your brand:

1 — Your Website URL

If you have a website, paste the URL. Claude will visit your site, read the visual design, and extract your colors, typography, and style automatically. This is the easiest option for most people.

2 — A Brand Kit Folder


If you have a folder with your logo files, font files, or a color palette document, you can drag that folder directly into Claude Design. It will read through everything and build the system from those assets.

3 — An Existing Document

Already have a slide deck, a PDF guide, or even a Word document that looks like your brand? Upload it. Claude will analyze the layout, colors, and typography and use those as the foundation.

4 — A GitHub Repository

If your brand is already baked into a codebase — for example, if you have a component library or a design system in code — you can link your GitHub repository and Claude will read the styles directly from the source.

 **You only need one.** You do not need all four. One good source is enough to get started. But more sources give Claude more to work with, which means a more accurate result.

4.3 How to Create Your Design System Step by Step

Here is the exact process to set one up:

- Open Claude Design and click Design Systems in the left sidebar
- Click Create New and give your system a name (e.g. 'My Brand')
- Choose your source: paste a URL, drag a folder, upload a file, or connect GitHub
- Click Continue — Claude will begin building the system in the background
- While it builds (10–15 minutes), Claude shows you previews and asks for your feedback
- For each preview, click Looks Good or Needs Work and describe what to change
- Once complete, click Publish and set it as your default

After publishing, every new project you create will automatically inherit this Design System. You never have to describe your style in a prompt again.

4.4 What Claude Extracts

When Claude builds your Design System, it creates:

- Color palette — primary, secondary, and accent colors from your brand
- Typography — font families, sizes, and weights for headings and body text
- Components — buttons, cards, navigation elements, and other reusable patterns
- Layout patterns — spacing, grid systems, and page structures

All of these are stored in the Design System and applied automatically to every output you generate.

4.5 Updating Your Design System

Brands evolve. When yours does, you can update the Design System at any time. From the Design Systems section, open your system, click Remix in the top right, and work with Claude in the chat panel to make changes.

Chapter 5: Creating Your First Project

5.1 Starting a New Project

When you click New Project in Claude Design, you will be asked two questions before anything else:

What type of output do you want?

The four options are slide deck, landing page, one-pager, or app prototype. Pick the one that matches what you are making. You can only pick one per project.

Rough sketch or polished mockup?

Rough sketch is fast and loose — good for exploring ideas and layouts quickly before committing to a direction. Polished mockup is the finished-looking version — what you actually show people. For most use cases, you want polished mockup.



The naming: Some design tools call these 'wireframe' and 'high-fidelity'. Claude Design uses simpler language: rough sketch and polished mockup. Same idea, clearer words.

5.2 Adding Context

The more context you give Claude, the better the output. Before you write your first prompt, you can attach reference material directly to the project. Here is what you can upload:

- Screenshots or images — show Claude a design you love and say 'make it look like this'
- Existing documents — Word files, PowerPoints, PDFs, Excel spreadsheets
- A codebase — link a GitHub repository so Claude understands your existing components
- Competitor screenshots — show Claude what you are trying to compete with or replicate

You can add context at any point during a project — not just at the start. If you think of something to add mid-way through, just drag it in.

5.3 Writing Your First Prompt

You do not need to be a designer to write a great prompt. You just need to be specific. A good prompt tells Claude four things:

- **The goal** — what are you building?
- **The layout** — how should things be arranged?
- **The content** — what information should appear?
- **The audience** — who is this for?

Here are some examples of prompts that work well:

✓ **Slide deck:** Create a slide deck for a YouTube tutorial about Claude Design. Include a title slide, a 'what it is' slide, a step-by-step section, and a summary slide. Clean and minimal.

✓ **Landing page:** Build a landing page for a free guide called 'The Creator's Guide to Claude.' Hero section with headline and email form above the fold. Three benefit bullets below. Conversion-focused.

✓ **App mockup:** Create a mobile app mockup for a freelancer expense tracker. Show 4 screens: a dashboard with monthly spending and savings goals, an expense log, an add expense screen, and a savings goals screen. iOS style.

Claude will also ask you clarifying questions if it needs more information before it starts. Answer them and it will proceed.

Chapter 6: Iterating on Your Design

The first result Claude generates is a starting point, not the final product. The real value comes from iterating — refining the design through conversation until it is exactly right. There are two ways to make changes.

6.1 Using Chat for Broad Changes

The chat panel on the left is best for changes that affect the overall design: restructuring, new sections, color scheme changes, or anything that requires some explanation.

Examples of things to say in chat:


- "Make the color scheme darker and more minimal."
- "Rearrange the layout so the form is above the fold."
- "Add a section at the bottom with three testimonials."
- "Show me two or three alternative layouts for this page."
- "Review this design for accessibility and tell me what to fix."

6.2 Using Inline Comments for Targeted Edits

Inline comments let you click directly on any element on the canvas and leave a note. This is faster than describing a location in chat — you just click the thing you want to change and tell Claude what to do with it.

Examples of good inline comments:

- "Make this button padding larger."
- "Change this to a dropdown instead of radio buttons."
- "Use the primary brand color here."
- "Make this section collapsible."

 **Known issue:** Inline comments can occasionally disappear before Claude reads them. If this happens, just paste the same feedback into the chat panel instead. It is a temporary workaround for a known bug that will be fixed in a future update.

6.3 When to Use Chat vs. Comments

Use Chat When...	Use Inline Comments When...
You want to restructure the whole layout	You want to change one specific element
You are changing the color scheme or typography	You want to adjust spacing or padding on something specific
You want to add or remove entire sections	You want to swap a component type (button to link, etc.)
Your feedback needs context or explanation	Your feedback is self-contained (fix this, change that)

6.4 Saving Versions


If you want to try a completely different direction without losing your current work, tell Claude: 'Save what we have and try a completely different approach.' Claude will save the current version and confirm where it is stored so you can always reference it later.

Chapter 7: Four Use Cases (With Real Prompts)

Here are the four most valuable things to build with Claude Design if you are a solopreneur or content creator — with the exact prompts to use for each one.

7.1 Professional PDFs and Guides

Use case: free guides, lead magnets, resource documents, reports, one-pagers. The kind of deliverable that used to require a designer or hours fighting a layout tool.


 **Prompt to use:** Create a 5-page PDF guide titled '[Your Guide Title]'. Each page covers one topic with a short description and a supporting visual. Clean layout, minimal design, premium feel. Target audience: [describe your audience].

Tips for this use case:

- Upload any existing notes or drafts as context before prompting — Claude will use your content rather than inventing generic material
- Ask for a cover page separately: 'Add a cover page with the title, a subtitle, and my name'
- Export as PDF when done — it is ready to link in your bio or send to subscribers immediately

7.2 Landing Pages for Lead Magnets

Use case: opt-in pages, lead magnet download pages, waitlist pages, product announcement pages. Where design quality has a direct impact on whether people sign up.

 **Prompt to use:** Build a landing page for a free guide called '[Guide Name]'. Hero section at the top with a headline and an email signup form above the fold. Three benefit bullet points explaining what they will learn. Keep it clean and conversion-focused. My audience is [describe them].


Tips for this use case:

- Use inline comments to adjust specific copy — click on the headline and write 'Make this more benefit-focused'

- For the functional form (actually collecting emails), export as HTML and either hand it to a developer or use Claude Code to wire up the backend
- Ask Claude to 'show me two headline options' before committing — comparing is faster than guessing

7.3 Slides for YouTube Videos

Use case: tutorial slides, explainer presentations, video chapter graphics. The visual scaffolding that makes screen recordings look intentional and professional.


 **Prompt to use:** Create a slide deck for a YouTube tutorial called '[Video Title]'. Include: a title slide, a 'what it is' explainer slide, one slide per main section of the video, and a summary slide at the end. Clean, minimal, on brand.

Tips for this use case:

- Build the slides after you have written your script — use the script sections as the slide structure
- Export as PDF to use as a screen recording overlay, or as PowerPoint if you want to animate anything
- The meta trick: make the slides for your Claude Design video in Claude Design itself, then say that out loud — your audience will immediately understand what the tool does

7.4 Mobile App Mockups

Use case: visualizing an app idea before writing any code, communicating a design to a developer, planning a new version of an existing app, or creating a prototype to show a client or investor.

 **Prompt to use:** Create a mobile app mockup for a [describe your app]. Show [number] screens on a canvas: [list the screens]. iOS style, clean and minimal. Polished mockup, not a rough sketch.

Tips for this use case:

- Be specific about the screens you want — 'dashboard, add item screen, history screen' is better than 'the main screens'
- Use the share button to send a link to your developer — give them comment access so they can leave feedback directly on the design

- When the mockup is ready, use the Handoff to Claude Code export option to begin turning it into a real app

Chapter 8: Exporting and Sharing

8.1 Export Options

When you are happy with your design, click the Export button in the top right corner. Here are all the formats available:

Export Format	Best For
Download as ZIP	Getting all files packaged and ready to hand off to a developer
Export as PDF	Sharing guides, one-pagers, and documents as a final deliverable
Export as PPTX	Taking slides into PowerPoint, Keynote, or Google Slides
Send to Canva	Continuing to edit or polish the design in Canva
Export as standalone HTML	Handing a page off to a developer to make functional
Handoff to Claude Code	Turning the design into a real, functioning app or website
Send to local coding agent	Working with a local development environment

8.2 Sharing With Others

Every project in Claude Design can be shared with a link. Click the Share button, give the project a name, and choose the access level:

- View only — they can see the design but not touch it
- Comment — they can leave feedback directly on the canvas
- Edit — they can make changes alongside you

This is useful for getting client feedback, collaborating with a developer, or showing a teammate a work in progress without having to export and email files back and forth.

Chapter 9: Best Practices

9.1 Set Up Your Design System Before Anything Else

This is the single most important step. Without a Design System, every output looks different. With one, everything looks like your brand automatically. Spend 15 minutes on this first and it pays off in every project you ever build after.

9.2 Start Simple, Then Add Complexity

Start with the core layout and content, then layer in additional sections, interactions, and polish. Claude handles incremental requests better than one enormous prompt. 'Add a testimonials section below the hero' is more reliable than describing the entire page in a single message.

9.3 Be Specific in Your Feedback

'This doesn't look right' is hard to act on. 'Make the headline larger and move the form to the top of the page' gives Claude exactly what it needs. The more specific your feedback, the faster you get to the result you want.

9.4 Use Inline Comments for Small Changes, Chat for Big Ones

This division of labor keeps iteration fast. Click directly on the element for small targeted fixes. Use chat when you need to explain a structural change or give context. Mixing them up wastes time.

9.5 Ask for Variations

If you are not sure about a design direction, ask Claude to show you two or three options. Comparing real alternatives is much faster than trying to describe an abstract preference. 'Show me two options for the hero section layout' takes 30 seconds and often surfaces something better than what you would have asked for.

9.6 Treat Claude as a Design Collaborator

Claude can do more than just execute your instructions. It can review your design for accessibility, suggest improvements to information hierarchy, and flag usability issues.

Ask it: 'Review this landing page and tell me what you would improve.' You will often get useful feedback you had not thought to ask for.

Chapter 10: Known Limitations

Claude Design is available as an experimental research preview from Anthropic Labs. It is powerful, but there are a few things to be aware of:

Comment persistence

Inline comments occasionally disappear before Claude reads them. Workaround: paste the comment text directly into the chat panel instead.

Save errors in compact view

The compact layout mode can trigger save errors. Workaround: switch to full view and retry the save.

Large codebases


Linking very large repositories as Design System sources can cause lag or browser issues. Workaround: link a specific subdirectory rather than the entire repository.

Chat errors

Occasionally you may hit a chat upstream error. Workaround: start a new chat tab within the same project and continue from there.

Not a functional app builder

Outputs are visual only. Nothing is functional until you export and build it. Keep this expectation clear and you will not be disappointed.


 **Remember:** This is a research preview. Rough edges exist. Anthropic is actively improving it. The core capability is already extremely useful — the limitations above are minor and have workarounds.

Chapter 11: Quick-Start Checklist

Here is everything you need to do to get up and running with Claude Design, in order:

Step	Action	Time
1	Open claude.ai and sign in to a paid account	1 min
2	Open the sidebar and click Claude Design	30 sec
3	Go to Design Systems and click Create New	1 min
4	Upload your brand assets or paste your website URL	2 min
5	Let Claude build the system and review the previews	15 min
6	Publish the Design System and set it as default	30 sec
7	Create your first project with your Design System selected	2 min
8	Choose your output type and mode (polished mockup)	30 sec
9	Write a specific prompt and let Claude generate	2 min
10	Iterate with chat and inline comments until it is right	Ongoing
11	Export in the format you need	1 min

Total setup time: approximately 20 minutes. After that, every project starts with Claude already knowing your brand.

 **The most important takeaway:** Claude Design without a Design System is a generic visual generator. With one, it is your brand on autopilot. Set it up first. Everything else follows from there.

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