

CREATE ANYTHING

HOW TO MAKE IMAGES & VIDEOS USING CLAUDE

*The Complete Beginner's Guide to Generating Images, Videos, and Audio
Inside Claude.*

130+ AI Models • Images • Videos • Audio • One Setup

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What This Is

Claude is incredible at text, but it cannot natively generate images or videos. That changes when you connect it to the Picsart CLI. Once installed, Claude gets access to over 130 AI models for generating images (Flux, Recraft, Nano Banana), videos (Sora, Kling, Veo, Runway), and audio (ElevenLabs). All from a single setup that takes about 5 minutes.

The best part? Everything happens right inside the Claude desktop app. You do not need to open a terminal, install anything separately, or touch any configuration files. Just open Claude, go to the Code tab, paste one command, and you are done.

WHAT YOU NEED

- A computer (Mac, Windows, or Linux)
- The Claude desktop app (free to download)
- A Picsart account (free to create, comes with starter credits)
- About 5 minutes

HOW MUCH DOES IT COST?

Picsart gives you free starter credits when you sign up, which is enough for 10-20 image generations or 1-2 short videos. After that, you buy credits as needed. There is no monthly subscription. Image generations cost 1-4 credits each. Videos cost 20-50 credits. This is significantly cheaper than subscribing to each AI model individually.

Part 1: Install Picsart Inside Claude

Everything starts in the Claude desktop app. You are going to open it, switch to the Code tab, and paste one command. That is the entire installation.

1 Download the Claude Desktop App

If you do not have the Claude desktop app yet, download it from claude.ai/download. Install it and sign in with your Claude account. You need the **desktop app** for this. The browser version at claude.ai does not have the Code tab.

2 Open the Code Tab

Open the Claude desktop app. At the top of the chat window, you will see a tab that says **Code**. Click on it. This is Claude's built-in coding environment where it can run commands and install tools. Think of it as a terminal that lives right inside Claude.

Note: If you do not see the Code tab, make sure you have the latest version of the Claude desktop app. Update it if needed.

3 Paste the Install Command

In the Code tab, type or paste the following message to Claude. Claude will recognize this as an install command and run it for you automatically.

```
Install the Picsart CLI: npm install -g @picsart/gen-ai
```

Claude will run the installation in the background. You will see it working for about 10-30 seconds. When it finishes, Claude will confirm that the Picsart CLI has been installed successfully.

4 Verify the Installation

Ask Claude to verify that the Picsart CLI is installed by typing:

```
Run: gen-ai --version
```

If Claude shows you a version number (like 1.0.0 or similar), the installation worked. You are ready to move on to Part 2.

THAT IS IT FOR THE INSTALL

Unlike most developer tools, there is nothing else to install. No Node.js setup, no terminal commands, no PATH configuration. Claude's Code tab handles all of that for you behind the scenes.

Part 2: Log In to Your Picsart Account

Before Claude can generate anything, you need to connect the CLI to your Picsart account. This is how Picsart knows where to charge your credits.

5 Create a Picsart Account (If You Do Not Have One)

Go to picsart.com in your browser and sign up for a free account. You can use your email, Google, or Apple account. New accounts come with free starter credits so you can try everything out before buying more.

6 Run the Login Command in Claude

Go back to the Claude desktop app (Code tab) and type the following. Claude will run the login command, which opens your web browser automatically.

```
Run: gen-ai login
```

7 Authorize in Your Browser

Your browser will open a Picsart login page. Sign in with your account (email, Google, or Apple). Then click **"Allow"** to authorize the connection. You will see a success message in your browser. Switch back to the Claude desktop app and you should see a confirmation that you are logged in.

8 Verify Your Login

Ask Claude to check that you are logged in by typing either of these:

```
Run: gen-ai whoami
```

```
Run: gen-ai credits
```

The first command shows your email. The second shows your remaining credit balance. If both work, you are fully connected and ready to start generating.

YOUR LOGIN IS SAVED

You only need to log in once. The CLI stores a secure token on your computer. It does not expire unless you run **gen-ai logout**. If you switch computers, just run **gen-ai login** again on the new device.

Part 3: Start Generating

You are set up. From now on, all you have to do is open the Claude desktop app, go to the Code tab, and ask Claude to generate whatever you want. Here is how it works.

9 Type What You Want

In the Code tab, just describe what you want in plain English. Claude will figure out which Picsart model to use, generate the content, and give you the result. Try something simple first:

```
Generate an image of a golden retriever  
sitting in a field of sunflowers
```

Claude will pick the best model (usually Flux for photorealistic images), generate the image, and display it right in the chat. The whole process takes about 5-15 seconds depending on the model.

10 Save Your Output

When Claude generates an image or video you like, it will appear in the chat. You can download it directly from there. Right-click the image and save it, or Claude will often give you the file path where it saved the output on your computer.

1 1

Iterate and Refine

If the first result is not exactly what you want, just tell Claude what to change. Say things like "make the lighting warmer," "change the background to a city skyline," or "same thing but in a vertical format." Claude will refine the output for you.

YOU CAN ALSO JUST CHAT NORMALLY

You do not have to stay in the Code tab for every message. You can switch back to the regular chat to ask Claude questions, brainstorm ideas, or plan your content. Then switch to the Code tab when you are ready to generate. The context carries over.

What You Can Create

Now that everything is set up, here is what Claude can generate for you. Just type what you want in natural language and Claude will handle the rest.

Image Models

Model	Best For	Credits
Flux 2 Pro	Photorealistic images, product shots, detailed scenes	2-4
Recraft V4	Vector art, illustrations, logos, graphic design	2-4
Nano Banana	Quick drafts, concept art, cheapest option	1-2

Video Models

Model	Best For	Credits
Kling	Short-form video, product demos, social content	20-40
Veo	High-quality cinematic video, realistic motion	25-45
Sora	Creative video, complex scenes, storytelling	30-50

Audio Models

Model	Best For	Credits
ElevenLabs	Voiceovers, text-to-speech, narration, podcast audio	3-10

Other Tools

Tool	What It Does	Credits
Background Removal	Remove the background from any image	1-3
4x Upscaling	Upscale images up to 4096x4096 resolution	1-3
Object Erasure	Remove unwanted objects from images	1-3

Example Prompts to Try

Once everything is set up, just type what you want in the Code tab. Here are some examples to get you started.

IMAGE: PRODUCT SHOT

Generate a professional product photo of a white coffee mug on a marble countertop with soft natural lighting. Clean background, high resolution.

IMAGE: SOCIAL MEDIA GRAPHIC

Create an Instagram post graphic with bold text that says 'NEW DROP' on a gradient background going from deep purple to electric blue.

IMAGE: LANDSCAPE

Generate a photorealistic image of a misty mountain lake at sunrise with pine trees reflected in the still water. Golden hour lighting.

VIDEO: PRODUCT DEMO

Create a 5-second video of a sneaker rotating slowly on a white background with soft studio lighting.

VIDEO: SOCIAL CONTENT

Generate a short video of ocean waves crashing on a sandy beach at sunset. Cinematic, slow motion feel.

AUDIO: VOICEOVER

Generate a professional male voiceover that says: "Welcome to our brand. We make products that change the way you live." Warm, confident tone.

Tips and Tricks

Be Specific with Your Prompts

The more detail you give Claude, the better the output. Instead of "generate an image of a dog," say "generate a photorealistic image of a golden retriever puppy sitting in a sunlit park, shallow depth of field, shot on a 50mm lens." Details like lighting, camera angle, style, and mood make a huge difference.

Ask Claude to Use a Specific Model

If you want a particular look, tell Claude which model to use. For example: "Use Flux to generate a photorealistic portrait" or "Use Recraft to create a vector logo." Claude will route your request to the right model.

Iterate on Your Results

If the first result is not exactly right, tell Claude what to change. Say something like "Make the lighting warmer" or "Change the background to a city skyline" or "Same image but in a vertical format." Claude will refine the output for you.

Check Your Credit Balance

Ask Claude to run **gen-ai credits** to see how many credits you have left. You can also ask Claude to run **gen-ai pricing** to see how much different types of generations cost before you commit.

Use Background Removal and Upscaling

These are some of the most useful tools in the toolkit. Generate an image, then ask Claude to remove the background so you can use it on your website. Or upscale a low-res image to 4K for print use. These only cost 1-3 credits each.

Save Your Favorites

When Claude generates something you like, save it immediately. Claude will give you the image or video file directly. Download it or drag it to your desktop before moving on to the next generation.

Quick Reference

All the commands you can ask Claude to run, in one place.

What to Ask Claude	What It Does
Install the Picsart CLI	Installs the Picsart tools (first time only)
Run: gen-ai --version	Check if the CLI is installed and which version
Run: gen-ai login	Log in to your Picsart account (opens browser)
Run: gen-ai whoami	Show which account you are logged into
Run: gen-ai credits	Check your remaining credit balance
Run: gen-ai pricing	See how much different generations cost
Run: gen-ai logout	Log out and remove your saved token
Run: gen-ai --help	Show all available commands

Troubleshooting

CLAUDE SAYS IT CANNOT GENERATE IMAGES

You probably have not logged into your Picsart account yet. Ask Claude to run **gen-ai login**, complete the browser authorization, then try generating again.

THE INSTALL COMMAND DID NOT WORK

Ask Claude to try installing again. If it still fails, make sure you are in the **Code tab** (not the regular chat tab). The Code tab is required for running commands like this.

"OUT OF CREDITS" ERROR

Ask Claude to run **gen-ai credits** to check your balance. If it is zero, go to picsart.com in your browser and purchase more credits from your account settings.

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Generate anything. Right from Claude.