

Batch Generation and Contact Sheet

Point the locked design profile at fifty combinations of copy and angle, then get one HTML page with checkboxes where you tick the winners and download them.

01 When to use this

Use this once your tuner JSON is locked and you trust the look. This is the step that turns a single good ad into volume. It is also where you build the review screen, because fifty ads with no review screen is worse than five.

02 The prompt

Here is the locked visual profile from the tuner:

`<PASTE_TUNER_JSON_HERE>`

Apply those settings exactly and generate `<COUNT>` ad variants for `<PRODUCT_NAME>`.

Vary these across the batch:

- Call to action text: `<CTA_LIST_OR_GENERATE>`
- Angle or hook: `<ANGLE_LIST_OR_GENERATE>`
- Gradient angle: vary it across the batch, do not leave every ad vertical
- `<ANY_OTHER_AXIS>`

How to build it:

1. Write a script that iterates the combinations and renders them. Do not generate them one at a time in chat.
2. Output every file to `<OUTPUT_FOLDER>` with clear filenames that say which combination they are.
3. Build me a single HTML contact sheet in that same folder. It shows every ad as a thumbnail in a grid, each with a checkbox, plus a Download Selected button at the top that zips and downloads only what I ticked.
4. Open the contact sheet when it is done.

When that works, package the whole thing as an internal tool anyone on my team can run without asking me how it works.

03 What it is actually doing

Two things make this step work, and neither of them is the ads.

The first is that Claude writes a script instead of drawing fifty pictures by hand. A script loops through your combinations and renders each one. That is why fifty ads take seconds and cost almost nothing. If you let Claude generate them one message at a time, you pay for fifty conversations and get fifty slightly different results.

The second is the contact sheet. Fifty image files in a folder is a chore. One web page with thumbnails and checkboxes is a two minute job. You scroll, you tick six, you press download. That review screen is what makes volume usable instead of overwhelming.

The last line matters too. Packaging it as an internal tool means the creative person on your team runs it without you. You built the machine once. Now it is theirs.

The scale idea behind this: two ad formats is a demo. Five hundred formats crossed with ten brands and ten niches is about fifty thousand combinations. You generate them overnight and a human picks winners each morning.

04 How it flows



05 Step by step

01 Paste the locked profile first

Start the message with the tuner JSON. Claude must know the look is settled before it starts multiplying anything.

02 Name your axes of variation

Decide what changes across the batch: calls to action, angles, niches, gradient angle. Each axis multiplies the count, so pick deliberately.

03 Insist on a script

Say the word script. It forces Claude to write a loop that iterates combinations rather than rendering each ad through a separate generation.

04 Correct the sameness

Nick's first batch came out all vertical gradients. He sent one follow-up telling it to vary the gradient angle too. Look at the batch as a whole and name what is not varying.

05 Demand the contact sheet

Ask for one HTML page, thumbnails in a grid, a checkbox on each, and a Download Selected button. This is the review UI and it is not optional.

06 Review at speed

Open the sheet, scan, tick the winners, download. Human taste applies here and only here.

07 Package it as a tool

Ask Claude to wrap the whole thing so a teammate can run it. If only you can run it, you are still the bottleneck.

06 Words explained

Contact sheet

A single page showing every output as a small thumbnail. Photographers used them to pick keepers from a roll of film. Same job here.

Batch

Many outputs produced in one run from one set of rules, instead of one at a time by hand.

Cross-multiply

Combining every option on one list with every option on another. Ten angles and five calls to action gives fifty ads.

Internal tool

A small app your own team uses. Not a product you sell, just something that removes a repeated chore.

Angle

The reason you give someone to care. Same product, different pitch: save time, look better, stop wasting money.

07 Watch out for

- Nick's first batch was all vertical gradients, so fifty ads looked like one ad. Check what is not varying before you accept a batch.
 - Without a contact sheet you end up opening image files one by one, which kills the speed advantage entirely.
 - If Claude generates ads one message at a time instead of writing a script, it is slow, costly, and inconsistent. Stop it and ask for the script.
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- Vague filenames make winners impossible to trace back to their settings. Ask for names that encode the combination.
- A batch built before the tuner is locked is fifty copies of the same unfinished design.

08 How it connects

Design Tuner App

The tuner JSON is the required input here. Batching before the look is locked just multiplies one mistake fifty times.

Prompt to Skill Conversion

By this point you have said the same thing twice, which is the signal to stop prompting and codify the whole flow as a skill.

Ad Creative Generation Pipeline

This note is steps three and four of that pipeline: cross-multiply, then review and pick.

Compounding Failure in AI Pipelines

Volume of attempts is the point. You are buying shots on net, then applying human taste cheaply at the selection step.

Credit. Framework and approach by Nick Saraev, from the batch generation and contact sheet segment of his Zero to One course on Claude Code for marketing. Written up for the Kape vault by BrewedOps.