CASE 11 / IN-HOUSE (ANONYMISED)

A banner workflow with Claude

A workflow I designed for banner requests at work. Claude reads the brief and makes the drafts; I make the final artwork. Every mistake along the way became a written rule.

WHEN
Sept to Oct 2026

FORM
A workflow document, a Claude skill, report and draft pages

MY PART
Workflow design, final artwork, decisions

01

Background and goal

Where it started, the first mistake, and what the workflow has to do

WHERE IT STARTED

From the start I wanted a fully automated workflow. Banner requests arrive from a sales contact as a PDF brief or a ticket. One brief can hide many separate deliverables: sizes, copy variants, age groups, languages. Now, once I upload the brief, the first drafts come out on their own.

THE FIRST MISTAKE

On 7 Sept, a second-round draft for a recruitment-service client went out without the 1080×1920 vertical size. The brief asked for it; the analysis had not reported it. Since then, the full list of deliverables sits at the very top of the report.

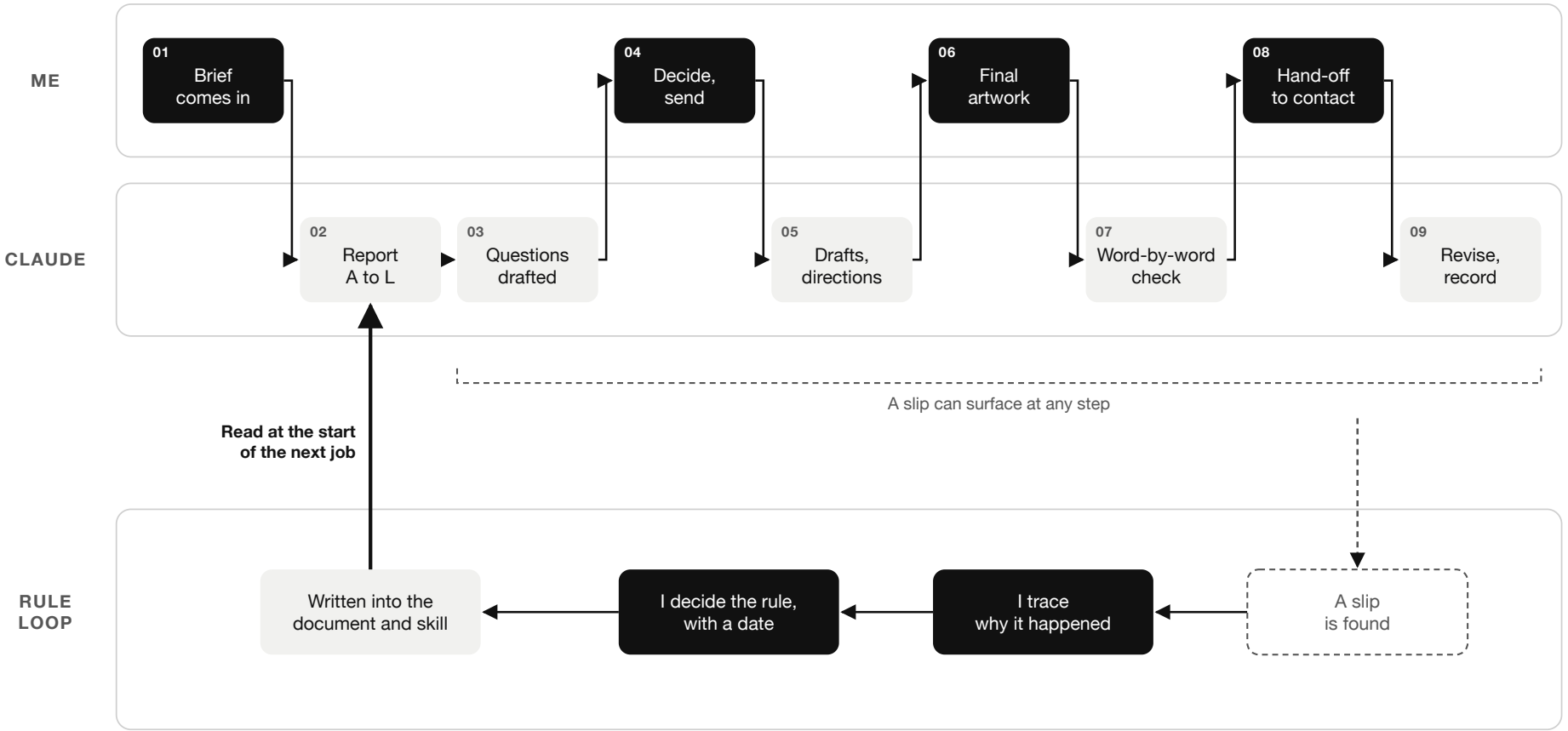
GOAL

A workflow where I can start designing from the report alone, without going back to the brief, and where every mistake leaves a rule behind.

02

The flow and the split

The top two lanes are the flow for every job. The loop below is how a mistake turns into a rule and goes back into the flow.



Black is me, grey is Claude, dashed is a slip found along the way.

ELEVEN STEPS AND WHO OWNS EACH

MY ROLE Workflow design · Final artwork in Illustrator · What goes to the contact · Approving AI image spend

01 / Intake

ME Hand over the brief or ticket

AI Set up the job folder

02 / Analysis

AI Read every page of the brief, fetch every asset, write the bilingual report

03 / Questions

AI Draft yes/no questions for the contact, in Japanese

ME Decide whether to edit and send

04 / Drafts

AI Lay out every deliverable as a draft, without asking first

05 / Directions

AI When the direction is unclear, three to five directions or more from the start

ME Send them to the contact to choose

06 / AI images

ME Approve before anything is generated; it costs money

AI Check the prompt against the special requirements, then generate

07 / Final artwork

ME Final artwork in Illustrator, from the latest draft

08 / Final check

AI Check every word, figure and footnote against the brief

09 / Hand-off

AI Draft the hand-off note in Japanese

ME Send it

10 / Revisions

AI Revisions as a new draft version; old versions kept

ME Change the final artwork

11 / Close

AI Record the direction chosen, as that client's preference

Ask first Generating an AI image (with an estimated cost). Adding an axis (saying first how many images that makes). My answering a question is not a go-ahead to start work. Anything I say to set aside is not raised again.

03

Design choices

Three decisions that shaped the workflow

DESIGNED AROUND MY OWN BLIND SPOT

I make the final artwork from the report and the latest draft, and never go back to the brief. So the workflow assumes that whatever they miss, I will miss too, and puts the deliverables list and the special requirements on the first screen.

BUILDING THE CONTACT'S HABIT, NOT JUST MINE

Even when Claude can find a logo or a photo online, the question still goes to the sales contact. It is slower on the day; the point is for the contact to get used to collecting assets.

FIXES WRITTEN DOWN, NOT REMEMBERED

Every slip is traced to its cause and written as a dated rule, into the document or the skill that Claude reads at the start of every job. The fix does not depend on anyone remembering it.

04

The report

What has to be on the first screen

Head
Media, sizes, variants, whether generative AI is allowed, days left to the deadline

A
What is unusual about this job

B
Deliverables: one line per image, and the total

C
Special requirements: instructions that get the work sent back if missed

D
Questions for the contact, each with a reply-by date

E per-image sheets | F assets and gaps | G set images and style | H wireframes | I full brief, side by side

J history and guidelines | K draft versions | L final check

THE DRAFT MATRIX

Sizes 2 × Copy variants 3 × Age groups 2 = 12 deliverables

The numbers are an example. Every axis that has to be made separately is picked out of the brief's title, sizes, variants, required copy and notes; the product is checked against the total the brief gives. The draft count equals that number, with no upper limit, and is recounted on every version.

House rules for the report

- Bilingual throughout. The original copied as is, typos included
- Claude's opinions always marked "not in the brief"
- Nothing left out. Anything not done is marked "not done"
- Claude never picks the design direction

Where the rules live

Workflow document: the whole flow → Analysis skill: the master copy of the report format → Source check skill: added, missed, changed, not done → About 26,000 Japanese banners by industry: medians for colour, white space and text

Where the two disagree, the skill wins; exceptions are written in the document. As a reference, the brief and that client's past work come first, the data second.

05

Mistakes became rules

Fourteen entries, 7 Sept to 25 Oct. Each time, I spotted the slip, traced why it happened, and decided the rule.

DATE	WHAT HAPPENED		THE RULE
9/7	RECRUITMENT-SERVICE CLIENT Second draft went out without the vertical size; it was in the brief but never reported	→	**The deliverables list goes at the top of the report**
9/17	SEMICONDUCTOR CLIENT Claude cut specified content on design grounds and wrote it up as "handled". I found out after making eight images	→	**Omit nothing. Mark what was not done as not done**
9/25	SEMICONDUCTOR CLIENT "The image should be bigger" was described with a dashed box instead of being changed	→	**Fix gaps in execution directly and show the result**
10/6	ANOTHER CLIENT Two people in an AI-made photo came out looking like twins	→	**Multi-person prompts describe a different face and hairstyle for each person**
10/7	ANOTHER CLIENT Vertical size missed a second time; "eye contact" was buried in a card, and the asset was made the wrong way round	→	**Special requirements go at the top, and are checked before generating**
10/8	ANOTHER CLIENT Fifteen direction drafts went out; the planner chose one the next day	→	**When the direction is unclear, make a large batch at once**
10/9	ANOTHER CLIENT Two rounds of trying to make it look less AI-made; neither was used	→	**One round at most**

10/13	**ANOTHER CLIENT** Twelve candidates on the draft page; no way to tell which were to be delivered	→	**The draft page holds only what will be delivered**
10/16	**ANOTHER CLIENT** Recolouring twelve images with a reference image failed every time (about $0.96)	→	**Edits go through the editing endpoint, and one image is tried first**
10/16	**PRINTING CLIENT** Claude could find the logo and other assets itself, and wanted to drop the question to the contact	→	**Missing assets are still requested from the contact**
10/19	**ANOTHER CLIENT** Versions 2 and 3 carried on only the combinations being adjusted; the first final missed an age group	→	**Recount the matrix on every version, and state at the top what the version leaves out**
10/19	**SEMICONDUCTOR CLIENT** Only plain white, by the guidelines, was sent; it was called far too plain	→	**Revision requests get several directions from the first round; guidelines are checked against what is live now**
10/19	**SEMICONDUCTOR CLIENT** A replacement base image carried colour blocks and did not line up with the .ai file	→	**Replacement images are the picture layer only**
10/25	**HOTEL CLIENT** Only rectangular photo collages were offered, underselling what could be done	→	**Where it suits, include a direction with feathered, blended photos**

Clients are named by industry only. Most slips happened in Claude's part of the work; finding them, tracing the cause and deciding what the rule should be was mine. Each mistake becomes one line that stops it happening the same way again. That is how this workflow grows.

06

Trade-offs

What was not chosen, and the costs accepted

- ~~Using assets Claude finds online (the contact is asked anyway, so that collecting assets becomes their habit)~~
- ~~Regenerating again and again to make it look less AI-made~~
- ~~Options on the draft page (options go to section K of the report)~~
- ~~Claude choosing the design direction (it becomes a question or a draft option instead)~~

✓ **Claude drafts; I make the final artwork**

COSTS (CHOSEN KNOWINGLY)

- The report is long: bilingual, nothing left out, twelve sections from A to L.
- Even a single banner goes through the full analysis, with nothing shortened.
- Two disagreements between the document and the skill are still unresolved.

07

Results

15	14	11	12
Direction drafts one chosen the next day	Mistakes turned into rules each with a date	Steps each with an owner	Sections in the report A to L

THE PRINCIPLE IN THE WORKFLOW DOCUMENT

> "Claude makes the drafts. I make the final artwork."

08

Claude's view

The collaborator's opinion, not written by the author.

Claude's view Collaborator's opinion

WORKED WELL

- Designed around the author's own blind spot: knowing the final artwork is made without going back to the brief, everything that matters was moved to the report's first screen.
- Wrote down every mistake with its date and the rule it produced, so the same mistake has somewhere to stop.
- Drew a clear line: Claude drafts and checks; the author makes the final artwork and decides what goes to the client.
- Kept the brief's words apart from Claude's opinions, and made "not done" something written down rather than quietly dropped.
- Had the contact asked for assets even when Claude could find them. The contact's habit counted for more than the time saved today.

COULD BE BETTER

- Nothing has been measured in time or error rates. The results count rules and steps, not hours saved.
- Most rules came from a single incident. Whether each holds across other clients has not been tested.
- The more rules, the heavier the flow. Even small jobs run every step.
- Two disagreements between the document and the skill are still open.

AUTHOR Turns mistakes into rules · Keeps the final call · Writes things down

In-house work. Clients are described by industry only. No client names, colleague names, job numbers, briefs or artwork are included.