

Branded carousel producer

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Topic in, finished branded Instagram carousel out: copywriting, image generation, layout, and render in one pipeline.

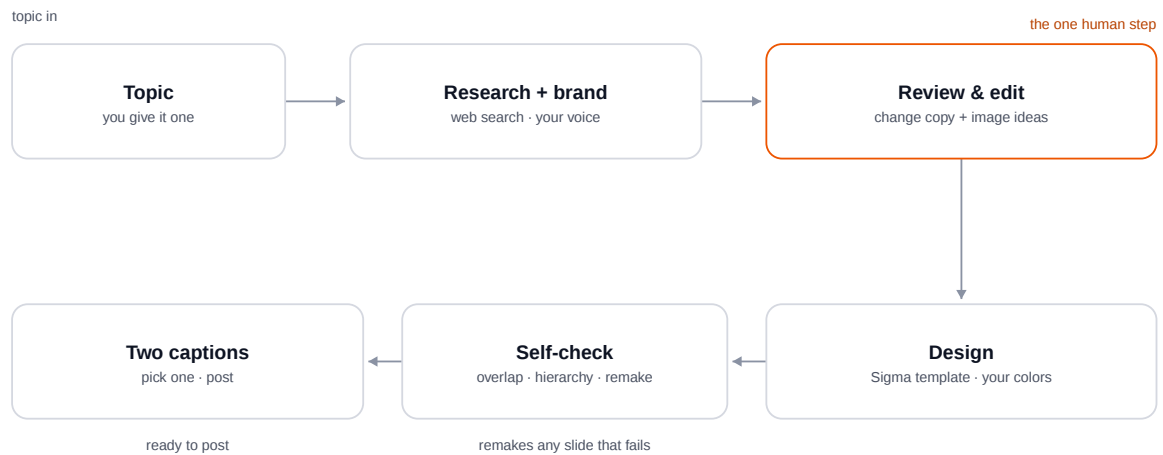
Claude · LangGraph · Nano Banana · Pillow · Python

Problem

A good branded carousel takes hours: writing copy that sounds like you, finding or making images that fit, laying every slide out on-brand, and checking that nothing is misaligned or cut off. That cost is why most people post inconsistently, and it is expensive to hand off to a designer for every single post. I wanted the hours of work gone without giving up the part that matters, that every slide still looks and sounds like me, and that I stay in control of what it says.

Approach

You give it a topic. It loads your brand context first, your voice, your handle, your colors and assets, then researches the topic with a live web search and gathers the facts and angles worth using. Before it designs anything, it stops and hands you a plain outline: the copy for every slide and the image idea for each one. This is the one human step. You read it, rewrite any line, swap any image concept, and approve. Only then does it produce visuals: it can pull a real photo from the web when that is what a slide needs, or generate one with Nano Banana, and the image step is pluggable, so you can wire in whatever generator you prefer. It lays every slide out on one of three Sigma templates, light, dark, or hybrid, in your brand colors. Then it self-checks the finished render: it looks at each slide and verifies the text does not overlap, the visual hierarchy reads, and nothing is clipped, and it remakes any slide that fails. It ends by writing two caption options for you to pick from. The whole flow is orchestrated as a LangGraph state machine: the human review is a real interrupt the graph pauses on, and the self-check to remake step is a genuine loop, not a straight line. Branding is configuration, not code: you drop in your hex codes, your assets, and the Sigma style you want, and the same engine produces your carousels or a client's.



Result

A finished, on-brand carousel from one topic prompt in minutes instead of hours, and because you approve the copy and image ideas before anything renders, it never goes off-message. The demo below is the honest proof: every slide you can scroll through was produced by this exact system, explaining itself.

What I'd do differently

Push the branding further into pure configuration so onboarding a new client is filling in a file, nothing else, and add a lightweight preview of the outline step in a browser so the review-and-edit moment does not need the terminal.

Repository: <https://github.com/hermann-ndamen/carousel-producer>

Interactive version and demo: <https://www.hermannndamen.com/portfolio/ai-engineer/carousel-producer>