



**FrostyStack**

Cool software that heats up your business

COOL SOFTWARE. HOT RESULTS.

A PRACTICAL GUIDE

# Getting Started with Higgsfield

AI images, video, and audio, from the web app  
or straight from Claude

Image

Video

Audio

Cinema Studio

Claude MCP

**Try Higgsfield now >**

Beginner friendly. Every step works on the entry-level plan.  
Includes a full walkthrough of the Higgsfield MCP for Claude.

IMAGE

VIDEO

AUDIO

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## **NOTE: How to use this guide**

Sections 1 through 8 teach the Higgsfield web app: the three building blocks (image, video, audio), then Cinema Studio, where you combine them. Section 9 shows how to skip most of the clicking by driving Higgsfield from Claude. If you already know the basics, jump straight there.

There are no screenshots in this guide on purpose: Higgsfield's dark, low-contrast interface does not reproduce well in print. Instead, the guide tells you exactly where to hover and what to look for.

Higgsfield also ships new features almost weekly, so names may differ slightly; the workflow stays the same.

## **NOTE: Affiliate disclosure**

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## SECTION 1

# What Higgsfield Is (and What It Is Not)

Higgsfield is one subscription that gives you most of the major AI image, video, and audio models in a single workspace, plus tools for keeping characters and products consistent across shots.

Instead of paying separately for Kling, Veo, Sora, Seedance, Nano Banana, GPT Image, and a voice tool, you buy credits on Higgsfield and switch between models from one menu. Everything you make lands in one library, and you can reuse it as the starting point for the next generation.

## The three building blocks, plus one

| Building block | What it does                                                                                        | Example                                                          |
|----------------|-----------------------------------------------------------------------------------------------------|------------------------------------------------------------------|
| Image          | Text or reference photo in, still image out.                                                        | A product mockup of your packaging on a cafe table.              |
| Video          | Animates a still image or a text description into a short clip, often with sound.                   | That same product, with the can opening and fizzing.             |
| Audio          | Turns a script into a voiceover; can also change voices or dub a video into another language.       | A 5-second tagline read by a warm, friendly voice.               |
| Cinema Studio  | A project workspace where saved characters, locations, and props stay consistent across many shots. | A short ad with the same actor, set, and product in every scene. |

## What Higgsfield is not

- **Not free to run.** Every generation costs credits, and better models, higher resolution, longer clips, and bigger batches cost more.
- **Not a full video editor.** You will usually finish projects (cuts, music, captions) in a normal editor such as CapCut, Premiere, or DaVinci Resolve.
- **Not the easiest interface.** Menus hide until you hover over them and contrast is low. Section 3 shows you how to cope, and Section 9 shows how to avoid most of it.
- **Not one-and-done.** Expect to generate a few versions of most shots. Good results come from iterating cheaply and only finalizing the winner.

**TIP: The web app is a lot of clicking. There is a shortcut.**

Higgsfield's official MCP connector lets you describe what you want to Claude in plain English and have Claude pick the model, set the options, and generate for you. Learn the web app first so you understand the concepts, then see Section 9.

## Ready to create your first AI video?

Use the FrostyStack link to see Higgsfield's current best offer. Plans and promotions change often.

[Try Higgsfield >](#)

### SECTION 2

## Choosing a Plan and Signing Up

Higgsfield runs on subscriptions that include a monthly pool of credits. You spend credits each time you generate something.

- 1 Go to [Higgsfield's pricing page](#) to see the current plans and promotions.
- 2 Choose between the plan tiers. At the time of writing the main tiers were **Starter**, **Plus**, and **Ultra**; higher tiers add more credits and some extra features. Names and prices change often.
- 3 Use the toggle to switch between **monthly** and **annual** billing. Annual is cheaper per month if you know you will keep using it.
- 4 Create your account and complete checkout.

**Which plan?** Everything in this guide works on the entry-level plan. Start there, learn how quickly you use credits, and upgrade only if you run out. If you plan to drive Higgsfield from Claude (Section 9), note that the connector requires an active paid subscription.

### **WATCH OUT: Credits disappear faster than you expect**

Video uses far more credits than images, and every multiplier stacks: model, resolution, clip length, and batch size. Doubling the batch size doubles the cost.

Some plans advertise unlimited access to certain models. That applies only on the Higgsfield website; generations through Claude or other connected agents always deduct credits at standard rates.

## SECTION 3

# Finding Your Way Around

Let's be honest: Higgsfield's interface is not easy to navigate. It is dark, low in contrast, and many buttons and menus stay hidden until your mouse passes over them. Once you know that, it becomes manageable.

The first screen after you log in is the busy **Explore** page. Ignore most of it. Almost everything you need is reached through the thin **menu bar along the top of the screen**, and that menu bar is where most new users get stuck.

## Why it feels like things are missing

- **Hover menus.** The Image, Video, and Audio tabs look like plain words. Their real menus (features on the left, models on the right) only appear when you hover over them. Clicking is not enough on its own; you have to hover and wait for the panel to open.
- **Low contrast.** Dark gray text and icons on a near-black background are easy to miss, especially on a laptop screen or in a bright room.
- **Hidden controls.** Options such as the three-dot menu on a generation, Download, and Create Element often appear only when your cursor is over the item.
- **Constant change.** Higgsfield adds features almost weekly, so items move and new ones appear. Even experienced users have to hunt occasionally.

### TIP: The golden rule: hover, then slowly move the cursor

When you cannot find something, do not click around randomly. Move your mouse onto the top menu bar and **slowly sweep it from left to right**, pausing on each word (Image, Video, Audio, and the items to their right). Watch for a panel to drop down. When it does, move your cursor **straight down into the panel** without leaving it, or it will close.

Do the same on generations and cards: hover over a result and look for icons or a three-dot menu that appear on top of it. If a button seems missing, it is almost always hiding behind a hover.

## Tricks that make it easier

- **Turn up your screen brightness** while you work in Higgsfield.
- **Zoom the browser in** (Ctrl and + on Windows, Cmd and + on Mac) so text and icons are larger.
- **Use a full-size window.** On narrow windows some menu items collapse or move.
- **Bookmark the pages you use most** once you find them, such as Create Image, Create Video, and Cinema Studio, so you can skip the hover menus next time.
- **Or skip the interface entirely** for most tasks by driving Higgsfield from Claude (Section 9).

## What lives where

| Where                      | What it is for                                                                                                                                  |
|----------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Explore</b> (home)      | A showcase of new and popular features, models, and effects. It changes almost weekly. Browse it for ideas, but you do not need it to work.     |
| <b>Image, Video, Audio</b> | The three core tabs. Hover over each to open a menu: features on the left, models on the right. This is where you will spend most of your time. |
| <b>MCP and API</b>         | Connecting Higgsfield to Claude, ChatGPT, and other tools (Section 9), plus developer access.                                                   |
| <b>Cinema Studio</b>       | The project workspace for multi-shot work (Section 7). Found under the Video menu.                                                              |
| <b>Assets</b> (top right)  | Everything you have ever generated, in one library.                                                                                             |
| <b>Profile</b> (top right) | Your plan, credit balance, and account settings.                                                                                                |

### TIP: Two places to bookmark

Assets (to find past work) and your Profile (to check credits before a big batch). You will visit both constantly.

## SECTION 4

# Generating Your First Image

Images are the cheapest way to learn Higgsfield, and they make better starting points for video than text alone.

Hover over **Image** in the top menu and wait for the panel to open; then move straight down into it and click **Create Image**. Past generations fill the middle of the page; the bar along the bottom is where you set everything up. Working left to right:

| Control               | What it does                                                                                                                                                                |
|-----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>+ (references)</b> | Attach a picture for the AI to work from: your logo, a product photo, a photo of yourself, or a past generation. Click <b>Upload Media</b> , pick the file, then select it. |
| <b>@ (elements)</b>   | Insert a saved character, location, or prop so it looks the same every time (Section 7).                                                                                    |
| <b>Model</b>          | Which AI model generates the image. The default (GPT Image 2 at the time of writing) is a good all-rounder; click it to see every option.                                   |
| <b>Aspect ratio</b>   | The shape: 9:16 for Reels and TikTok, 1:1 for feeds, 16:9 for YouTube and web.                                                                                              |

| Control                | What it does                                                                                                                                      |
|------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| Quality and resolution | Higher costs more. Draft low, finish high.                                                                                                        |
| Batch size             | How many images per prompt. The credit cost shown multiplies with it (for example, 6.5 credits for one image became 13 for two in a recent test). |

### Write the prompt, then generate

Describe three things: **the subject** (what is in the picture), **the setting** (where it is), and **the style** (lighting, mood, camera feel). For example: *"A matte black cold brew can with the attached logo, on a weathered wooden cafe counter, morning window light, shallow depth of field, editorial product photography."* Then click **Generate**. When it finishes, click the result to open it and use **Download** to save it.

#### TIP: Let an AI write your prompts

If you struggle to write detailed prompts, ask Claude or ChatGPT to expand a one-line idea into a full image prompt. Better still, connect Higgsfield to Claude (Section 9) and let it write and run the prompt in one step.

The same pattern works for almost anything: upload a selfie and ask for a superhero portrait, or upload your product mockup and ask to see it "in real life" in a store or a customer's hand. You can also skip the reference entirely and describe something from scratch.

## SECTION 5

# Generating Your First Video

Video works best when you start from an image, because the model already knows what the scene looks like.

Hover over **Video**, wait for the panel, and click **Create Video**. Controls sit on the left; finished videos appear on the right. Three tabs run across the top:

| Tab            | Use it to                                                                            |
|----------------|--------------------------------------------------------------------------------------|
| Create Video   | Make a new clip from an image and/or a text description. This is where to start.     |
| Edit Video     | Change something in an existing clip, such as swapping an object or the time of day. |
| Motion Control | Copy the movement from a real video onto your character.                             |

### Step by step

- 1 **Pick a model.** The General option used Kling 3.0 by default in recent tests; it works on every plan and can generate sound. Newer models (such as Kling 4.0 and Seedance 2.5) appear in the model list as they launch.

- 2 **Set a Start Frame.** Click it and choose an image, such as the product shot from Section 4. An optional End Frame tells the model where the clip should finish.
- 3 **Describe the action** in the prompt: what moves, how the camera moves, and what you should hear. *"The can is cracked open, condensation drips, slow push-in, soft cafe ambience."*
- 4 **Check the three toggles under the prompt: Enhance** (Higgsfield polishes your prompt; leave it on), the **speaker** icon (generate sound with the video), and **Elements** (attach saved characters, locations, or props).
- 5 **Set duration and resolution**, then click **Generate**. Play the result and use the download button to save it.

#### TIP: Draft at low resolution

Generate your first attempt at the lowest resolution and shortest duration to check motion and framing. Only regenerate or upscale the version you like. This one habit can cut your credit use dramatically.

## SECTION 6

# Generating Audio and Voiceovers

Hover over **Audio** and wait for its panel to open to find three tools. The layout matches the video page: controls on the left, results on the right.

| Tool                  | What it does                                                                      |
|-----------------------|-----------------------------------------------------------------------------------|
| <b>Text to Speech</b> | Turns a script into a voiceover. Best for ad taglines, narration, and explainers. |
| <b>Voice Change</b>   | Swaps the voice in a video you upload.                                            |
| <b>Translate</b>      | Dubs a video into another language.                                               |

### Creating a voiceover

- 1 Click **Text to Speech**.
- 2 Optionally upload a **voice sample** if you want it to sound like a specific person (use only voices you have the right to use, such as your own).
- 3 Type your exact script in the script box.
- 4 Describe the voice in plain English under **voice details**: *"warm, friendly, mid-30s, calm and upbeat."*
- 5 Choose the model and batch size, click **Generate**, play it, and download it.

#### WATCH OUT: Voice cloning needs consent

Cloning or changing a voice to sound like a real person without their permission can break Higgsfield's rules and the law in many places. Clone your own voice or one you have written permission to use.

## SECTION 7

# Cinema Studio: Putting It All Together

Cinema Studio is where you direct. It is built for multi-shot projects, such as an ad or a film scene, where the same character, location, and product must look identical in every shot.

Hover over **Video** and click **Cinema Studio**. It opens as its own workspace with a **Projects** list and an **Elements** library in the sidebar, plus the familiar generation bar with Image and Video tabs.

## Step 1: Create a project

Click **New Project** under Projects, give it a name, and click **Create**. Everything you generate inside it is saved to the project.

## Step 2: Build your elements

An **element** is a saved character, location, or prop. Make each once, then reuse it in any shot.

| Element                    | How to make it                                                                                                                                                                                                                                                                                                             |
|----------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Character</b>           | On the Image tab, choose the <b>AI Cast</b> model and describe the person (or use <b>Build Your Cast</b> for presets). Generate a batch of four to choose from. On your favorite, open the three-dot menu, choose <b>Create Element &gt; Image Element</b> , confirm the category is Character, name it, and click Create. |
| <b>Location</b>            | Switch the model to <b>Cinematic Locations</b> , describe the setting, generate, then save it the same way with the category set to Location.                                                                                                                                                                              |
| <b>Prop</b> (your product) | If you already have the image, click <b>Elements</b> in the sidebar, then <b>Add New</b> , select the image, set the category to Prop, name it, and click Create.                                                                                                                                                          |

## Step 3: Direct the shot

- 1 Click **All Assets**, then switch the generation bar to the **Video** tab.
- 2 Set the Cinema Studio extras or leave them on Auto: **Genre** (overall feel), **Style** (color and lighting), and **Camera** (camera body and lens, as on a real set).
- 3 Write the prompt using @ to insert elements: "*@Maya sits at the counter of @Harbor Cafe, holding a @Ridgeline Can, smiles and takes a sip.*" The attached elements appear above the prompt.
- 4 Set aspect ratio, resolution, duration, batch size, and audio. Generate the first version at **480p** to check motion cheaply.
- 5 When you like the result, open it and choose **Edit > Upscale**, set 1080p, and click Upscale. The upscaled file appears in **Assets**, not inside the project.

To leave Cinema Studio, click the Cinema Studio menu at the top and choose Higgsfield AI to return to the main dashboard. Your project stays in the sidebar for next time.

## SECTION 8

# Assets, Credits, and Finishing Your Project

- **Assets** (top right) holds everything you have generated, including upscaled videos and anything made through Claude or other connected agents.
- **Profile** (top right) shows your plan, remaining credits, and billing. Check it before large batches.
- **Finish in an editor.** Download your images, clips, and voiceover, then assemble them in CapCut, Premiere, DaVinci Resolve, or similar. Add music, captions, and your logo end card there.

### **TIP: A simple 15-second ad recipe**

One product image (Section 4), two or three 5-second clips built from it (Sections 5 and 7), one voiceover tagline (Section 6), and background music in your editor. That is a complete social ad.

## SECTION 9

# Driving Higgsfield from Claude (MCP)

Between the hover menus, low contrast, and dozens of toggles, the web app can be slow going. Higgsfield's official MCP connector lets you skip most of it: you tell Claude what you want in plain English, and Claude does the clicking.

**MCP** (Model Context Protocol) is an open standard that lets an AI assistant use outside tools. Higgsfield runs an official, hosted MCP server. Once connected, Claude can generate images, video, and audio in your Higgsfield account, choose an appropriate model, use your saved characters and elements, upscale, and check your credit balance, all from a normal chat. Results are saved to your Higgsfield Assets, just like web generations.

## What you need

- An **active paid Higgsfield subscription**. No API key is needed; you sign in with your Higgsfield account.
- A **Claude** account on [claude.ai](https://claude.ai) or the Claude Desktop app that supports custom connectors.

## Connect Higgsfield to Claude (web and desktop)

- 1 In [claude.ai](https://claude.ai) or Claude Desktop, open **Settings > Connectors** (some versions label this area Customize).
- 2 Click **Add custom connector**.
- 3 Name it **Higgsfield** and paste the server URL: `https://mcp.higgsfield.ai/mcp`
- 4 Click **Connect**. A Higgsfield sign-in window opens; sign in and authorize. If you are already logged in to [higgsfield.ai](https://higgsfield.ai), this happens automatically.
- 5 Back in Claude, confirm Higgsfield is in your list of connectors and switched on for the conversation.

## Check that it works

Start a new conversation and ask: *"What is my Higgsfield credit balance?"* Claude should call a Higgsfield tool and report your balance. If it answers without using a tool, check that the connector is toggled on for that chat and try again.

## Claude Code and terminal agents

For Claude Code, Higgsfield recommends its command-line tool rather than the connector. Paste this into Claude Code and it will set itself up:

```
Set up Higgsfield for me so I can generate images and videos from here.
1. Install the CLI: npm i -g @higgsfield/cli
2. Authenticate: higgsfield auth login
   (complete the sign-in in the browser window it opens)
3. Install the companion skills: npx skills add higgsfield-ai/skills
```

If you sign in to Claude Code with the same account you use on [claude.ai](https://claude.ai), connectors you added on [claude.ai](https://claude.ai) may also appear there automatically. Run `/mcp` in Claude Code to check.

## Prompts that work well

| Goal               | Say something like                                                                                                                               |
|--------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|
| Let Claude choose  | "Generate a 9:16 product shot of a matte black cold brew can on a cafe counter in morning light." (Claude picks a model if you do not name one.) |
| Name a model       | "Using Seedance, generate a 5-second video of a barista sliding the can across the counter, camera tracking close."                              |
| Use saved elements | "Generate an image with my element Maya in a rooftop cafe at golden hour."                                                                       |
| Voiceover          | "Generate a voiceover in a warm, professional tone: 'Ridgeline. Cold brew for the long way home.'"                                               |
| Chain a workflow   | "Make three product shots, animate the best one into a 5-second clip with sound, then upscale it to 1080p."                                      |

## Using your own images

Claude cannot pass an image you drop into the chat straight to Higgsfield. Instead, say *"I want to use a photo from my computer as the reference."* Claude opens a Higgsfield upload window in the conversation; pick the file there. You can also paste a direct image URL, or refer to a past generation, a saved element, or a Soul character by name. If Claude asks you to attach the file to the chat instead, remind it: *"Open the Higgsfield upload window for my file."*

### WATCH OUT: Protect your credits when using Claude

Every generation through Claude deducts credits at standard rates, even on plans with unlimited web access, and there is no built-in spending cap.

Start each session with: *"Before generating anything, tell me the credit cost and wait for my approval. Do not spend more than 100 credits this session."* This is an instruction, not a hard limit, so keep an eye on your balance.

## What you can do through Claude

Image and video generation with all models, upscaling, background removal, expanding images and reframing video, Kling motion control, Soul characters and reference elements, voiceovers, voice cloning and changing, dubbing, turning YouTube videos into short clips, and checking your balance and past generations. Higgsfield also offers **skills**, preset multi-step workflows for things like ad campaigns, UGC-style product videos, and faceless social content; see [higgsfield.ai/skills](https://higgsfield.ai/skills).

## Troubleshooting

| Problem                                       | Fix                                                                                                         |
|-----------------------------------------------|-------------------------------------------------------------------------------------------------------------|
| "Authorization with the MCP server failed"    | The sign-in expired. In Settings > Connectors > Higgsfield, disconnect, then reconnect and authorize again. |
| Connected, but Claude does not use Higgsfield | Start a new chat, mention Higgsfield by name, and check the connector is toggled on for that conversation.  |
| Generation not showing up                     | Wait about a minute, then check Assets on higgsfield.ai, or Manage Account > Usage to confirm the job ran.  |

## SECTION 10

# Best Practices and Common Mistakes

## Save credits

- **Image first, video second.** Perfect a still frame cheaply, then animate it.
- **Draft low, finish high.** Lowest resolution, shortest duration, batch size one, until the motion is right.
- **Upscale only the winner.** Do not generate at 1080p to find out whether you like something.
- **Reuse elements** instead of re-describing a character in every prompt.

## Get better results

- **Be specific** about subject, setting, action, camera movement, lighting, and sound.
- **One idea per clip.** Short clips with a single action are more reliable than complex scenes; stitch them together in your editor.
- **Keep Enhance on** for video unless you need exact wording.
- **Expect a few re-rolls.** Character consistency can drift between shots; elements and Soul characters reduce this.

## Avoid trouble

| Mistake                                                      | Why it matters                                                                                         |
|--------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|
| Using real people's faces or voices without permission       | Breaks Higgsfield's consent rules and can create legal risk.                                           |
| Using copyrighted characters, logos, or music you do not own | Your ad or video can be taken down or worse.                                                           |
| Letting Claude generate without a budget                     | Batches and long videos can burn a month of credits in one session.                                    |
| Treating Explore as a manual                                 | It is a showcase that changes weekly; use the Image, Video, and Audio menus to work.                   |
| Clicking around when a button seems missing                  | It is usually hidden behind a hover. Sweep the cursor slowly over the top menu bar or the item itself. |

### SECTION 11

## Quick-Reference Checklist

Print this page and keep it handy.

### Getting set up

- [ ] Plan chosen via [the FrostyStack Higgsfield link](#); monthly or annual decided
- [ ] Practiced hovering over Image, Video, and Audio until their panels open; bookmarked Create Image and Create Video
- [ ] Higgsfield connected to Claude: Settings > Connectors > custom connector > <https://mcp.higgsfield.ai/mcp>
- [ ] Tested with "What is my Higgsfield credit balance?"

### Every project

- [ ] Generate the key still image first (product, character, or scene)
- [ ] Save recurring characters, locations, and props as elements
- [ ] Animate with the image as the Start Frame, at low resolution first
- [ ] Generate the voiceover with Text to Speech
- [ ] Upscale only the final clips to 1080p
- [ ] Download from Assets and finish in your video editor

### When working through Claude

- [ ] Ask for the credit cost and approval before every generation
- [ ] Name the model when it matters; otherwise let Claude choose
- [ ] Use the Higgsfield upload window for your own photos

## SECTION 12

# Frequently Asked Questions

### Which plan should I start with?

The entry-level plan covers everything in this guide. Upgrade once you know how many credits you use. See [the latest Higgsfield deal](#) for current offers.

### Why does Higgsfield have so many models?

Each model has strengths. Higgsfield gives you access to many of them under one subscription, so you can pick the best one per shot, or let Claude pick for you.

### Do I need the Cinema Studio?

Not for single images or one-off clips. Use it when the same character, location, or product must appear in several shots.

### Is driving Higgsfield from Claude cheaper?

No. It uses the same credits at standard rates, and plan-level unlimited model access applies only on the website. What it saves is time and clicking.

### Do I need an API key for the Claude connector?

No. You sign in with your Higgsfield account; an active paid subscription is required.

### Can I use Higgsfield from ChatGPT or Cursor?

Yes. ChatGPT uses the official Higgsfield plugin from its plugin directory, and Cursor lists Higgsfield in its marketplace. Audio and some skills are not available in ChatGPT.

### Can I use the videos commercially?

Higgsfield is widely used for ads and client work, but check the current terms of use for your plan, and never use other people's likeness, logos, or music without rights.

### Where are my files?

In Assets on [higgsfield.ai](https://higgsfield.ai), including everything generated through Claude or other agents.

### Start creating with Higgsfield

Images, video, and voiceovers from one subscription. Use the web app or drive it straight from Claude.

**Try Higgsfield now >**



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