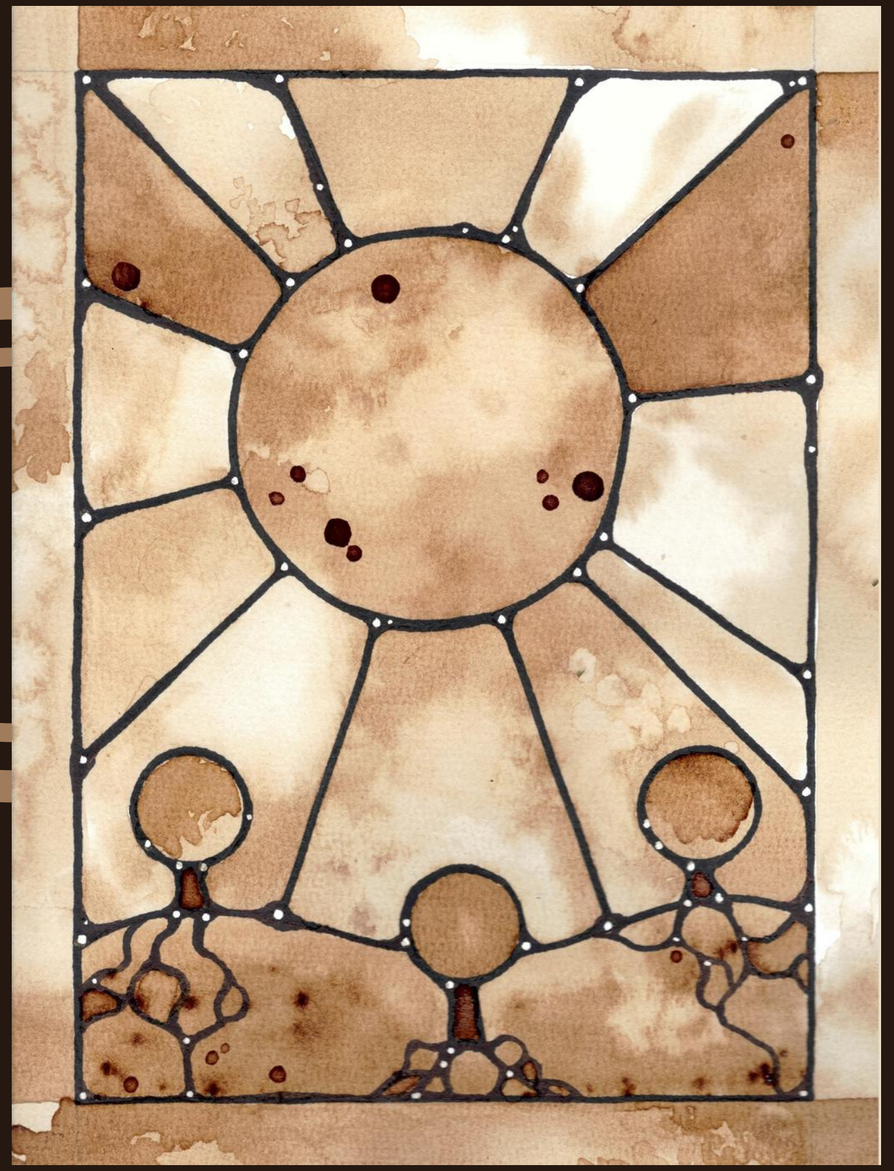
Paint with Coffee

Building an integrated event site with Canva and ~~Claude~~

Craft an event website with Claude; from a Canva poster to a working event site, mock ticket vendor, and design system.



TEAMATORIUM, LLC × HIGHLANDS CASTLE HOLDINGS, LLC

Start with the art. Connect with Claude. Iterate and save.

A strong workflow is not one perfect prompt. It is a visible chain of decisions—from source material, through working versions, into a system the next project can reuse.



SETUP

Connecting Claude to Canva

1. Open the Claude app, desktop or claude.ai, and sign in.
2. Go to Settings, then Connectors.
3. Find Canva in the list and select Connect.
4. Sign in to the Canva account you want to use and authorize access. Any Canva plan works, including Teams.
5. Start a new chat and open its settings with the gear icon.
6. In the Connectors section, toggle Canva on for that chat.
7. Approve each Canva permission the first time Claude asks, such as reading or editing a design.
8. On a Teams, Education or Enterprise account, an admin must first allow the AI Connector under Controls and Permissions, Third-party integrations.

Where it started

Before a line of code, the Canva-created event poster was treated as source material: palette, hierarchy, event facts, and visual rhythm.



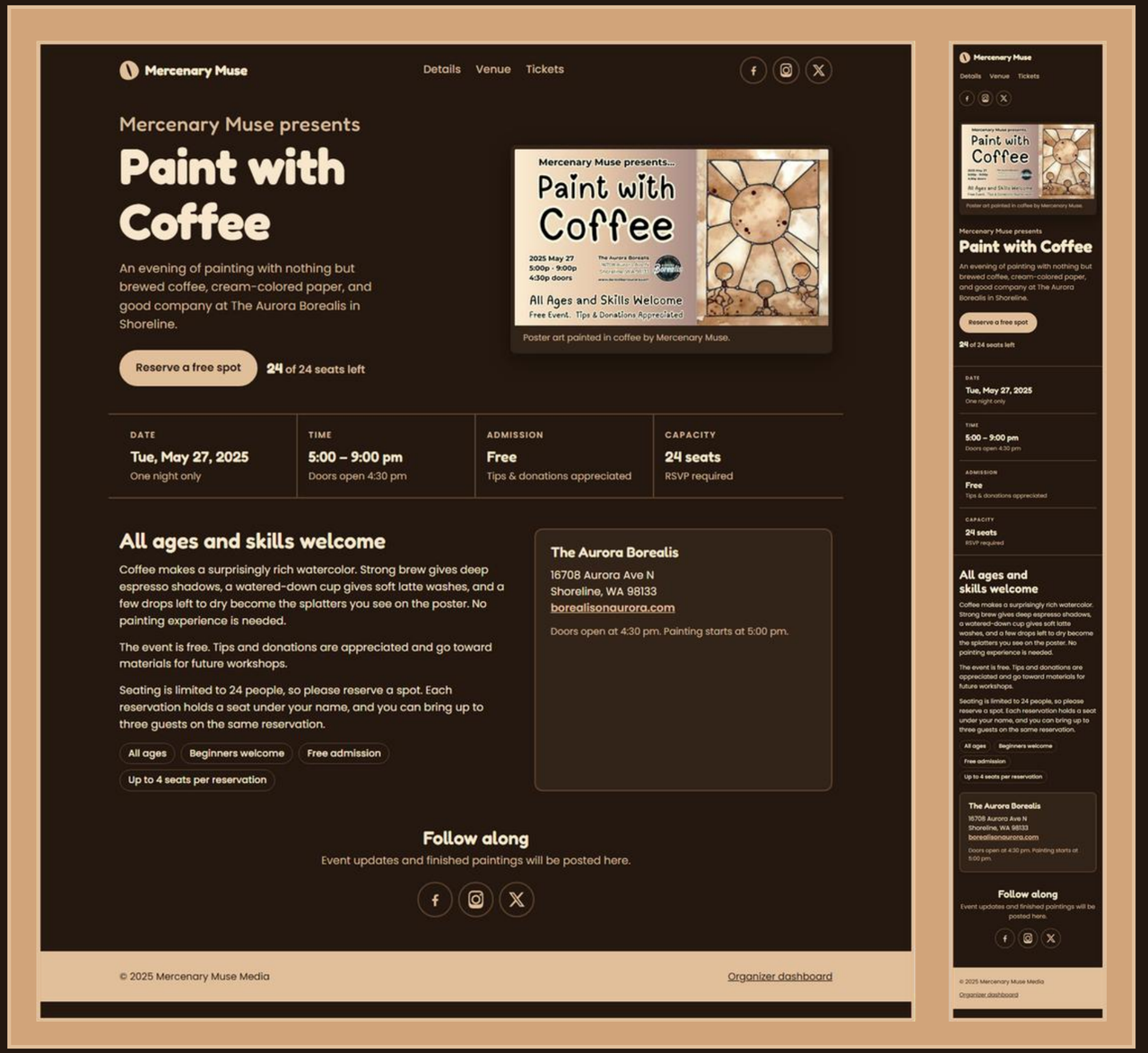
VERSION 01

First publish

“The Artifact should be a simple website for the event, with a working link to a mock ticket sales site… only 24 tickets are available.”

The first build made the poster operational: named reservations, guest tickets, a 24-seat cap, sales visibility, and social affordances.

This graphic shows the web browser page and a preview of the mobile page.

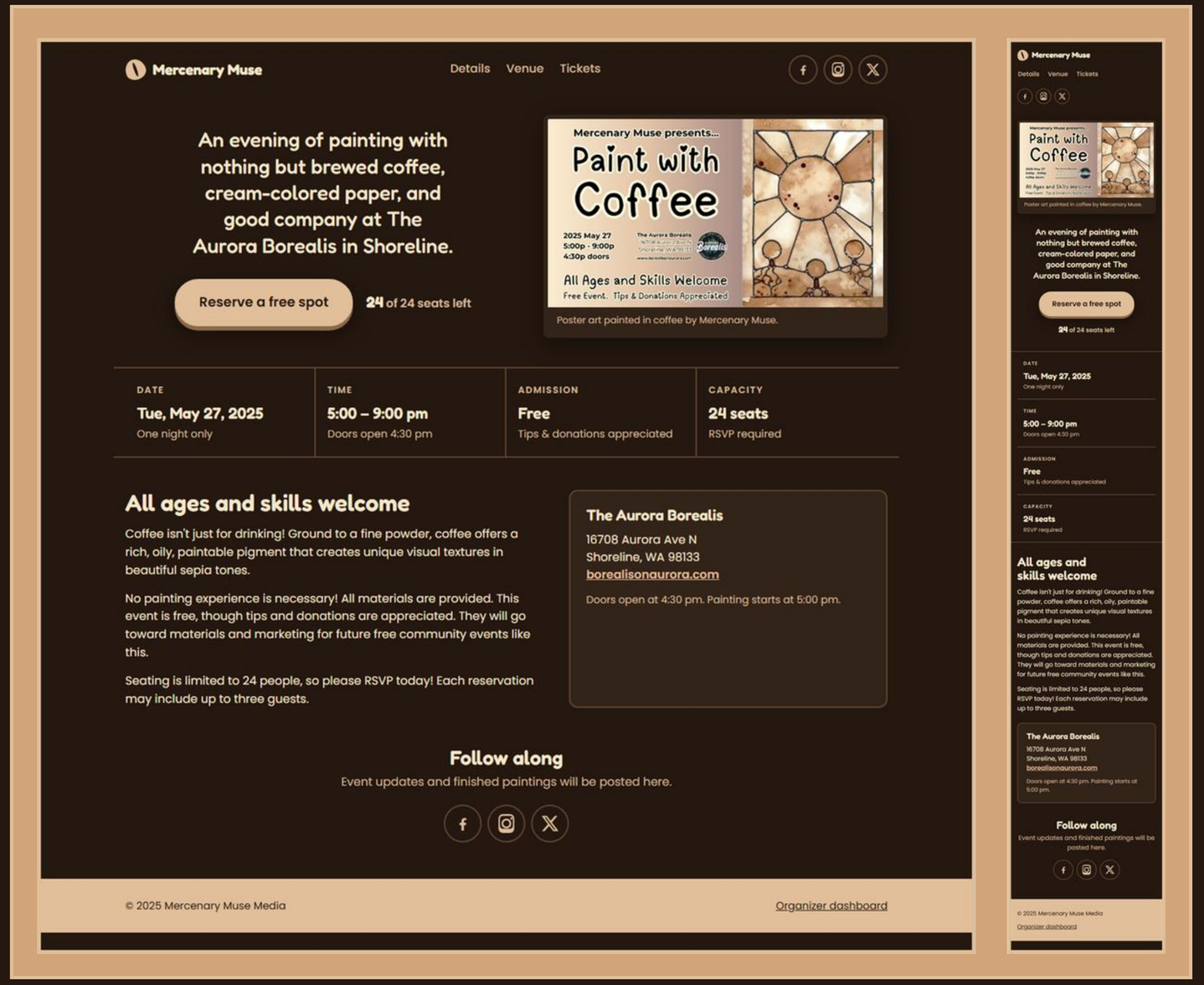


VERSIONS 03–06

Refining contents.

“Have the new paragraph read as follows… eliminate the four pills… use a centered alignment… change to a reversed color scheme.”

Four prompts in six minutes, each asking for one change. Small, isolated instructions made the refinement loop fast and legible.

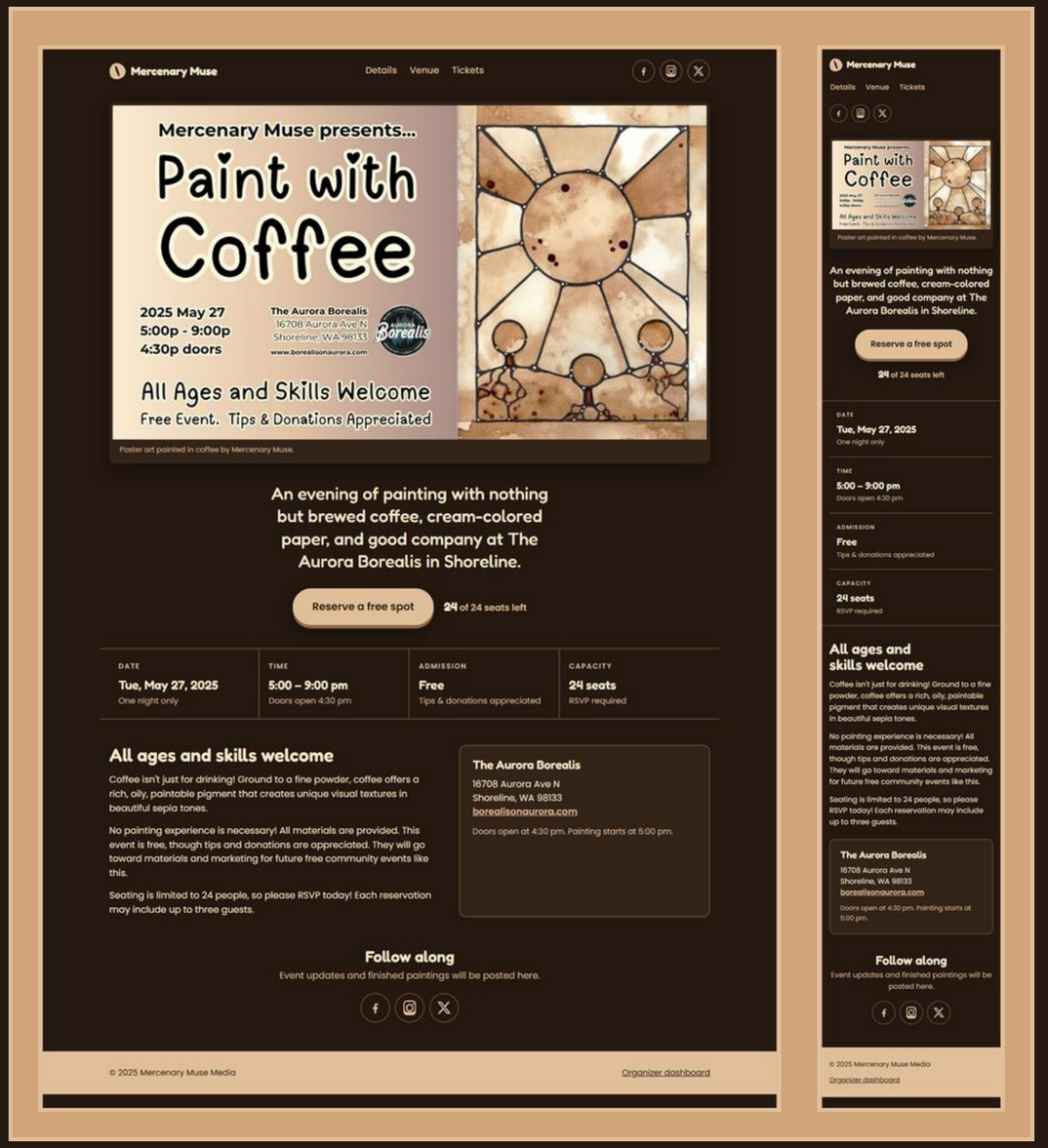


VERSION 08

Make the graphics primary.

“The image should dominate the top of the site… The description should be central aligned beneath, with the ticket sales button below.”

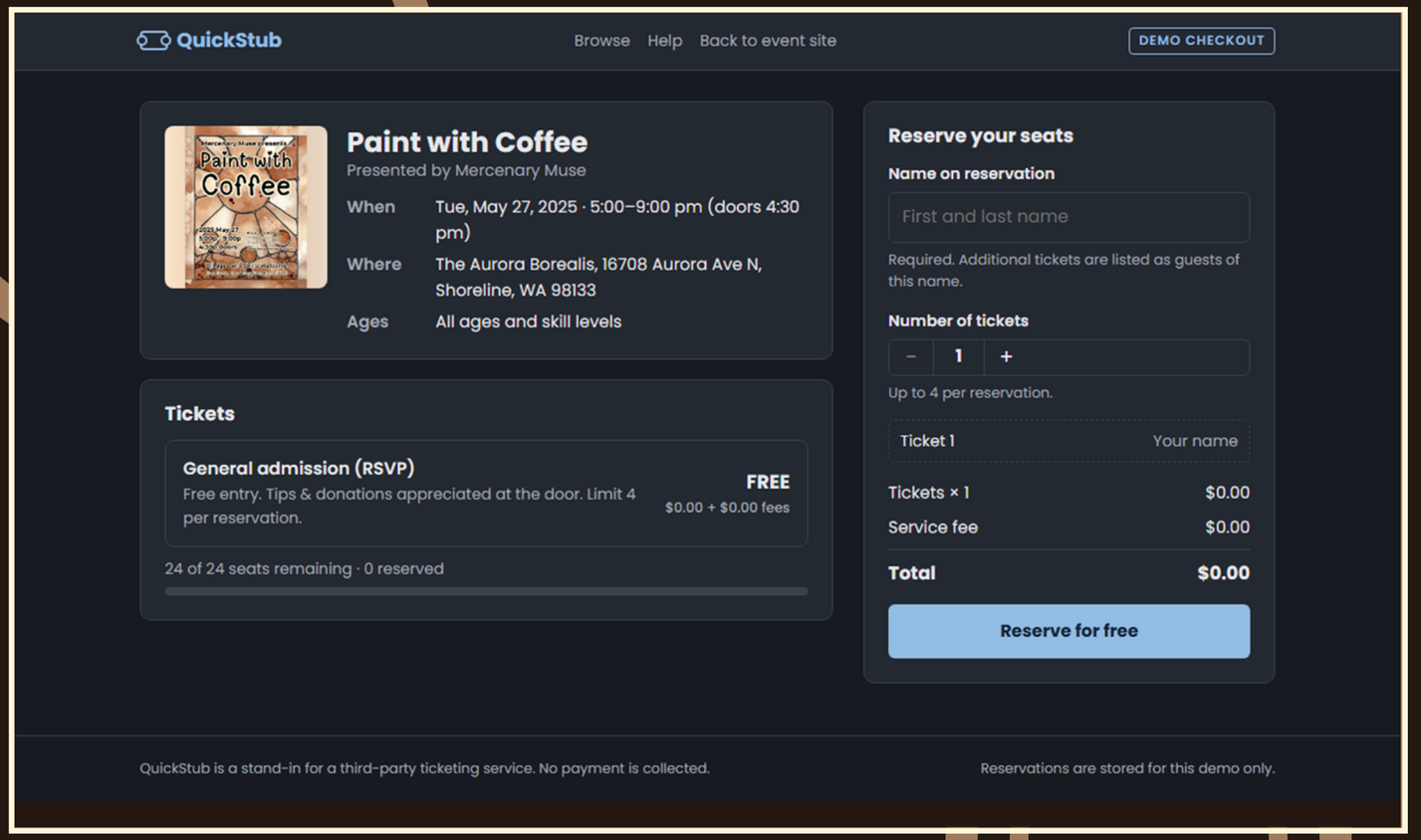
The original artwork was lost to functionality layout. This update makes the artistic graphics the focal point!



Ticket Sales

Claude has simultaneously crafted a basic third-party ticket sales site that tracks the tickets sold.

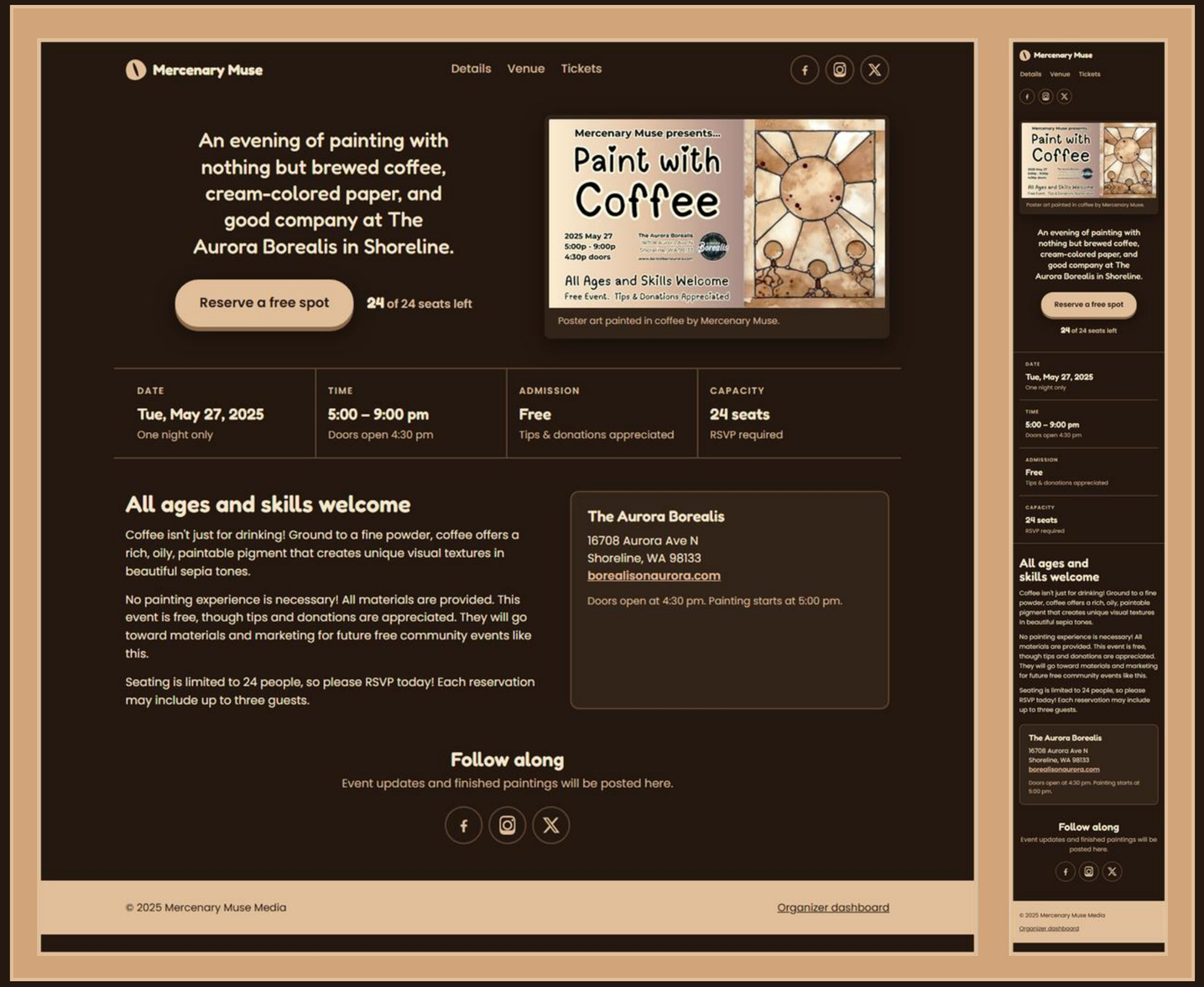
If you have a ticket seller already, this can be a step you can use to refine the page itself and how it reacts to ticket sales.



Email + confirmation preview

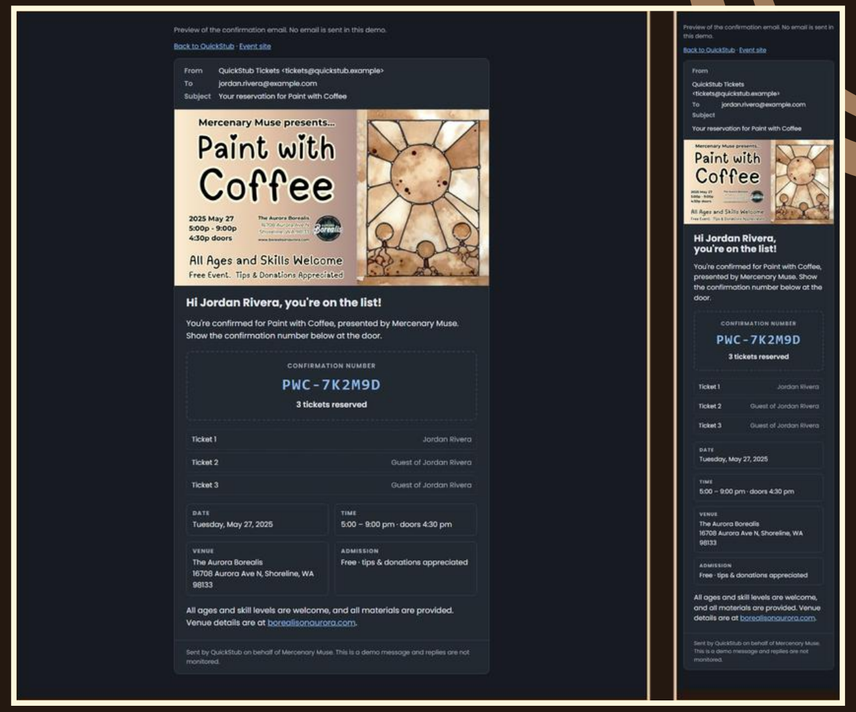
“Add an email textbox to the RSVP so that the ticket holder can receive an email with their confirmation number and number of tickets.”

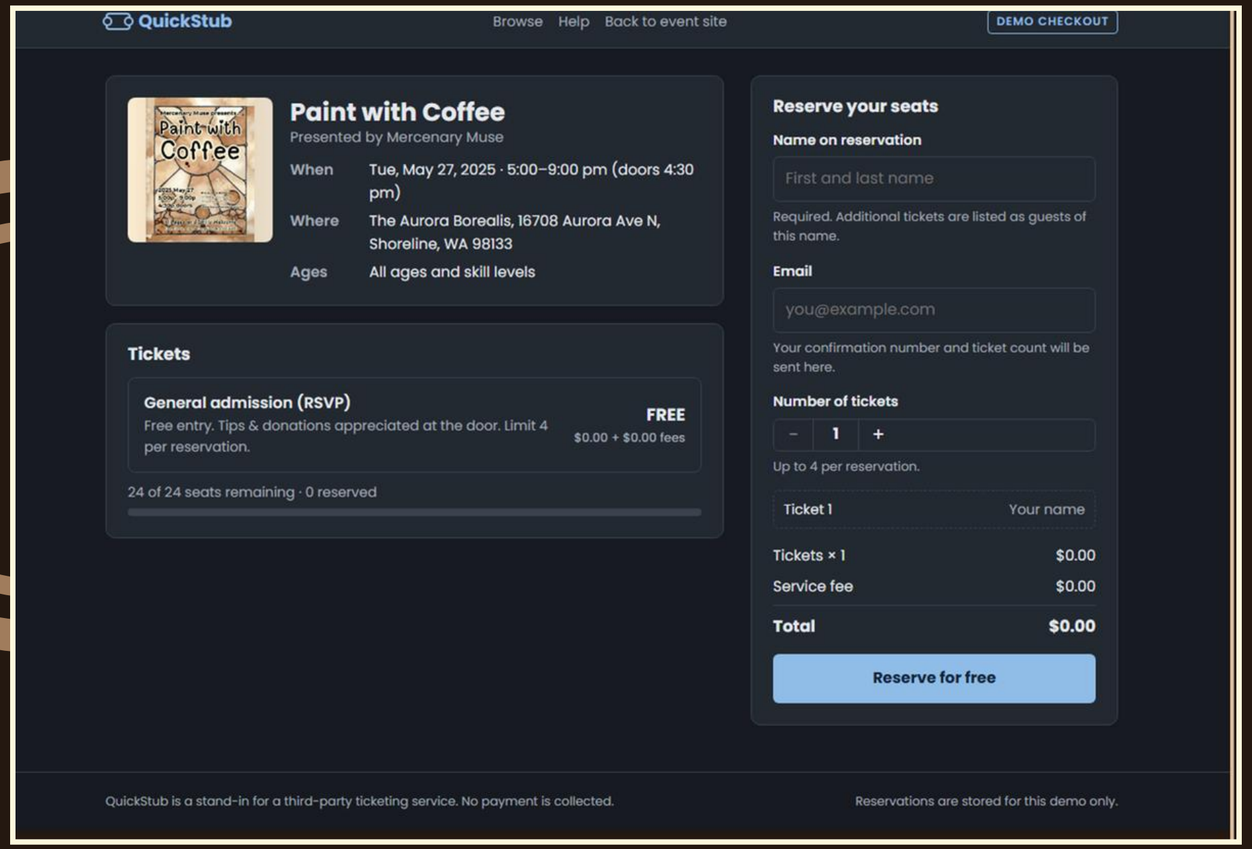
The RSVP flow gained a useful ending: confirmation number, ticket count, and event image—enough to feel complete without overbuilding.



Sales Confirmation

Ticket sales now require an email to receive an RSVP notification and confirmation of purchase.



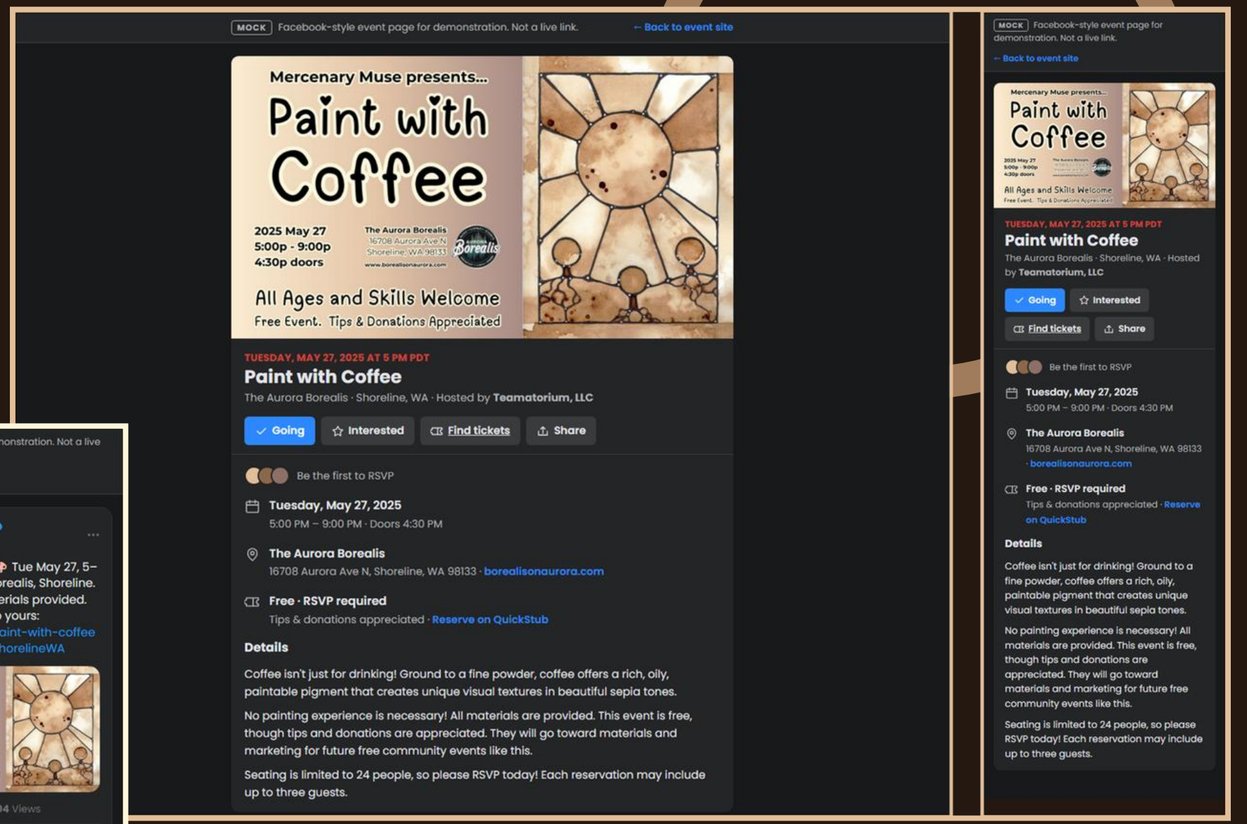


A confirmation of sale email is then sent to the email used to reserve the tickets (web and mobile preview).

VERSION 10

Social media pages

“Generate mock pages associated with each of the social media icons…”





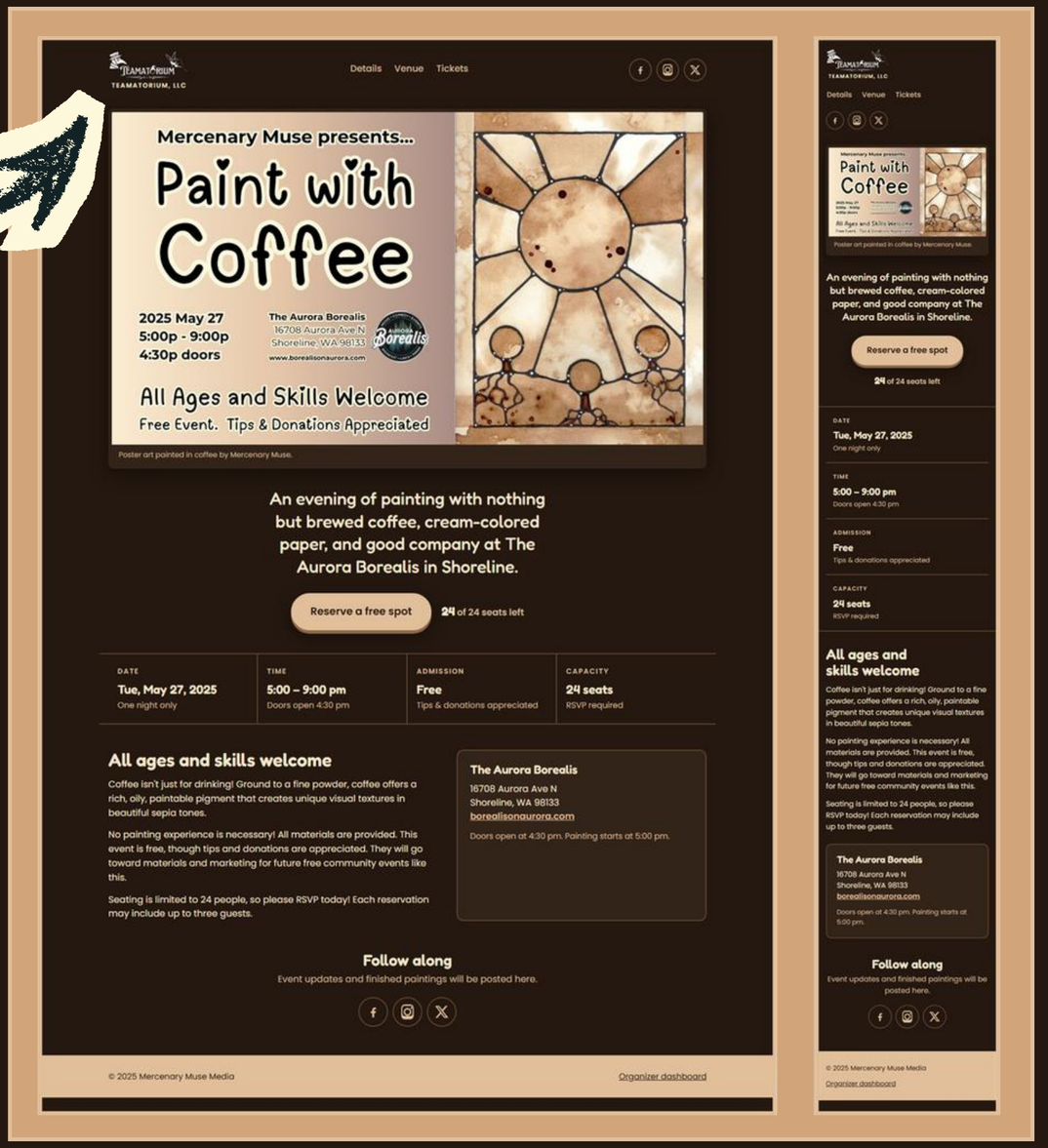
Social media pages were created for X, Facebook, and Instagram.

VERSIONS 11–13

Include your own logo!

Your logo can then act as a portal to your own website.

TEAMATORIUM, LLC



VERSIONS 14–16

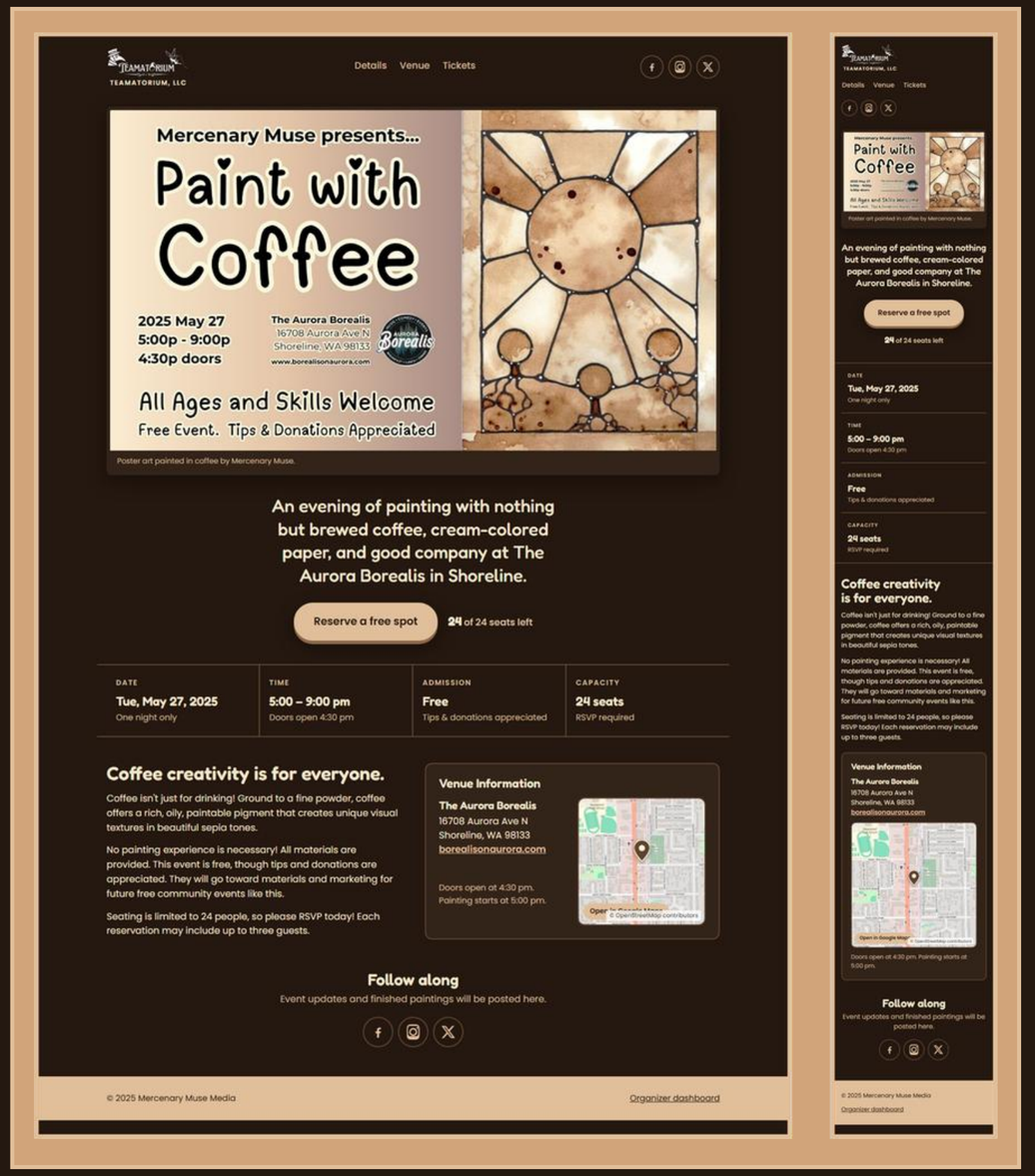
Show the audience where to go.

“Change this heading to ‘Coffee creativity is for everyone.’ … Descriptive Paragraph and Venue Information should be 50% and 50% of total width.”

The final passes paired an inclusive message with a durable responsive structure: equal columns on desktop, stacked content on phones, and a smaller map.

“Call this section ‘Venue Information.’ I want you to add a map… If clicked, this displayed map should call Google Maps.”

The bottom card became useful wayfinding. The map stayed visually nested, while the click-through connected the mock experience to a real-world action.



VERSION 17 · VENDOR EDITION

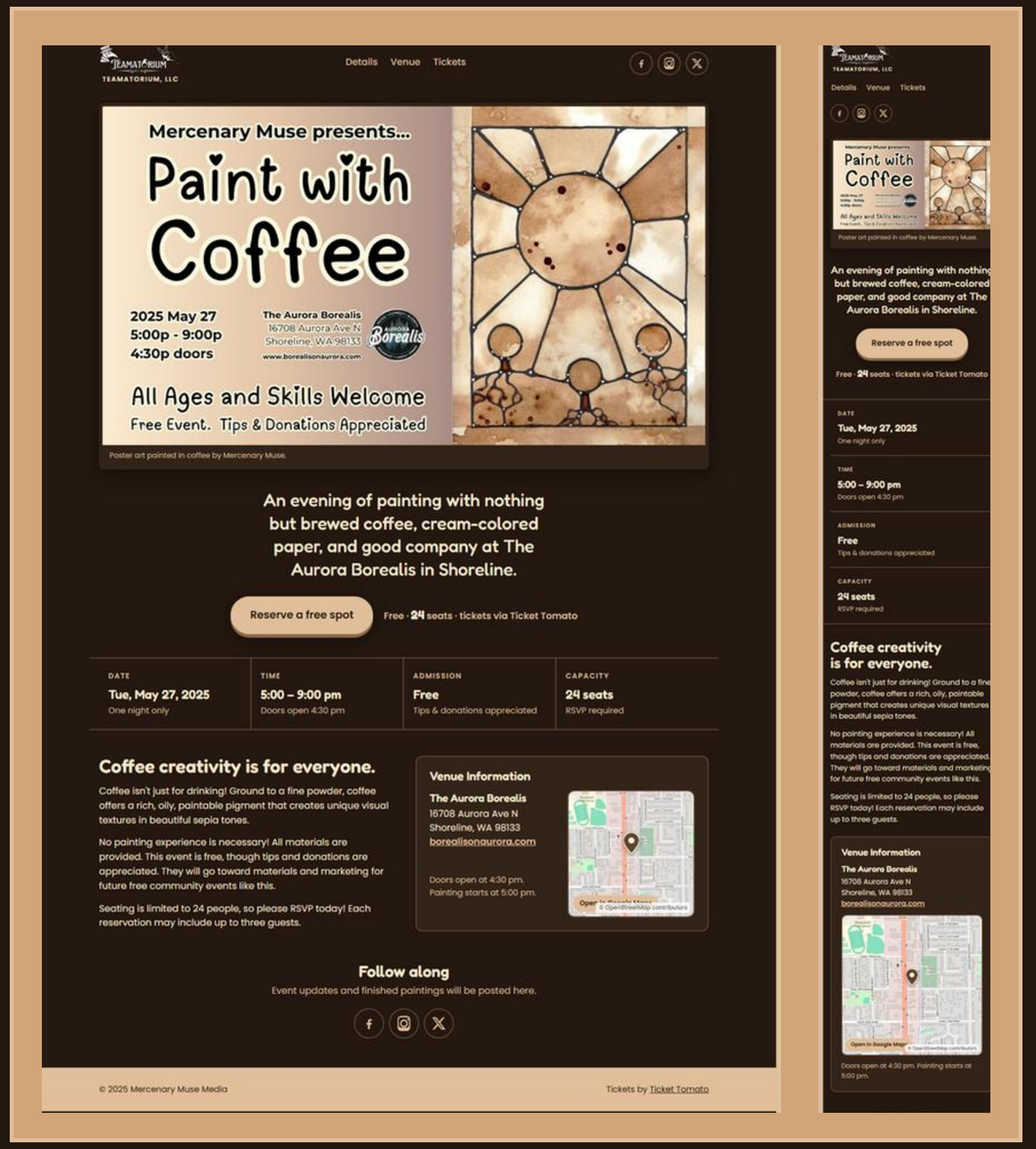
Plug in a vendor.

“Create a new, separate version that replaces the QuickStub with a Ticket Tomato address that is To Be Determined.”

The vendor became a setting. Eight lines at the top of the file name the vendor and its link, and every ticket button reads them. The mock vendor, the email preview, the dashboard and the live counter are gone, because Ticket Tomato does all four.

INDEX.HTML, LINES 1 TO 8

```
/* EVENT SETTINGS. The only lines to change when the ticket vendor changes. */
window.EVENT = {
  vendorName: "Ticket Tomato",
  ticketUrl:  "https://www.tickettomato.com/event/TBD",  // paste the event link here
  capacity:   24,
  utm:        "utm_medium=web&utm_campaign=paint-with-coffee"
};
```



MercMuse Coffee Events DS

Everything learned became reusable: two themes, a type scale, nine live components, approved assets, and a brand book.

ESPRESSO

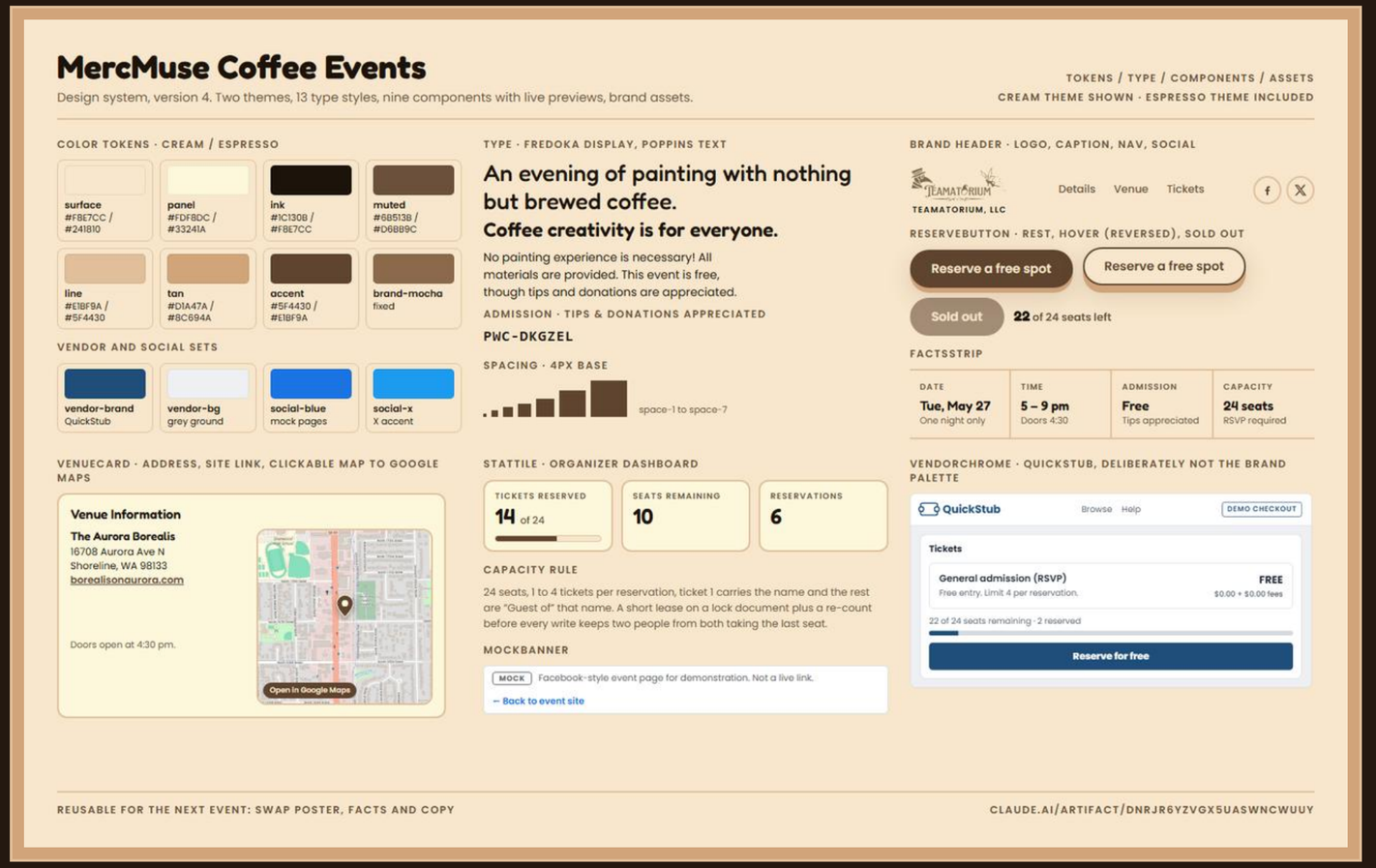
CREAM

MUTED

LATTE

CARAMEL

PARCHMENT



THE DESIGN SYSTEM: TOKENS / TYPE / COMPONENTS / ASSETS

Q & A

Questions you might ask

1. **Can the social media pages go live?** They are mocks by design. Canva publishes the real posts to Facebook, Instagram and X in one click; the mocks preview what to post.
2. **What did this cost in Claude tokens?** About 2.6 million tokens written by Claude and 13 million of new input over three sessions, covering the site, sixteen versions, the design system and this deck. Cached re-reads add roughly 380 million more.
3. H**ow does this reach my web host?** The site is one HTML file plus images, so it uploads to any host. The three easiest: Netlify, Cloudflare Pages and GitHub Pages, all free at this size. Reservations then need a small database such as Supabase, or a ticket vendor's embed.
4. **Where does the reservation data live, and is the coordinator emailed?** In the published artifact it sits in Anthropic's artifact database, visible only on the owner's dashboard; in the demo copy, in this browser. No email is sent yet. A mail service such as Resend adds the guest receipt and a copy to the coordinator in one prompt.
5. **How does this become a product or service instead of an event?** Reservation becomes order, seat cap becomes inventory, confirmation becomes receipt, dashboard becomes order list, social mocks become product posts. Add checkout with Stripe. The design system carries over unchanged.

Thank you for your time!

MERCENARY MUSE

TEAMATORIUM

WFEA 2026 × PAINT WITH COFFEE × BUILT WITH CLAUDE CODE + CANVA