SERVICE / PRODUCT / E-SHOP PROMOTION

DOCUMENTATION

HI THERE!

…and thanks so much for purchasing my project. If you like it, please rate it and comment – I will highly appreciate that ☺. If you have any problems with the project, feel free to contact me using a contact form on my profile page (the form is located down in the right panel on that page).

FIRST THINGS FIRST

FONT: The font used in the project is "**Steelfish**" and you can get it here:
http://www.dafont.com/steelfish.font

Project Version: First of all you have to decide, whether you want to use the standard version of the project or the "**Feeling Lucky**" version where the cursor hits the other button. So open the project you want to use…the customization process is the same.

IMPORTANT NOTE: *All layers that don't need to be changed or moved are hidden using the* **"shy" switch** *(see picture below). If you are advanced in AE, feel free to turn the "shy" switch off and change them as you like.*
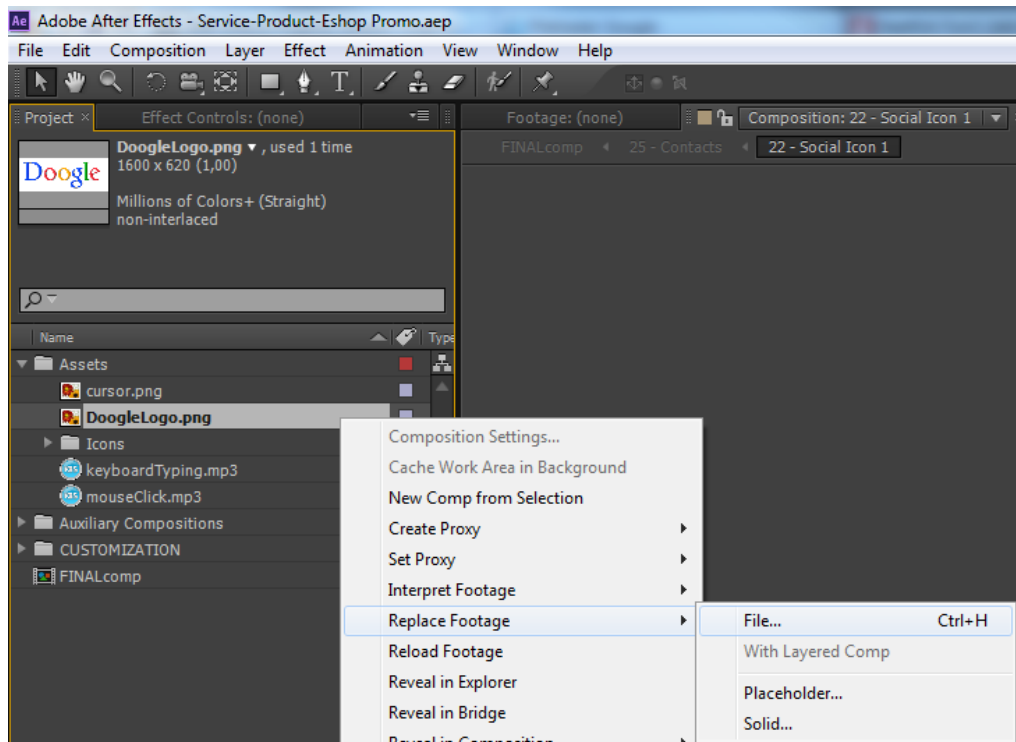

1.   FIRST STEPS

The first composition you will see when you first open the project is "**FINALcomp**" – this is the main composition which you will render in the end, but for now we don't need it. You can use this composition during the customization process to check the result continuously. In the end, we will use this composition to set the right colors, so do not concentrate on the color scheme at this moment.

DOOGLE LOGO – if you want to change the Doogle logo to original Google, download this ZIP archive: http://files.vejmola-production.cz/VH/GoogleLogo.zip and extract the image inside that archive somewhere to your computer. Now, back in After Effects, in the Project panel expand the **Assets** folder, right-click on "**DoogleLogo.png**" and hit **Replace Footage – File…** and set the original Google logo that you have just downloaded. (Sorry, but I couldn't include the Google logo right inside the project due to strict VideoHive policy).
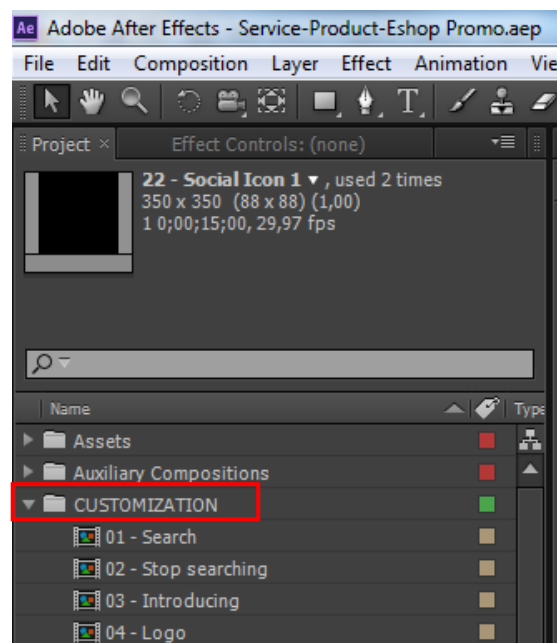
See the screenshot on the next page.

2.   CUSTOMIZATION PROCESS

The project is pretty simple and (hopefully) well described itself, so there are only few things to set before rendering. There are **27 compositions** that you will need to go through, but don't worry – each of them will only take a minute to adjust.

In the Project panel, expand the folder called **CUSTOMIZATION** and open (double-click) the first composition. Then proceed step-by-step as described below.

01 – SEARCH

- Set the time indicator to the marker at 4secs and edit the search text (just double-click on the layer and start typing). NOTE: *The speed of type-on effect will be calculated automatically for text of any length to sync with keyboard sound effect (smart scripting ☺).*
- You can also change the text on the buttons by editing the two other layers.
- In the Project panel, open (double-click) the 2nd composition once you're done here

02 – STOP SEARCHING

- Change the two text layers as you want them (just double-click on the layer and start typing).
- In the Project panel, open (double-click) the 3rd composition once you're done here

03 – INTRODUCING

- Change the only text layers as you want it (it always must fit inside the circle)
- In the Project panel, open (double-click) the 4th composition once you're done here

04 – LOGO

- Import (**Ctrl + i**) your logo to AE (it should have transparent background - TIFF or PNG)
- Put your logo into this Logo composition and scale it to fit on the circle. (hold down SHIFT when scaling to maintain aspect ratio). The logo layer should be between the two guide layers.
- In the Project panel, open (double-click) the 5th composition once you're done here

05 – OVERVIEW

Note: The resolution of this composition is set to quarter for you to be able to work faster (the text effects are difficult for CPU to compute) – but don't worry, it does NOT influence the FINALcomp or the rendered result

- Set the time indicator to the marker at 1sec and edit the first layer
- Set the time indicator to the marker at 13secs and edit the rest of the layers
- In the Project panel, open (double-click) the 6th composition once you're done here

06 – CHECK THIS OUT

- Change the only text layers as you want
- In the Project panel, open (double-click) the 7th composition once you're done here

07 – PLACEHOLDER 1

- Import your footage to AE (**Ctrl + i**)
- Put that footage/media file inside this placeholder composition and scale it to fit (hold down SHIFT when scaling to maintain aspect ratio)
- If it is a video, it should have about 9 seconds
- Delete the white solid inside the placeholder – the only layer there should be your media
- Repeat this procedure for compositions 8, 9 and 10, then continue in the Project panel by opening the 11th composition

11 – PLACEHOLDER DESCRIPTION 1

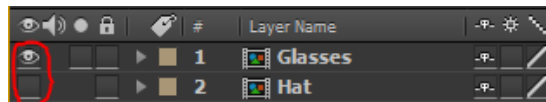- Change the only text layers to describe what is happening in Placeholder

- Repeat for compositions 12, 13 and 14, then continue in the Project panel by opening the 15th composition

15 – WHAT USERS THINK

- Change the only text layers as you want
- In the Project panel, open (double-click) the 16th composition once you're done here
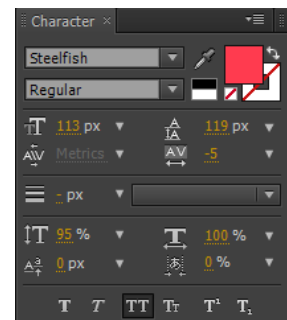
16 – CHARACTER 1

- Choose the desired look of the character by turning the visibility of layers (see picture below) inside of the composition. Choose a suitable look for your customer.

- Repeat for compositions 17 and 18, then continue in the Project panel by opening the 19th composition

19 – USER QUOTE 1

- Change the two text layers as you want them. You can also play around with the font size and other stuff using the Character panel (hit "Ctrl + 6" if you don't see the panel).
- Repeat for compositions 20 and 21, then continue in the Project panel by opening the 22th composition once you're done

22 – SOCIAL ICON 1

- choose the icon by simply turning the visibility on/off
- Repeat for compositions 23 and 24, then continue in the Project panel by opening the 25th composition once you're done

25 – CONTACTS

Note: Again, the resolution of this composition is set to quarter for you to be able to work faster (the text effects are difficult for CPU to compute) – but don't worry, it does NOT influence the FINALcomp or the rendered result

- Set the time indicator to the marker at 1sec and edit the first layer
- Set the time indicator to the marker at 13secs and edit the rest of the layers
- In the Project panel, open (double-click) the 26th composition once you're done here

26 – FINAL SCREEN

- Change the only text layers as you want
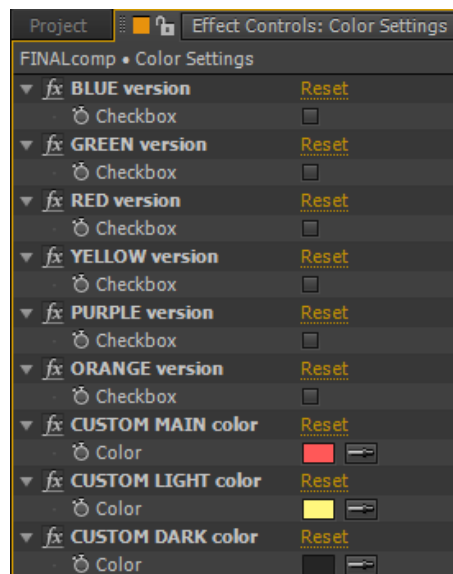- In the Project panel, open (double-click) the last composition

27 – MUSIC

- If you like the music in the preview video, you can purchase it here:
  http://audiojungle.net/item/put-a-smile-on/224325
- I highly recommend you to do so, because the project is matched to this song and I think it looks just cool together…

- After purchasing the song you only have to import it inside this Music composition – it will automatically re-cut it to fit the project precisely – DO NOT use this composition for other music track (you will need to put it inside the FINALcomp)

In the Project panel, collapse the CUSTOMIZATION folder and open the FINALcomp

3. FINALCOMP – SETTING COLORS

- Now you're in the FINALcomp which is the main composition you're about to render, you can close all other compositions.
- Only one layer is visible – **Color settings**. Click on it and hit F3 – Effect Controls will appear:

- Thanks to this simple selection tool you can easily choose the desired look of the whole project by simply clicking on the checkboxes. Please select **ONLY ONE color version** – the project might not work properly if more than one color design is selected.
- **If NONE of the color versions is checked, then the custom colors at the bottom are active**. Choose any three colors to get your desired look.

4. RENDERING

- You're done with the preparation, so…
- Let's go the the render queue *(Window – Render Queue)*
- I have prepared the most standard formats for you:
    - o The first output module is the highest quality – FullHD 1920x1080, 30Mbps, MP4 - H.264
    - o The second is suitable for Vimeo - 1280*720, 5Mbps, MP4 - H.264 (exactly as Vimeo suggest)
    - o The last one will be probably the best to be used embedded on your website – HalfHD 960*540, 4Mbps, MP4 – H.264
- You can render all three qualities at the same time or you can choose one of the modules and delete the rest or set up your own.
- After Effects will output your file to **"(Rendering Output)"** folder if you not change the path

TO SPEED UP THE RENDERING, CHECK IF YOU HAVE MULTIPROCESSING ON. *(EDIT – PREFERENCES – MEMORY AND MULTIPROCESSING)*

YOU'RE DONE

That's all, folks ☺

Please support me and rate my work with some stars ⭐⭐⭐⭐⭐ ☺ (in your download section on VideoHive). Every rating is a big help and support for my work. So thanks! If you have any problems with the project, feel free to contact me using a contact form on my profile page (the form is located down in the right panel on that page).

You can also follow me on VideoHive - so you won't miss my new templates

http://videohive.net/user/jakubvejmola/follow

Have a great day and enjoy my template!!!

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