

Cameo production Guide

Technical requirements

1. After Effects composition resolution: 1080x1080.
2. After Effects composition frame rate: 30 fps.
3. For Cameos we use only these [heads](#) with anchor points position indicated in the name of the files.
4. For the text layer [this project](#) must be used.

Timing

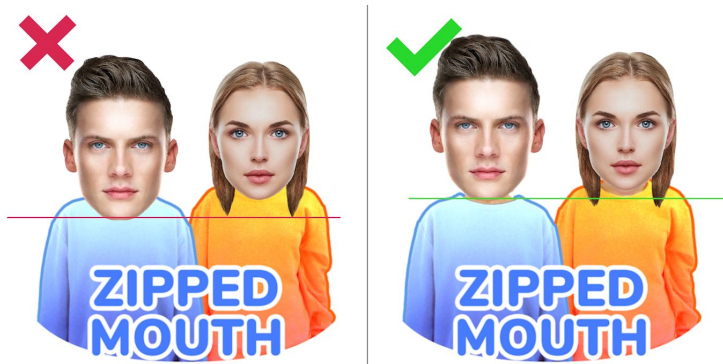
1. Cameos length should be : 10-30 frames.
2. Animation in a cameo should be seamlessly looped (time remapping can be used).
3. The speed of movements should match the speed of other cameos in [template](#).
4. A cameo should be as short as possible, but with no overly quick, sudden movements.
5. A text composition animation should not be very lively and attract too much attention as it is a secondary element.

Composition

1. [Head](#) should match [the safe zone](#) so that it will not be cropped in case a user has voluminous hair.
2. **Cropping:**
3. A character in a Cameos should have clear framing in 3 possible options (choose one):
Close-up - cropped up to the elbow
Medium shot - cropped to the waist
Wide shot - full height
The bottom edge of the character should be at the bottom line of the [safe zone box](#)



4. **The size of the [head](#)** in the Cameos should have following scale in after effects:
Close-up: 75
Medium shot: 57
Wide shot: 37
5. The default text composition scale should be **90** and **in no way extend outside the composition** or overlap key movement and elements in the frame (but it shouldn't be limited by [the safe zone](#))
6. If it is not a *Wide shot* a character should be cut-off by a white round frame (which in case of character's movement should be animated complementing the movement).
7. When a head is shaking, the anchor point at the head should be where it attaches to the neck, between the chin and the mouth. But when the project is uploaded - at the tip of the nose.
8. Head should be positioned naturally



Text Composition

1. A text composition from [this project](#) should be used. Preferably #1 or #5
2. Color of all text layers can be changed.
3. These [fonts](#) can be used. Preferably those in bold (unless a cameo requires another).
4. Pack - 1 font

Text Composition technical requirements:

1. In a text composition, anchor point can be placed only in 3 places: in the middle up, in the middle down, and in the center.
2. Scale can only be uniform, text cannot be squashed and stretched.
3. There can be only one text composition.
4. Due to technical reasons a text layer is always above everything else (should take it into account)

Color and style

1. Human character's skin color should match the [heads](#) skin color.
2. Colors should be saturated, greyish shadows should be corrected.



3. The top of the character may be brighter than the bottom.

4. To make a character more distinctive, stroke of 5 pixels width can be applied.



5. Text color should match the overall cameo color scheme, be well readable (check value) but preferably not strongly contrasted in color to a character.
6. No glow and soft drop shadows effects should not be used on white background.



7. We emphasize key movements with 2d effects.



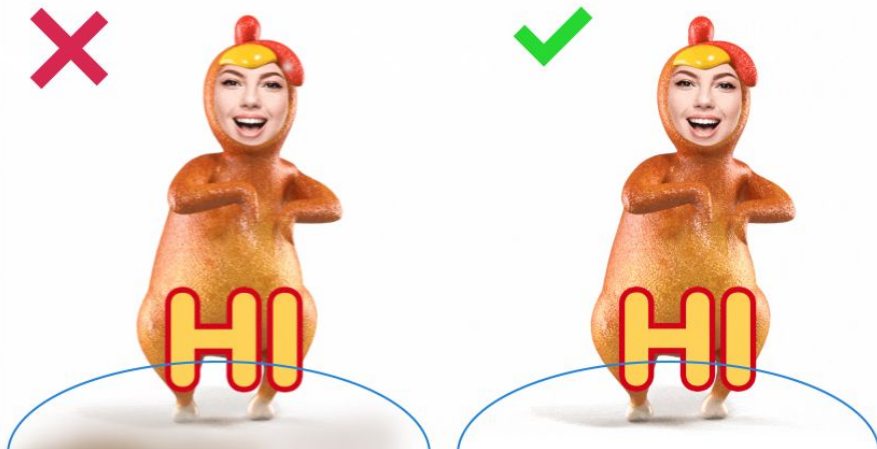
8. The key parts of the body and other key elements should not visually merge with clothes or background - for this, if they are poorly read, they need to be highlighted with a stroke or shadow (there should not be a stroke at the junction of the wrist and hand).



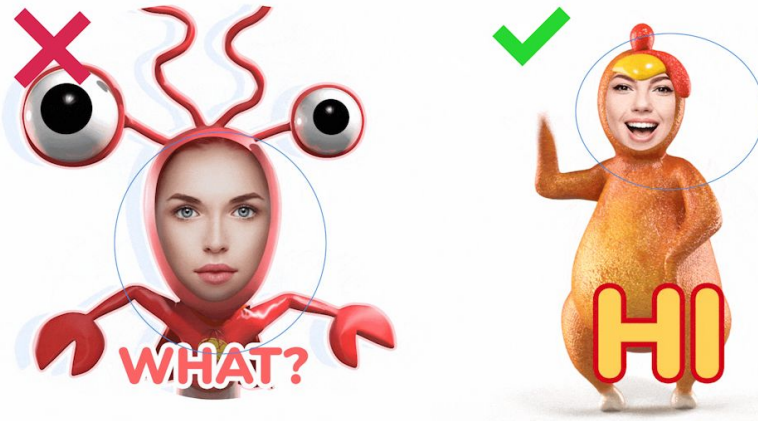
9. Additional visual Elements such as hearts and stars should be large and in small quantities (small elements are badly read due to the small size of cameos).



10. Make sure shadows and other elements are not cropped by the frame.



11. There shouldn't be a lot of shadows around user's face when inserted in animal body



12. Cameo color palette should be simple, with 1-2 dominant colors, small details and complex textures should be avoided.
13. Color and style of DUO and Single version of the same cameo should be the same



During the approval process, we show:

1. The preview in both [dark and light templates](#) with the applied Posterize time effect - 10 or 6 (6 is better, but if the video looks bad in 6, we do 10) repeated 3 times.
2. Screenshot of the video with a completely filled text box (12 characters, 2 rows)
3. Text message with the length of the video in frames and with what number the Posterize time was applied (e.g. L-25, PT - 6)

Final:

1. A collect of an after effects project which name is the name of the ticket (eg "3456 - Hello"), the composition is 30 fps, the resolution is 1080x1080, the name of the main composition is the same as the name of the project. In the composition, all the layers that are supposed to be brought out to the front should be above the head and painted

yellow, all the layers that are supposed to be on the background should be below the head and should be red.

2. A preview NOT in the template, repeated 1 time, the file's name is the name of the ticket.
3. Spreadsheet with used assets from Shutterstock or Pond5.

Resources link: <https://tInt.at/37TveU4>