

enchant\*d  
sor!pnts

### “Kinetic Conversation Promo” – How To Edit

Updated 18th May 2013

---

## Congratulations and thank you for purchasing Kinetic Conversation Promo!

Kinetic typography is all the rage and this promo is made up almost entirely of simple punctuation symbols and text – very clever!

Based around a conversation between two people it offers a way of expressing the important features of your product or service in an informal manner – a quick chat.

### Features :

- No Plugins Required
- After Effects CS5 and above
- Change Colours Globally from a Single Layer
- Quick to Render
- High Definition 1080p
- PDF FAQ Guide

The After Effects project file has colour coded, marked layers which guide you in the right direction when trying to edit the significant elements. See point 02.

---

### Music used in the preview :

If you like the music used in the preview video you can purchase it from the following link : <http://audiojungle.net/item/60s-style-classic-funky-loop/306420>

---

### Free fonts used (download and install prior to opening the After Effects file):

Bebas Neue – <http://www.dafont.com/bebas-neue.font>  
Economica – <http://www.fontsquirrel.com/fonts/economica>  
Ubuntu-Title – <http://www.dafont.com/ubuntu-title.font>

enchant\*d  
sorpnjs

Here's a quick guide on how to get this file to work for you :

---

### 01. Where do I start?

You can double-click the main composition (Kinetic\_Conversation\_Promo\_HD1080p) and should be able to carry on from here using the color coded layers (see point 02) as a guide.

If you're simply replacing the text go straight to \_EDIT THESE / Text and double-click these compositions to replace the text. See point 03.

---

### 02. What can I edit?

Start with the folder \_EDIT THESE or go to Kinetic\_Conversation\_Promo\_HD1080p which shows the color coding of layers, and subsequent pre-comps, as follows:

<b>Green</b>	Information
<b>Red</b>	Edit in this Composition (you can edit this layer directly here, it will affect the sequence globally)
<b>Blue</b>	Edit in Pre-Composition (double-click this layer until you reach a Red layer)
<b>Brown</b>	No need to change (try not to make changes to these layers as they will adversely affect the sequence)

---

### 03. How do I change the text?

Simply go to the \_EDIT THESE / Text folder and choose the composition related to the text you want to change. Compositions are named appropriately so you should be able to find the text layer you are looking for extremely quickly. All text elements are contained within their own compositions and any new text should not extend beyond the bounds of the text composition you are editing. The green layers are guides for positioning and will not render in the final output.

enchant\*d  
soripns

### 04. I want to add in my logo

Simply go to the \_EDIT THESE / Main Logo and replace the layer 'YOUR LOGO' with your company logo. **Please import your logo with a white or transparent background and place well within the circular guide box.**

-----

### 05. Can I change the colours?

Yes! You can change the colour of the background, text and graphics, very easily in fact:

There are 4 colours used in this template – a background colour, a colour 1, colour 2 and colour 3 (only used for the testimonial speech marks at 0:59).

To change the colours go to Kinetic\_Conversation\_Promo\_HD1080p and locate the layer, at the top, 'Edit Colours Here'. Drop down the effects (press E) to edit the fill colours. These changes automatically affect the sequence globally due to expression coding.

-----

### 06. I don't want the dollar sign, I need another money symbol

Simply go to the \_EDIT THESE / Money Symbol and replace the text symbol with your own.

-----

**Thanks again for purchasing, enjoy!**