Rules and SOP - Motion Bundles / Motion Kits

Before reading, you can check the example below for motion bundle or kit
Example of motion bundle - Fire Ring Elemental FX

Duration of the Animation

The duration of the animation can vary from a minimum of 5 seconds to a maximum of 20 seconds.
We recommend creating animations with a duration of around 15 seconds.

How to create animation

Example - animation timeline 10 seconds

2 seconds   7 seconds   1 second
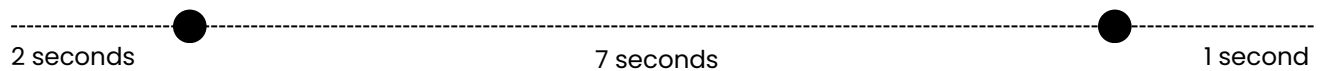
First 2-5 seconds (Whatever duration your animation style asks)

The animation must begin from a zero state, with elements gradually appearing and transitioning into the main animation.

Mid 10-12 seconds (Whatever duration your animation style asks)

The animated footage plays.

Last 2-3 seconds (Whatever duration your animation style asks)

The animation resets smoothly to its zero state.

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Notes

This type of process creates a smooth and loopable animation.
The timing does not have to be fixed — that is your creative decision.
If the reveal takes more or less time in the first 2 seconds, that's completely up to you.
If you need 5 seconds instead of 1 second at the end, that is also fine.

What matters is that the animation should not reveal too slowly or too quickly. It must be usable and balanced — and that part is your call as a designer.

Sometimes, a reveal from zero is not possible, and that is also acceptable.

In such cases, you can directly start the animation and run it straight for 10, 15, or even 20 seconds — whichever duration you choose.

However, the first preference is always:
Start from zero → build to the full animation → return to zero.

Important for motion kits or motion bundles

- Each asset should have four variations.
- The idea is simple: you create one main asset, and then produce three additional variations based on it.
- Ensure that each variation is at least 50% different from the original so they do not look too similar, while still remaining within the same subject category.

For example:

If the project is fire rings, then all four outputs should be fire rings.
but with different flame styles, widths, burn patterns, motions, or shapes.

Example of motion bundle - Fire Ring Elemental FX

AI-USAGE RULES

AI tools may be used only as assistance, not for direct commercial output.

AI outputs you use must be heavily edited and must not include or resemble:
- nudity/explicit content
- minors
- celebrities or public figures
- copyrighted characters/IP
- logos or branded products
- political/religious
- sensitive material

ORIGINALITY & PROHIBITED SOURCES

- All work you deliver must be 100% original, created by you.

- You must **NOT**:

    - Download or use any direct elements from stock / commercial websites.
    - Import ready-made elements from any source.
    - Use unlicensed images, textures, vectors, or motion assets.
    - Deliver copied, traced, or minimally modified stock content.

References / usage of stock assets from other websites are allowed ONLY if:

- Used solely for inspiration.
- Recreated and redesigned by you transformed by at least 50–70% to make them completely original.

Any element suspiciously similar to a stock asset or trademarked content will be rejected.

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Friendly Reminder:

- AI tools or stock website assets are allowed and can be a great part of your workflow.
- Just ensure the outputs you use are license-safe, originally edited by you, and do not include any copyrighted or sensitive content.
- As long as you use AI and stock assets responsibly, we have no problem with AI assistance in your creation process.
- Make sure that no directly downloaded stock asset can be extracted from your project files.
- You must not place any unmodified or standalone stock elements inside the project. If you use stock or reference material for inspiration, you must transform it significantly (30–50% or more), create new elements from it, render your own version, and only use your original output. The final files you deliver must contain YOUR creation, not the original downloadable asset.

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