

Rules and SOP - Transitions

Type 01 Transition - Non Matte Transition

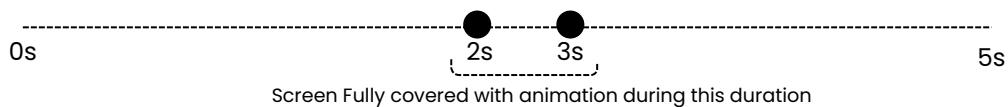
Example of Non-Matte Transition

Non-Matte Transitions are simple transitions that begin on a transparent background. The animation starts normally, and at a certain point it expands and fully covers the entire screen. Immediately after this full-screen moment, the animation transitions back to a transparent background.

The footage change happens at the exact point where the screen is fully covered by the animation for 1–2 seconds, creating a clean and seamless transition

How to create animation

Example - animation timeline 04 seconds



Duration of Transition animation

Not more than 5 seconds.

There is no minimum limit — you can create transitions as short as 2 seconds as long as they look good and feel usable.

Increase the duration only if required

- If you want to create a small scene or visual buildup before the transition triggers, you are completely free to do that.
- For example, in a fire transition, you can show sparks or ashes building up for a few seconds before the actual switch happens.
- However, once the transition begins, the cut must be instant and should clearly feel like a transition.

Example of Non-Matte Transition



Type 02 Transition - Matte Transition

Matte Transitions are transitions that move from a **transparent background** to **solid black**. This black portion acts as the matte layer, allowing the second footage to replace the first using a luma or track matte.

You must ensure that the transition effect includes:

- A clear black region (for the matte)
- Plus visible motion or colors within the transition to make it look stylish and usable

[Example of Matte Transition](#)

In the link above, you can clearly see how it works:

The effect begins on a transparent background, gradually builds up with some effects, includes areas of black within the motion, and then finishes smoothly in full black.

[If you want to test your transition, here is the process you can follow after creating it with sample footage](#)

Here's the tutorial link we give to users to use them. You can easily test it with following procedure:

[Click to Download Matte transition tutorial for test](#)

Duration of Transition animation

The duration should be a minimum of 2–3 seconds.

A maximum of 5–7 seconds is recommended.

If you have a concept where you build up a motion for a few seconds before triggering the transition, you are free to do so.



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.



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.