



SIZZLE TECH SPECS INSTRUCTIONS

Welcome and congratulations in choosing Sizzle! Ready to ignite your brand?

These instructions, along with our screen tutorial VIDEO will help you Drag & Drop your EDITED FOOTAGE into our TEMPLATE, to create YOUR Original Video, ready to sell on SIZZLE.

Before we get started, let's make sure you are ready:

Required Programs: Adobe After Effects & Media Encoder: CC 2014 or newer.
(For PC Adobe Media Encoder, the H.264 codec may need to be downloaded from <http://www.adobe.com/downloads.html>)

STEP 1. DOWNLOAD [SizzleProjectTemplateLibrary.zip](#) to your local computer. Double-click to unzip the file to reveal the '[SizzleProjectTemplateLibrary](#)' folder and contents.

STEP 2. PLAY '[2-Sizzle-Intro-Video.m4v](#)' located inside [SizzleProjectTemplateLibrary](#) folder. Double-click to open, press PLAY to learn a little about Sizzle, and how easy it is to create a custom Sizzle promo video for your product in a few simple follow-me steps. It can be as easy as 1-2-3! And more detailed steps are included, if you want to push it to the limit.

Best of luck as you make your own sizzle history! Ok, let's get started!

FOOTAGE SET UP

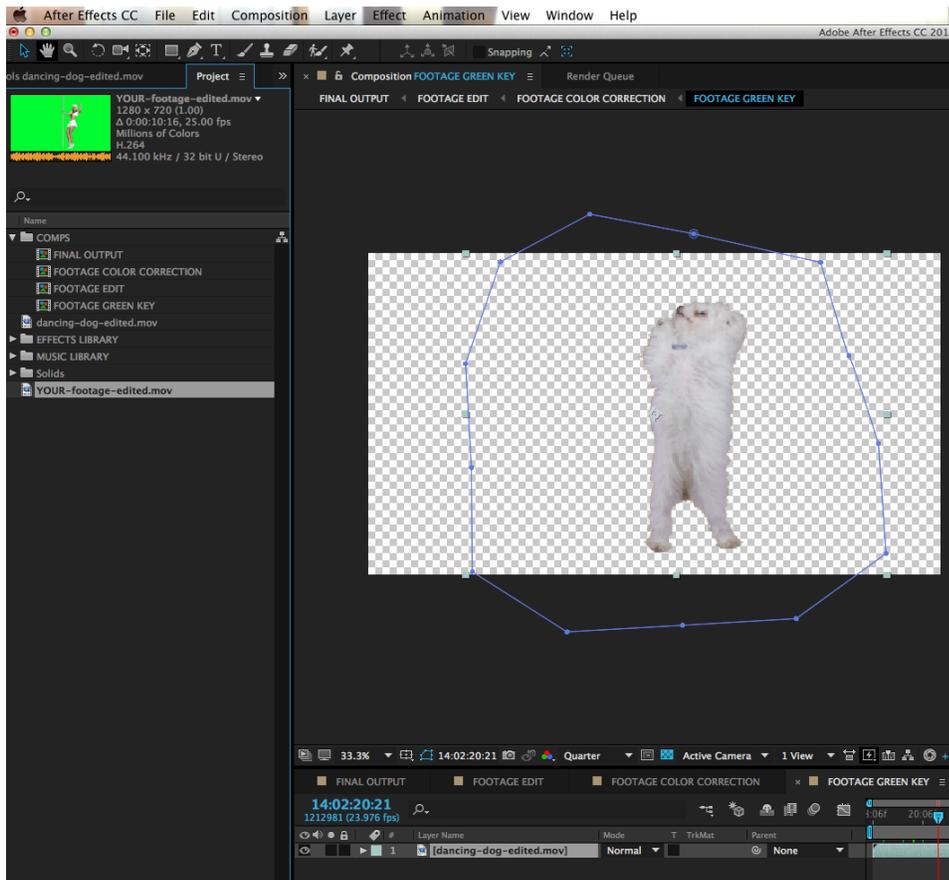
1. Film your actor/host on a flat, well-lit green screen, with frame size 1920 x 1080px (screen aspect ratio 16:9) and audio 44.1 kHz. E.g. [YOUR-footage-edited.mov](#)

PROJECT Set-Up - OPEN Template & SAVE

i. Within the now unzipped '[SizzleProjectTemplateLibrary](#)' folder, locate and double-click '[1-SizzleProjectTemplate.aet](#)' to open project template file in After Effects. In TOP MENU, choose File > Save project, e.g. [YOURProductSizzleVideo.aep](#)

IMPORT YOUR FOOTAGE

ii. Choose File > Import > File... within Import File window locate your green screen footage (e.g. [YOUR-footage-edited.mov](#), 1920 x 1080px), *Import As* 'Footage'. Click 'Open,' file will appear in the Project window (with other Project assets).



REPLACE VIDEO

iii. In Project window, double click **FOOTAGE GREEN KEY** to open timeline, if not already.

In timeline, click 'dancing-dog-edited.mov' layer to **SELECT** (must be highlighted). While holding ALT/OPTION key, drag your edited green screen footage (e.g.. 'YOUR-footage-edited.mov') from Project window, onto 'dancing-dog-edited.mov' layer, release file, then ALT/OPTION key. Layer name will update to your new file name, e.g. 'YOUR-footage-edited.mov'.

iv. In composition (or comp) window, review quality of footage replacement and keying, at FULL resolution, 200% to evaluate any adjustments needed.

Proceed through steps below, and edit as required.

You might only need to complete Steps:

1. Footage Comp Settings (to adjust movie length to your footage),
Skip to,
5. Edit and Other Elements (to edit text, graphics and logo for your product),
Skip to,
8. FINAL MIX, FINAL CUT and continue through to completion.

EDITING and ADJUSTMENTS

Compositions and elements are nested (organized) with easy editing steps as follows:

Steps 1-3, FOOTAGE KEY > actor is keyed from green screen BG of *dancing-dog-edited.mov* .

Step 4, FOOTAGE CC > color correction of FOOTAGE KEY.

Steps 5-8, FOOTAGE EDIT > additional elements and edits to FOOTAGE CC to FINAL CUT.

Steps 9-11, FINAL OUTPUT > final frame dimensions and set up of FOOTAGE EDIT

to create e.g. **YOUR-Product-Sizzle-Video.mov**.

Steps 12-13, Media Encoder conversion > to reach final file and format (e.g. **YOUR-Product-Sizzle-Video.m4v**).

1. Footage Comp Settings

If not already, double click FOOTAGE KEY comp to open timeline.

If your footage is longer than Template project (41 seconds) you will need to increase composition length (and any composition) you need to be longer.

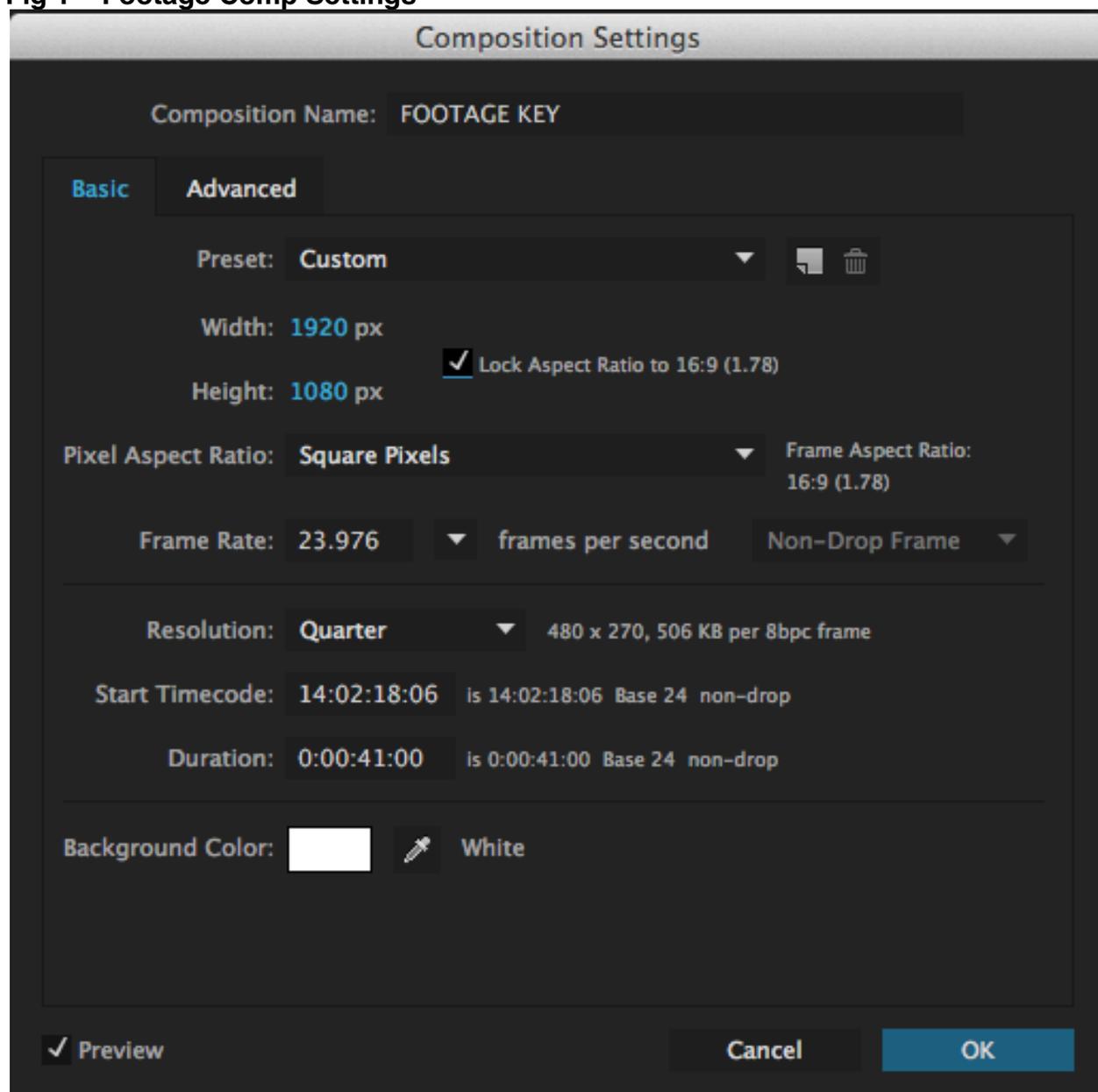
To edit length of composition, with FOOTAGE KEY visible, click anywhere in timeline window. Open composition settings (Menu > Composition > Composition settings, See Fig. 1), and change 'Duration' to match length of 'YOUR-footage-edited.mov' or target duration.

Click OK to accept changes and close window.

Each composition duration may be increase this way, if needed.

If your movie length is shorter than timeline, it's OK - you will trim at the end.

Fig 1 – Footage Comp Settings



2. Garbage matte

Select YOUR-footage-edited.mov' layer.

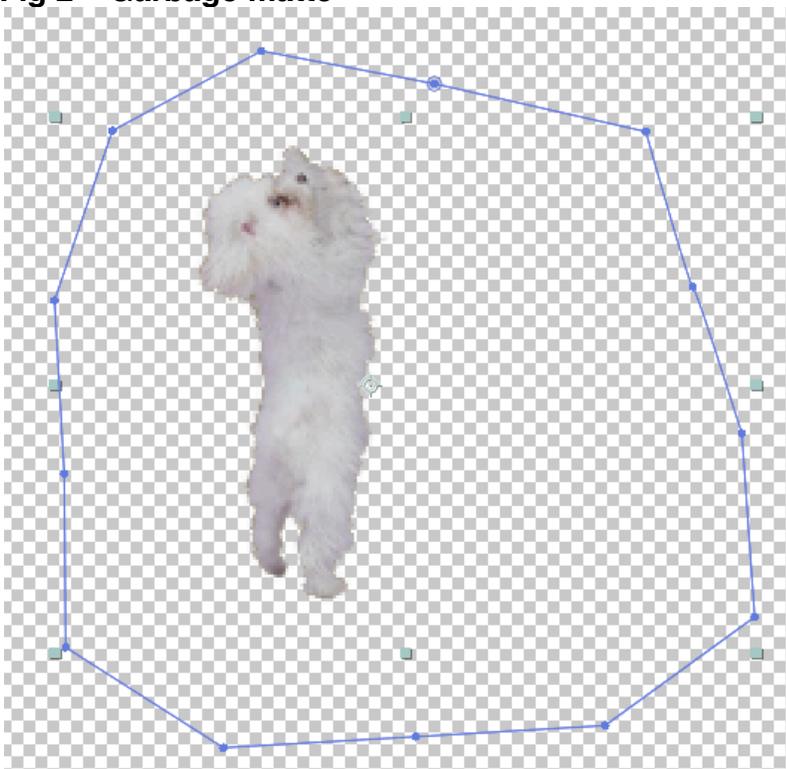
Select Pen Tool (G) and use to move/add/subtract mask around actor to be keyed, if masking is needed.

In the timeline, locate and Click/Twirl open  YOUR-footage-edited.mov' layer, to reveal Masks

Click/Twirl open  LEFT of Mask to reveal *Mask 1* and Click/Twirl open  LEFT of Mask, to reveal mask options, and adjust as needed. If mask shape isn't visible, click the  'Toggle Mask and Shape Path Visibility' button, bottom left of composition window. Delete if Mask if garbage matte is not needed.

Click 'Toggle Transparency Grid' button  to check BG outside of mask is removed.

Fig 2 – Garbage matte



3. KEYING

In timeline, select YOUR-footage-edited.mov' layer and adjust Keying if needed, as follows:

a. Keylight

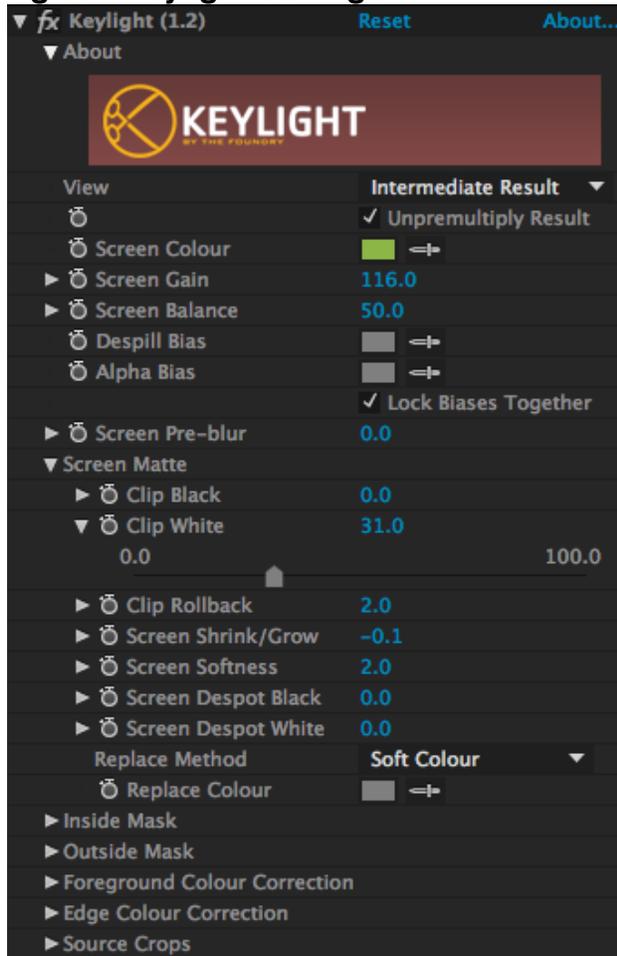
In 'Effects Controls' window Twirl  'Keylight' to open settings.

Click the '**Screen Color**' eyedropper tool, then click on the green background of your footage (or other BG color of YOUR-footage-edited.mov) near the actor to adjust if needed. Background should disappear.

Switch view from 'Final Result' to 'Screen Matte.'

Scroll down to the 'Screen Matte' section, Twirl  open menu.

Fig 3a - Keylight Settings.



Tweak the 'Clip Black' and 'Clip White' settings until the BG is completely black and foreground actor is completely white.

Try to keep the 'Clip White' and 'Clip Black' settings as far away from each other, without introducing spotting.

Switch the view back to 'Final Result' to view results. If too grainy, try switching to **'Intermediate Results'**.

Adjust the 'Screen Shrink/Grow' settings to remove some of the rougher edges.

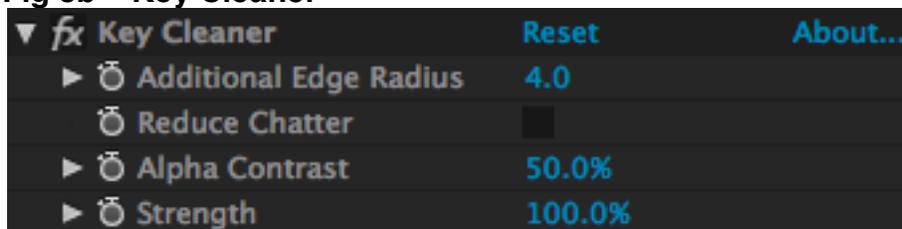
b. Key Cleaner

Twirl  'key cleaner' to open settings.

Adjust Additional edge radius, reduce chatter checked and Alpha contrast to improve/bring back edges.

[ *Tip: It's helpful to switch from RGB to ALPHA, Using red/green/blue circles icon  to check on key in black and white]*

Fig 3b – Key Cleaner



c. Spill settings

Twirl  'Advanced Spill Suppressor' to open settings > standard should fix extra color spill.

Fig 3c – Spill settings



4. COLOR CORRECTION COMP

Before color correcting, first review footage and write repair notes, categorizing to either lighting or color. e.g. Too dark with too much green reflection.

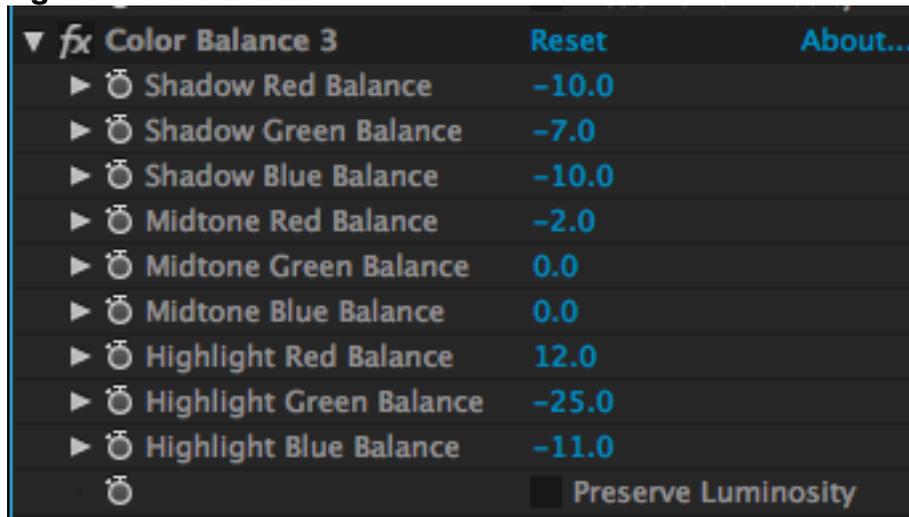
IN FOOTAGE CC, edit length of composition to your video length, see step 1.
Edit color correction as needed.

a. Color Balance

Select FOOTAGE KEY layer

In 'Effects Controls' window, adjust shadows and mid tones to correct color balance.

Fig 4a – Color Balance



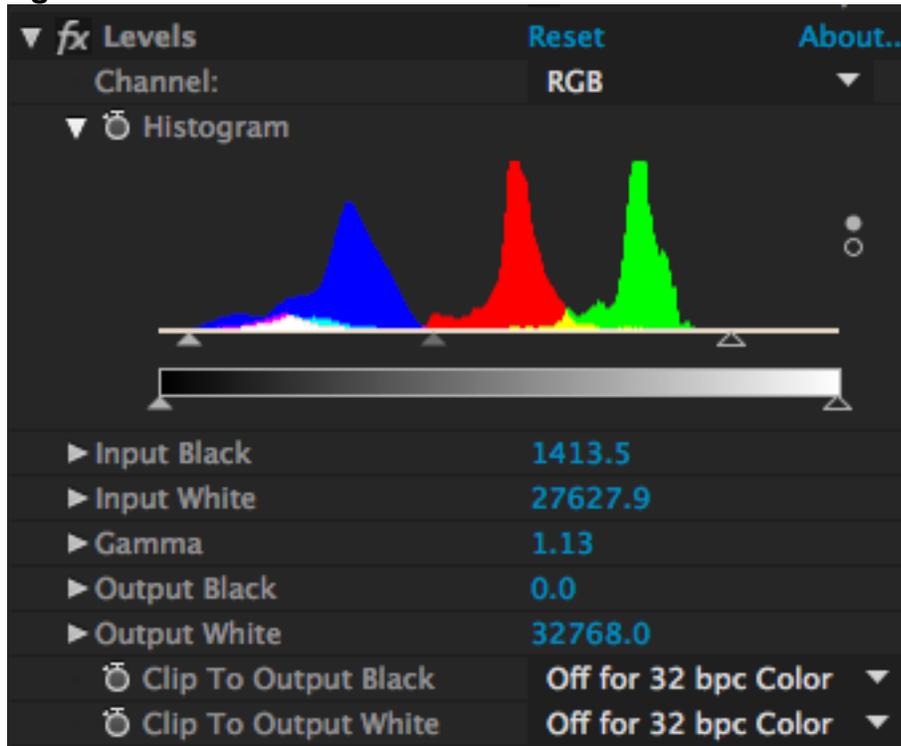
b. Levels

Select FOOTAGE KEY layer.

In 'Effects Controls' window, in RGB mode, click on LEFT of histogram, to drag marker to RIGHT, just where color starts to appear in graph to remove any muddiness.

Go to middle marker, and move slightly to LEFT, to warm things up to your satisfaction.

Fig 4b - Levels



If more individual color tweaking is needed, select the individual channels to make subtle adjustments, e.g. RGB to Red, Green or Blue.

To reduce Magenta from the footage, adjust Green channel of the Levels Effect, by reducing shadows and mid tones slightly.

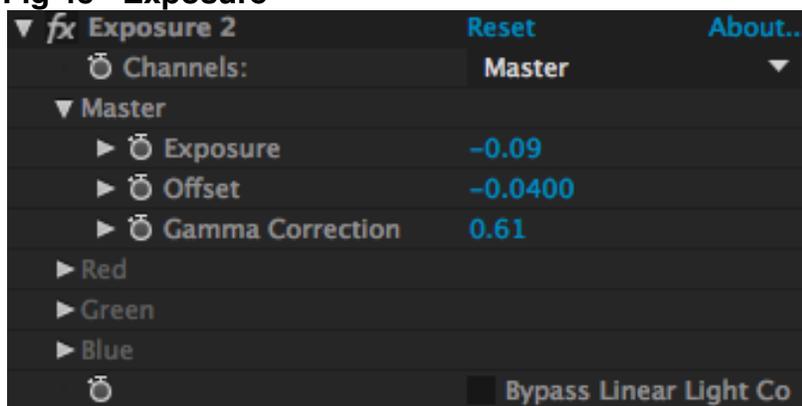
Increased the warmth using the Red channel's mid-tone slider, and the Blue channel's mid-tone slider. **Shifts are small and incremental!**

[💡 *TIP: COPY/PASTE FOOTAGE KEY layer, delete copied EFFECTS, and use masks to isolate 'hot areas,' to then color correct. Soften edges by adding a feather to the mask, like Step 2.*]

c. Exposure

Locate With Adjustment Layer selected in timeline (Above FOOTAGE KEY layer, adjust mask with feather if needed, around areas to adjust light/exposure to desired brightness. Increase the exposure value until highlight approaches desired brightness.

Fig 4c - Exposure



Once Color corrected, it's time to EDIT (...if you haven't already. Edit footage to final

edit before importing into AE).

5. Edit and Other Elements

In Project window, double click FOOTAGE EDIT comp to open timeline, if not already. Edit length of composition to your video length, *see step 1*.

Double click layers to edit, e.g. "TITLES Version 1- DBLE CLICK to EDIT" to edit text titles and LOGO.

To replace animation or image in timeline (e.g. Logo), first import YOUR-LOGO into AE. To replace logo, open FOOTAGE EDIT comp, double click 1st layer 'TITLES Version 1- DBLE CLICK to EDIT' to open this comp. Scroll down and select layer 10 'Logo.

Hold ALT/OPTION key while dragging YOUR-LOGO (e.g., 'YOUR-LOGO.png') onto logo.png layer.

Drag additional elements, if any, from Project panel into FOOTAGE EDIT timeline as required (e.g. graphics, animations, stills, additional movies, music SFX)

To key or color correct, if needed, place each element in its own comp (In Project window, drag element to the Create A New Composition button  at the bottom of the Project panel or choose File > New Comp From Selection. Save as e.g. 'THIS ELEMENT' COMP).

Fig 5 – Other Elements



6. More Effects

Other effects are sometimes needed (other than the Keying outlined trio above) to remove backgrounds, edit as needed.

Fig 6a – Refine Hard Matte



Fig 6b – Matte choker

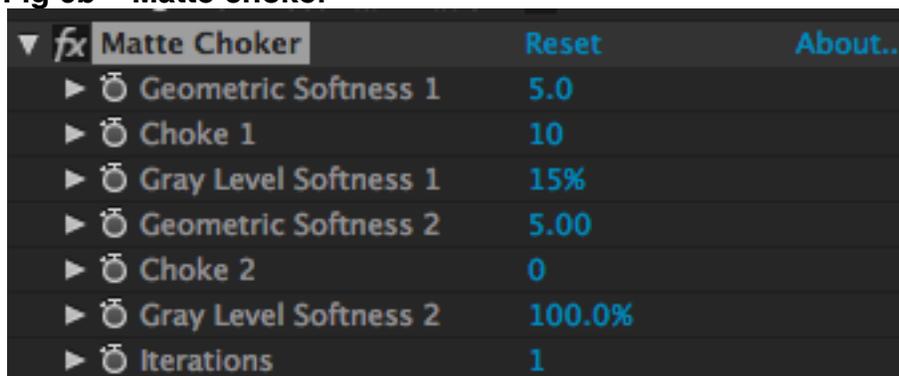


Fig 6c Luma key

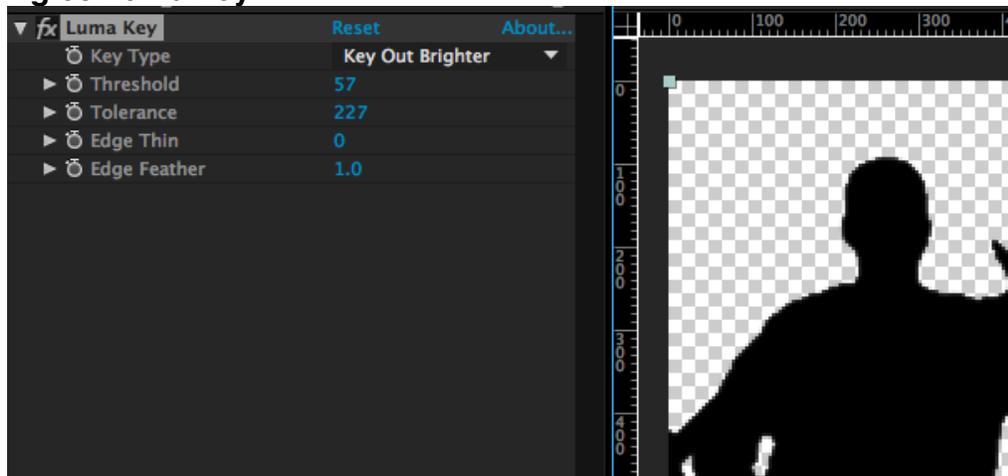
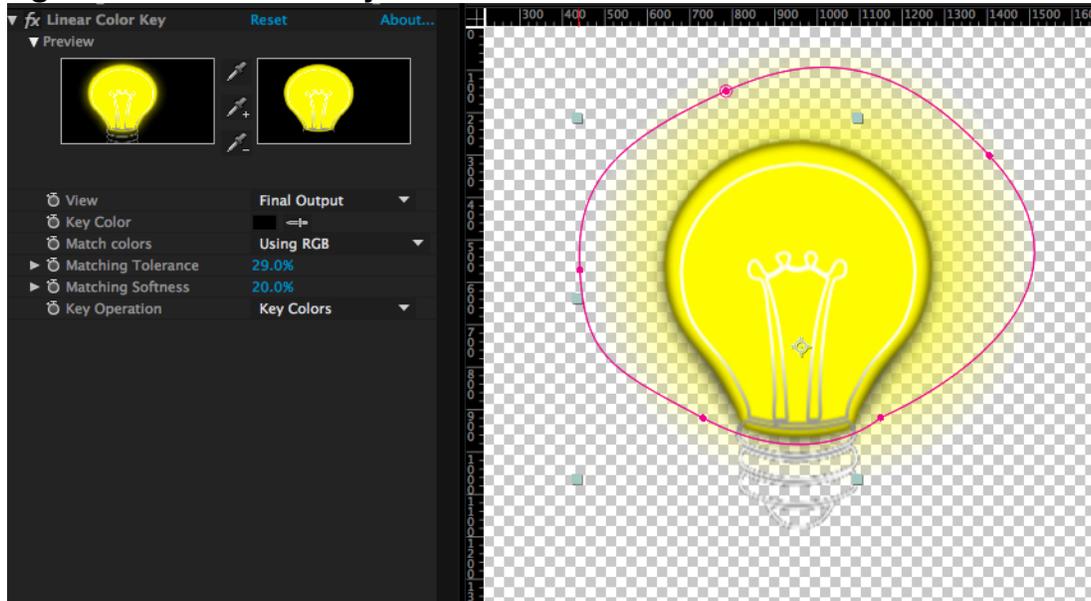


Fig 6d - Linear Color Key



Other Options:

Track Matte, (duplicate layer, set bottom layer track matte to alpha matte)
Also in timeline, setting blending mode from normal to 'screen' or 'add' can remove background.

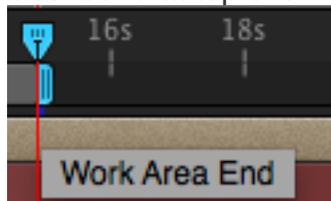
7. Color correct each element, as needed, as above.

8. Final Mix

In timeline, add/edit IN/OUT transition effects, SFX, music, adjust audio levels to achieve audio mix and FINAL CUT.

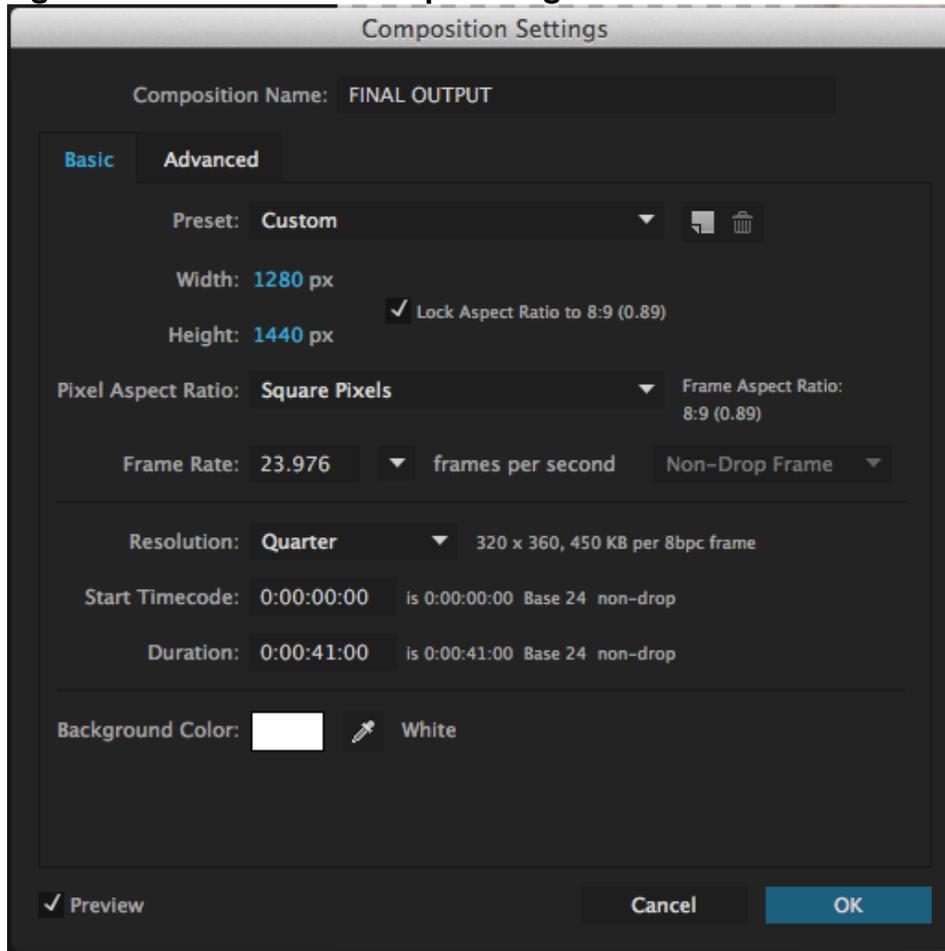
9. Once FINAL CUT is reached,

In Project window, double click FINAL OUTPUT to open timeline, if not already.
To trim your movie, drag 'Work Area' Start and End Markers (See image below, blue tabs found at top of timeline, just above top layer).



Or to increase length of composition to match your video length (e.g., ending gets cut off), see step 1.

Fig 9 – FINAL OUTPUT Comp Settings



FINAL OUTPUT and Frame is Set. Time to Export (process to create final .m4v file...)

10. IN AFTER EFFECTS

With FINAL OUTPUT comp timeline visible, click anywhere in the timeline window, then in menu, select Composition > Add to Render Queue.

RENDER QUEUE window will open as a TAB over Comp window.

Locate 'Output Module' and click blue 'Lossless' to open Output Module Settings Window. See Fig. 10, use the following settings.

Format: Quicktime

Channels: RGB+Alpha

Color: Straight (Unmatted)

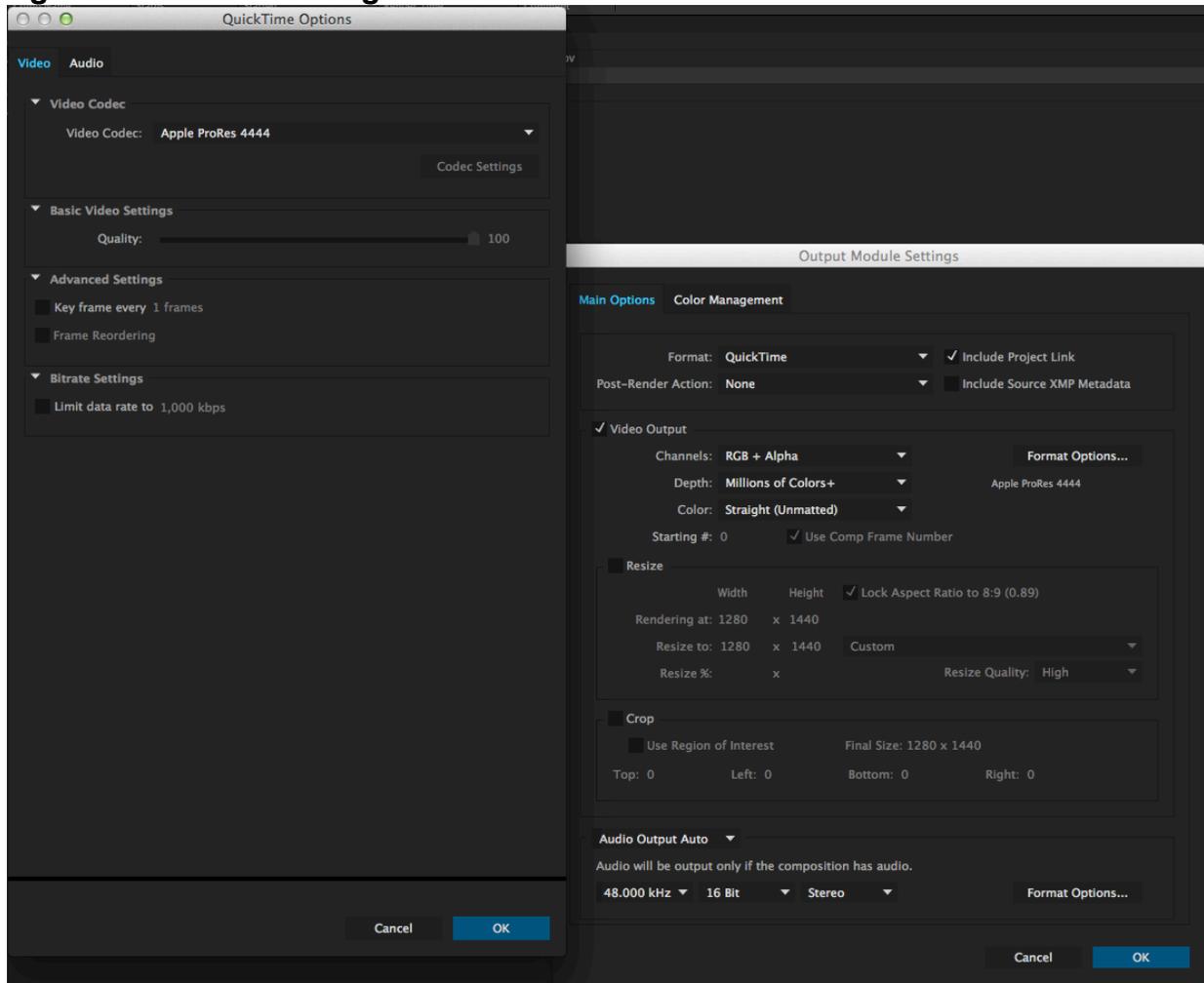
Format Options...(sub-window) Video Codec > Apple ProRes 4444, click OK (exit sub-window).

Click OK to exit Output Module Settings Window.

Output To: Choose file name, e.g. YOUR-MIX-VIDEO.mov will save to template folder on your local drive.

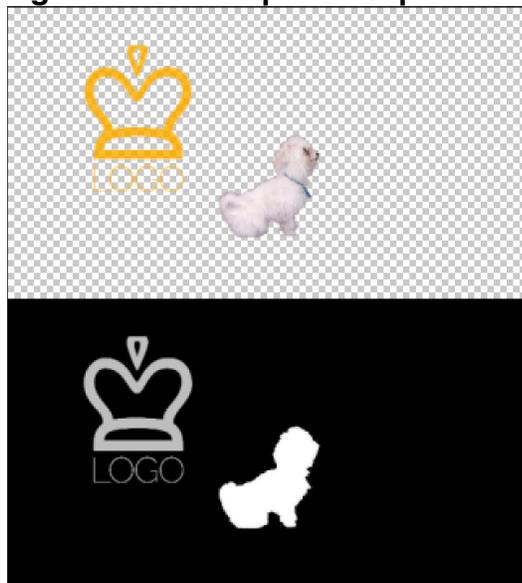
Click Render and wait.

Fig 10 - AE render settings



Once video is rendered, check video file to confirm BG is transparent (alpha channel retained).

Fig 11 – check Alpha is exported



12. Open MEDIA ENCODER program

Drag YOUR-MIX-VIDEO.mov into render window or click the  Add button.

Import AME preset using import button 

Drag preset to YOUR-MIX-VIDEO.mov file.

Click OK, to close **Export Settings** window.

Hit the **Return** key to start Queue for Render and wait.

OR, for manual export settings:

Click on the Format of the file (in BLUE) to open **Export Settings** window and change to:

Format: H.264

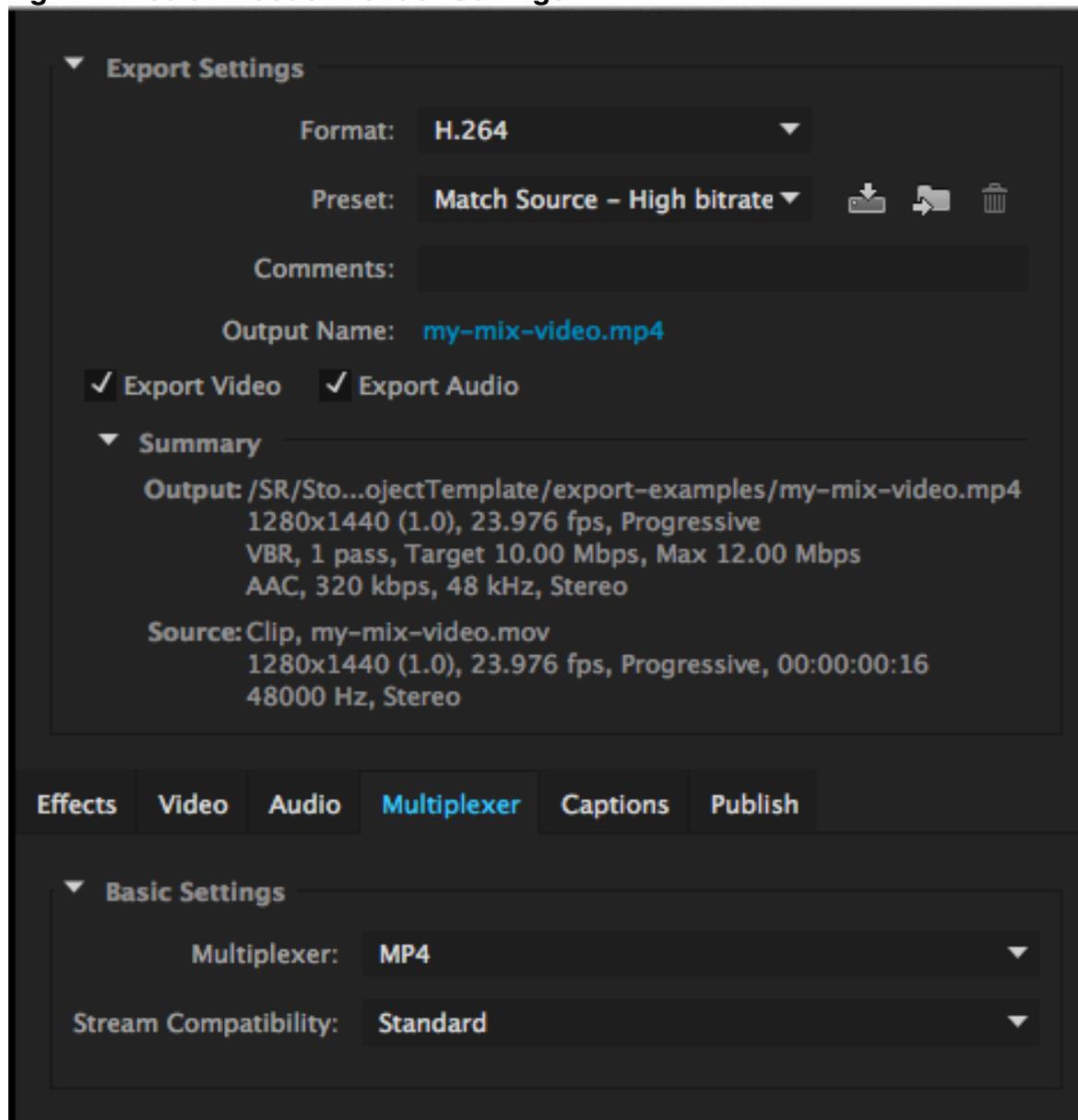
Preset: Match Source - High Bitrate

Multiplexer: MP4, standard

Click OK, to close **Export Settings** window.

Hit the **Return** key to start Queue for Render and wait.

Fig 12 – Media Encoder Render Settings



13. Once complete, the rendered output file, [../mix-video.mp4](#) will be visible in the render window (next to **‘Done’** status) Click [../mix-video.mp4](#) to reveal in finder. DUPLICATE file, rename with *your-product-name* included as a prefix, change **file extension to .m4v**, and click **‘use .m4v’** button when prompted.
eg. *your-product-sizzle-video.m4v*

That’s a wrap! You are now ready to upload *‘your-business-sizzle-video.m4v’* file to Sizzle!



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