

You don't have to picture it. You have to point at it.

Every video is made of a few moves. Each one has a name. Find the one that looks like what you want, and send us the number.

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THE MOVING EXAMPLES ARE AT THAT ADDRESS. ON PAPER, EACH MOVE SHOWS ITS BEFORE AND ITS AFTER.

PART 1 · 01-05

How one picture becomes the next

01



Cut

One picture, then the next. Nothing in between.

ASK FOR IT WHEN
you want it quick and clean.

IN OUR VIDEOS

YES

02



Crossfade

The first picture fades out while the next fades in. For a moment you see both.

ASK FOR IT WHEN
you want it calm.

Also called a dissolve.

IN OUR VIDEOS

YES

Our videos use a short one between every picture.

03



Slide

The next picture pushes the old one off the screen.

ASK FOR IT WHEN
you want the feeling of turning a page.

IN OUR VIDEOS

NOT YET

04

**Wipe**

A line moves across the screen and the new picture appears behind it.

ASK FOR IT WHEN

you want a reveal with an edge to it.

IN OUR VIDEOS

NOT YET

05

**Match cut**

Two pictures with the same shape in the same place, so the cut feels like one thing turning into another. A round bowl becomes a round mirror.

ASK FOR IT WHEN

two of your pictures already look alike. We'll tell you if yours do.

IN OUR VIDEOS

ONLY WHEN YOUR PICTURES HAVE THE MATCH

PART 2 · 06-10

How words move

06

**Rise**

Words float up a little as they appear.

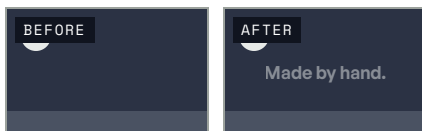
ASK FOR IT WHEN

you want the words to arrive gently.

IN OUR VIDEOS

YES It's our standard.

07

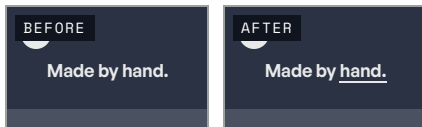
**Fade**

Words appear or disappear softly, with no movement.

IN OUR VIDEOS

YES Words leave this way.

08

**Underline**

One word gets a line under it so your eye goes there first.

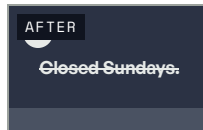
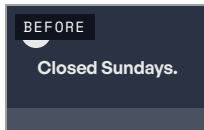
ASK FOR IT WHEN

one word matters more than the rest. Tell us which word.

IN OUR VIDEOS

YES One word per line, chosen for what it means.

09

**Strike**

A line draws through words, like crossing something out. Good for "you've heard this, here's the truth."

IN OUR VIDEOS

YES

When a video corrects a common mistake.

10

**Typewriter**

Letters appear one at a time, as if being typed.

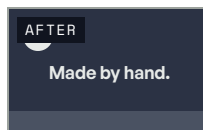
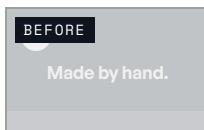
IN OUR VIDEOS

NOT YET

PART 3 · 11-14

How the frame holds

11

**Hold**

The picture stays still on screen long enough to read it.

ASK FOR IT WHEN

someone needs time with a picture or a line. Tell us "hold it longer."

IN OUR VIDEOS

YES

Every picture holds.

12

**Slow zoom**

A still photo slowly moves closer, as if a camera is moving in.

IN OUR VIDEOS

NO

We keep your photos still so nothing gets cropped or warped.

13

**Full frame**

The picture fills the whole screen, edge to edge.

IN OUR VIDEOS

YES

14

**Window**

The picture sits inside a shape, like a square, an arch or a circle, on a plain background.

IN OUR VIDEOS

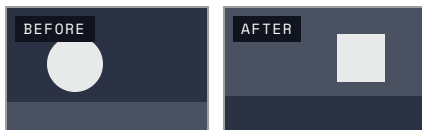
YES

We never let a window cut off a face or your product.

PART 4 · 15-17

How it feels

15

**Pace**

How fast the pictures change. Fast feels exciting. Slow feels calm.

TELL US

"faster," "slower," or the number of seconds you want each picture to stay.

16

**Ease**

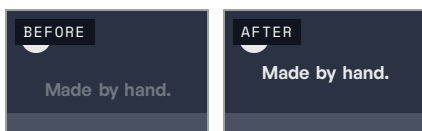
How a move starts and stops. Easing makes a move start and stop softly, like a car braking, instead of jerking.

IN OUR VIDEOS

YES

Every move is eased.

17

**Stagger**

Things appear one after another instead of all at once, like dominoes.

IN OUR VIDEOS

YES

Words do this. Pictures don't, yet.

PART 5 · 18-20

Where things sit

18

**Cover**

The first frame. On many apps it's the only frame anyone sees before they tap. It says who you are and what the video is about.

IN OUR VIDEOS

YES

Every video's first frame is built as its cover.

19



Safe zone

The middle of the screen, where the app's buttons and captions don't cover anything. Your words always go here, and never over anyone's face.

IN OUR VIDEOS

ALWAYS

20



End card

The last frame. It says how to reach you: your website, your booking link, your number.

IN OUR VIDEOS

YES

Every video ends with how to get you.

Look at the moving examples. When one looks like what you want, send us its number. "I want 02 between the photos and 08 on the word 'fresh'" is a perfect brief. You don't need any other words for it.

And if none of these looks like what you want, tell us what it should feel like. That's enough for us to show you a few.

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Sources

- Our own video templates: what our videos do today

Questions: team@malinkeproductions.com • This guide is at malinkeproductions.com/cheat-sheet

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