

INSTALL & USER GUIDE

AVF FilmLook 5.2.6

Print film, grain, halation and bloom in one node.

PREMIERE PRO & AFTER EFFECTS · MAC

Questions? **avfstoree@gmail.com** · Instagram **@av_filmmakerr**

01

Install

Copy one file into one folder. No installer.

WHERE IT GOES `/Library/Application Support/Adobe/Common/Plug-ins/7.0/MediaCore`

Way 1 · Copy and paste

1. Quit Premiere Pro and After Effects.
2. In the Finder: **Go › Go to Folder…**, type `/Library/Application Support/Adobe/Common/Plug-ins/7.0/MediaCore` and press Return. Premiere Pro or After Effects makes this folder when it is installed.
3. Click **AVF FilmLook.plugin** in the kit, press **⌘C**, click in that folder and press **⌘V**. Click **Authenticate** and type your Mac password. Updating? Click **Replace**.
4. Open **Terminal**, paste the line from step 5 of **How to install 1 - Copy and paste.txt**, press Return and type your Mac password. It lets macOS load the effect.

Way 2 · One line in Terminal

1. Quit Premiere Pro and After Effects. Unzip the download in Downloads or on the Desktop.
2. Open **Terminal** (Applications › Utilities).
3. Paste the line from **How to install 2 - Terminal.txt** and press Return.
4. Type your Mac password (it stays hidden) and press Return. It says **Installed**. Asked about Downloads or Desktop? Click **Allow**.

> macOS says the effect was **not opened**? Click **Done**, not Move to Bin, run step 4 of Way 1, then open Premiere Pro and After Effects again.

Updating? Do the same with the new kit. Your projects keep their settings.



02

Find it

- **Premiere Pro**: **Effects › Video Effects › AVP Tools › AVF FilmLook 5.2.6**. Drag it onto a clip or an adjustment layer. Keep it below Lumetri Color.
- **After Effects**: select a layer, then **Effect › AVP Tools › AVF FilmLook**.
- The controls are in **Effect Controls**.

03

Set up

Set **Colour Space** (Setup) to what comes into the effect.

YOUR PROJECT	COLOUR SPACE
Normal Rec.709 sequence or composition	Rec.709 (Gamma 2.4)
Log, before your LUT or conversion	Your camera's log (LogC, S-Log3, V-Log, Log3G10, Film Gen 5, ACEScct)

It gives the picture back in the same colour space. Give each clip its own **Seed** so two clips never share the same grain.

04

Your licence

The kit is the full effect. Until a licence key is entered it marks the picture with a grid of small plus signs.

Find your key

- On your download page, right after checkout.
- In your receipt email.
- On **avfstore.in › Account**, signed in with your purchase email.

Activate

1. Click **License** at the top of the controls.
2. Paste the key and click **Activate**. It needs the internet once.
3. The marks go. Nothing to reinstall.

- **2 computers** per key, Mac or PC in any mix: yours, or your co-editor's with your key.
- **License › Deactivate This Mac** frees a place. Machine gone? **License › Manage My Macs…**.
- Works offline for 60 days after its last check.
- **An Update Is Available** appears at the top when a new version is out. Free with your licence.

05

Quick start

1. Set Colour Space.
2. **Print › Print Stock**: choose a print film.
3. **Print Tone**: bring back shadows or faces.
4. **Look**: pick a gauge, then fine-tune any section.
5. Add Bloom, Vignette, Breath or Weave to taste.

06

Four print films



Kodak 2383

The classic cinema print. Rich colour, golden skin, warm highlights.



Fujifilm 3513

Teal shadows, pinker skin, cleaner highlights.



Kodak 2393

2383 with deeper blacks.



Kodak 5386

Softer, with lighter blacks.

Emulations made from each film's published technical data. Kodak and Fujifilm are trademarks of their owners; AVF FilmLook is not affiliated with or endorsed by them.



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The controls

SECTION	WHAT IT DOES
Look	Top. Clean, Grain Only, 8 mm, 16 mm, 35 mm, 65 mm: the whole texture of that film in one click.
Print	Print Stock, Print White, Exposure, Contrast, Colour Density, Saturation, Range Limiter.
Print Tone	After the print: Exposure, Midtones, Shadows, Highlights.
Film Grain	Profile per gauge and ISO, Amount. Same look in HD and 4K.
Halation	The red glow around bright lights. Profile, Amount, Show Mask.
Bloom	A soft glow from bright details, or Mist Filter Light / Strong.
Texture	Film Damage, Film Breath, Gate Weave, Overscan, Vignette.
Monitor	False Color, Show Skin, Clipping. For checking only.

Every texture section has a **Custom** profile that opens its detailed controls. A section switched off costs nothing. Turn off Monitor views and Show Mask before you render.

08

Speed

- Runs on your graphics card. On an M1 Pro, 4K with every section on and every slider maxed plays at 58 fps.
- Make sure the GPU is used: Project Settings › Renderer: **Mercury Playback Engine GPU Acceleration** (Metal). After Effects: Project Settings › Video.
- Match the timeline frame rate to your footage.

09

If something's off

PROBLEM	DO THIS
Not in the effects list	Quit and reopen the app. Check **AVF FilmLook.plugin** sits directly in `/Library/Application Support/Adobe/Common/Plug-ins/7.0/MediaCore`.
macOS says "not opened"	Click Done, then run step 4 of Way 1.
Colours look wrong or too contrasty	Check Colour Space in Setup.
The picture is grey or red	A Show box, Show Mask or Monitor view is on. Untick it.
A grid of plus signs	No key yet, or offline over 60 days. Click License and activate.
Playback is slow	See Speed above.

Uninstall: Quit Premiere Pro and After Effects and delete **AVF FilmLook.plugin** from `/Library/Application Support/Adobe/Common/Plug-ins/7.0/MediaCore`. Or paste the last line of **How to install 2 - Terminal.txt**.

AVF STORE



Happy grading. **Anurag**, A Video Productionz

Send what you liked, what didn't work and a screenshot to **@av_filmmakerr** or **avfstoree@gmail.com**. Mention your Mac model, macOS and Premiere Pro or After Effects version.

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