

INSTALL & USER GUIDE

AVF FilmLook 5.2.6

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

PREMIERE PRO & AFTER EFFECTS · WINDOWS

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

01

Install

Copy one file into one folder. No installer.

WHERE IT GOES `C:\Program Files\Adobe\Common\Plug-ins\7.0\MediaCore`

Way 1 · Copy and paste

1. Quit Premiere Pro and After Effects. Right-click the .zip › **Extract All**.
2. Press **Windows key + E**, type `C:\Program Files\Adobe\Common\Plug-ins\7.0\MediaCore` in the address bar and press Enter. No MediaCore folder? Open Premiere Pro or After Effects once, then quit it.
3. Click **AVF FilmLook.aex** in the kit, press **Ctrl + C**, click in that folder and press **Ctrl + V**. Click **Continue**. Updating? Choose **Replace**.

Way 2 · One line in PowerShell

1. Quit Premiere Pro and After Effects. Extract the download into Downloads or onto the Desktop.
2. Click Start, type **PowerShell**, click **Run as administrator**, then **Yes**.
3. Copy the line in **How to install 2 - PowerShell.txt**, right-click in PowerShell to paste it, press Enter. It says **Installed**.

> Optional: double-click **AVF FilmLook GPU Check.exe** to test your graphics card and see your speed. Windows may say **Windows protected your PC**: click More info, then Run anyway.

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



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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 PC** frees a place. Machine gone? **License › Manage My PCs…**.
- 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.

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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. Run **AVF FilmLook GPU Check.exe** to see your PC's speed.
- Make sure the GPU is used: Project Settings › Renderer: **Mercury Playback Engine GPU Acceleration** (CUDA or OpenCL). 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.aex** sits directly in `C:\Program Files\Adobe\Common\Plug-ins\7.0\MediaCore`.
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.aex** from `C:\Program Files\Adobe\Common\Plug-ins\7.0\MediaCore`. Or paste the last line of **How to install 2 - PowerShell.txt**.

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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 graphics card, Windows and Premiere Pro or After Effects version.

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