How Cognism uses Mister Horse

[00:00:00] Hi. So I'm gonna show you how we use the Mr. Horse Immersion presets, plugins that we have for after Effects. Mr. Horse in general is just like an app. Oh, by the way, I have open right here is the Adobe After Effects application from the Adobe Suite. So Mr. Horse. You could download their free animation composer, which is right here.

So I've just situated it right here. These are, and these are the motion presets we have downloaded. So they have their own animation composer, which is essentially like a plugin you could use for After Effects. You could also use it for Premier Pro and other applications. This is the one for after effects, and they have different features to it that are for free, but what we downloaded is the motion presets here, and there are loads, as you can see me scrolling down right now.

There's just a ton to choose from, and they're just essentially different transitions, so different movements of things you can animate within after effects. So usually, typically if we go in, this is the rebrand launch project file that I have opened. So within [00:01:00] this, there are tons of things that have just been animated and just if you can see here, there's just a lot of key framing for different scenes and just a lot of things for different features.

But I'll just show you how we use it at Cognism, for instance, going back to this one. So right now we just have less than a second. We have this, that's what we have. And there's just a simple scale, key framing done on it for I'm just gonna use this as an example, but I'm not gonna use this for the actual thing. But how we use Mister Horse say there's a transition that we want to do and it would take quite a bit of time just to key frame it. Having this Mr Horse preset just saves a lot of time by doing it with a few clicks rather than going in key framing, working out all the timing and everything like that. This just cuts the time down.

For instance, imagine I wanna do this animation for this text. So I'm gonna click on the text. I want to animate, and then I want this bounced position toplugin motion preset from Mister [00:02:00] Horse and say, I want it coming in from the left. And then I can animate it in. I can animate it out or both.

I'm just gonna animate it in because I'm working with less than one second. Animating it in and out might be a bit chaotic I'm just gonna animate it in so it's just asking me if I want to convert it to a 3D layer because it's a 3d transition. So I press play. , then you have that animated in just a few clicks rather than just me, going in and key framing it for every single movement it shows.

So you have it, it's as simple as that. It's just a very simple motion presets package. Yeah, that's how we use the Mr. Horse Motion presets in After Effects.