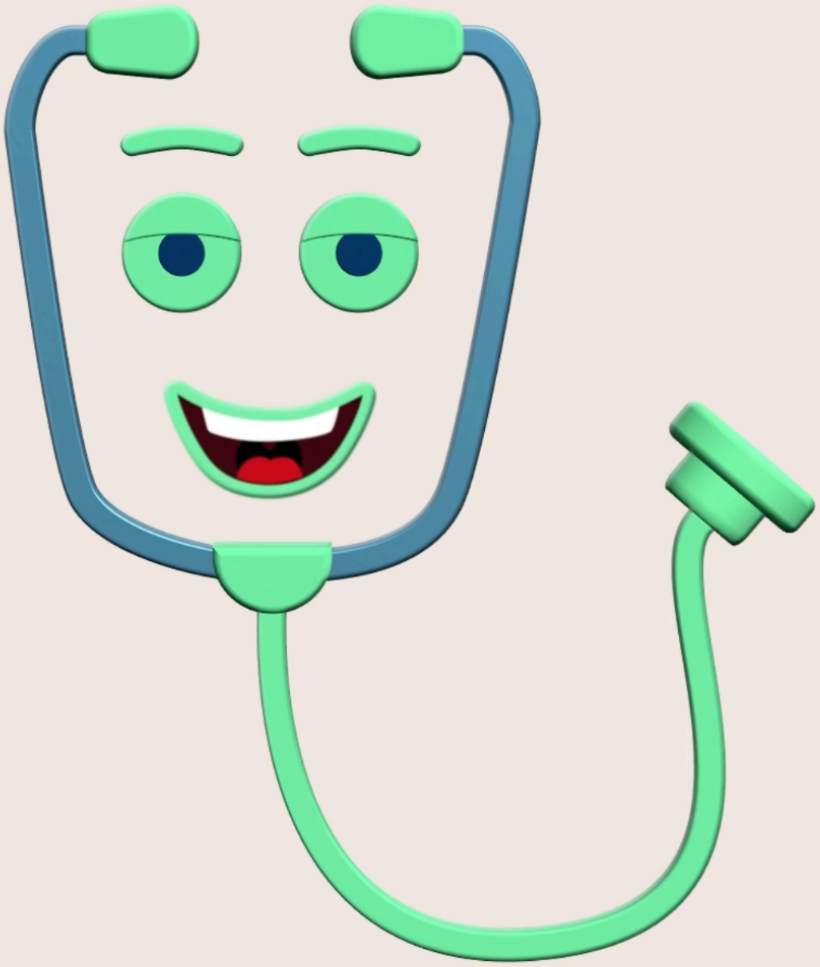

March 25, v1.0

VIV AVATAR USER GUIDE

THRIVE

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🛑 !!READ ME!! 🛑

If you **DO NOT MASTER AFTER EFFECTS OR PREMIERE PRO,** you may still use the Static Image Pack and the Animated GIF Pack as long as you follow the **Best Practices for Visual Clarity**. If you require more avatar features please reach out to our multimedia team via Slack at #designers.

If you **DO NOT MASTER AFTER EFFECTS,** but you know how to use Premiere Pro. You will be able to use the Avatar via **.mogrt files** in Premiere (see more in "Understanding Essential Graphics"). You will be able to use all of the preset body movements, switch between facial expressions and add speech bubbles but will not be able to keyframe graphic parameters or make the avatar talk. **NOTE: YOU WILL STILL NEED TO HAVE AFTER EFFECTS INSTALLED IN YOUR MACHINE FOR THE .MOGRT FILE TO WORK.**

If you **DO MASTER AFTER EFFECTS** then you will have full access to Viv's capabilities like keyframing facial expressions and body movements, adding speech bubbles and making Viv talk – this will require Adobe Audition (or equivalent) and Adobe Character Animator as well.

Who is Viv?

Viv is a digital character designed to guide audiences through the key concepts of the **THRIVE Project**. It serves as a visual and narrative anchor across THRIVE's audiovisual materials, making complex thrivability topics more engaging and accessible.

Shaped like a **stethoscope**, Viv symbolizes deep listening and connection, its design reflects the idea of tuning in to the "heartbeat" of the planet, society, and economy, helping audiences direct their attention to what truly matters. It strengthens brand identity, reinforces key messages, and creates a more immersive learning experience.

Viv also morphs into a glowing lime lifeforce line—a dynamic thread that flows through the visuals, highlighting key aspects on screen and ensuring a smooth, continuous connection between ideas.

Watch what Viv can do in this Demo Moves video or check out Viv in action in this Glossary Example video.

Where and How to Apply Viv

Viv can be used as an animation OR a static image in **PowerPoint presentations**, **explainer videos**, **social media, the THRIVE website, comic strips, Google Docs, and more**. It can interact with your content in three ways:

1. **Visual Reactions** – Subtle gestures and expressions that acknowledge or respond to on-screen content.

2. **Speech Bubbles** – Viv communicates through text bubbles, providing key messages or information.

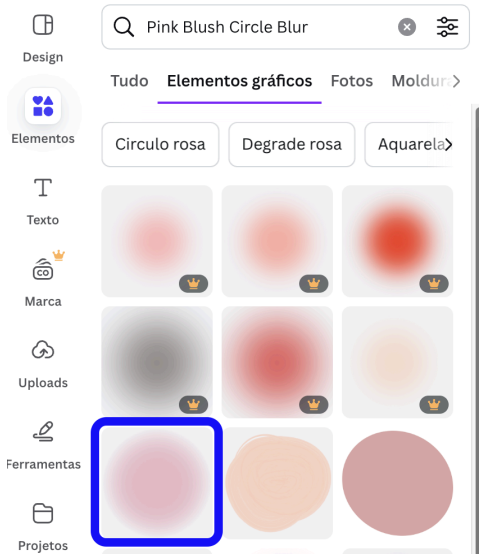
3. **Lip-Sync** – Viv speaks directly to the audience with synchronized voice and mouth movements.

Best Practices for Visual Clarity

To better distinguish Viv from a busy background, you can **add a discrete drop shadow** to it and/or **create a feathered mask on the background**, preferably limited to the area behind Viv, **and apply a blur effect**. This can be done similarly in Canva by adding a Blur element with a color (search “Pink Blush Circle Blur” or simply “blur”) behind Viv. Adjust color and transparency to make Viv stand out and better coordinate with the background.



Screenshot of Viv in a video with a drop shadow and gaussian blur on the background.

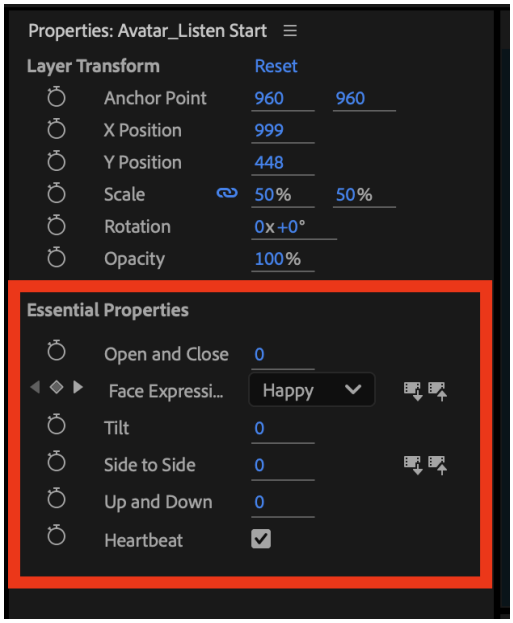


Choosing the “Pink Blush Circle Blur” in Canva.

How to Animate Viv

Understanding Essential Graphics

In After Effects and Premiere Pro essential graphics properties are easy-to-edit controls like text, position, and other settings.



In After Effects you'll find them in the **Properties panel** of editable compositions (see image on the right).They let you update content or add animation keyframes **without changing or messing up the original comp**.

In Premiere Pro you'll find them in the **Graphics Templates panel** where you will have to install .mogrts files for each animated pose by clicking on this icon: . And after added to a timeline you'll be able to adjust the avatar properties in the Effects Controls Panel.

⚠️ Note that in Premiere you **CANNOT KEYFRAME** the Graphic Parameters.

Essential graphics properties keep everything **organized and safe**, so you can focus on your edits. And since altering or keyframing Essential Properties doesn't affect the main comp, there's **no need to duplicate it.**

Animating in After Effects

We've created videos to make the learning process more engaging and intuitive. Please watch all of the videos to gain a comprehensive understanding.
You can download the template project files here.

Part 1: Making Viv Move

Required software: Adobe After Effects 

- Step 01: Understanding the AE project [2:54]
- Step 02: Animating Limited Customization [2:14]
- Step 03: Animating Adding Speech Bubbles [1:50]
- Step 04: Animating Full Customization [2:20]

Part 2: Making Viv Talk

Required softwares: Adobe After Effects, Audition & Character Animator 

- Step 05: Generating Voice-over [2:40]
  - Tool: ElevenLabs
  - **Note:** You'll need to **create a free account** to generate.
  - **Voice used:** Charlotte
- Step 06: Pitch Change [2:02]
  - Make Viv's voice 2 semitones higher.
  - Tool: Adobe Audition (or equivalent)
- Step 07: Generating Lip-Sync [3:36]
  - Tool: Adobe Character Animator
- Step 08: Animating Putting it all together [4:35]
  - Using Dynamic Link

Lime Lifeforce Line

Viv has the unique ability to transform into the Lifeforce Line — a dynamic narrative thread that guides the viewer's eye and structures the story. Whether outlining important elements on screen, underlining critical data, or seamlessly transitioning between topics, Viv's transformation into the Lifeforce Line provides both visual continuity and emotional resonance. It's not just a graphic device — it's a living symbol of connection, energy, and the pulse of a thriving world.

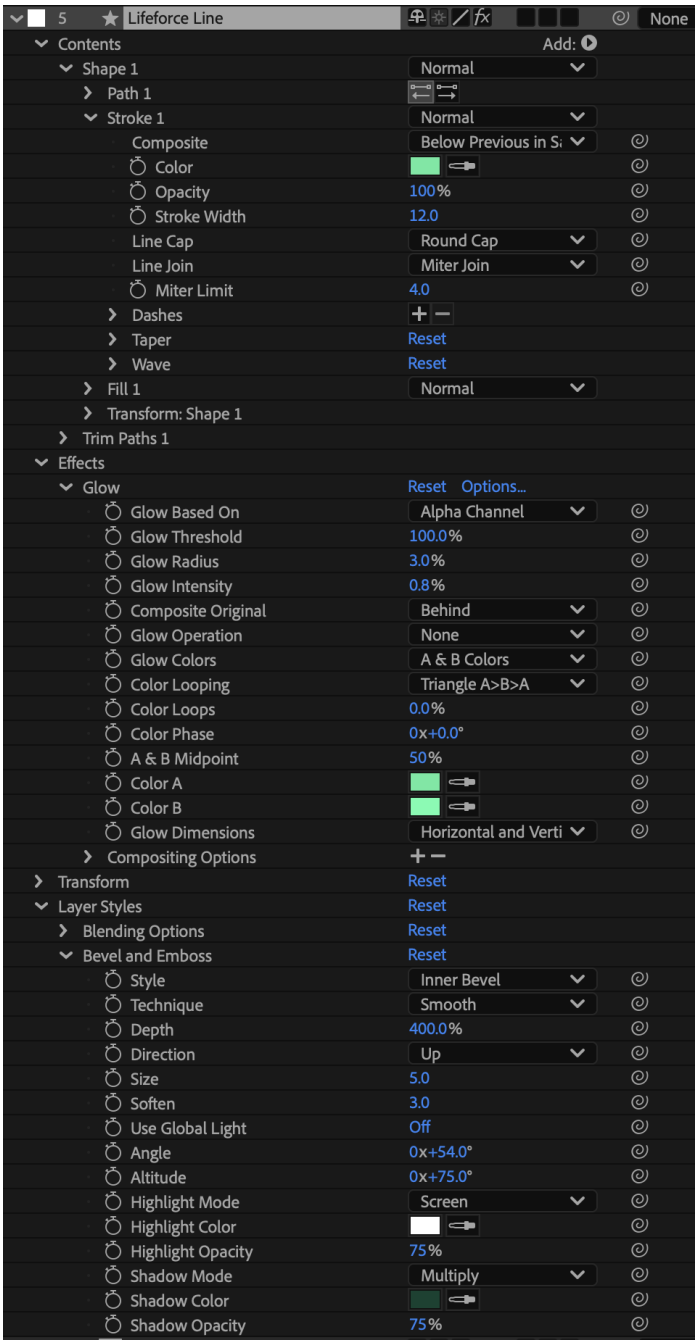
Line properties

Feel free to duplicate directly from the Demo Scene in the project and edit the shape path, or upload the lifeforce line preset to your User Presets folder.

Contents:
Shape
Color: #7CEEAE
Stroke Width: 12px
Line Cap: Round Cap

Effects:
Glow
Based on: Alpha Channel
Glow Threshold: 100%
Glow Radius: 3.0%
Glow Intensity: 0.8%
Color A: #7CEEAE
Color B: #7CEEAE

Layer Styles:
Bevel and Emboss
Depth: 400%
Size: 5.0
Soften: 3.0
Angle: 54.0°
Altitude: 75.0°
Shadow Color: #1C4E39



Resources

Resource
Viv Avatar Template Projects
Viv Avatar Example Project
Viv Avatar .mogrt files for Premiere
Viv Avatar - Animated GIF Pack
Viv Avatar - Static Image Pack
User Guide Tutorial Videos
ElevenLabs
Lifeforce Line Preset
Root Avatar files can be accessed through thriveprojectavatar@gmail.com. Request password in #itsupport channel in Slack.

Version Control Information

Updated by: (@name)	Version Number	Update Description	Reason	Date (as dd/mm/yyyy)
@Lucy	**v1.0**	First Version	-	**12/05/2025**