

How to Create
ANIMATED
GIFs
in just a few minutes

WHAT is a
GIF?

- **G**raphics
Interchange
Format
- Uses lossless
compression
- Low file size

WHY we use
GIFs

- Internet culture
- Cheaper & easier
- Engagement
- Creative solutions
- Multi-platform



The Process:

- Catch attention
- Provide information
- Establish a call-to-action and loop

Make a *visual journey* for the user.



HOW we make GIFs

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The Fundamentals:

Opacity:



Position:



Styles:



Now let's
MAKE A
GIF

in just a few minutes



GIF

TAKEAWAYS

- Small file size
- Three step process
- Countless creative solutions

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CRAFT