

How to Create  
**ANIMATED**

**GIFs**

*in just a few minutes*

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**WHAT** is a  
**GIF?**

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- **G**raphics  
**I**nterchange  
**F**ormat
- 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

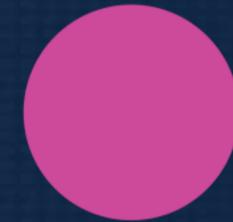
Make a *visual journey* for the user.

HOW we make  
**GIFs**

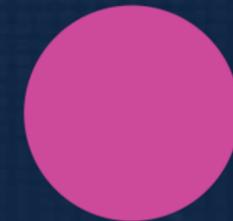
2 / 2

**The Fundamentals:**

Opacity:



Position:



Styles:





Now let's  
**MAKE A**  
**GIF**

*in just a few minutes*

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# **GIF**

## **TAKEAWAYS**

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

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CRAFT