POWTOON

For educational videos

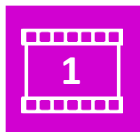|	
1	**HOW TO SET UP A POWTOON ACCOUNT**

About

Powtoon is a free, online visual communication platform which enables you to create animated presentations and explainer videos. It has a library filled with pre-made styles, characters, backgrounds and videos, but also enables you to upload your own media. It allows users to edit slides and turn them into videos, to create voiceovers and/or add sound tracks and to publish the videos for viewers. You will need a laptop or computer to create these videos, as it is not compatible (yet) with smartphones or tablets. In order to create, edit and share your Powtoon video, you will first need to create an account. To view your videos, your students will not need an account, but they will need a link to access the material **(see topic 5 'How to share your Powtoon video')**.

Signing up for the first time

- Start by going to powtoon.com

- In the right top corner, click on the **'Sign Up'** button

- You will be asked to sign up with an email address and a password

- You can use your Google Account [1] to sign up by filling in your Gmail or by clicking on the **'Sign up with Google'** button

- After entering your email and clicking on **'Continue'** you will be asked to select the reason why you are using Powtoon - select the box which applies to you

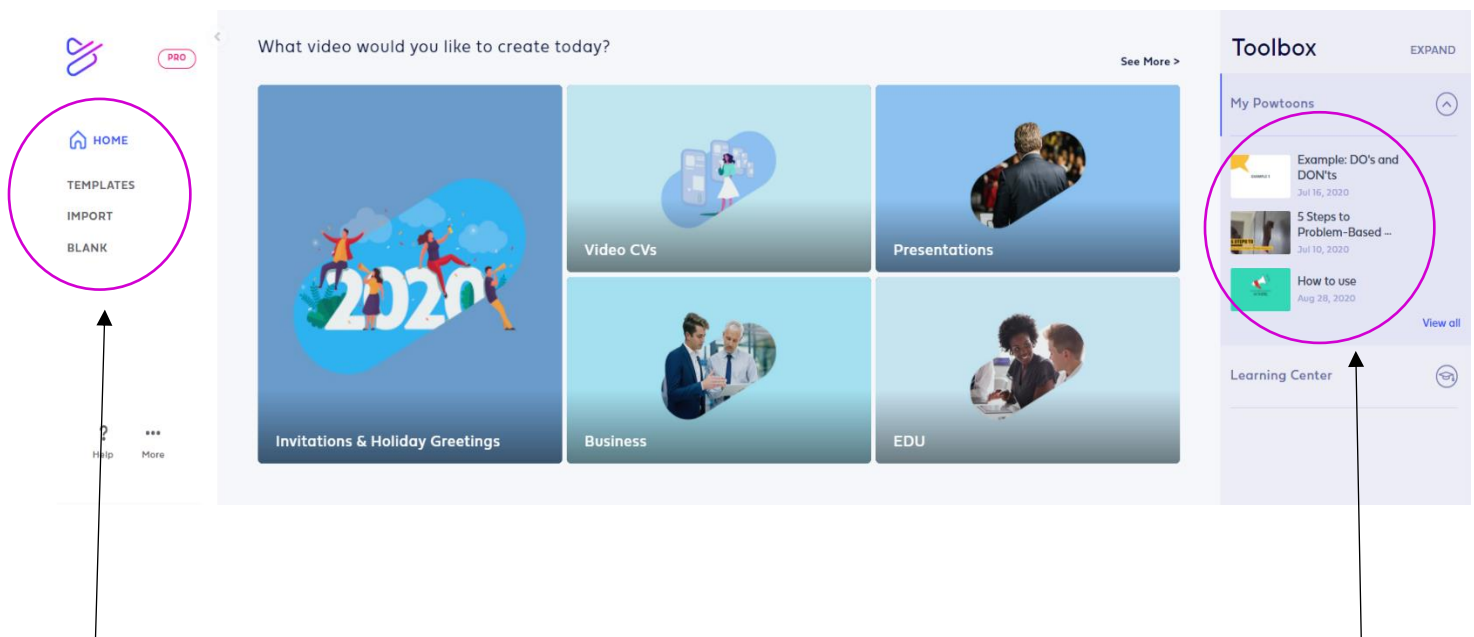- You will then be redirected to the Powtoon Homepage

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[1] See tutorial on how to create a Google Account

About

You can use Powtoon to create, edit and share your Powtoon videos. The purpose of these videos may vary according to your needs, e.g. from an introduction to a lesson to a visual demonstration of theory put into practice or a deeper explanation on a particular concept. You want to keep in mind that your Powtoon video should always be as concise as possible. For more information, tips and tricks on identifying and creating the content for your Powtoon, listen to the recording of COP 8 (https://bit.ly/3guh9NF) or read through the presentation slides (https://bit.ly/3gmlP8c).

- Once you have signed in to your new Powtoon account, you will be navigated to the Powtoon homepage which looks like this:
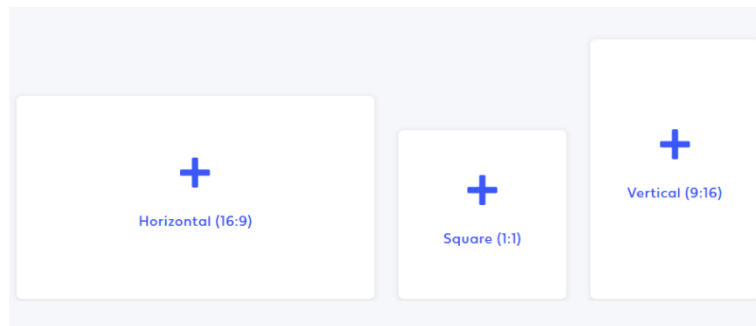

Navigating to one of these files either leads you to the homepage, the pre-made templates provided by Powtoon or to a blank slide, enabling you to start creating your video from scratch

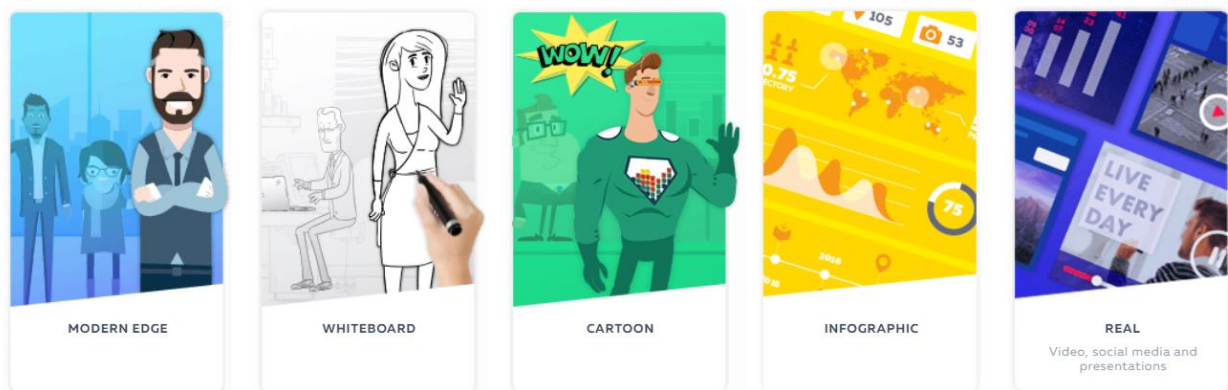'My Powtoons' is the file where you will be able to find all your previous work done with Powtoon

- To save time, you can look through the different Powtoon templates to find a lay-out and background that fits your needs. For the purpose of this tutorial, where we will cover all Powtoon aspects, we will introduce the different features by opening a 'blank' slide.

- After clicking on the 'blank' option, you will be asked to choose the format of your video. Depending on the content and purpose of your video, you can choose between a horizontal, square or vertical format:
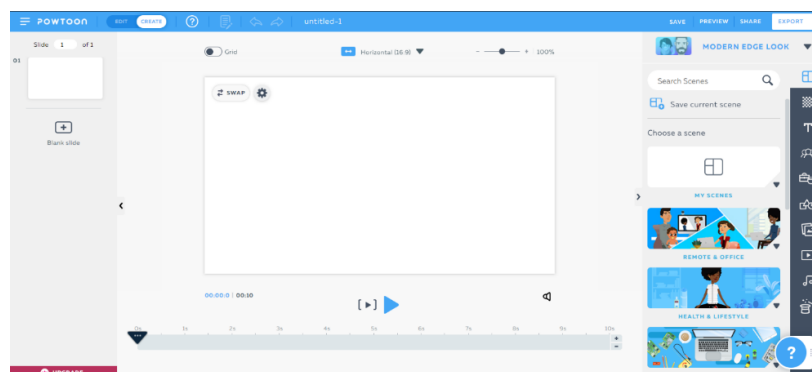

Horizontal videos are most often used for sharing on WhatsApp and Youtube, square videos are used primarily for sharing on Facebook and Instagram and vertical videos are a format that facilitates creating videos with your smartphone

- Once you have chosen the right format for your video, you will be asked to pick a 'look'. There are five looks to choose from, each with their own set of characters, backgrounds, props and more:

- After picking your look (you can still change your 'look' or use different looks simultaneously in the process of creating your video), you will be redirected to the Powtoon workspace which looks like this (for more information on this workspace, check out **topic 3 'How to create your Powtoon video'**):

Navigating through the toolbar

The toolbar is the ribbon all the way on the right of your workspace. It is equipped with different icons:

A scene is a ready-made slide in the Powtoon library. It comes fully designed and requires, at most, minor text editing

If you start from scratch, the background of your Powtoon slide will be blank. The background library provides you with many options, ranging from colours, to images and videos

The text feature allows you to add titles, subtitles, speech bubbles, bullet points, infographics, etc. in any font, size and colour

Characters may help you tell your story - Powtoon has a large selection of characters in a wide range of styles (also known as families)

An element one may add to further clarify their scene. Powtoon has a large selection of both animated and static props

One may add shapes to highlight, redesign or further clarify a scene

Using keywords, you can search the image libraries. In addition to the images that exist in the Powtoon libraries, you can also upload images that are saved on your computer

Using keywords, you can search the video libraries. In addition to the videos that exist in the Powtoon libraries, you can also upload videos that are saved on your computer. As with all videos, an uploaded video becomes the slide's background

You can add background music from the library or upload your own. You can also add a pre-recorded voice-over or record it on the spot

Specific props, characters and backgrounds regarding different special occasions (Christmas, Easter, Elections, etc.)

3 **HOW TO CREATE YOUR POWTOON VIDEO**

About

In order to create your Powtoon video, you will need a Powtoon account first. If you do not have this account yet, go back to **topic 1: 'How to set up a Powtoon account'**. You can use Powtoon either to upload your own videos or images and add text, pictures, animation, music, etc. or you can create a video with all the aforementioned features from scratch. These Powtoons can range from an introduction to a lesson to a visual demonstration of a theoretical definition or a deeper explanation on a particular concept, with a time limit of 3 minutes. For more information, tips and tricks on identifying and creating the content for your video, re-watch COP 8 (https://bit.ly/3guh9NF) or read through the presentation slides (https://bit.ly/3gmlP8c).

Getting started

- To start creating, make sure the 'Create' button in the top left corner is turned on, otherwise you will not be able to add or edit new slides:

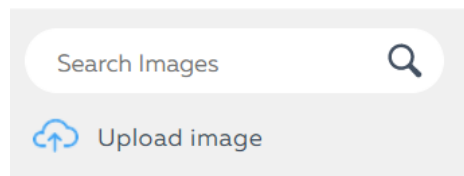- Explore the Powtoon workspace interface before officially kicking off:

Check the number of slides, add new slides and shift the order of your slides here

Add and edit images, videos, animation, text, etc. here

Scroll through the different tabs within each feature

Browse through the different features (backgrounds, text, props, pictures, music, etc.)

- To add something to your slide, simply scroll through the toolbar to find the feature you need, click open the appropriate tab and click on the prop, character, song, background or scene to add what you want.

- When clicking open the features Background, Images, Videos or Sound, you will have an additional option to upload your own media from your laptop or computer.
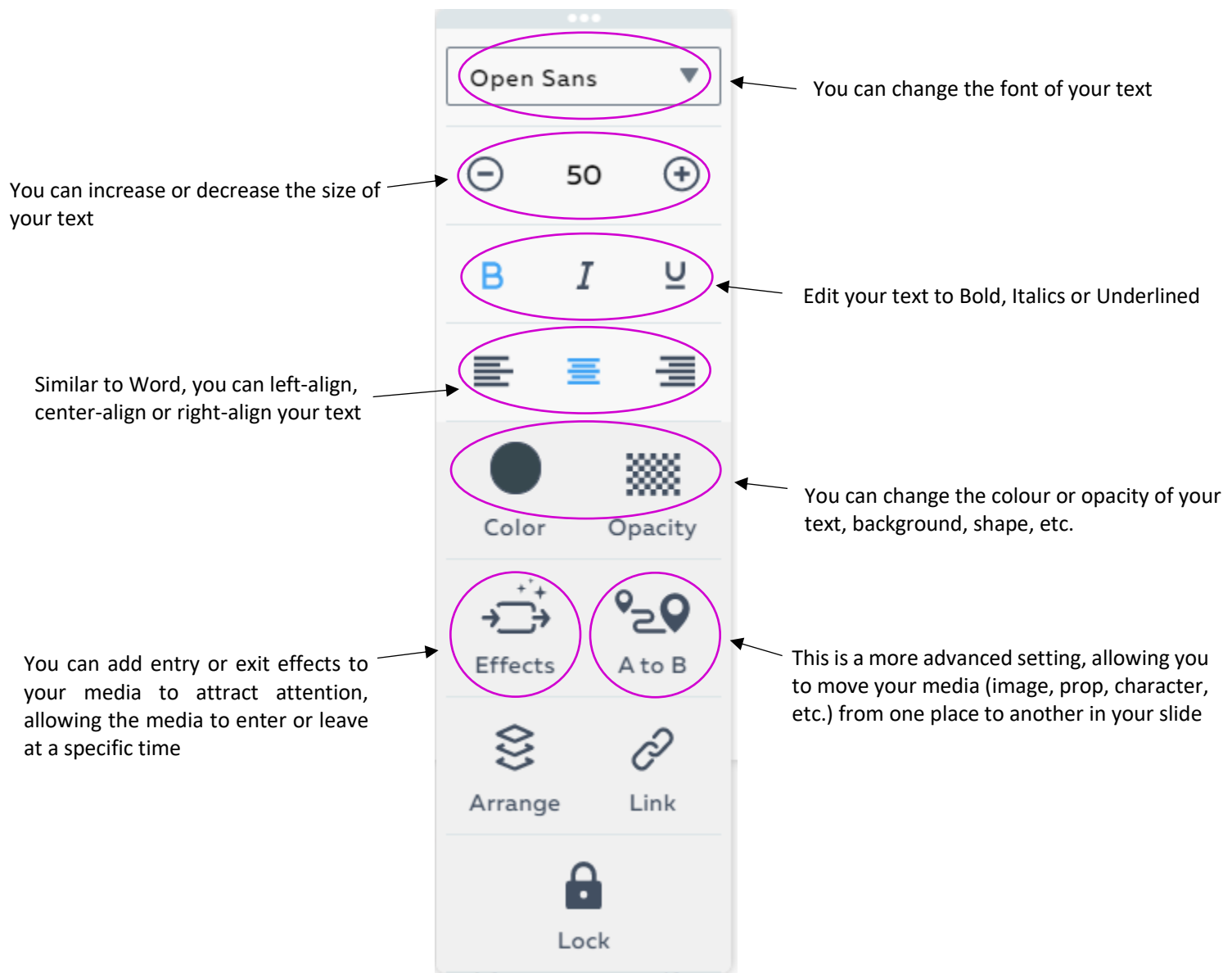

| 4 | HOW TO EDIT YOUR POWTOON VIDEO |

Once you have added the media necessary to create your Powtoon slide(s), it is time to start editing!

Editing text, characters, shapes or props

To guide you through the different editing options, we will look at some of the most important ones that are needed to make your videos attractive.
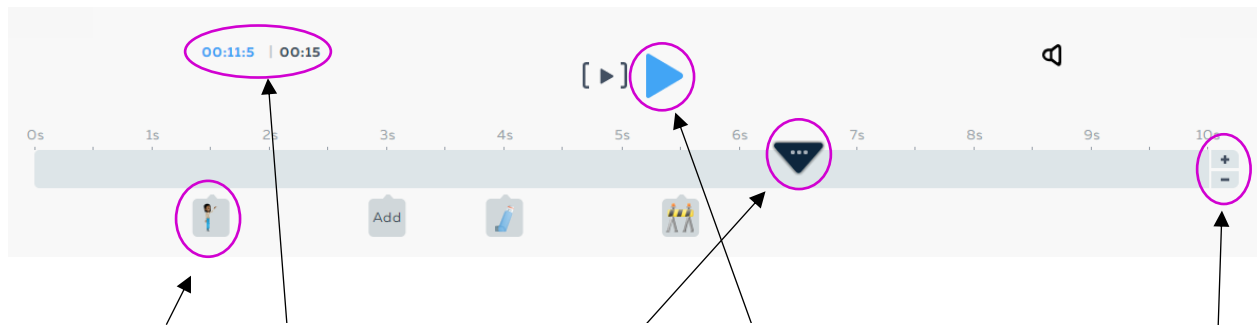
- To access the editing tab, you can either double click on your added media (text, image, character, prop, etc.) or click on the gear icon that shows up when you click on your media once. It looks like this: ⚙

- Once you have clicked open the editing tab, there are several things you can do:

You can change the font of your text

You can increase or decrease the size of your text

Edit your text to Bold, Italics or Underlined

Similar to Word, you can left-align, center-align or right-align your text

You can change the colour or opacity of your text, background, shape, etc.

You can add entry or exit effects to your media to attract attention, allowing the media to enter or leave at a specific time

This is a more advanced setting, allowing you to move your media (image, prop, character, etc.) from one place to another in your slide

Editing the duration of your Powtoon slides and/or Powtoon video

When you are happy with the structure and content of your slides, you can now choose to edit your timeline to make sure each slide is long/short enough for the content you are displaying and to edit the time points where you want your characters, images, texts, etc. to come into your video.

Each slide is accompanied by a timeline displayed beneath the working space and looks like this:

This is where you will see the characters, texts, shapes, images etc. that you have added to your slide. By left-clicking and dragging the mouse, you can determine at what time your character, text, shape, image etc. comes into the video

You can extend or shorten the duration of the slide by clicking on the plus or minus icon

This is where you can check the length of your video. The time in blue on the left shows what time your black marker in the timeline is fixed on and where you are currently editing. The time in black on the right is the full length of your whole video (in this case 15 seconds).
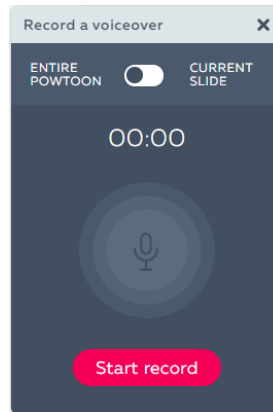
Pressing on the blue Play button enables you to start reviewing your work in the slide where you are currently working in
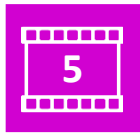
Adding a voiceover to your video

Once the timing of your characters, images, props, etc. and duration of the slides are aligned, you are ready for the final (optional) step before sharing your video. Besides adding music, either directly from the Powtoon library or straight from your laptop or computer, you can also add a personal voiceover to your video.

- To go to the Recorder menu, first navigate to Sounds in the toolbar.

- After you click on the Sounds feature, you will see two options on the top left next to the toolbar: 'Add music' or 'Add voiceover'.
- By clicking on 'Add voiceover' you will be presented with a few options. Of importance to us are the first two in line: Record or Upload. By pressing the Record button, you will be redirected to your Powtoon working space with an additional tab:
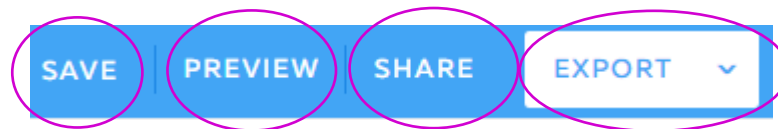

- o You can choose either to record a voiceover for the entire Powtoon, or record a voiceover for a particular slide.
- o As soon as you press 'Start record', Powtoon will start recording your voice.
- o To align your voiceover with the video, make sure to play your video in the background while recording.
- o When you are finished with recording, simply click on the 'Stop Recording' button. You will then be asked either to save or delete your recording.
  If you are not happy with the recording, you can try again in the same way as previously described. If you are satisfied, you can go ahead and save the audio by renaming it.
- o After saving, your audio file will automatically be inserted into your video. At any point you can still edit or delete your audio by navigating to the 'My Voiceovers' file in the Sounds tab.
- As mentioned earlier, you can also upload a pre-recorded voiceover from your laptop or computer by clicking on 'Upload' and browsing through your documents.

HOW TO SHARE YOUR POWTOON VIDEO

Now we are ready for the final phase! Once you have added the necessary slides and content, checked your timing and structure and added some background music or a voiceover, you are ready to share your Powtoon video with the world.

When you head to the top right corner of the Powtoon workspace, you will see the following tabs:

In the free version of Powtoon, your export options are limited to a shareable link, Youtube, Facebook, Twitter, Linkedin or Powerpoint.

For a final check you can preview the whole video here

Do not forget to save your work regularly! You do not have to wait until you are finished with your Powtoon video to save. It is a good idea to save regularly in the process of creating your video.

By clicking on 'Share' you will receive a shareable link to send your video to your target audience on Facebook, WhatsApp, in a document, etc.

All that is left for you to do, is to update your students, followers, family or friends about the video you are sharing and you are all set to go! You have now created your very own Powtoon video. **Well done!**