

POWTOON BASICS

PowToon is an online presentation software tool that allows you to create free and professional animated video explainers/messages and presentations as an alternative to PowerPoint.

Through this tutorial you will learn to:

- Access PowToon and create a presentation
- Navigate the PowToon Interface
- Access and use the panels
- Apply the basic animation workflow
- Publish your presentation

Accessing the PowToon

Step 1: Where do I login?

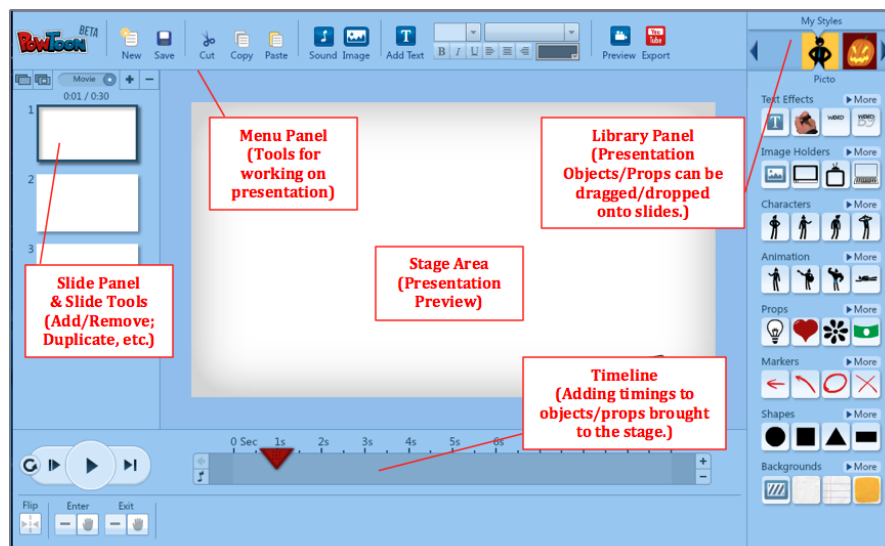
Login at <http://www.powtoon.com/>. If you like, you can use your Maricopa Google credentials to access PowToon.



Step 2: Start a PowToon

You can create a PowToon from a **Ready-Made** presentation or start from **Scratch** with or without a template. Start from scratch categories include pre-arranged slides for Promotional Videos, Slideshows, Educational Clips, Infographic Videos and Social Clips. Select **Edit** for **Ready-Made** presentations or **Go** after selecting a Blank Project or template. **Note:** Some Ready-Made presentations and templates are only available to Premium users.

The Interface & Panels

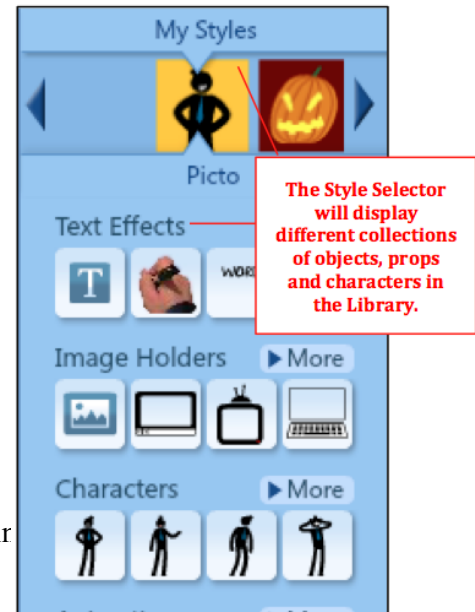


The Library Panel

The PowToon Library is made up of different categories of text, objects (shapes, markers), props and characters that can be added to your presentation. You can even add your own images to the library by selecting an **Image Holder** (image frame) option.

Using Items in the Library

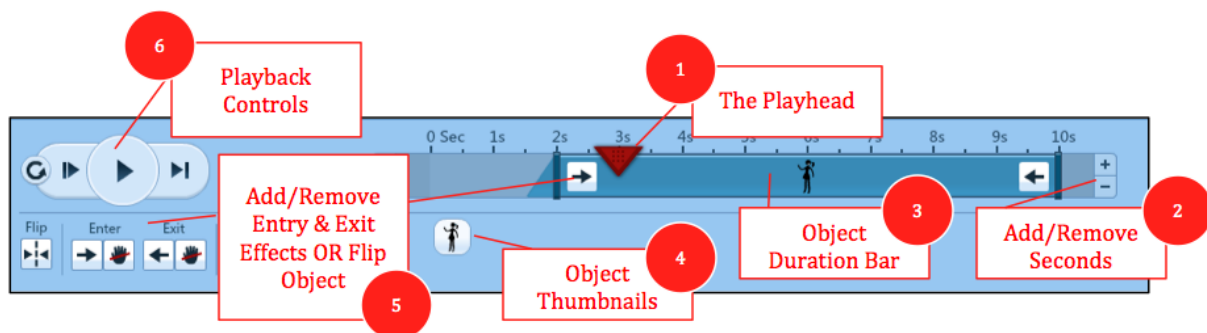
To use the Library select a **Style** from the top of the panel. To add objects, props and characters simply **drag/drop** to the slide. **Note:** Some Items in the Library may be part of the premium PowToon package (marked as “More”).



The Timeline

The PowToon Timeline is used to add animation timing to objects in your presentation.

- 1. Playhead:** The playhead indicates at what second you are currently in your slide. You can slide the playhead throughout the timeline to preview the animation for each slide.
- 2. Total Slide Time:** Each slide by default is assigned 10 seconds. This can be decreased or increased to up to 20 seconds maximum.
- 3. Object Duration Bar:** Each object has an animation timing duration bar. To access this bar select the object on the stage and adjust the timing as desired.
- 4. Object Thumbnails:** All objects in the slide will appear below the timeline. Click on an object to adjust the effect and duration of the object.
- 5. Object Effects (Animation):** Objects can be set to Enter or Exit the stage using a variety of options including fades, directionality and even a hand function (where a human hand slides the object onto the presentation). Each object can be animated using these effects. **Note:** You can also **Flip** an object's orientation from this area.
- 6. Playback Controls:** Help you preview your presentation animation as you go. **Note:** there are **four playback options** - *from left to right* - (a) play all slides from start, (b) play current slide from start, (c) play from playhead then continue, and (d) play current slide.

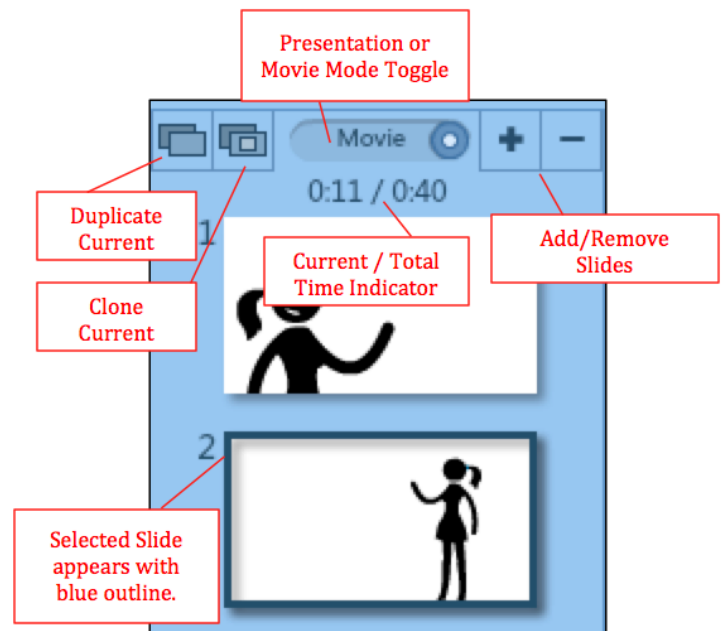


The Slide Panel

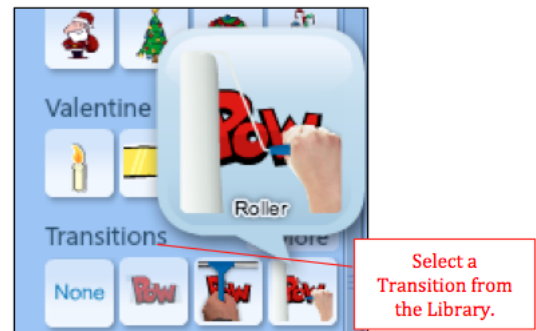
The Slide Panel contains your slides for your presentation.

Slide Options: You can add/remove and duplicate slides (all objects and timing). **Note:** You can also clone slides, which duplicates the previous slide with the last frame (1 second) on it. This can help you make a smooth transition from slide to slide.

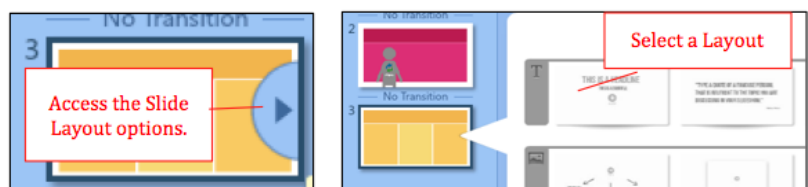
Presentation/Movie Mode: Toggle between the movie and presentation modes depending on how you want to show or explain your information. **Note:** Presentation mode allows you to create **Hold Points** for live presentation narration.



Transitions: Transitions between slides can be added by accessing the **Transition Options** from the **Library Panel**. To add a transition, select the slide and click on the desired transition effect. The transition will appear below the selected slide and the name of the transition effect will appear between the two slides. **Note:** Transitions are a standard length and cannot be edited. To remove a transition, select the slide and from Transition options from the **Library Panel**, select **None**.



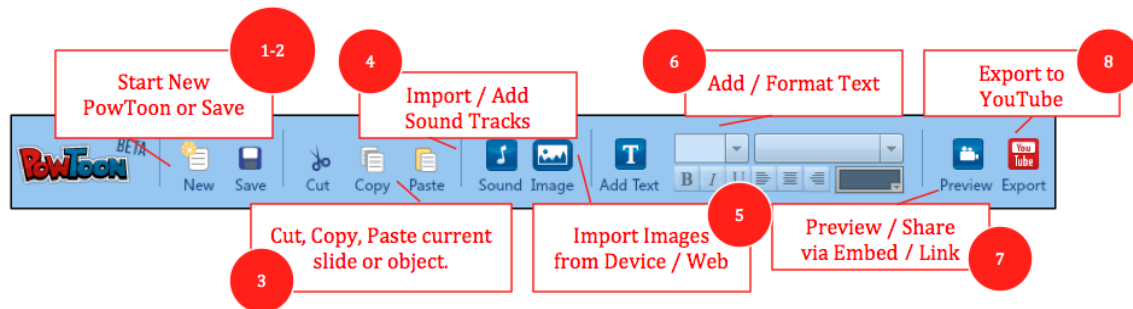
Layouts: Layouts for slides include animation placeholders and basic timings. Access the slide layout options by clicking on the slide and selecting the layout options tab. A menu of layouts will appear. Select a layout.



Edit the individual items on the slide and timings to adjust the effects. **Note:** You can only apply a layout option to a slide once. To apply a new layout, simply add a new slide and select a new layout option.

The Menu Panel

The Menu Panel contains features common to many presentation tools.



1. **Save:** although PowToon will autosave every 5 minutes; it is important to save regularly.
2. **New:** to create a new PowToon.
3. **Cut, Copy, Paste:** cut, copy and paste slides, objects in your presentation.
4. **Sound:** add a sound file (either import, record or use a track from the PowToon).
5. **Image:** Import image from computer or from the web.
6. **Text:** add text to a slide and format text options.
7. **Preview (Share/Link, Embed):** Select preview to review your PowToon and share via a URL link, social media site or embed into a web site.
8. **Exporting (YouTube):** directly share your PowToon to YouTube or export as a video file (paid option). **Note:** free accounts include PowToon branding.

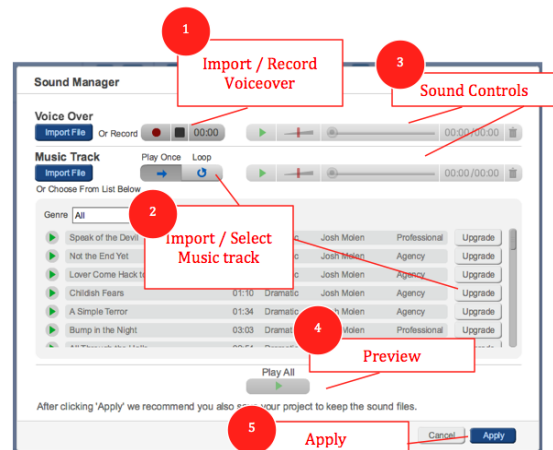
The Basic WorkFlow

Step 1: Storyboard

It is highly recommended that you plan your presentation using a storyboard that outlines your visual ideas and narration. It is the most effective approach for animation.

Step 2: Add the Voiceover/Music

It is much easier to add the voiceover first then add the animations. Why? It provides you with the timings, making it easier to add slides and animations.



Adding Sound

From the **Menu Panel** select **Sound** OR select the **Audio Icon** from the Timeline.

1. Import or Record Voiceover
2. Import or Add Music Track **Note:** Some music requires a paid account.
3. Adjust sound with controls
4. Preview / Play
5. Apply

Step 3: Add Slides

Using the Slide Panel add slides to your presentation based on your storyboard.

Step 4: Add Objects

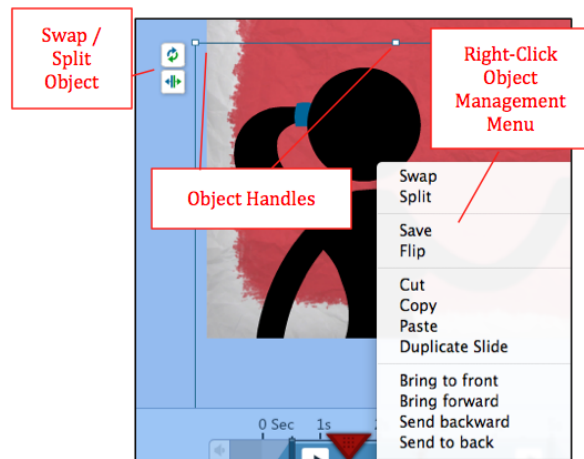
Drag and drop objects from the PowToon Library Panel onto your slides (including characters, text, objects and props).

Tip: You can *layer objects* on top of each other and use the animation timings to introduce objects strategically to create a sense of dynamic movement and cartoon interaction.

Managing Objects

Managing objects in PowToon is similar to MS PowerPoint.

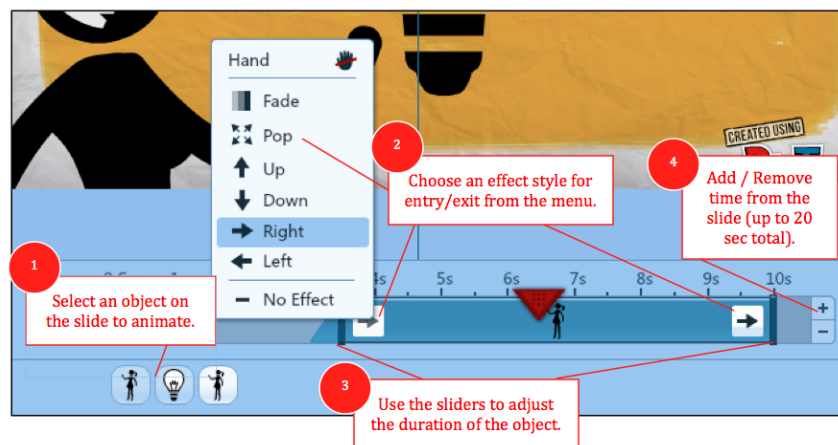
- **Left-click** on the item to **select and either hold and move** on the stage with the mouse or use the arrow keys.
- Use the **object handles** to **resize** the object.
- **Right-click** for **more object management options** such as arrangement (back, front), orientation (flip), etc.



Step 5: Animate Objects

From the Timeline use the Duration Bar to animate each object on the slide.

1. Select the object to animate.
2. Choose an effect style for the object entry/exit.
3. Use the **sliders** to **adjust the duration** of the object animation in the slide.
4. Add/Remove overall slide timing as needed (slides can be up to 20 seconds in length).



Step 4: Preview

Use the **Playback Controls** OR select **Preview** from the **Menu Panel** to review your video. **NOTE:** Don't forget to save throughout the process of creating your presentation. The save feature is located in the **Menu Panel**.

Step 5: Publish

To Publish your PowToon select from the following:

Share Via Link or Embed

1. Select **Preview** from the **Menu Panel**
2. Choose from one of the sharing options in the **Preview** dialog.



Export to YouTube/Other

1. Select **Export** from the **Menu Panel**
2. In the dialog select an output option and Add a YouTube Account. **NOTE:** In the FREE PowToon account you can only export up to 30 videos at medium resolution with branding. Video exports are also part of premium packages.

Additional Resources

Video Tutorials

<http://www.powtoon.com/tutorials/>

FAQs

<http://support.powtoon.com/knowledgebase/articles/all>

eBook & Workbook

<https://tinyurl.com/POWTOONebook>

Blog

<http://www.powtoon.com/blog/>

Editorials

Animated Videos: <http://www.powtoon.com/blog/russ-explains/>

Video Marketing: <http://www.powtoon.com/blog/just-a-minute-explainers/>

Video Presentations: <https://tinyurl.com/POWTOONPres>