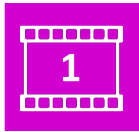


POWTOON



Creating educational videos



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

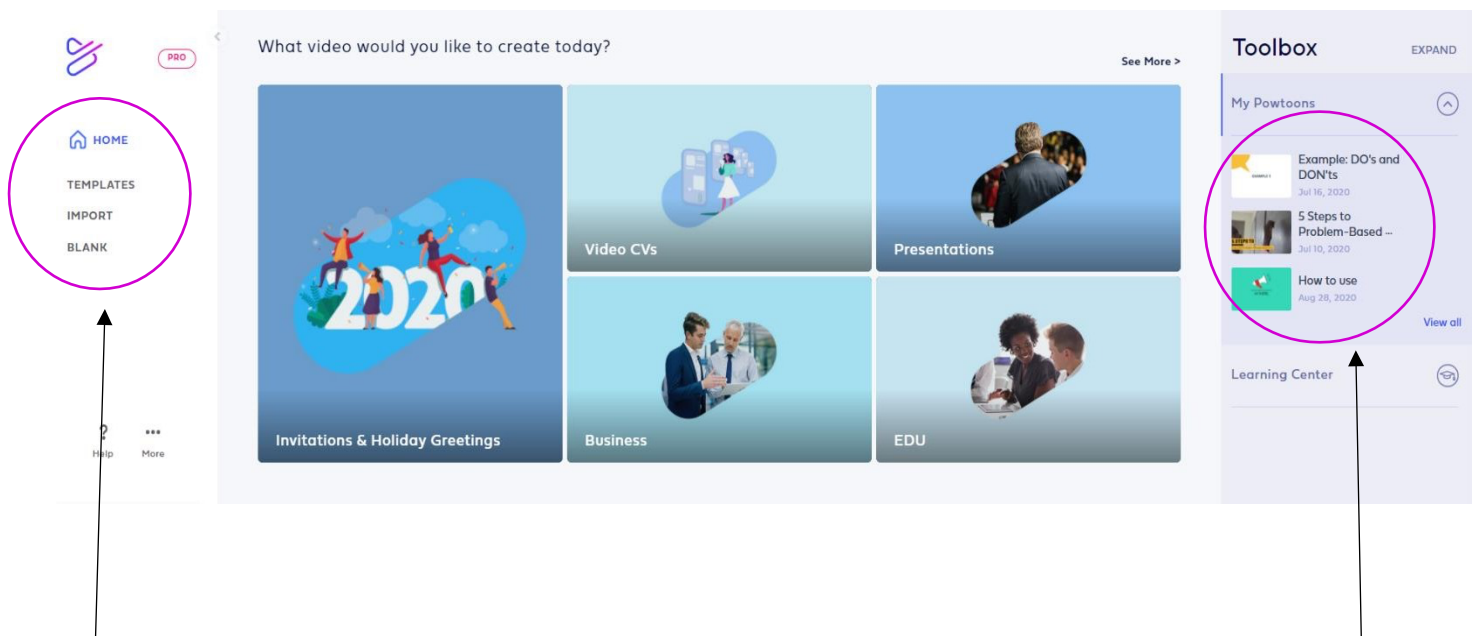
¹

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:

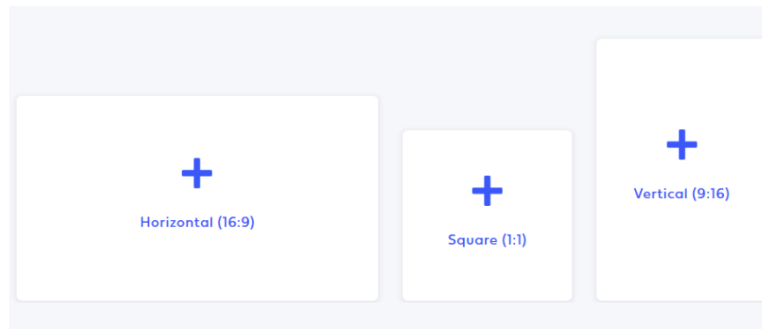


Navigating to one of these files either leads you to the homepage, the pre-made templates provided by Powtoon or to a blank slide, enabling you to start creating your video from scratch

'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:

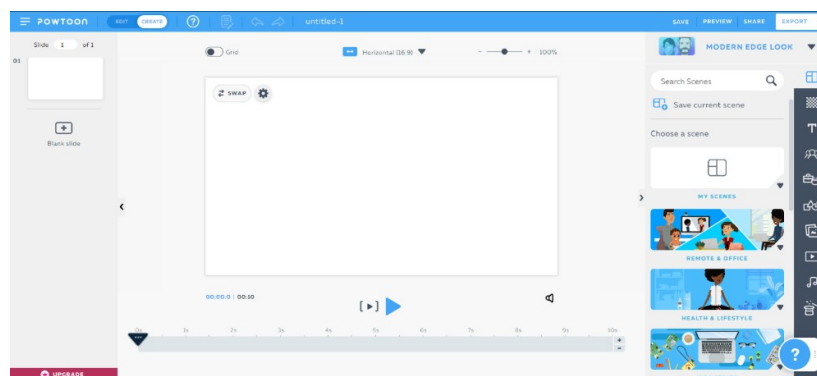


Horizontal videos are most often used for sharing on WhatsApp and Youtube, square videos are used primarily for sharing on Facebook and Instagram and vertical videos are a format that facilitates creating videos with your smartphone

- 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.)



HOW TO CREATE YOUR POWTOON VIDEO

About

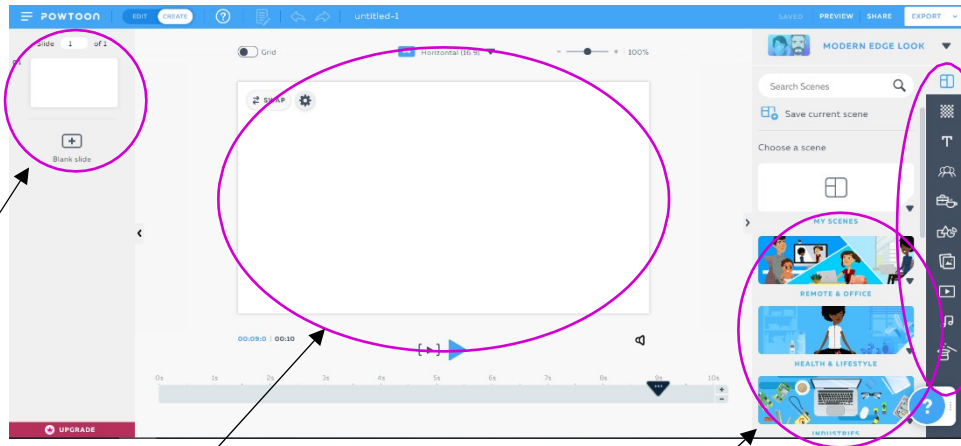
In order to create your Powtoon video, you will need a Powtoon account first. If you do not have this account yet, go back to **topic 1: 'How to set up a Powtoon account'**. You can use Powtoon either to upload your own videos or images and add text, pictures, animation, music, etc. or you can create 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:



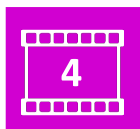
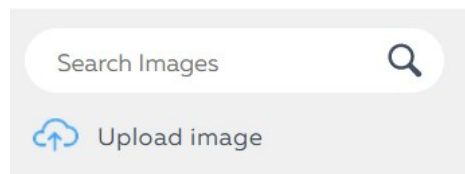
Check the number of slides, add new slides and shift the order of your slides here

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.




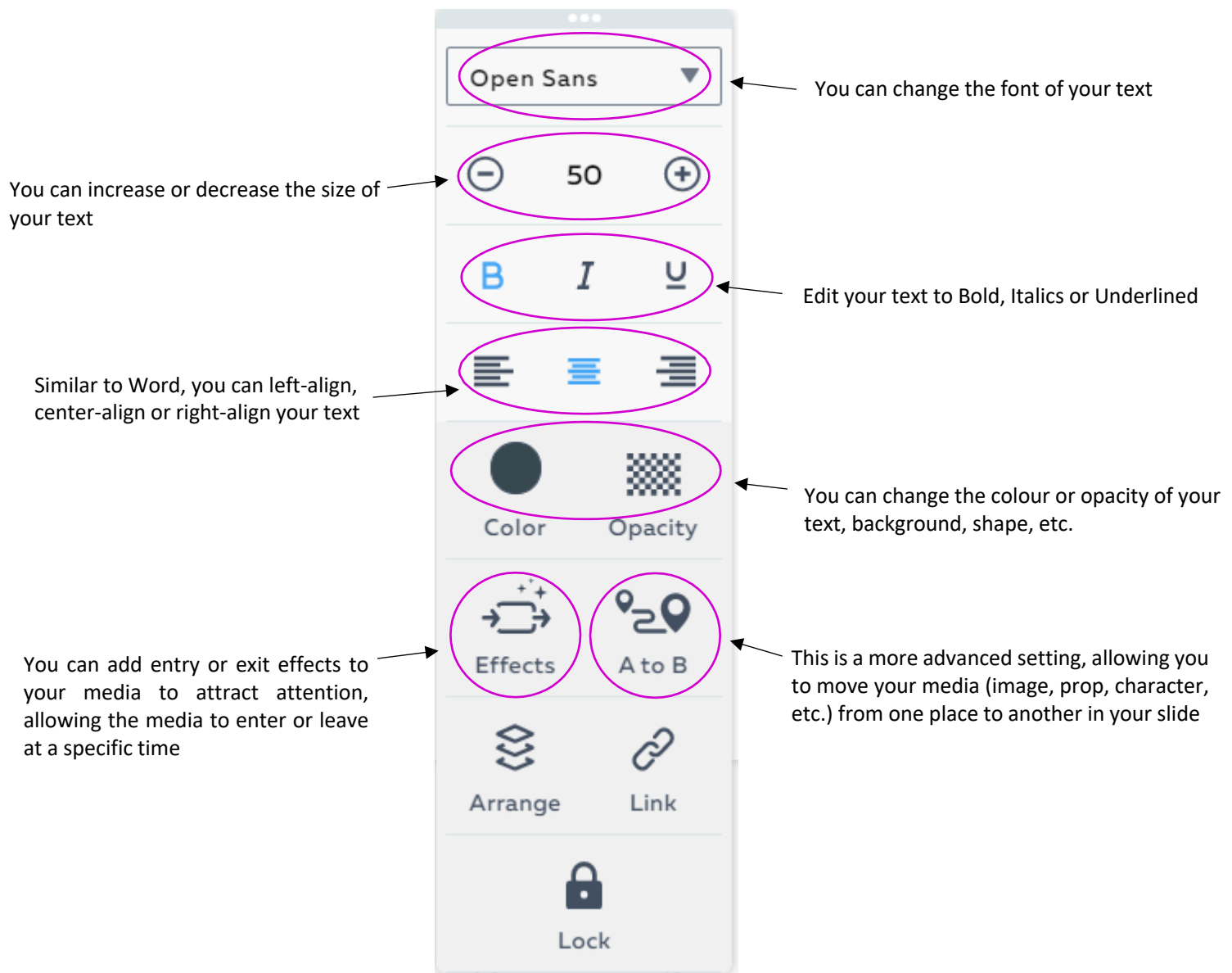
HOW TO EDIT YOUR POWTOON VIDEO

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

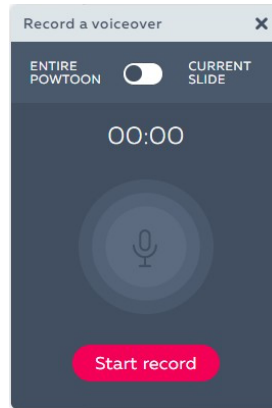
Editing text, characters, shapes or props

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:



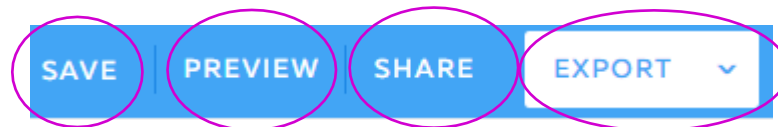
- After you click on the Sounds feature, you will see two options on the top left next to the toolbar: 'Add music' or 'Add voiceover'.
- By clicking on 'Add voiceover' you will be presented with a few options. Of importance to us are the first two in line: Record or Upload. By pressing the Record button,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



- You can choose either to record a voiceover for the entire Powtoon, or record a voiceover for a particular slide.
- As soon as you press 'Start record', Powtoon will start recording your voice.
- To align your voiceover with the video, make sure to play your video in the background while recording.
- 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.
- 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.

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:



For a final check you can preview the whole video here

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

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.