

# 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?

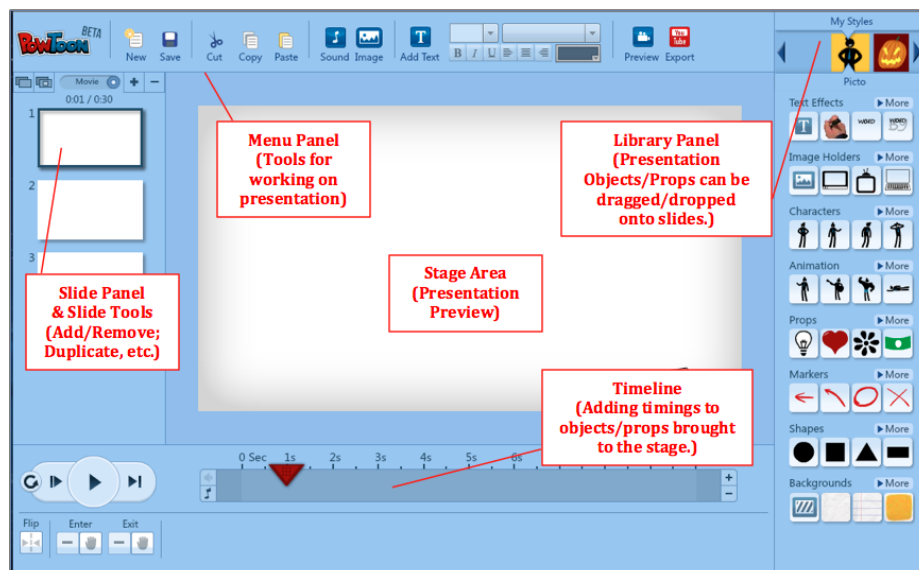
Login at <http://www.powtoon.com/>. If you like, you can use your Marico Google credentials to access PowToon.



### Step 2: Start a PowToon

You can create a PowToon from a specific template or start from a Blank Project. Template categories include pre-arranged slides for Promotional Videos, Slideshows, Educational Clips, Infographic Videos and Social Clips. Select **Start** and after selecting a Blank Project or template, name your presentation and select **Create**.

## The Interface & Panels



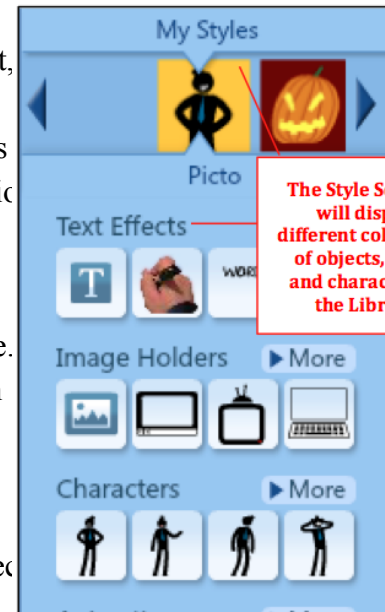
## The Library Panel

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.

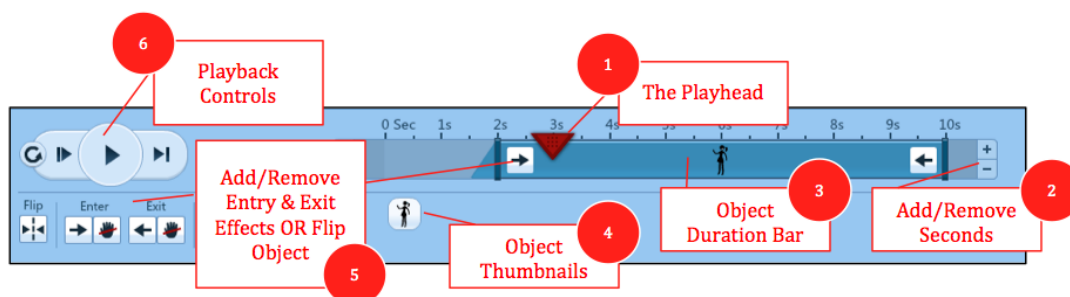
**NOTE:** Some Items in the Library may be part of the premium PowToon package.



## 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** (1) play slides from start, (2) play current slide from start, (3) play from playhead then continue, and (4) play current slide.



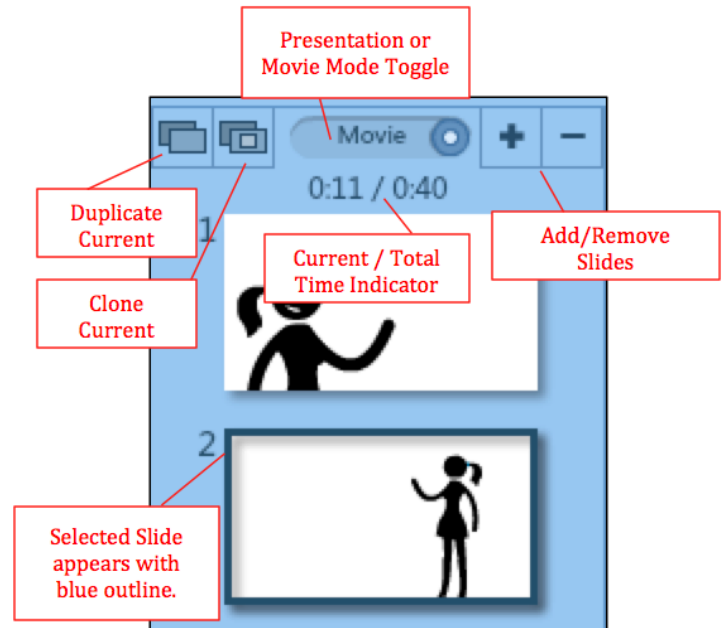
## The Slide Panel

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 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.

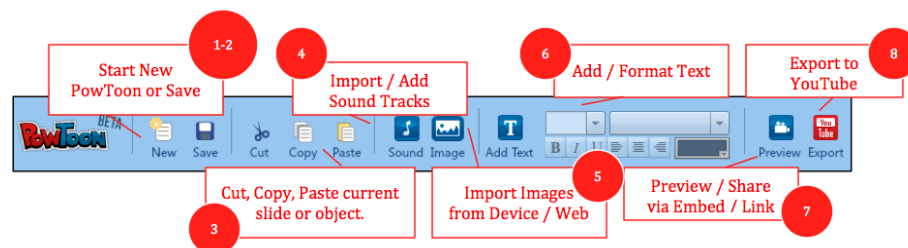
**Presentation/Movie Mode:** Toggle between the movie and presentation modes depending on how you want to show or explain your information. **NOTE:** Presentation mode allows you to create **Hold Points** for live presentation narration.



## 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 are limited to 30 exports to YouTube.



## 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

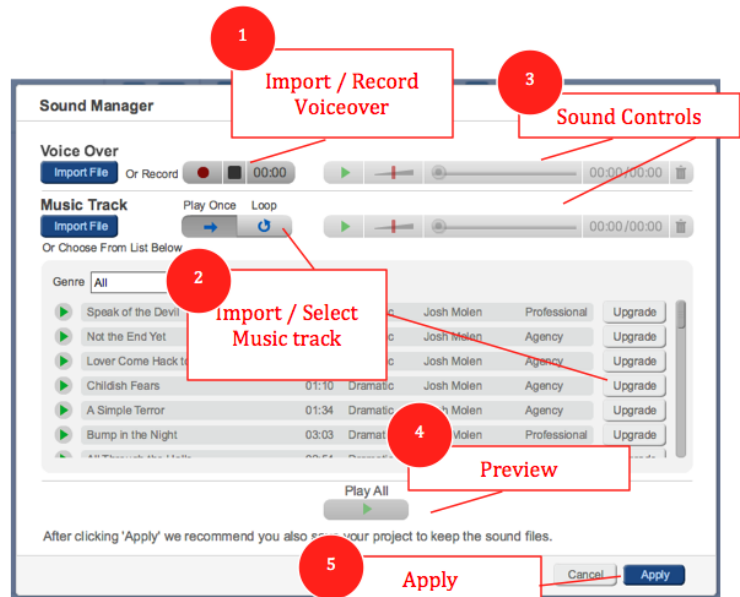
It is much easier to add the voiceover first then add the animations. Why? It provides you with the timings, making it easier to add slides and animations.

#### 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
3. Adjust sound with controls
4. Preview / Play
5. Apply

**NOTE:** Some music requires a paid account.



### 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).

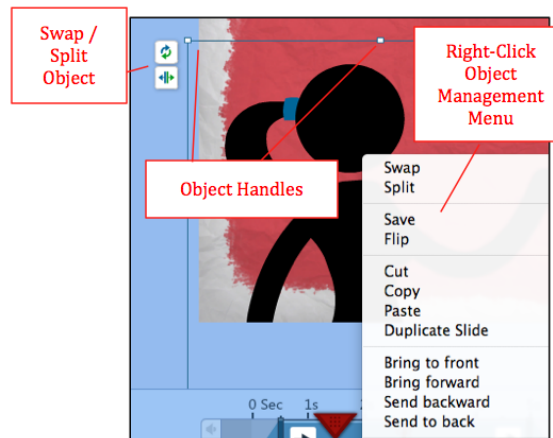
**Tip:** You can *layer objects* on top of each other and use the animation timings to introduce objects strategically to create a sense of dynamic movement and cartoon interaction.



## Managing Objects

Managing objects in PowToon is similar to MS PowerPoint.

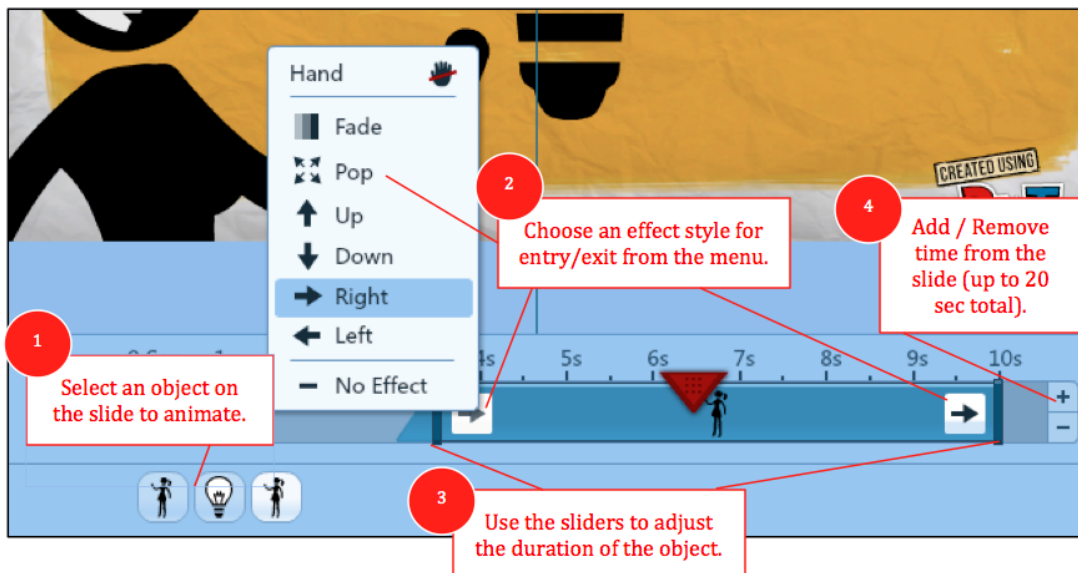
- **Left-click** on the item to **select and either hold and move** on the stage with the mouse or use the arrow keys.
- Use the **object handles** to **resize** the object.
- **Right-click** for **more object management options** such as arrangement (back, front), orientation (flip), etc.



## 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>