

Creating Videos in Powtoon

What is Powtoon?

[PowToon](#) is a free, browser-based animation tool that allows you to create short, professional looking videos. It has a similar interface to PowerPoint, so it shouldn't take too long to familiarize yourself with the layout.

[An example of a Powtoon video.](#)

Tutorial

This following tutorial will take you through the major functions of Powtoon, from creating an account to exploring your finished video.

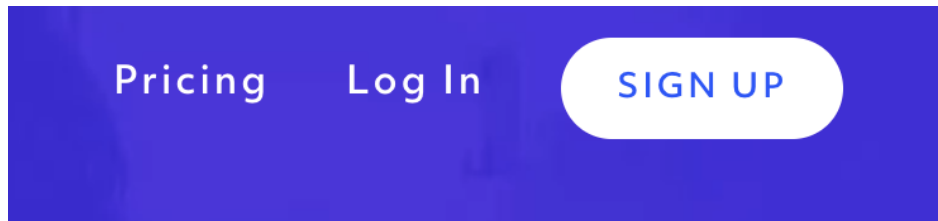
Table of Contents

Use the links below to jump to a particular section:

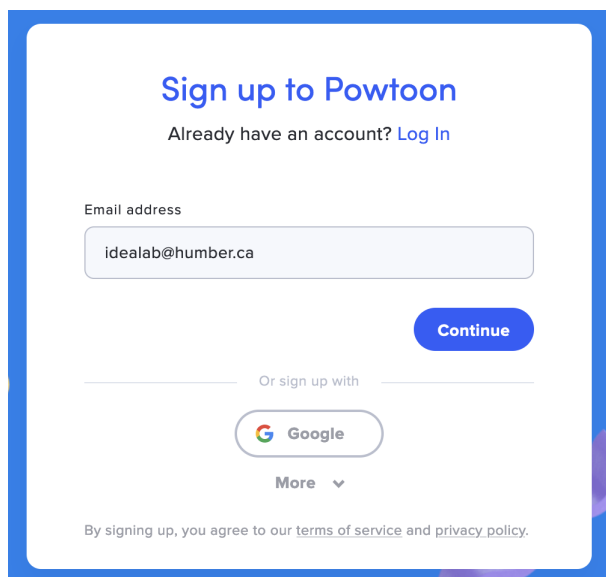
- [Creating an Account](#)
- [Starting a Project](#)
- [Understanding the Interface](#)
- [Adding Collaborators](#)
- [Adding Slides](#)
- [Adding Voiceover](#)
- [Changing the Look](#)
- [Adding and Editing Objects](#)
- [Editing the Timeline](#)
- [Adding Sound](#)
- [Saving and Exporting](#)

Creating an Account

If you don't already have an account, go to the [Powtoon website](#) and click on the "Sign Up" button in the top right corner of the page.

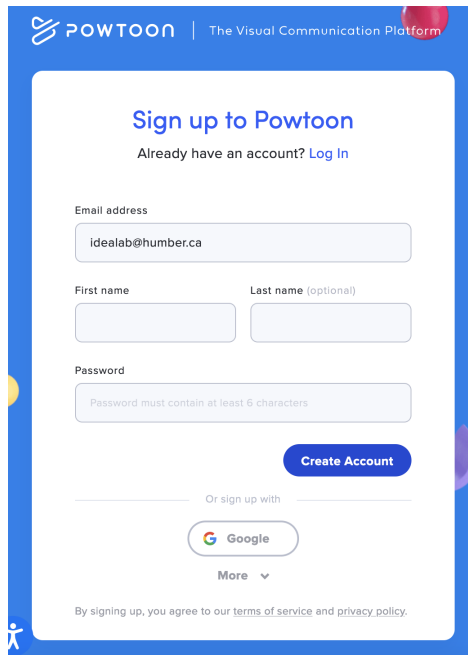


Enter your email address (always try to avoid using social sign-ins such as "Sign in with Google"). Click on "Continue."

A white sign-up form with a blue border. At the top, it says "Sign up to Powtoon" in blue. Below that, it says "Already have an account? [Log In](#)" in blue. There is a label "Email address" above a text input field containing "idealab@humber.ca". To the right of the input field is a blue "Continue" button. Below the input field, it says "Or sign up with" in gray. There is a "Google" sign-in button with the Google logo. Below that is a "More" link with a downward arrow. At the bottom, it says "By signing up, you agree to our [terms of service](#) and [privacy policy](#)."

Next, enter your first name, last name, and create a password.

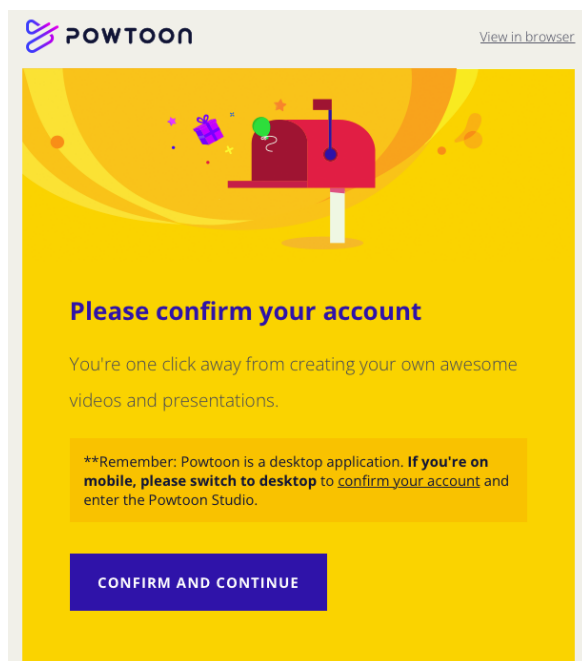
Then click on "Create Account."

The image shows the 'Sign up to Powtoon' form. At the top, the Powtoon logo and tagline 'The Visual Communication Platform' are visible. The form title is 'Sign up to Powtoon', with a link 'Already have an account? Log In'. The form fields include 'Email address' (with 'idealab@humber.ca' entered), 'First name', 'Last name (optional)', and 'Password' (with a note 'Password must contain at least 6 characters'). A 'Create Account' button is below the password field. Below this is a section 'Or sign up with' featuring a Google sign-in button and a 'More' dropdown arrow. At the bottom, a small text line states: 'By signing up, you agree to our terms of service and privacy policy.'

You will be sent a confirmation email to the address you signed up with.

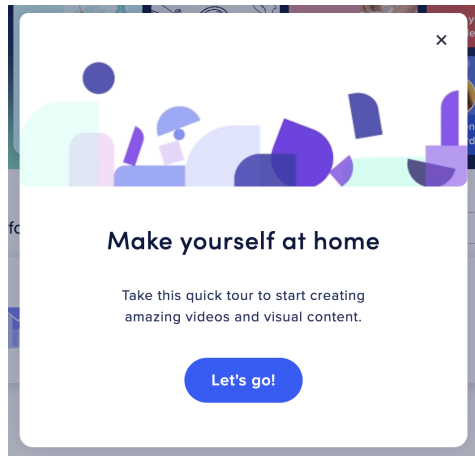
Go to your email on the computer that you plan to use for your Powtoon project (i.e. not your phone) and click on "Confirm and Continue" in the body of the email.

This will open your PowToon dashboard in your browser.



We highly recommend taking a few minutes to go through the Powtoon tour to get to know the

tool better.

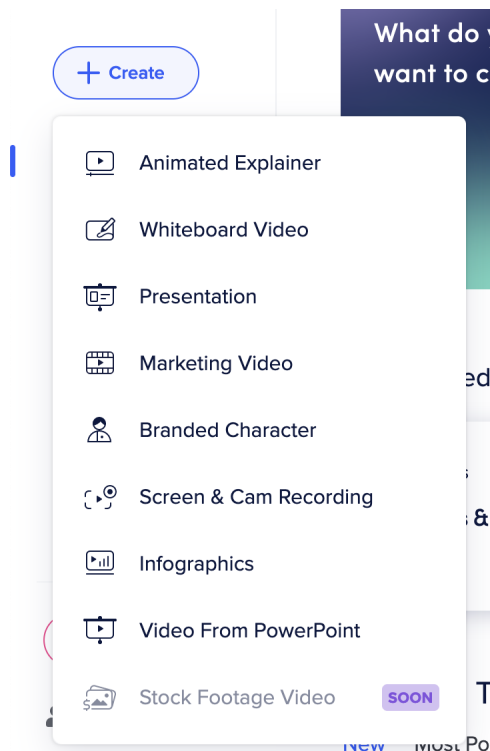


Starting a Project

Click on the "+ Create" button in the top left corner to pick the type of project you want to begin.

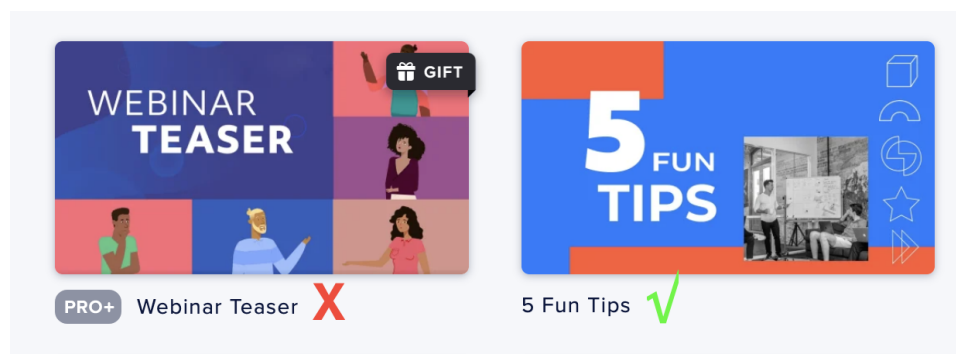
Animated Explainer is what we think of as a typical Powtoon video, with characters, props, etc.

Whiteboard Video recreates the effect of writing, drawing, and erasing content on a plain surface.

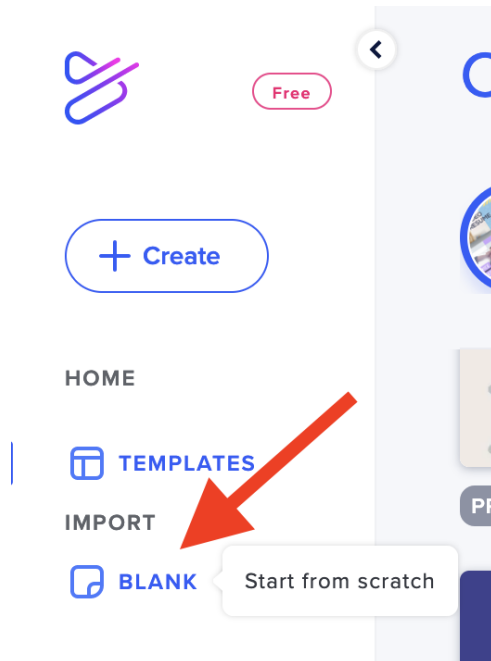


Browse the templates if you wish to remix an existing design. Avoid templates marked "Pro" or Pro+" as these are designs that you will need to pay to use and share.

Even if you plan to create your final video from scratch, we recommend opening a template to help understand how a Powtoon video is put together.

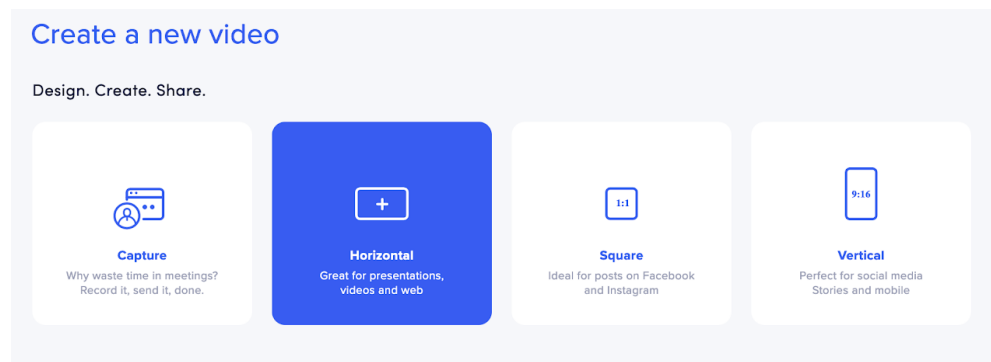


If you plan to create a project from scratch, click on the "Blank" optoin in the left-hand menu.



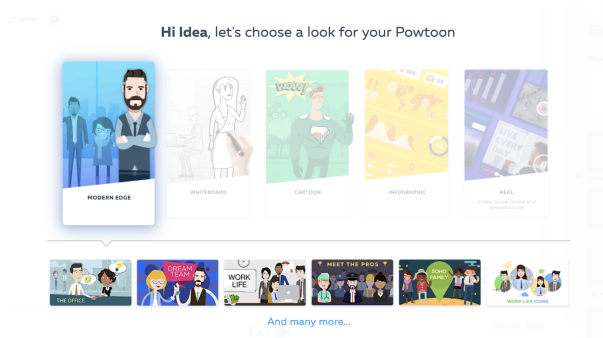
Choose the size of video you will create:

- **Horizontal** (good for videos that will be viewed on a TV or computer screen).
- **Square** (works well for Facebook or Instagram posts).
- **Vertical** (suitable for social media "Stories").



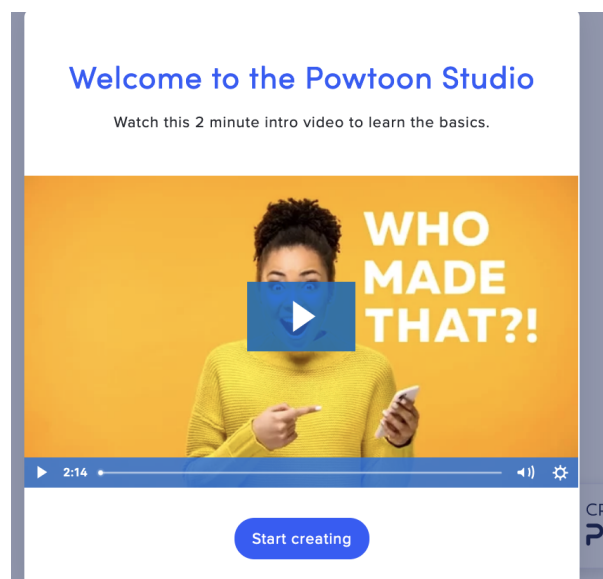
Choose a look for your video:

- **Modern Edge** - Contains characters and props
- **Whiteboard** - Hand drawn effects
- **Cartoon** - fun designs
- **Infographic** - Works best with icons, charts, graphs rather than characters
- **Real** - works well with photographs and video clips



Understanding the Interface

When you first open a project workspace, you will see a video pop-up. We highly recommend taking a few minutes to watch the short Powtoon tour video to get to know the tool better.



Slides

This section of the workspace lets you add and organize slides, the content areas that will make up the scenes of your animated video. It is very similar to the slides sidebar in PowerPoint or Google Slides.

Tool Tabs

These tabs allow you to make changes to the slides by adding and altering:

- Scenes
- Backgrounds
- Text
- Characters
- Props
- Shapes

- Images
- Videos
- Audio (voiceover and music)
- and more!

Objects

Objects are the characters, props, or text boxes added to the slide. When you click on an object, resizing handles will appear at its edges and controls that allow you to manipulate the object will appear above it.

Timeline

The timeline allows you to control when an object appears or disappears from the slide/scene. When an object is selected on the timeline it will show as selected on the slide.

Playback

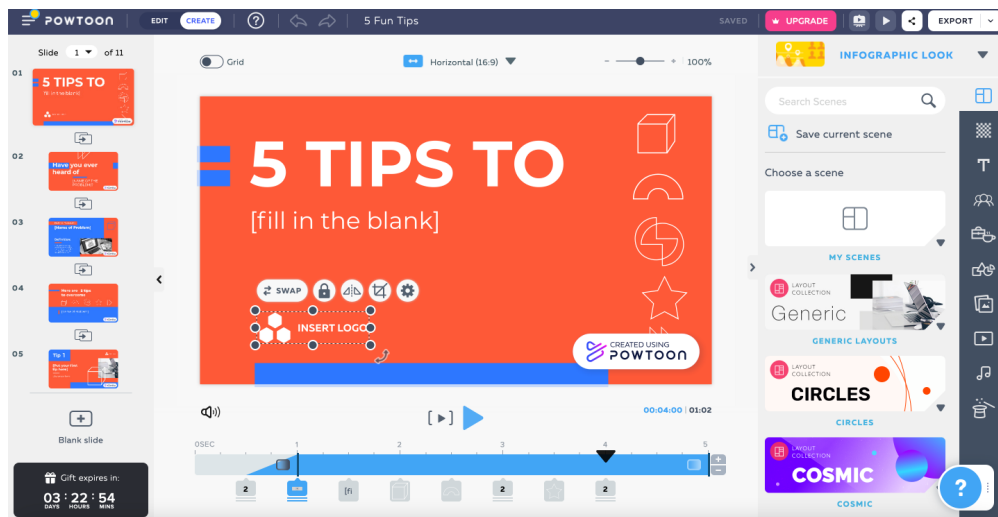
There are two playback buttons. The button in brackets on the left plays the current slide from the beginning. The blue button on the right plays from wherever the playback arrow is currently located on the timeline.

Playback Arrow

This arrow shows where the slide will play from if the blue playback button is used.

Sharing and Saving

This menu allows you to present or preview your project, share with collaborators, and export to a variety of destinations (Powtoon, YouTube, etc.).



Object Toolbar

This row of tools allows you to make changes to the object. Listed below are the different tools in the object toolbar.

Swap

The swap tool allows you to switch out the current object with an alternative one.

Lock

The lock icon allows you to keep an object in its current state and position . Locking an object prevents you from altering or deleting an object by mistake.

Flip

The flip tool allows you to change the direction in which a character or object is facing.

Crop

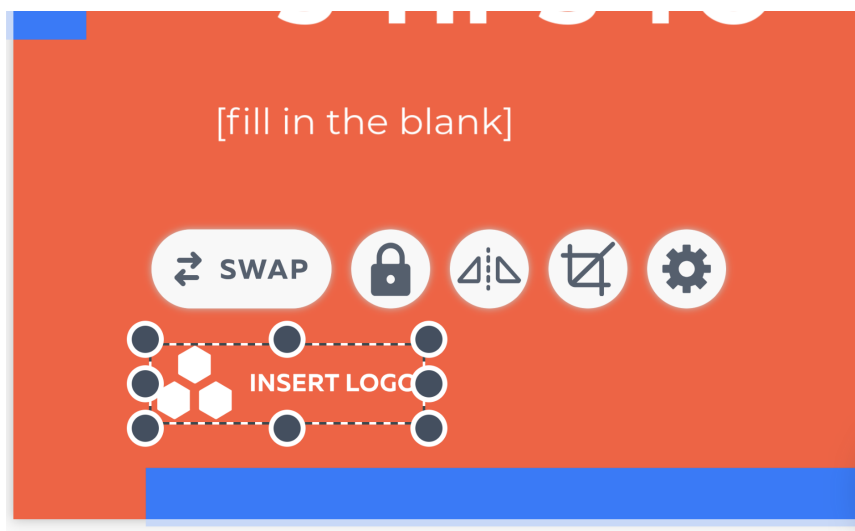
The cropping tool allows you to trim the top, bottom, and/or sides from an object.

Settings

The settings button opens a menu which gives control over entrance and exit effects, colour, opacity, movement, and arrangement of the object.

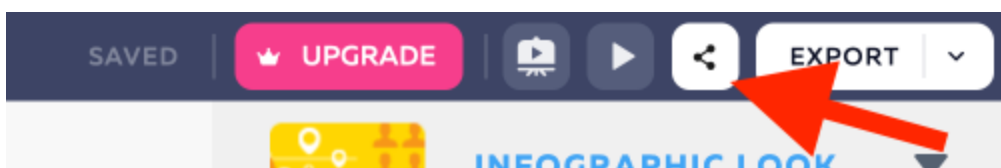
Handles

Use the handles at the corners and edges of a selected icon to resize it.



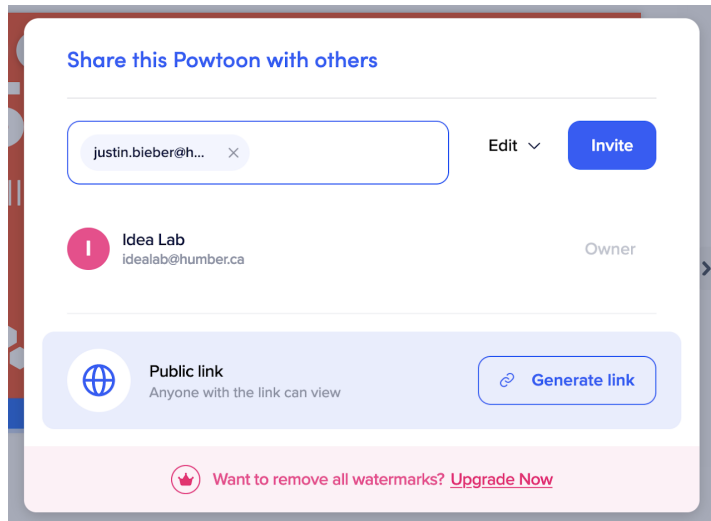
Adding Collaborators

To add group members to your Powtoon project, click on the share icon in the top right hand corner of the page.



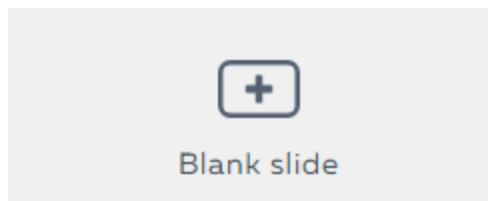
Add the email address of your group members and choose "Edit" from the drop-down menu. Then click on "Invite." These people will receive and email invite.

Note that each person will need to create a Powtoon account to successfully edit your project.

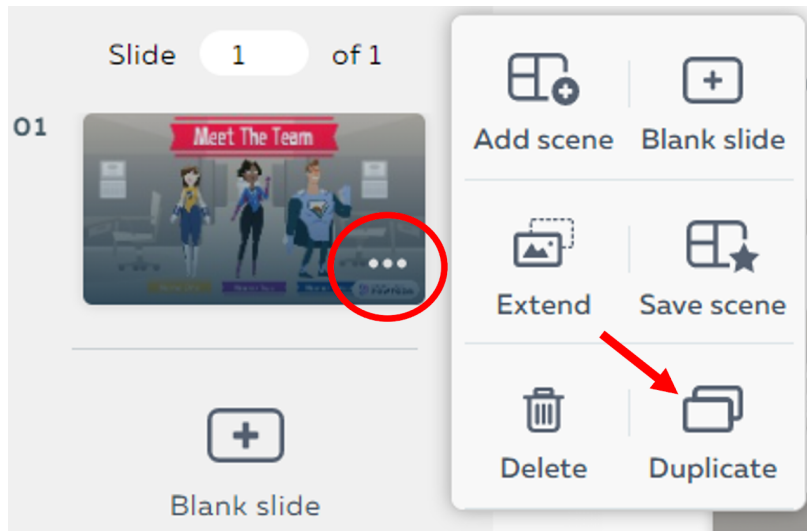


Adding Slides

To add an additional blank slide to a video, click on the "+" symbol on the left hand side of your screen.

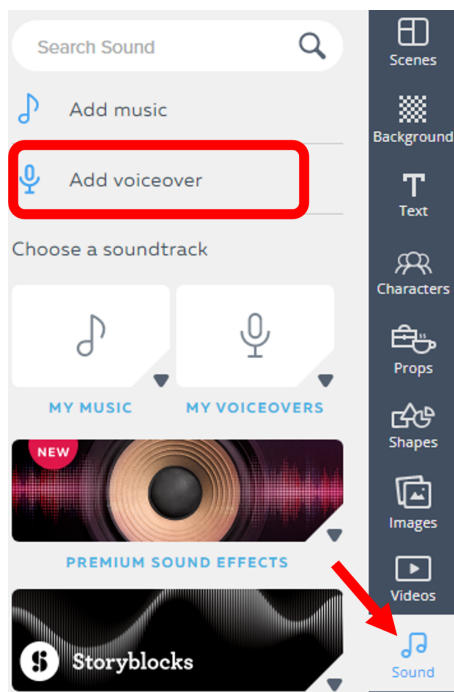


To duplicate a slide, hover your mouse over the slide you would like to duplicate, and select the three dots. Here you will have the option to duplicate a slide.



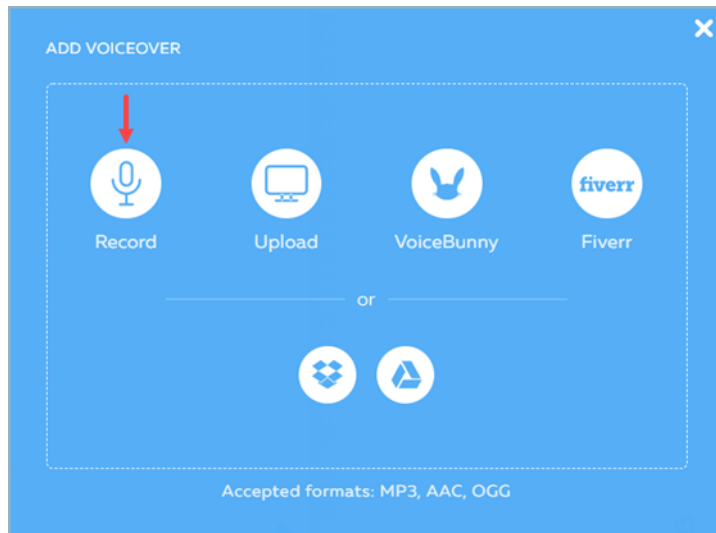
Adding Voiceover

To add voiceover to your video, select "Sound" from the toolbar menu on the right hand side and click on "Add voiceover."



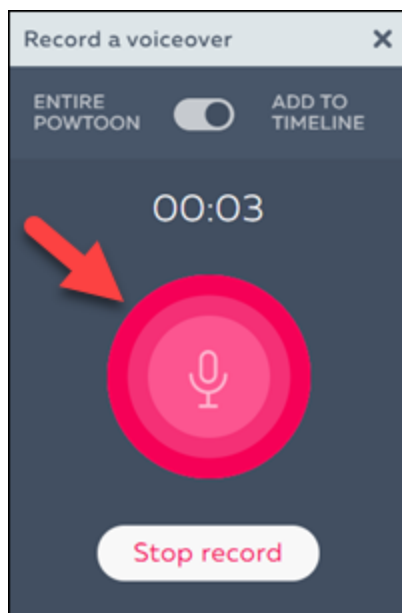
You will have the option to record or upload your voiceover. Select the microphone icon to record directly in PowToon.

You may be prompted by your browser to allow permissions to access your microphone.



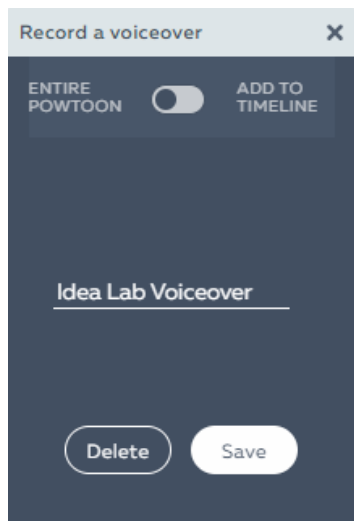
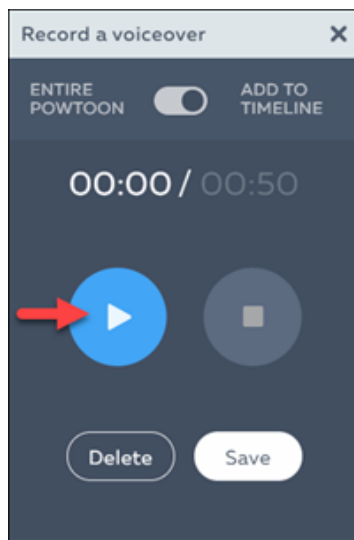
Before you hit record, it's important to note that the setting will automatically be set to "Entire PowToon" which means you will need to record your voiceover for the whole video at once instead of each slide separately. The "Add to timeline" option is only available to users with a paid account.

1. Click "Start record" and you will see a 3 second countdown followed by the word "GO!"
2. Record your voiceover for the full video.
3. Click Stop record once you are finished.

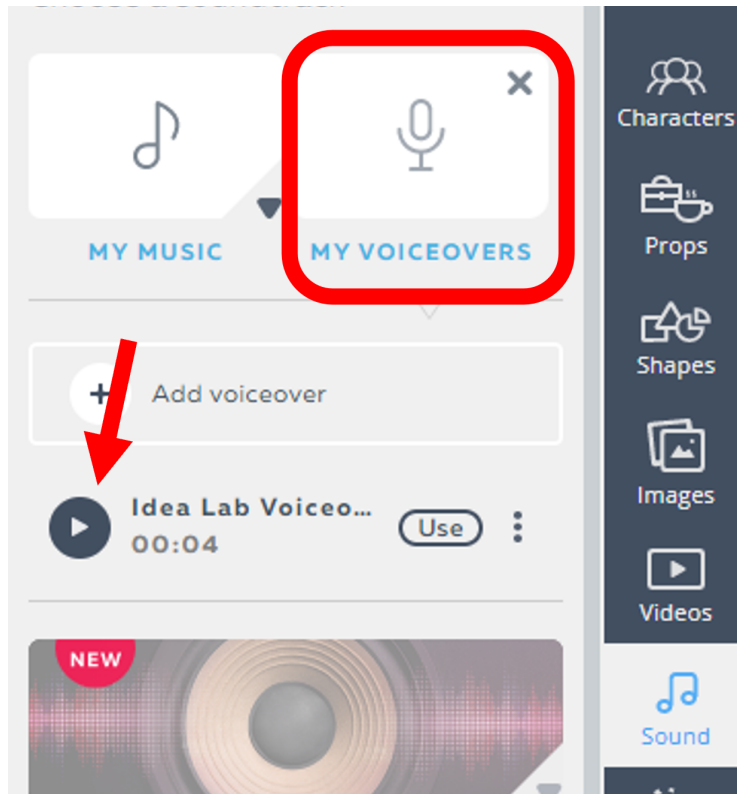


To listen to a preview of the recording click the Play button.

If you're unhappy with the recording, click "Delete" and begin again. If you're happy with recording, click "Save" and type in a name for the recording.

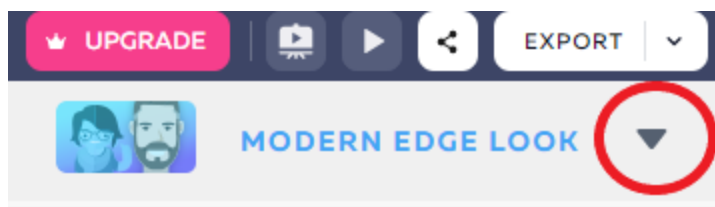


The voiceover will automatically be added to your PowToon video. It will also be saved in the Sounds section of the toolbar menu.



Changing the Look

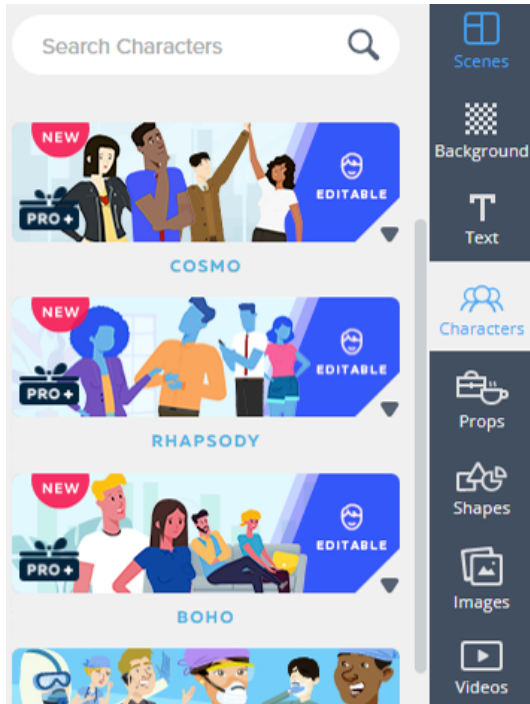
To change the theme of your video, go to the drop down arrow in the top right-hand corner of the page and select an alternate theme for your video. You will be able to choose from the same five looks as when you first created your video.



Adding and Editing Objects

To add different kinds of objects, navigate to the right hand side of the screen for the vertical menu bar. You can choose from different fonts, characters, props, shapes, images and videos.

Some objects are only available to users with a paid account, so avoid anything marked "PRO" or "PRO+".



To edit the objects on your slide, click on the item you would like to edit, and a pop up will appear with many options! You will have different options for editing depending on the item.

For example, when editing a character, you have the option to swap the character for a different one, animate the character, flip them, rotate them and more.



For a list of all the editing features visit the [Working with Objects PowToon guide](#).

Editing the Timeline

The timeline is located underneath each slide. It includes:

1. The total length of the slide in seconds.
2. The slide duration controls to increase or decrease the length of the slide in increments of 1 second.
3. The button to play the active slide.
4. The play button to play the PowToon continuously until the end.



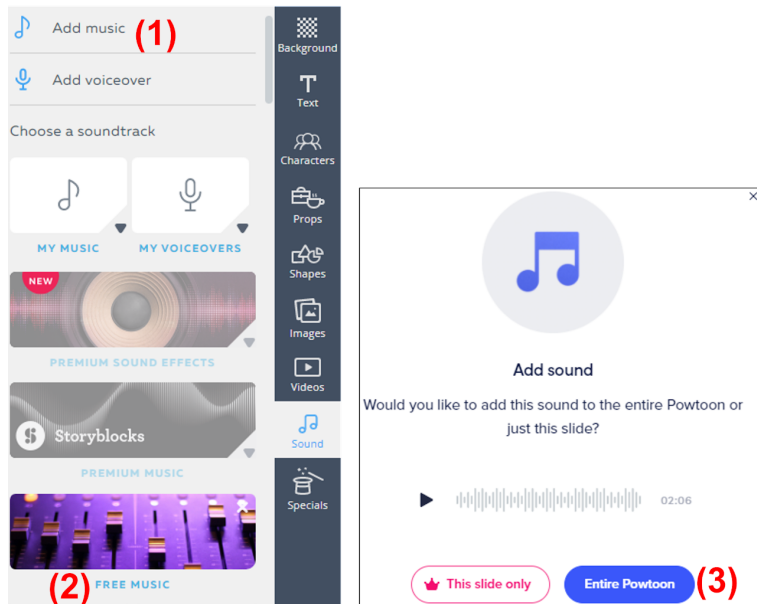
Each item on your slide is included in the timeline. You can control the entrance and exit times of your objects by clicking and dragging the vertical blue lines for each individual object.



Adding Sound

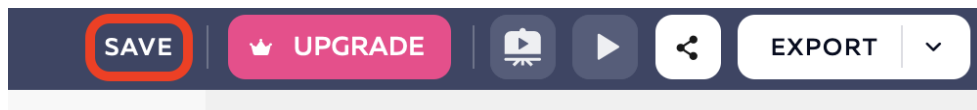
To add sound, go to the "Sound" tab in the toolbar menu and:

1. Click "Add music" to upload your own music (we recommend using Creative Commons licensed music to avoid Copyright issues).
2. Alternatively, select from the library of music available in the "Free Music" section.
3. When you select the music you would like to use, you will need to select the option to add sound to the "Entire Powtoon" since this is the free version only. This music will then automatically adjust to the length of your project.



Saving and Exporting

To save changes you make to your Powtoon project, click on "Save" in the menu at the top right hand corner of the page. This button will then read "Saved."



To export your video, click on export and choose one of the available options, which include:

- Generating a link
- Hosting on Powtoon
- Uploading to Vimeo
- Uploading to YouTube
- Embedding on a site
- Send by Email
- Download as PDF

(Please note that downloading as an MP4 file is only available to Pro and Pro+ accounts.)

