

CREATING ANIMATED GIFS

SEQUENCE

1. open photoshop
2. create a new canvas to your ad specs
3. open the images you want to use in your animated gif in photoshop
4. in new canvas go to: window → timeline click on 'create frame animation' in the middle of the timeline pop up box. you might have to click the triangle drop down menu in order to get the 'create frame animation' option. you will see one frame in your timeline, it will reflect what is currently on your blank canvas
5. select the image you want to appear in the first frame and select copy

6. paste image into your blank canvas. the image will now appear in your first frame in the timeline AND as a layer in the layers palette
7. in your timeline create as many new frames as you need for your gif. you will see that the image from the first frame is now in all frames. this can be controlled by turning layer visibility on and off in layers palette. to make a layer invisible just select the timeline frame you want it to disappear from and turn off the 'eye' icon in the layer palette
8. repeat this for all images in the remaining frames, ensuring to just do one image at a time
9. as done with frame one, you can control where it appears using the 'eye' icon in the layers palette

TIMING

1. in the timeline, select all your frames (you can do this by holding down shift while clicking on all frames)
2. click the small triangle to the bottom right of any of the frames
3. a timing option will pop up, select the time you want your frames to display for. our rule of thumb is 3.5 secs per frame
4. this will adjust timing for all frames, individual frame times can be set by selecting only one frame before setting the time
5. make sure 'forever' is selected at the bottom left of the timeline, this ensures that your gif will be on a constant rotation

SAVING

1. in your canvas go to: file → save for web
2. a dialogue box will pop up, ensure that you select the GIF option and that the looping option is 'forever'
3. save

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your gif is now saved and ready to go, feel free to also save your photoshop working file should any amends need to be made

