

# Explain Everything with PowToon

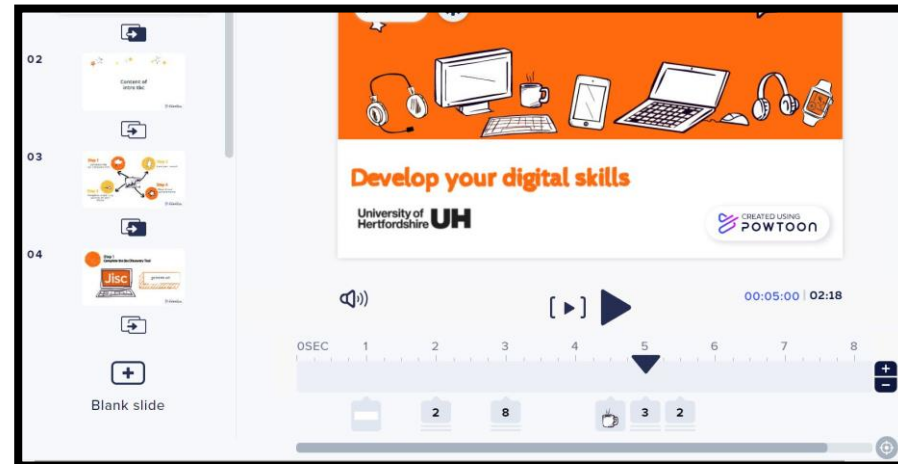
## What is PowToon?

- PowToon is a tool to create videos. You can use it for presentations, to create a set of instructions and for marketing.
- It is cloud based and you do not need to install any software to use it.
- You do need to set-up an account and should review the terms and conditions to make sure that you are happy with how your personal information will be stored. As with any platform, choose your marketing and notification preferences.

## What should I consider before I use PowToon?

- The free version of PowToon allows you to create a video of 3 minutes or less, and each slide can only be 10 seconds long.
- Videos that are created in the free version of PowToon cannot be downloaded as video files. You can share a link to your video to allow others to watch it online. You can also share the video to social media or embed it in another online platform.
- Videos created in the free version of PowToon feature a small *Created in PowToon* logo in the bottom right hand corner. Consider this in your slide design. This can be a subtle way to demonstrate your skills with a video creation tool!
- Plan what you want to communicate first. Make a list of one or two points that you will make per slide, and what kinds of images will help to communicate your ideas.
- Use images, key words/bullet points and narration together to communicate ideas. Viewers would not expect to read a lot of text in a video, and images can help them to understand and remember what you say.
- Build in time to review your video and ask others for feedback before you finally share it with the intended audience.

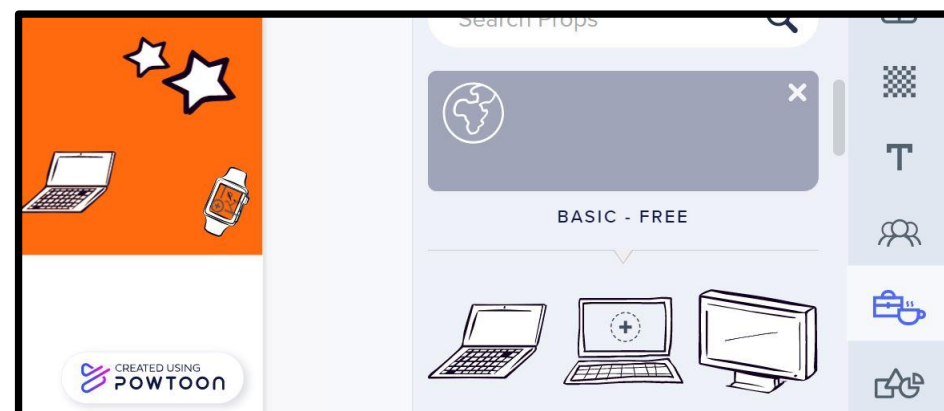
## How do I use PowToon?



Be careful with the volume and type of music that you use – it can become distracting! If you are including narration, the volume of music should be low, and you may decide that you don't need music at all.

For the best results, use a microphone when adding narration.

Like PowerPoint, create a series of slides with transitions between them. Add text, images and narration to the slide and control when these appear and disappear using the timeline below the slide. Everything is controlled by drag and drop, and is auto-saved as you go –with an undo button of course!



Add text, props, characters and shapes to your slide. Some props and characters are already animated. You can also add in your own images and logos.

Select items on the slide to change their position, size or colour.



Use [the PowToon YouTube channel](#) or [visit the PowToon website](#) for tutorials on creating different types of videos.