

# Creating Animated GIFs

This playbook provides a step-by-step guide for designing and exporting animated GIFs using Adobe Photoshop. It covers the entire process from conceptualization with storyboarding to the final exporting of the GIF file.

## Step 1: **Storyboarding**

Sketch the storyboard that outlines each frame of your animated GIF. This planning phase is crucial for visualizing the sequence of your animation.

## Step 2: **Setup Document**

Open Photoshop and create a new document. Set your preferred dimension and resolution, depending on the intended use of the GIF.

## Step 3: **Design Frames**

Design each frame of the animation on separate layers. Ensure that the content of each layer corresponds to a single frame in the storyboard.

## Step 4: **Timeline Window**

Open the Timeline window by going to 'Window' > 'Timeline'. Create a new frame animation to start assembling your GIF.

## Step 5: **Frame Animation**

In the Timeline window, convert layers to frames. Adjust the delay time for each frame according to your storyboard's timing.

## Step 6: **Preview**

Use the play button in the Timeline window to preview your animation. Make any necessary adjustments to the timing and appearance of each frame.

## Step 7: **Looping Options**

Set the looping options for your GIF animation. You can choose 'Once', '3 times', 'Forever', or a custom number of loops.

## Step 8: **Export**

Go to 'File' > 'Export' > 'Save for Web (Legacy)'. Choose GIF as the file format, set the looping options if you haven't already, and adjust other settings as needed. Click 'Save' to export your animated GIF.

# **General Notes**

## **Resolution Tip**

The resolution for web should typically be 72 pixels per inch. Higher resolution increases file size without any benefit on standard web displays.

## **Color Reduction**

In the 'Save for Web' dialog, try different color reduction algorithms to find the best balance between quality and file size for your GIF.

