

## Animation ‘Explainer’ Videos (PowToon)

Animation is “a simulation of movement created by displaying a series of pictures or frames. Cartoons on television is one example of animation. Animation on computers is one of the chief ingredients of multimedia presentations. There are many software applications that enable you to create animations that you can display on a computer monitor” (<http://www.webopedia.com/TERM/A/animation.html>). “Explainer Videos” are short videos which introduce, inform or teach a concept in a fun way.

View our MFLN Family Transitions Powtoon (1:42) @

<https://www.youtube.com/watch?v=M-R9dvrkTJ8&feature=youtu.be>

Explore Powtoon @ [www.powtoon.com](http://www.powtoon.com)

- Check out the tabs:
  - Explore: see examples, Style Gallery & Blog
  - Pricing: see different options available
  - Create: dabble @ creating a Powtoon
- Steps for creating a Powtoon:
  1. Write a script
  2. Record voiceover
  3. Add visuals



### Other Tools:

- Animaker
- Animatron
- Animoto
- Explee
- GoAnimate
- IntuiFace
- Moovly
- PresentationTube
- Prezi
- Rawshorts
- SlideDog
- Sparkol
- VideoMakerFX
- VideoScribe by Sparkol
- Wideo
- Zoho Show

### Additional Resources:

- Lynda.com; search: video, animate, Powtoon, etc.; UMN employees have free access at <https://it.umn.edu/lyndacom-online-courses-0>
- What is an Explainer Video & Why Your Business Needs One? by WOWMakers Digital Media Studio; [https://www.youtube.com/watch?v=O9s\\_C1y3mRo](https://www.youtube.com/watch?v=O9s_C1y3mRo)