

A Premium Guide to Gifs

AFTER EFFECTS + PHOTOSHOP

Quick Guide

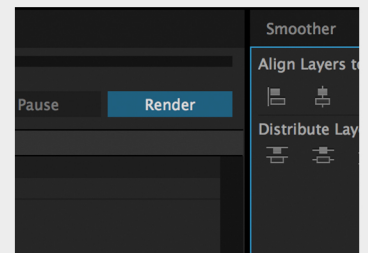
- Export Video from After Effects
- Import in Photoshop
- Save for the Web (Legacy)
- Select GIF
- Optimize as Needed
- Click 'OK'

Things to Remember

- Keep Colors Simple
- Lower the frame rate to 12 or 15fps.
- Solid colors produce smaller files.
- Dithering produces noise in your image.
- Try to keep GIFs below 5MB.
- Movement will increase GIF size.
- Try to start and end on the same frame.

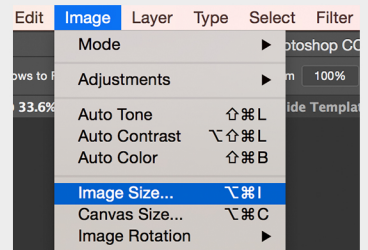
Step 1: Export Video From After Effects

Before you create your GIF you need to make sure the video you are creating is optimized. In After Effects (or any NLE for that matter) make sure your composition is set to 12 - 15fps. If you don't set your composition to a faster frame rate your GIF will playback slowly. Now export your footage into a simple video.



Step 2: Bring Video Into Photoshop

While you could always use a service like GIF Rocket to create your GIF, Photoshop is the best GIF option for creatives. You can easily import video clips into Photoshop. Just go to File>Open and select your clip. If you want to resize your video you can crop using the crop tool (C) or resize the by navigating to Image>Image Size.



Step 3: Save the GIF

To save the GIF go to File>Export>Save for Web (Legacy). Set the 'Colors' tab to a low number that will still yield good results. Only turn on Dithering if you are comfortable with noise in your GIF. Transparency changes the alpha channels for videos with alpha channels, but GIFs cannot support alpha channels. Hit 'Save...'

