PO 375: Motion Graphics

Motion Graphics

Motion graphics (i.e. graphics which move or have effects applied to them) are time-consuming and difficult to make. If you aren’t worried about learning a new program and putting in (significant) time to make your motion graphics, Adobe After Effects is the product for you. If, however, you’re looking for a quick and simple solution, I’d recommend you use Microsoft PowerPoint. Here are some tips on how to make motion graphics using PowerPoint.

Import a Graphic/Create Your Text: By default, PowerPoint starts you off with a “Title and Text” slide; if you want to type out some text, just do so. If you’re keen to import a graphic, I’d recommended making a blank slide first (done through a right click, followed by Layout —> Blank) and then importing your graphic (done through the INSERT —> PICTURES menu option).

Initial Animation: Now select your text and/or graphic. Navigate to the ANIMATIONS menu (in the top bar) and select an effect which you’d like to apply to your text. For some effects, you may also select an effect option (found in the EFFECT OPTIONS menu), which will determine how your effect will look.

Subsequent Animation: If you’d like additional effects for your text/graphics, you can select these effects from the ADD ANIMATION menu. Note that you will now have two or more effects on the same graphic/text — click on the number beside the text/graphics to select the particular effect you’ll be working with.
Multiple Text/Graphics: If you want to have more than one piece of text/graphics on your screen at the same time, you can do that. If you would like effects to run on the 2 or more text/graphics simultaneously, simply select your desired effect, and instruct it to run simultaneously with the last running effect. Do this through the START: ON CLICK —> WITH PREVIOUS menu option.

Background: You can also apply effects to your slide background in the same way you applied them to your text/graphics. You can change the appearance of your slide background through DESIGN —> FORMAT BACKGROUND.

Export Your Effects as a Video: A little-known feature of Microsoft PowerPoint is that you can export your presentations as videos. Do that through the EXPORT menu option. You can specify how many seconds you’d like your video to be through the SECONDS SPENT ON EACH SLIDE option.