UC San Diego

Animated Video Resources

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UC San Diego

LUMEN 5

INTRODUCTION

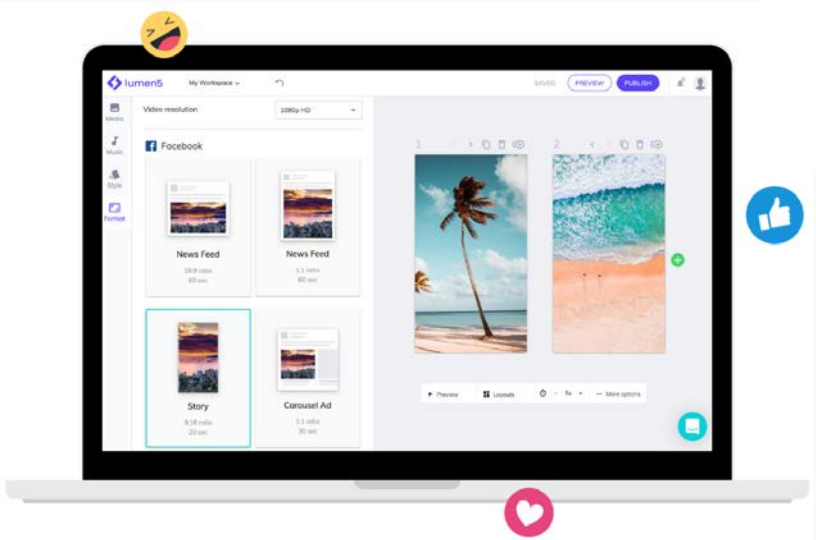
WHAT IS IT?

Simple program to convert text into an animated video.

WHAT'S IN A NAME?

Lumen = unit of measurement for light

5 = Goal is for them to help you create a video in less than 5 minutes.



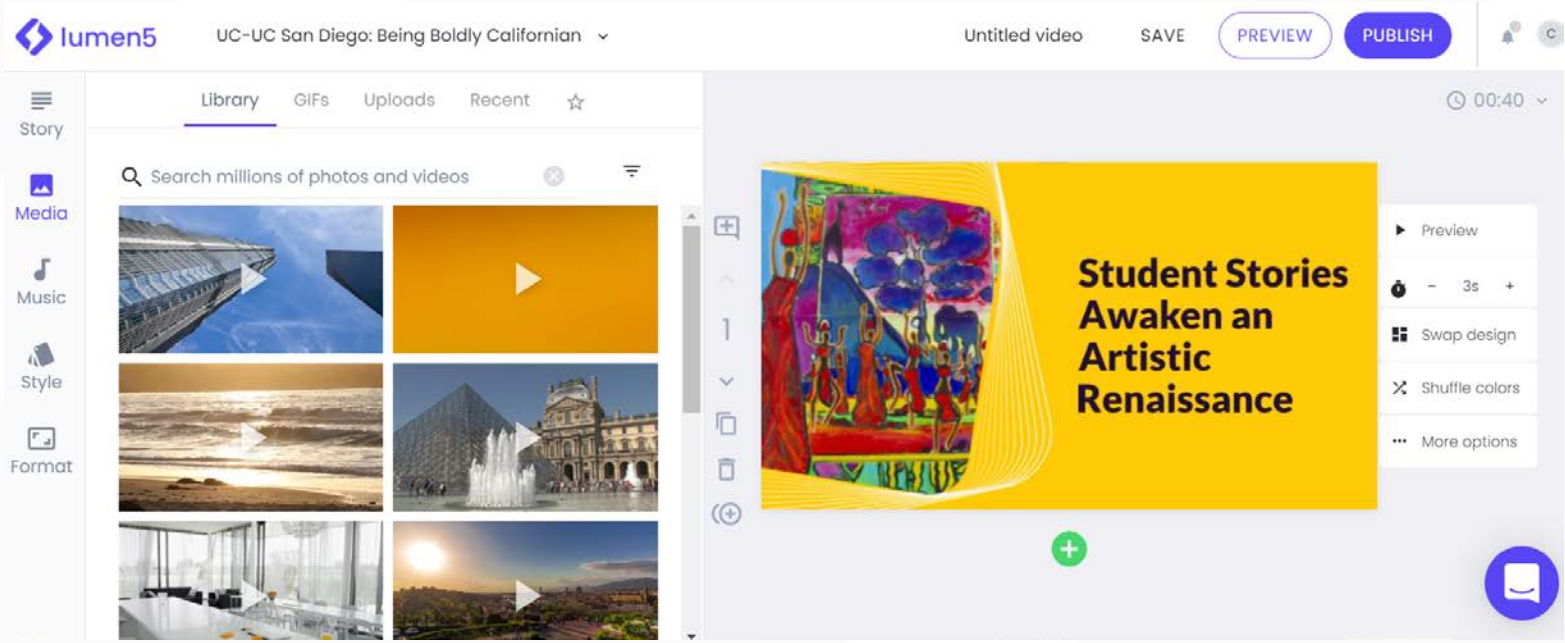
WHO IS IT FOR?

Those who…

- -want to make quick videos
- -have minimal video editing experience
- -have no video or photo equipment

HOW IT WORKS: SIX STEPS

1. Create a new video
2. Choose template or start from scratch
3. Choose format
    a) Built-in templates for FB, IG, TW, SC, YT, LI, PI
4. Add content
    a) Import via url or copy full text into their editor
5. Begin designing slides
    a) Customize with font, color, photos, video and music
6. Publish and share!



WHAT IT COSTS

$0

COMMUNITY ACCOUNT

- Unlimited videos, 720p
- Contains Lumen5 watermark

$15 Per month

CREATOR ACCOUNT

- Unlimited videos, 720p
- No Lumen5 watermark

$79 per month

PREMIUM ACCOUNT

- Unlimited videos, 1080p
- No Lumen5 watermark
- 15M stock photos and videos
- Can customize colors and styles

$199 per month

BUSINESS ACCOUNT

- Unlimited videos, 1080p
- Upload your own watermarks, fonts
- 15M Shutterstock photos and videos
- Can customize colors and styles
- Add multiple users to one account.

PROS & CONS

GREAT ☺

- You don’t need any video editing experience.
- No camera equipment required!
- Robust library of photos, videos and music clips.
- Easily format for whatever platform you want.

NOT AS GREAT ☹

- There is a fee to fully utilize all of the features.
- No photo or video editing capabilities.
- Customization of text and other elements can be limited within template.
- Takes more than 5 minutes to create a quality video.

LUMEN5 EXAMPLE

UC San Diego

CANVA

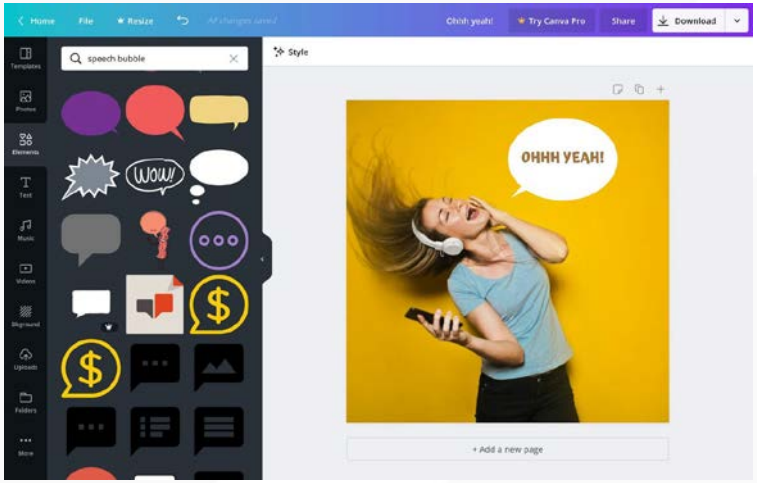
INTRODUCTION

WHAT IS IT?

A graphic design platform with a mission to empower anyone to create.

WHAT CAN YOU MAKE?

Social posts, videos, infographics, flyers, Zoom backgrounds and more.



WHO IS IT FOR?

Those who…

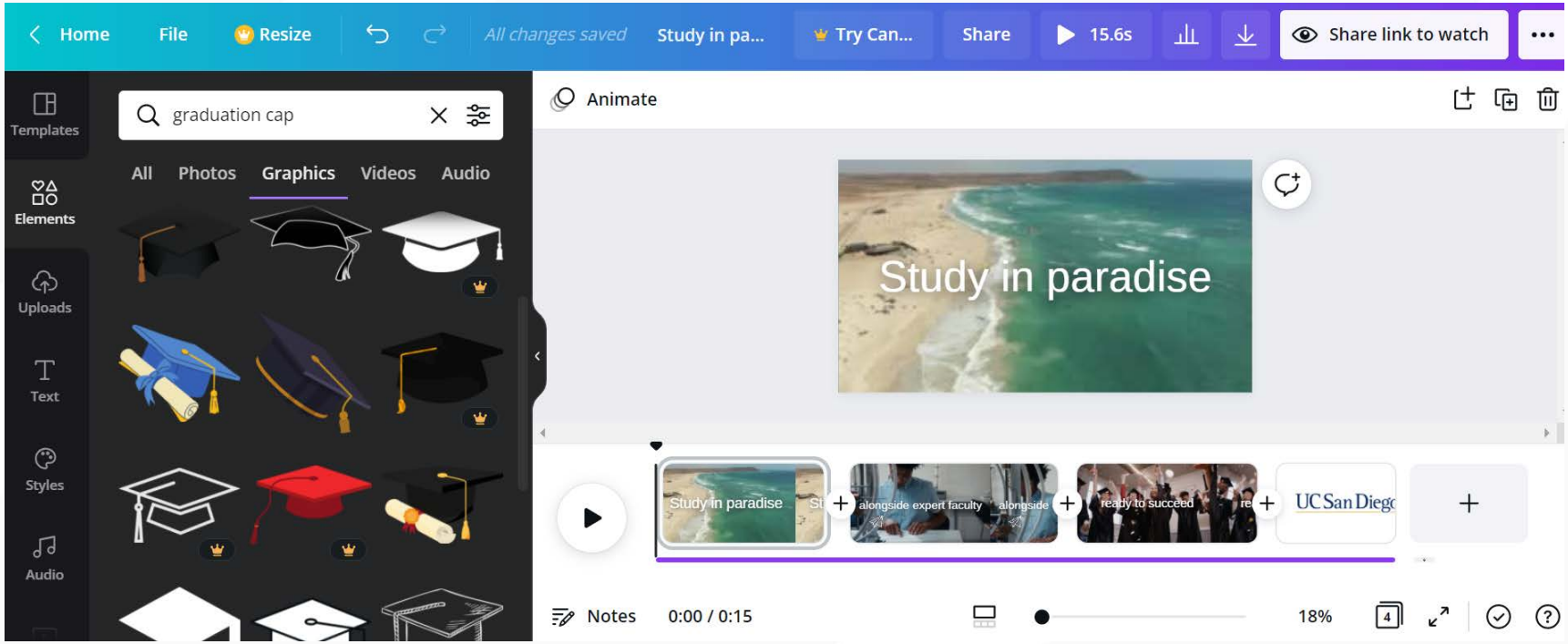
-have minimal graphic design experience

-don’t have access to photo/video editing software

-seeking access to stock photos and videos for design projects

HOW IT WORKS: SIX STEPS

1. Choose a dimension for your design.
2. Select a background—color, design, photo or video.
3. Drag and drop elements such as text and graphics.
4. Add multiple slides if needed.
5. Customize slides with font, color, photos, video and music.
6. Publish and share!



WHAT IT COSTS

$0

FREE ACCOUNT

- 250,000 templates
- Hundreds of thousands of photos and graphics
- 5GB cloud storage

$12.99

Per month

PRO ACCOUNT

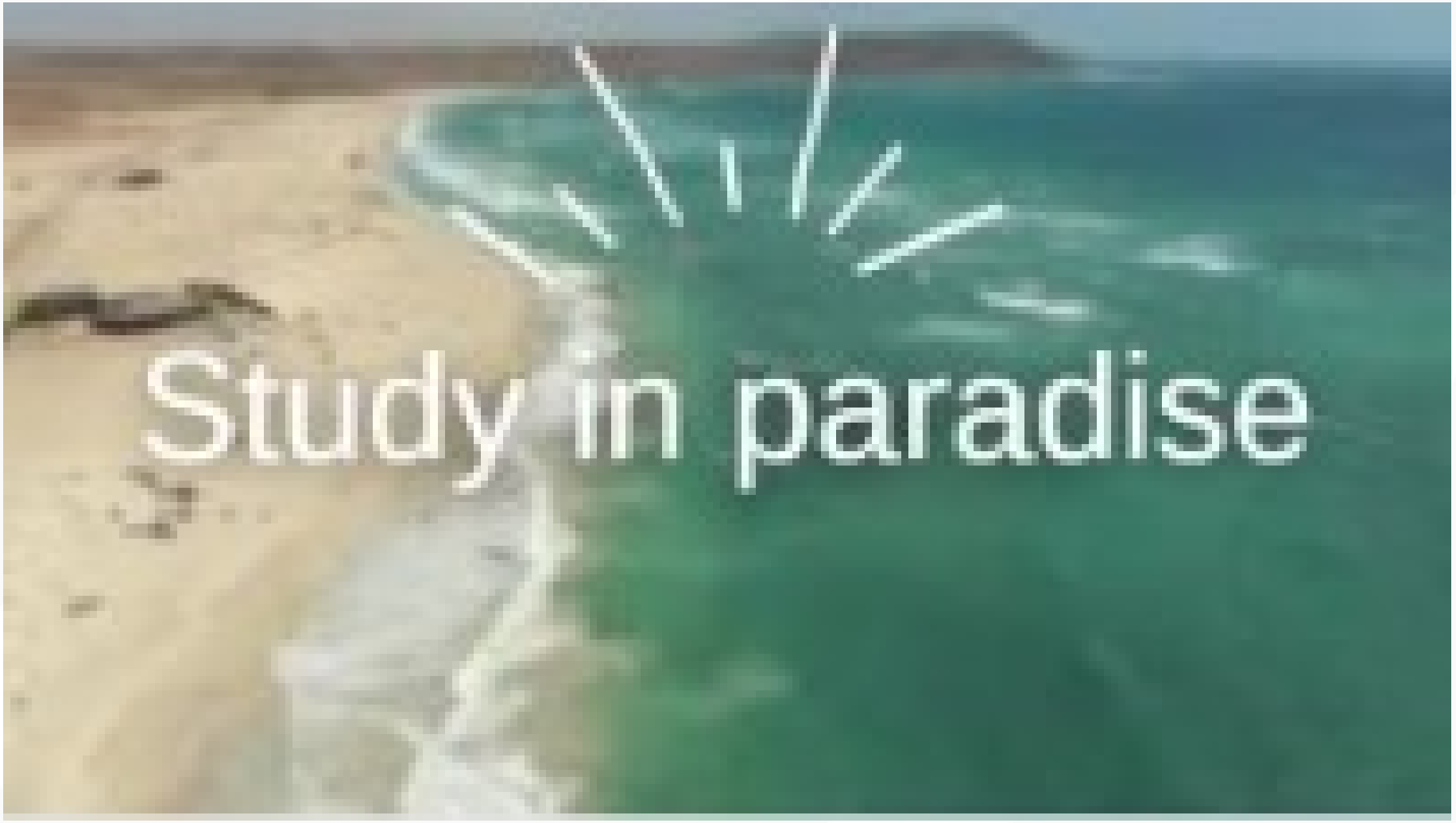
- 610,000 templates
- 100+ million photos and graphics
- Upload your custom brand kit
- 100 GB cloud storage
- Remove image backgrounds
- Resize designs easily

PROS & CONS

GREAT ☺

- Very simple user interface.
- Large library of templates, images, videos and other elements.
- Offers a mobile app so you can capture, create and publish on the go!
- You can crop, edit and animate photos and videos.

NOT AS GREAT ☹

- There is a fee to fully utilize all of the features.
- Doesn’t let you filter for elements that are free.
- Must have pro account if you want to transfer designs to different sizes.
- Can only edit your design in Canva (can’t download raw file).

CANVA EXAMPLE