



Corporate Flow



Illustration



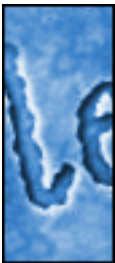
Image Editing



Automation



Web



Text Effects

# Canvas Tips and Techniques



**Creative Department**

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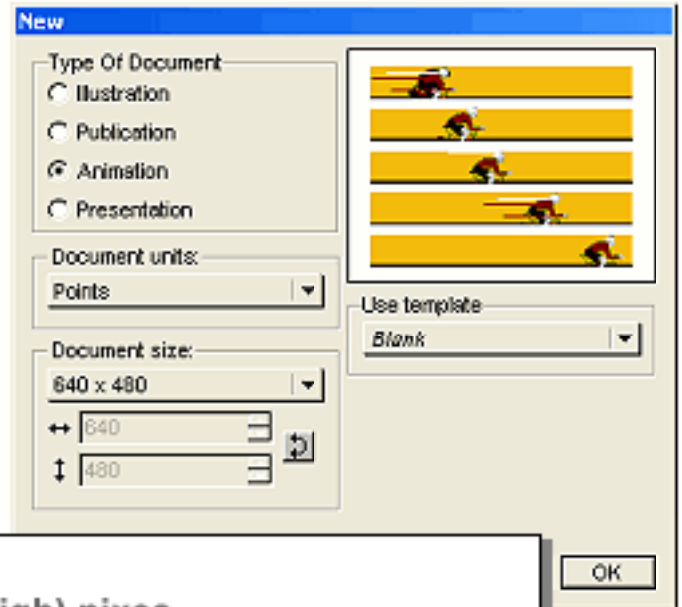
## GIF Animation: Banner Ads



### Step 1

It seems that banners are everywhere on the Internet these days. Some are very subtle while others are wild and crazy. In this exercise you will learn how to create a banner in Canvas in just a few easy steps.

First open a new document (File>New), select Animation as the type of Document. Selecting Full Banner from the Document size drop down menu will result in a banner that is 468 pixels wide x 60 pixels high. (This is the standard size for web banners, however Canvas allows you to designate any size.) Then press OK.



**Note:** 468 x 60 is the standard web banner size.

468 (width) X 60 (high) pixes

### Step 2

#### Design your sequence.

Once you've setup your document area you can start designing your animation in Canvas. Planning your animation sequence in advance will determine how many frames you'll need and what graphics are required per frame.

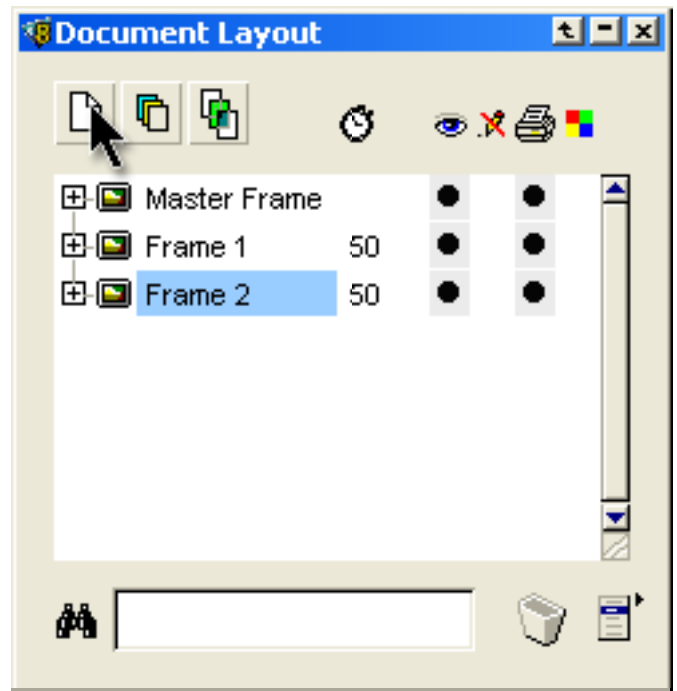


**Note:** Only graphics within the document area will appear in your banner.

## Step 3

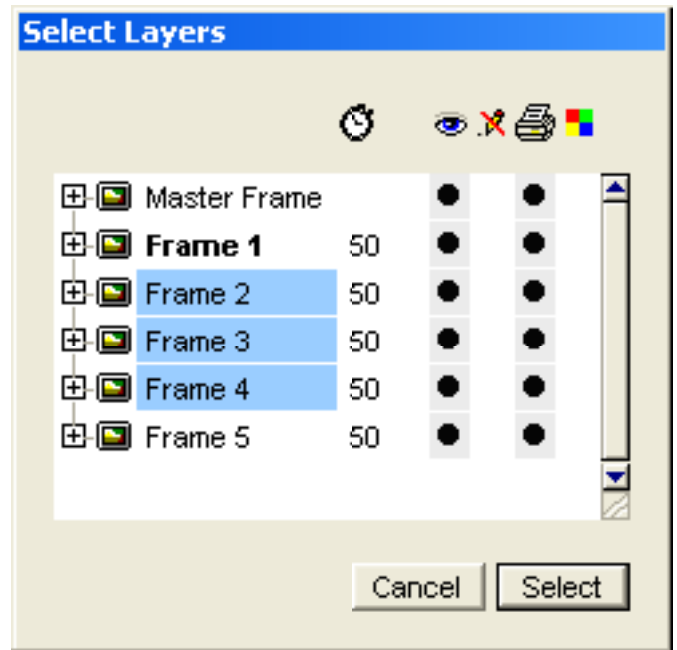
### Create the frames

To create the new animation frames required to give our banner the illusion of movement go to Layout>Document Layout, choose the New Page/Frame button on the bottom left of the palette (see example on the right) and create the frames you need.



*Pressing the New Page/Frames icon will add additional frames to your animated banner ad*

You may want to copy images from one frame to another with pixel perfect placement. This is useful when your design calls for a fixed background image. In Canvas this is easily accomplished by selecting the images or objects you wish to copy. Then go to Object>Arrange>Copy to Layers, select the frame you want to copy to and press Select. You can also copy to multiple frames by holding down Option (Mac) or Ctrl (Windows) while selecting the frames with your mouse.



*Hold down Option (Mac) or Ctrl (Windows) while selecting frames with your mouse to copy to multiple frames then press select.*

## Creating action

With your graphics placed on the appropriate frames you can make progressive movements that when played back, will give your banner the illusion of motion. In this example the background is fixed while the action is accomplished by shifting the placement of the text slightly from frame to frame.

Note: the use of gradients and additional frames will increase your file size and may cause slower download speeds. For best results limit the number of total frames, stick to RGB colors and restrict the use of gradients.

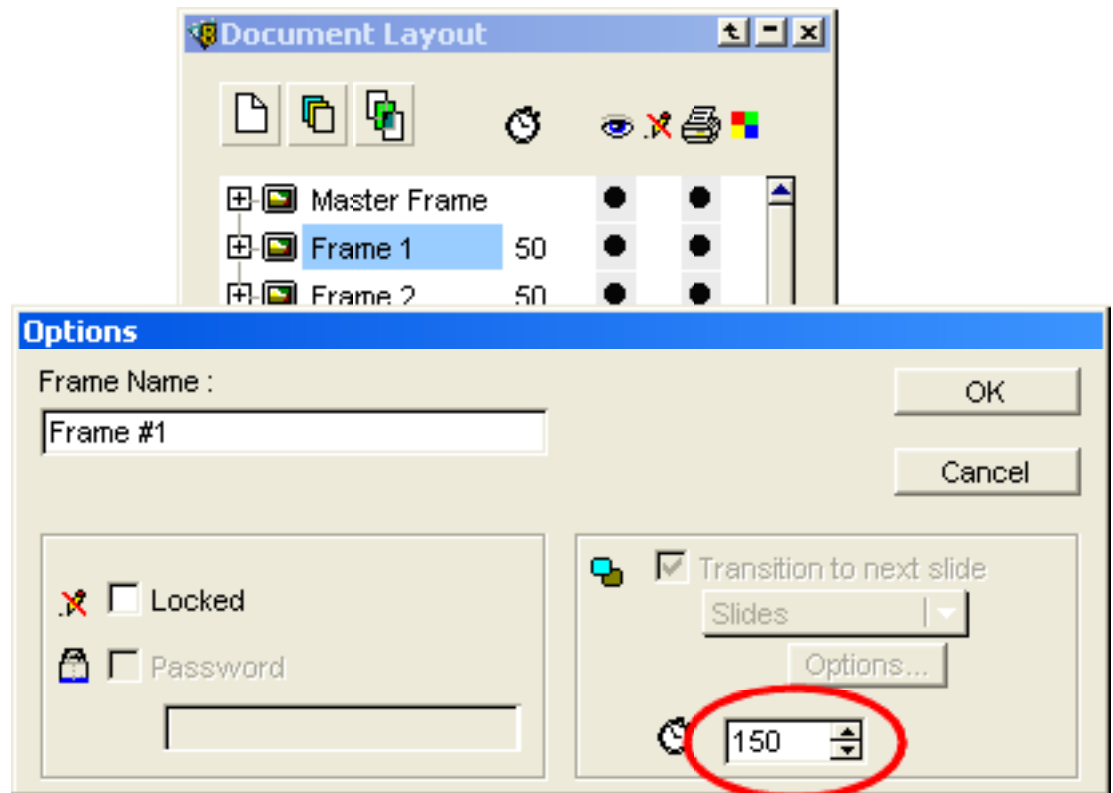


*The progressive shifting of graphics creates the sense of motion when played back sequentially.*

## Step 4

### Playback options

To adjust the frame duration. Go to the Document Layout palette and double-click on the frame you want to affect (see example on the right). An Options palette will open with the frame's name and an icon of a stopwatch. By increasing the number to the right of the stopwatch you will extend the duration of the frame, by decreasing the number you will shorten the duration. Click OK.

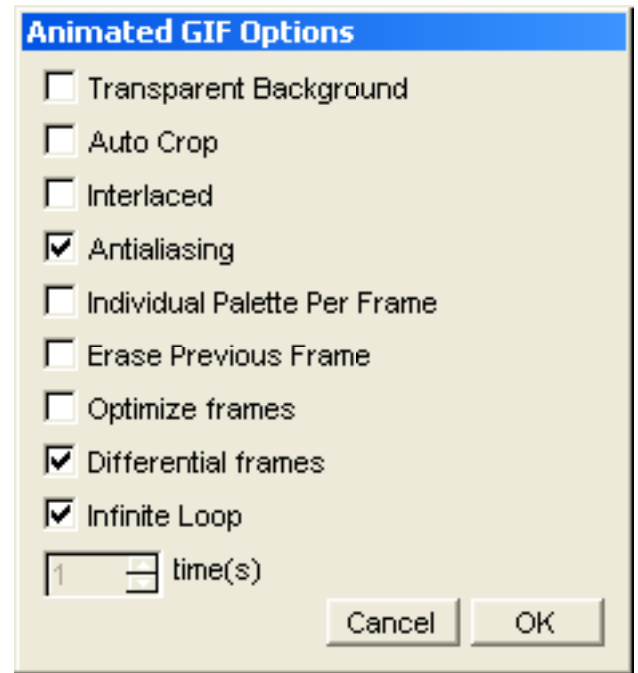


*Double-click on any frame to open the Options Palette. Here you can set the frame duration, even lock and password protect your frames. Click OK when finished.*

## Step 5

To save the banner ad go to File>Save As. Select the GIF Animation file format, enter a file name and click Save. You will be presented with the Animated GIF Options palette, select Auto Crop(Canvas 8 users select Differential Frames,) Antialiasing and the number of times you want the banner to repeat or Infinity Loop and press OK.

To see your banner ad in action open the GIF file in a web browser. And that's it!



Below are two examples of GIF animations created in Canvas.

