

3.3.3 Animaker

- *Aim*

Animaker is a web application designed to create movies, gifs, presentations, and voice recordings. This tool allows to prepare different types of videos (explanatory, educational, promotional videos storytelling etc.) and engage the users to develop soft skills such as creativity and innovativeness while its applications.



The implementation of Animaker by HE teachers needs the explanation the way to access the tool, how does it work and how it can support classroom tutoring. The benefits of tool application, activities and actions that are possible to be taken while using the software should be emphasized to encourage students to realise own projects in Animaker. The additional way to underline the functionality of Animaker is to present the existing resources created in this tool and opinions of other people using the software and being pleased by its facilities.

- *Description*

Animaker is a DIY (do it yourself) online video creation app with a smart feature that meets the growing demand for animated movie making. Animaker allows the users to create quick movies, infographics, animated presentations, and other animated items for different purposes. The software is completely web-based and does not require to install anything. It uses a simple drag and drop interface to allow the user to add or edit elements. Animaker is self-made animation video maker, first launched in an open beta version in 2014 by Animaker Inc., a video-based Software-as-a-Service (SaaS) company founded by RS Raghavan. The software was officially launched based on a freemium model in 2015.

Animaker lets the user to collaborate with other people and create animated presentations with a simple drag-n-drop interface. With access to visual tools, multi-user collaboration features, and the world's largest animated library of images, characters, audio, and other supportive files, the Animaker is the ideal creative solution to stay ahead in content creation efforts. Several templates are available to get started with the application if the user is not sure how the video should look like. Additionally, the software is built on HTML5 and allows users to create animated videos that can be exported to Facebook, YouTube or downloaded as an MP4 file. The tool is also available as a Chrome extension in the Chrome Web Store.

Animaker is offered as a freemium software and uses a subscription-based pricing model. The free version allows to have access to limited options. If this is not enough, it is possible to purchase a monthly or annual subscription. There are available four packages at different prices and facilities – Basic, Starter Pro and Enterprise. To view the more detailed description about Animaker of each package user should use the [link](#).

- **Key Features**

Animaker is a useful “drag-and-drop” animation tool, which offers many features to its user. Figure 23 presents the key features that support in delivering user the professional and studio-grade innovation solutions in a simple and straightforward package.

Online Animation Possibilities

- Video making, including gifs & short video making.
- Lifu video editing.

Enriching Videos by Complex Movement Features

- Character builder with over 15 facial features to customise and over 10 accessory slots to build a specific person.
- Extensive facial expressions to bring the created characters and videos to life.
- Auto Lip-Sync to animate the characters lips.
- Smart Move to animate objects move from one place to another.

Enriching Videos by Graphic Elements

- 4K Video Quality to stand out with created videos.
- Subtitle Videos adding.
- Overlay videos with text, images, stickers from Animaker sources.
- Marking the content by own watermark.

Enriching Videos by Music Tracks & Sound Effects

- Record own own voice to use it with created video.
- Text-to-speech conversion software with 50+ voices and over 25 languages supported and tons of customisation options.

Templates and Library

- Professionally crafted templates to pick and utilise.
- World’s largest video asset library (animated characters, different backgrounds, icons, images, videos, ...) to use during animation.
- Import own logos, themes, images, mascots, videos and more to create personalised library.

HTML5 Engine

- HTML5 protocol to achieve seamless performance on optimised browsers.

Video Size and Type Changing

- Resizing the 4K created video to achieve the smaller file.
- Clicking on the resize button to switch between different video types.

Multi-User Collaboration

- Real-Time collaboration with other users to create common videos.

Export

- 100+ Social Channels to export, including YouTube, Facebook, TikTok, Instagram.
- Video and gifs export to social media chanel.

Personal Workspace

- Organisation and management of personal workspace by creating folders, naming projects, adding own assets, create teams, sort shared projects.

Security

- SSL encryption to ensure complete safety of information.
- Possibility to apply two factor authentication to safeguard the account and all details and results of Animaker activities.
- Possibility to apply single user sign-on with an ID (stop multiple unauthorised sign-ins with a click of the button).

Figure 23: Key Features of Animaker

- **Benefits**

Animaker is the online animation designing software, which brings many advantages while its utilisation. The user does not need advanced knowledge about this tool. To start making an animation video it is required to log to the tool using the official webpage <https://www.animaker.pl/>. While working with the software the user has access to many features allowing to edit and make video without having to deal with complicated interface. This brings many benefits for those, who want to start to develop specific projects using the variety of options the software offers. The scope of advantages coming from using Animaker is presented on Figure 24.

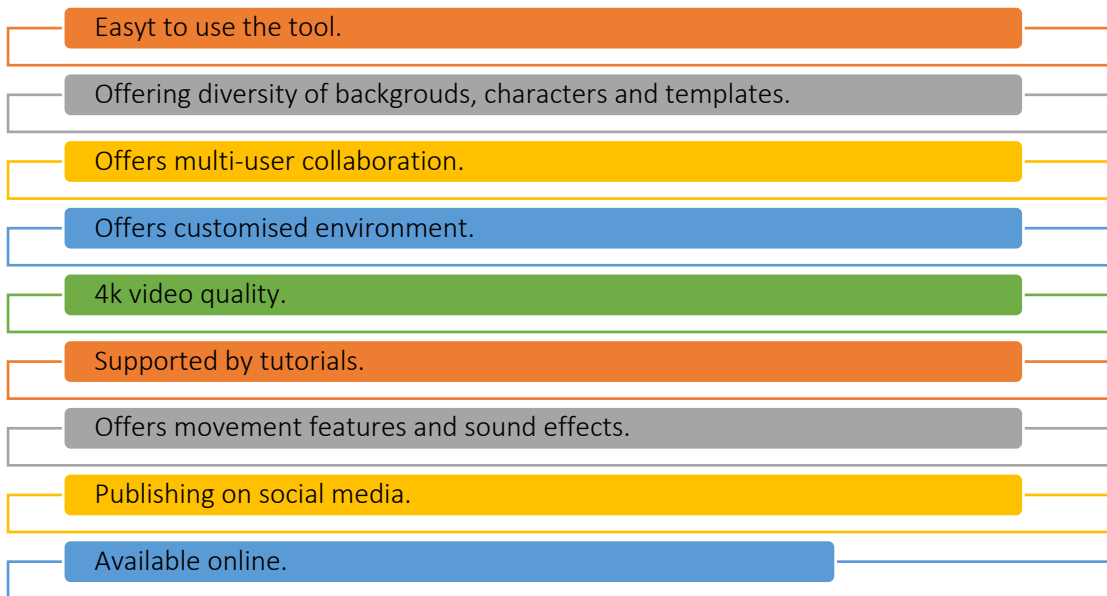


Figure 24: Animaker Benefits

The software ensures many features in one tool, which supports the users in multimedia resource creation. It gives the ability to create excellent videos worthy of publishing on Facebook, YouTube, or LinkedIn without the need for a graphic arts education. There are variety of backgrounds, templates, and music effects available in the largest video asset library, which can be used and edited while creation of unique and appealing videos on Animaker. Moreover, the users can review and use the basics videos to inspire.

The software is easy to use, however, there are also several tutorials available that can be used to learn the whole tool. In relation to competitors, it has similar functionalities as the biggest ones, such as the possibility of loading elements from computer (images, audios, videos) and using them in edition. The user does not have to download any software. The tool is available online and projects are stored on the cloud and can be accessed at any time. There are plenty of options regarding design and animations that are useful to stimulate creativity during development of multimedia resources, both as

individual projects and in cooperation with others. In case of supporting students Animaker allows to:

- extend students' knowledge regarding technology by creating videos in any areas,
- share information regarding any topic (business, education etc.), and
- engage students in developing visual competences and soft skills.

- **Implementation**

Applying Animaker as a tool supporting the classes is very useful if HE teachers aims to increase the student's creativity and show the different ways of presenting information. It might be a good idea to introduce Animaker as a solution offering innovative visualisation approach and features allowing to prepare animations attracting people and better focusing the attention of the audience at the topic presented. The animation made in Animaker can refer to the different aspects of conducted classes. It can present the results of conducted projects or progress of realised tasks, new/modernised products designed and/or developed by students, and new kind of services or business concepts.

The general idea of implementing Animaker by HE teacher in the classroom is presented on Figure 25. The process should start from describing the aim of the tool and explaining the general premises for the use of the tool during classes. This should be supported by expressing the offered options. HE teachers should arrange the topic to offers the students possibility to apply Animaker. Students should design scenario of animation as a basis of future work. The scenario should consider not only the concept of videos developed or being developed, but also given constraints (i.e., time constraints). After preparing the plan students should create animation in Animaker. The results of students' work should be presented and discussed with the HE teacher and other students.

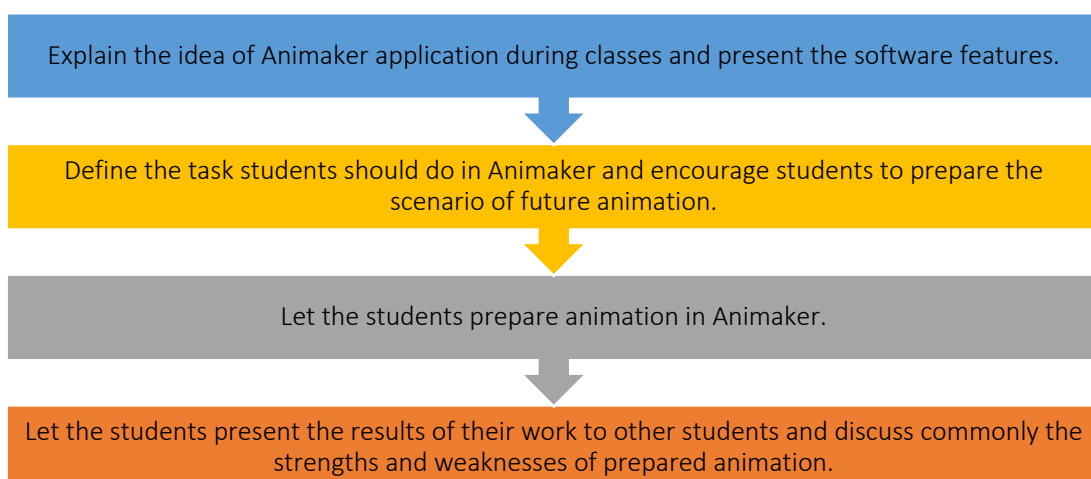


Figure 25: Procedure of Implementing Animaker in a Classroom Session

- **Describe the Purpose/Problem Definition**

- **General Overview:** Students should understand the idea of implementing the tool during classes and become familiar with the tool. HE teacher should presents how to log on to the tool, what are the main facilities available and how to use them in practise.
- **Classroom Activity:** HE teacher should present Animaker facilities to students. He/she logs to Animaker’s online account available from www.animaker.com and provide the presentation of the tool. The screens of Animaker interface are presented on Figure 26. HE teachers must include the created animations to show different ideas for preparing videos and underline the used effects and their influence to support visualisation. Additionally, the way to create own animation should be discussed, including the access and utilisation of video assets library resources.

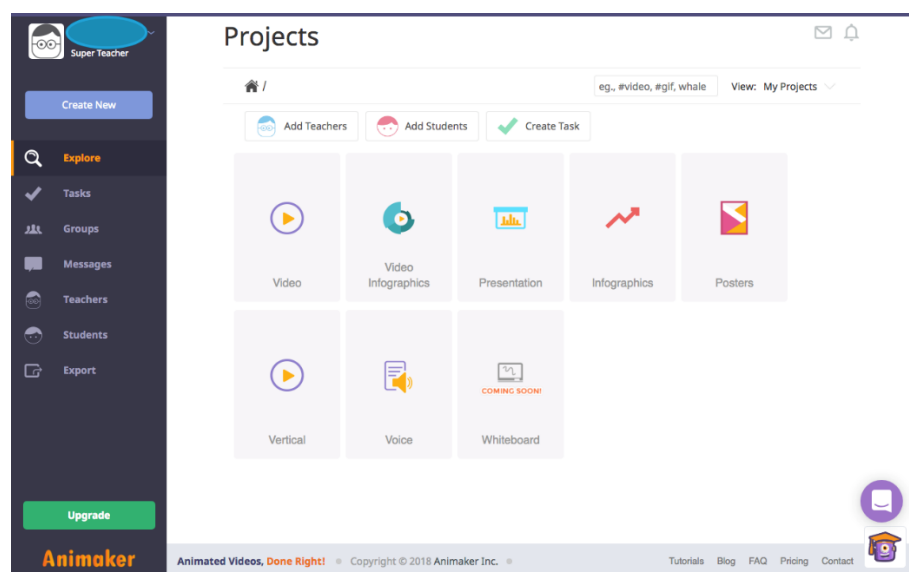


Figure 26 (Part A): An Example of Animaker Interface (Source: [Link](#))



Figure 26 (Part B): An Example of Animaker Interface (Source: [Link](#))

Students assist the teacher using their computers. They set up an account on the Animaker website and try to use the functions described by the teacher to create some visualisation effects. The activities dedicated to explaining how to start working with Animaker should take around 20 minutes.

○ **Implement the Tool**

- **General Overview:** Once the students are acquainted with Animaker app they should start working on their own animation. The task posted by the HE teacher should be developed in Animaker. HE teacher indicates the role of the scenario for the purpose of creating the animation.
- **Classroom Activity:** HE teacher should define the task and engage student to prepare animation in Animaker to develop the given task. Teacher should also explain that the animation should not be accidental but rather should tell a story to convince the audience about its mission and relevance. While preparing the presentation students should consider some issues like:
 - potential audience of prepared visualisation (to whom the animation is intended),
 - length of visualisation,
 - needed resources (graphics, backgrounds, music effects, etc.) coming from existing Animaker library or own resources,
 - the plan, how to present the materials (storyboard describing the next scenes).

The idea of this step is to focus on preparation of all material, which will be helpful and let them to provide the future animation. The activities in this step should be completed with the concept of visualisation not shorter than 30 seconds and no longer than 1.5 minutes. Each student should work individually about 20 minutes to be ready to start the animation process.

○ **Collect Data after Tool Implementation**

- **General Overview:** Students should prepare the animation on the basis of elaborated scenario and gathered resources.
- **Classroom Activity:** Each student should prepare animation in Animaker taking into account the time constraints (0,30 – 1,30 min). HE teacher should assist students and support them in technical issues. Students should prepare the animation referring to a given task within 25 minutes. The elaborated video should be ready to be shown to other students and the teacher.

○ **Analyse the Data and Reflect on the Outcome**

- **General Overview:** After working individually on animation, the result is presented to the audience. Students and teacher should review the animation and shortly discuss its strengths and weaknesses.

- **Classroom Activity:** Students should present their animations. Each presentation should be finished by short discussion considering:
 - whether the topic was clearly presented?
 - was the animation easy to understand?
 - what attracted the most attention from the students?
 - which animation effects fits best to strengthen the message?

The activity is finished after all students' presentations and indicating general guidelines referring to positive effects of animation, elements might disturb given presentations and those having positive impact. Students and teacher should commonly propose and analyse the favourable and unfavourable visualisation effects. The discussion on individual animations and the summary guidelines should be completed within 25 minutes.

- **Examples of Organisations using Animaker**

Animaker helped over 10M people in creating great videos. There are several global leading brands, who have shown their trust and used Animaker, in particular:

<p>The company is officially indicated at Animaker official webpage as a unit that trusted and utilized Animaker for business purposes.</p>	
<p>The company was supported by Raghav (Animaker CEO & Founder) to run their video marketing campaigns.</p>	
<p>The company belongs to the publicly announced clientele of Animaker using the tool in business activity.</p>	
<p>Siemens belongs to the group of companies indicated as one applied the Animaker as video software to support the presentation processes.</p>	
<p>Neil Patel, the crazyegg CEO & Founder recommended to use Animaker instead of spending tons of money on a video production agency. He underlined the simple drag-and-drop interface and the ease of learning.</p>	
<p>The NOKIA employees used Animaker for internal communication. It helped to describe complicated processes in an easy, funny, and understandable</p>	



way. Animaker made NOKIA presentations lively and engaging.	
Animaker supported PHILIPS Healthcare to create videos that have greatly improved the education of NICU patients to help provide care for newborn babies in the NICU.	
The Hillary Rodham Clinton School of Law at Swansea University used Animaker to create studio-quality explainer videos to promote the courses offered by the school to the UK and international students in both English and Welsh languages.	

Table 12: Examples of Organisations using Animaker

- ***Additional Examples on the Use of Animaker Tool***

Following are specific resources to learn to apply animation and Animaker in a classroom setting:

- Web Resources:
 - Animaker and its suite of products have Big Plans in 2022! – [Link](#)
 - Invitation Video Maker – [Link](#)
 - Promo Video Maker – [Link](#)

- ***Links to General Learning Resources***

Following are general resources to learn, how to start working with Animaker and create own animation:

- YouTube Videos:
 - What is Animaker? DIY Animated Video Making App – [Link](#)
 - Technology in the classroom – Animaker – [Link](#)
 - Animaker Tutorials – [Link](#)
 - How to make animated videos [Tutorial for beginners] – [Link](#)
 - How to make Animations on Animaker – [Link](#)