

Workshop excerpt taken from the live webinar

# Tips for Creating Animation in Email with Adobe Stock

Combine static images and video together in Photoshop to create a compelling Animated GIF for your campaign that's suitable for a wide range of customer email applications.

## 1. Download the following assets

Download the following assets save them to your computer:

Adobe Stock image: [Happy family...](#) by New Africa

XD Project: [Burger on grill...](#) by alexfeel

## 2. Combine images and video with Photoshop

Open the JPG file (Adobe Stock #209431775) in Photoshop, and then:

- Convert the layer to a Smart Object
- Choose Image Size from the Image menu and set it to 600x401
- Set the document size to 600x401
- Choose Place Linked from the File menu to import the MOV file
- Scale the video to about 21% and position above the grill

## 3. Stylize, Adjust, Blend and Mask the video

Select the video layer Smart Object and apply the following effects:

- Apply the Black & White adjustment by selecting it from the Adjustment options under the Image menu (*keep the default settings*)
- Apply a Levels adjustment (*same process as above*)
- Add a Layer Mask to the video layer and paint black on the mask with a soft brush in order to reveal smoke above the food on the grill
- Scale the video layer horizontally (*non-proportionately*) to make the smoke thinner above the grill and set the Blend Mode to Screen

## 4. Create a Video Timeline

Open the Timeline panel from the Window menu and switch the button to Create Video Timeline, then click it to create a video-based timeline panel. Then do the following:

- Set the end of the Work Area at 4 seconds and 29 frames
- Set the duration of the image layer to be as long as the Work Area

## 5. Export your composition as an Animated GIF

Animated GIF is the most compatible animation format among the top-used email applications. Fortunately, Photoshop has one of the industry's most robust GIF export tools, available as Save for Web from the Export options under the File menu. Once selected, set the following:

- Format: GIF
- Colors: Selective with 256 colors
- Dithering: Diffusion set to 50%
- Lossy: 20

Then click Save, choose a destination and a file name.

## Watch the webinar recording

Watch *Tips for Creating Animation in Email with Adobe Stock* in its entirety from the [Creative Cloud Events](#) on-demand access page.

