



ULTIMATE GUIDE TO CREATE AN AWESOME EDUCATIONAL ANIMATION FOR ONLINE COURSES

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INTRODUCTION

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INTRODUCTION

Welcome to F.Learning Studio's guide to create an awesome animation for educational purposes. Animations, if done right, could be the best teaching materials for eLearning professionals. The success of KhanAcademy and Ted-ED is such a good evidence of how animations inspire and engage learners of all ages, backgrounds and genders.

The problem is, how to create an animated video?

Is it difficult, especially for those with no designing background?

The answer is yes! It is hard to create something with Cartoon Network standard. However, you don't need unicorns or sparkles to engage online students. The impact of visuals is definitely strong but it cannot overpower the importance of content. We don't want the unnecessary "fun" distraction, we create something that brings true values to students.

This ebook is for anyone with a need to create animations in eLearning industry, whether you are an online teacher who wants to create simple animation for class, or an instructional designer who is collaborating with a professional studio to create awesome content.

We will guide you through how to make a proper animated video for online courses. You would find informations on how to create animations on your own, or what you need to work with your production team.

Enjoy!



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WHY EDUCATIONAL ANIMATIONS?

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The use of animated videos on eLearning is a controversial issue. Some researches reveal a significantly positive impact of videos on learning outcomes while others show no enhancement when applying animations to education. However, visual information is consumed approximately 60,000 times faster than text. Animation, if done right, could become an effective teaching material for eLearning educators.

The Power of Visual Content

There are two major motivation classifications identified by Educational Psychology: intrinsic and extrinsic. Intrinsic motivation comes from within the students like their own interest and desire to learn. For example, if a student is fascinated in painting, then he is more likely to enjoy art classes. On the other hand, extrinsic motivation comes from external sources like recognition from lecturers and peers.

Animated videos for educational purposes could inspire students in both ways. They could be appealing teaching resources for online learners with sounds and visuals. Then with a powerful storytelling and explaining ability, they help learners absorb the information better in an engaging way. When students feel more accomplished with their work, they are motivated to learn more.

Concentration booster

The millennials have much shorter attention span nowadays. A research of Microsoft shows a shocking fact that people generally lose their concentration after eight seconds, which is lower than a nine-second memory span of an ill-focused goldfish. Then how can we keep learners' attention in long hours? A well-designed eLearning course should be

able to keep learners focused throughout the learning process. An informative animation is not a distraction then.

An additional animated video could give online learners an educational break. It explains the subject in an engaging way, it saves people from tiring texts then it motivates them to continue their lesson. A series of short animated videos is more appealing than forever long slides anyway. The bite-sized animations could help learners digest the information easier. It follows the concept of micro-learning when a long course is divided into much smaller modules.

Amazing explainer

It would be better to let people see how things work than taking forever to tell what happened. Animations then have such an amazing explaining ability, no matter how complicated the topics could be. While texts force the brain to create an image from scratch, the video gives the pictures right away. Any types of teaching content could be simplified and converted into highly-visual and engaging videos. Moreover, animations capture the abstract ideas much better than a normal live-action clip. Live-action shows what is in front of the camera, however, animated videos are beyond that.

As a result, animations help students understand and focus on the lessons better, which has a positive effect on the learning outcomes. When students get a sense of achievements in the course like praises from lecturers or good grades, they are likely to be motivated to accomplish more.

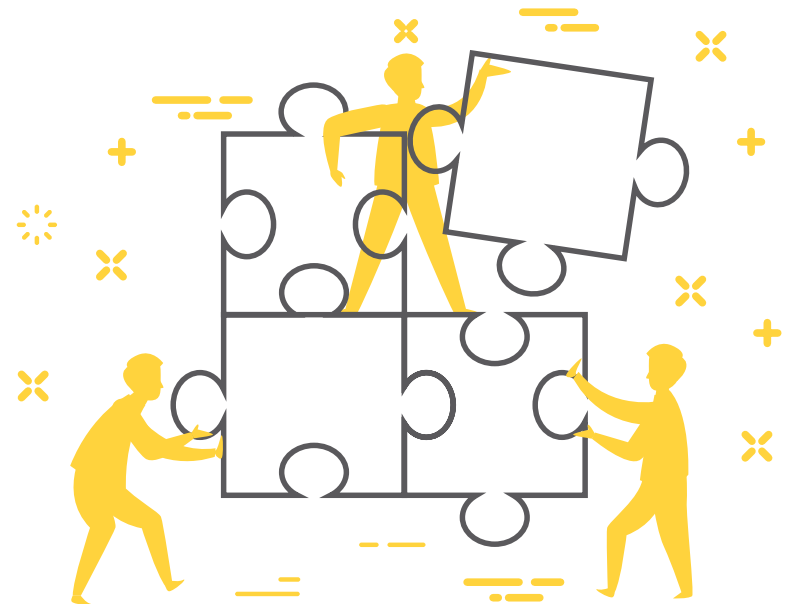
Fresh and engaging experiences

Animations could break the common assumption of scientific courses to be painfully boring. Learning should be fun. Animations have such an incredible story-telling ability that converts any dull topics into the most interesting ones. Words become visuals and charts turn to movements. Students' experiences are no longer limited in the pen and paper method with engaging animated videos.

However, the most important thing is that animation brings new experiences to learners. It gives them a getaway from long and stressful documents, which may inspire their enthusiasm in the lesson. There are various ways to motivate a student. We could give them praises, show them full support or personalize the eLearning. However, if a student takes great interest in the subject, they could develop a desire to learn deeper without a demand for high grades or recognition.

Animation is beyond looking nice

There are various ways you could reuse your educational animation. You could edit it into an animated explainer video to show off the key features of your course. It would be much nicer than a long post on the website explaining the same ideas. You could also public some parts of the animation on the company fanpage to let people hear about your project. Most social media channels support video content greatly nowadays. The potential of animations is unlimited. It all depends on you, and how you use it.



HOW TO CHOOSE AN ANIMATION STYLE FOR YOUR COURSE?

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There are various types of animation for educators to choose. The most common types that are used for educational purposes are:

- 2D Cartoon Animation
- 3D Animation
- Motion graphics
- Infographic animation
- Typographic animation
- Stop-motion animation

In fact, each type has its own advantages and there is no particular type that is better than others. However, if you are lost in the animation diversity, this guide may help you.

Who are you teaching?

Let's start with your **audience's insights**. You should design your course based on the behaviors and needs of online learners. Who are they? Are they K-12 students? Are they corporate employee? Each type of learners has their own tastes in animated videos. By understanding their needs, you can create videos that not only attract their interest but also result in positive impression and learning outcomes.

K-12 students:

In terms of animations for children and adolescence, you must think of those on Cartoon Network. The idea is obviously fascinating considering how fun and beautiful it can be done. However, it requires a lot of time and effort as well as a stable fund to create such high quality. This is not impossible but it is unnecessary when you can produce motion graphics with same quality but less trouble.

However, there are 2 lessons in relation to styles we could learn from 2D cartoons:

Vibrant color: Vibrant colors are more appealing and inspirational to school children. They release a happy vibe, making the lessons more fun and lively.

Humorous character design: We can feel the fun at first glance without any silly actions. The emotions or the body shapes alone attract their interest immediately.

So, *the key here is fun*. Learning should be fun, and learning for children should be way more fun. The fun concept lies in not only the content, the script but also the style. The more you make it more lively and colorful, the more young students feel curious about the subject.

F.Team Suggestion: Motion graphics



Bar Model

Character Design

Higher Education or Corporate Employees:

Courses for higher education or corporate training have a tendency to be more academic and formal. It is important to pick and highlight just the key points in the animated lessons. Despite this step, the lessons still convey a large number of knowledge in form of charts and numbers. Then the right type of videos for those courses should be fun to impress learners and informative enough to guarantee the course quality.

More formal design: Contrary to the vibrant color of K-12 courses, higher education and corporate training instructional designers often choose a more neutral scheme. Pastel and Pantone palettes are good examples. Those colors create a more formal and serious vibe.

More text: Information can be conveyed by voice-over. Voice-over is highly recommended for educators to enhance the human connection and reduce the self-paced learning isolation of online learners. However, this doesn't mean text should not be included. In fact, texts make the lessons more easy-to-follow and help students identify the important points.

F.Team Suggestion: Motion graphics, Infographic Animation, and Typographic Animation.

Both infographic and typographic animations optimize the movements and arrangements of texts and icons to attract the audience. These 2 types of animation are best at presenting complicated information like charts or numbers. Motion graphics also do this function beautifully with an addition of storytelling ability.

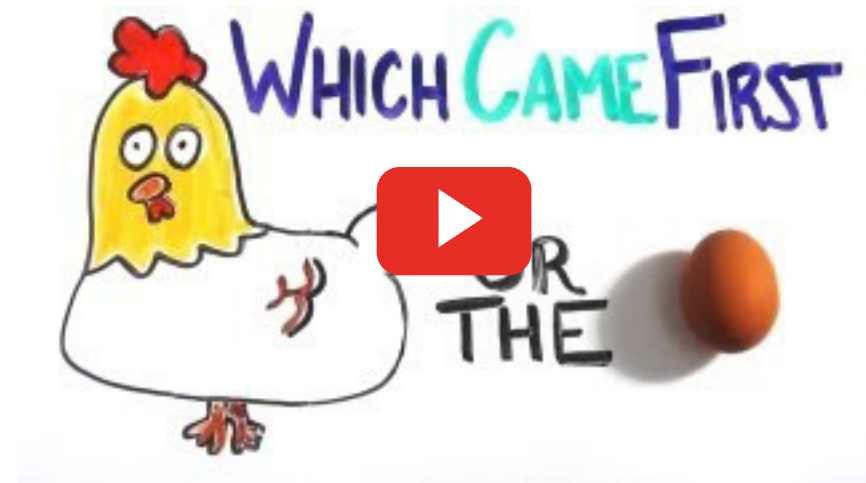
What are you teaching?

Subjects with facts, charts, and numbers

Animations play an important role in enhancing student's learning experiences. Subjects like science require a great number of facts, charts, and numbers. Consuming all information could be overwhelming to learners, leading to a loss in their interest and motivation. Educators need teaching materials like animations to explain the topics in a new fun and informative way.

F.Team suggestion: Motion graphics, infographic animation, typographic animation and whiteboard animation.

All of above types do best in presenting complicated ideas with number elements. Whiteboard animation is an affordable choice.



Viral video from AsapSCIENCE

White-board animated video records an artist drawing on a whiteboard to present a topic or an idea. It is so simple that anyone could do their own whiteboard animation. It requires little details with mostly black and white color, stick figures would work as long as you have quality content. Moreover, it has both the power of storytelling and information conveying.

However, the whiteboard animations could look a little bit sloppy and not everyone is a fan of moving hand on screen. The other animation styles give you a more neat and professional look. It requires specific designing skills that you may want to seek for professionals.

Fine arts and music

In terms of subjects like fine arts or music, you want something with a more artistic vibe. All mentioned above types could indeed present the ideas well. There is no rule saying that you cannot teach music with whiteboard animation. However, hand-drawn animation is best at inspiring learners.

F.Team suggestion: Traditional hand-drawn animation.

Hand-drawn animators illustrate the movement by a series of images drawn frame-by-frame. This type of videos requires the producers to master both skills in animating and designing, which obviously requires lots of time and effort. However, it results in such a beautiful and inspirational animated video.

Information Technology

IT is a complicated field with high demand for concise details. Therefore, the best way to teach IT seems to be screencast animation, in which learners could observe and follow how things work exactly. However, it is not just as simple as recording the computer screen. There are various free tools to get such work done. To produce a motivating and inspirational videos for IT students, you may need to contact professionals. Animators could add graphics to the animated videos, making them more engaging and completed.

F.Team suggestion: Screencast animation

HOW TO CREATE AN EDUCATIONAL ANIMATION?

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BRIEF

The first step of creating an educational animation, whether it is a product of your internal or external production team, is the brief. The brief identifies the learning objectives, primary audience, animation style and video messages also. This step is vital in giving you the overall direction of the animated videos, which affects the whole course in the long run. Proper time and effort should be invested to gather information. However, since it is a brief, it would be best to stay under two pages.



Learning Objectives

The first thing you need to include in the brief is learning objectives. The learning objectives are the specific knowledge or skills you want learners to achieve after completing the course. Designing an online course with consistent objectives will give you an overall look on how to organize the materials to gain better outcomes. Therefore, they could help you build a great structure of the educational video content to best reflect the goals.

Let's start by asking yourself:

-
- What do you want to put in your course?
- How are the learners expected to learn from it?
Why do they need to learn it?

To make sure that you are on the right track, it is important to give above questions clear and achievable answers.

Be specific

The learning objectives are supposed to be specific. It would be confusing if you come up with mainstream things like you are building a course to help people understand things. It is obvious that, for example, a watercolor course is supposed to teach learners how to paint. This simple fact is unable to show how you can help with the art skill or why they need to learn it anyway. Then it would be better to go into more details with particular tasks or actions learners perform. Go back to the watercolor course example, you could describe the objectives in sub-categories like helping students learn how to select the materials, decide on the color properties or apply paints with different techniques.

However, two pages of learning objectives are unnecessary. Just keep them short and straightforward so that your team would understand the full context. Then we could produce animations with appropriate content to keep learners focus on important elements.

Be measurable

The objectives in some aspects could perform as the KPIs of the course. If you write them clear enough with measurable metrics, they would help you in evaluating the effectiveness of the instructional design. The most important thing is you could use these information for the development of the course.

ELearning professionals could use various methods to measure the success of the course. A quiz could test how students convey and apply the skills or knowledge. Feedbacks and surveys are supposed to reflect learning satisfaction. Other data like completion rates could also tell how online students are engaged to the content.

What's about animation?

A quick way to test if they work for you is letting students watch the videos. Geoff Lawton – the founder of Permaculture Design Online Course gave his online learners a sneak peak of his course by sharing a clip on Facebook. Vois la! The 90-second animated video resulted in over 140.000 views and 3200 shares. The positive reaction proves that animations are such a great tool for his permaculture course. Then if you want to test if animations are such good investment, just publish a demo on a forum or your social media fan page!

[Request a free animation demo](#)

Primary Audience

Everything of the video, including the content and styles, should strictly follow the viewers' tastes. You cannot expect a fresh graduate to understand a leadership training video for senior employees, and a musician is less likely to enjoy an animation explaining business model. The differences in tastes could come from dissimilarity in individual backgrounds and lifestyles. One's age, gender, occupation or living environment could have significant influence on their video preference. Then if you identify the learners' personas with concise and accurate insights, we could produce high-quality animations with relatable content.

To start, these are main questions you need to ask yourself:

- Who is your primary audience?
- Is there a secondary audience?
- How do they expect the course to become?

The description of the learners should be more demographically detailed.

- What is their average age?
- What is their gender? Men, women or mixed?
- What is their educational background?
- What is their culture, race and nationality?

These information could give your team an overall view of the audience's taste. It would be much better to go further researching on their psychological traits. Since everyone is unique, personality is not something that could be answered with a few questions. However, the general character of the learners could have great impact on the instructional design. For example, kids are more interested in courses

with silly humorous videos in vibrant colors. On the other hand, the adult, especially corporate employees, may prefer formal, short and sharp teaching materials.

In fact, we need much more data to produce a detailed audience analysis for an online course. They are the technical ability of learners or their existed knowledge and experience. An instructional designer may take great time and effort to collect these information. A survey, an online community or an interview could be effective tools to collect the insights.

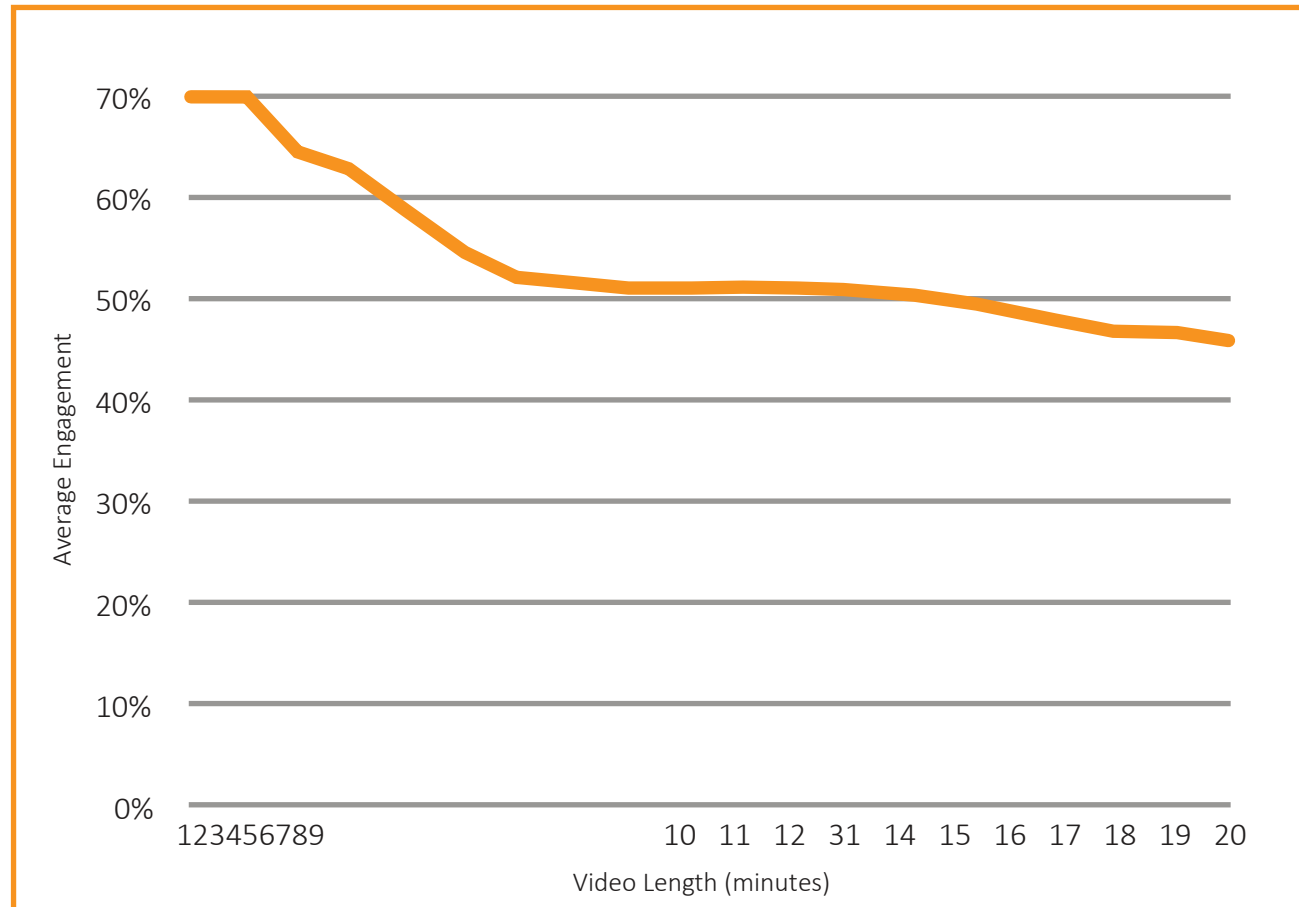
However, it is utmost important to get your team understand the demographics and psychographics factors of the audience. Those points could help you decide on the appropriate tone and style of the animation to best fit the tastes of viewers.

Video Length

To decide on the appropriate length of the video, let's start with the right content. Whether you are building a full video-based online courses, or you are using animations as additional materials, a good educational video should be short and sharp.

You should only stick to one single point in a video. If you keep the video concise with highlighted key points, it would be easier to track and follow the main ideas. If a video contains too many things without stress on the important elements, then it could cause confusion from information overload. The learning content could be broken into smaller ideas. Instead of creating one 10-minute video with five concepts, create five 2-minute videos covering one concept each.

AVERAGE ENGAGEMENT VS VIDEO LENGTH



Source: Wistia.com

It would be best to maintain the engagement with short under-2-minute video. We could make it up to 4 minutes if you think students need more information to understand the ideas. However, there is a significant decrease in engagement if a video is longer than 5 minutes.

The same concept is applied to the Permaculture Design Online Course of Geoff Lawton. The course conveys a huge amount of knowledge that is divided into thousands of live-action and animated videos. How many animated videos did we produce for Permaculture? We created 330 animations for the whole course. Each video is short, sharp and focuses on one single point only, which makes it much easier to manage and track.

Accessibility

Instructional designers are supposed to make sure every students including ones with disabilities have equal access to the learning materials. In eLearning, the tables of content, headings, hyperlinks or visual design could be optimized for better understanding and clear navigation. For multimedia content like animated videos, a proper description, transcript, and caption would definitely help learners with audio or visual problems.

Transcript and caption are the most common ways to get the video content accessible. They are most useful for people with audio disadvantage. Audio disadvantages here are not only those with hearing loss but also anyone with a broken speakers, and people who are not fluent in the language the video is in. If people have difficulties in understanding the video without sounds, then we use text to help them.

Caption

Captions are the text representing the spoken words within the video. It appears appropriately at the same time the audio is available. Captions can either be closed or open. Closed captions can be turned on or off but open captions are always visible. For eLearning videos, closed captions are more recommended since it would cause less distraction for people with full hearing accessibility.

Transcript

Transcript is an easier way for video makers at the beginner stage. Compare to the previous tool, it is much less a matter. Caption requires a specific set of skills in using the software fluently to match the text and the audio while with transcript, all you need to do is write down the

voice-over. Further information like video descriptions, explanations or comments could be added to help the audience understand the lesson better. However, its largest throwback is that viewers have to go back to the video to access the visual content. It could become less convenient experience when caption allows them to read at the same time watching the animation.

Video description

Video description provides online learners a short summary of the lessons, making it much easier for them to follow the lessons. A good description should be short and informative enough for students to take note the key points, and it should be engaging enough to motivate students watch the whole video.

You can use one among these tools to help online learners reach the video content, or combine all to maximize the accessibility.



SCRIPT

You don't need a professional writer to create an animation that works. Writing an educational video script is much different from those for movies. The script doesn't need to be too formal unless you are pitching it to a producer. The main point is to express your ideas to your team members and yourself also.

Why should you do your own script?

The script is a good start to know how things work together. It may seem like an easy step to skip but you will be surprised by how much time and work you can save later in the production process. Especially if you are collaborating with a studio to create awesome animated resources, the script helps you avoid misunderstanding or error in the visual content. Not everyone is e-learning professionals though. Producers can consult you on what types of animation work for online courses, or how to produce the best quality in budget but they are no better instructional designers than you.

How to create an awesome animation script?

Where to start?

There are various stages of writing a simple script that seems overwhelming to most people. To make it easier, let's go back to your brief. The brief identifies the learning objectives, primary audience, animation style and video messages also. It helps you with the overall direction of the animated videos.

Write down

If you are a teacher or an instructor, then the work is easy. Let's make a draft voice-over for your animation. Imagine yourself teaching a class like usual, then write down what you need to say. Please remember to eliminate all the unnecessary or distracting information to keep the videos on the point. This is similar to the common self-recorded video courses in the MOOC world. The instructors need to break down the lesson into bite-sized videos, and it should be no longer than 5 minutes. The ideal length of the video ranges from 1 to 2 minutes. If you have

experiences in producing live footages like that, then bravos, the voice-over is a piece of cake now.

If you are not sure about the length of the clip, you could use this basic word count tip:

- 45 seconds – 90-110 words
- 60 seconds – 120-170 words
- 90 seconds – 200-250 words
- 2 minutes – 250-300 words

Create a story

When you have the basic outline ready, use your own imagination and creativity to create a story. You could break the script into different scenes. Then set the timeline, match the voice-over and add texts for each.

A story with characters:

A script often contains three basic acts. Act One introduces viewers the set-up and the tone of the story. Act Two presents the problems the characters meet. Act Three is the resolution. Writing an educational animation script is different from the entertaining ones. However, we could use this structure to make the videos more engaging and easy to understand. If you have trouble with story ideas, then think about the examples you give learners in every lesson. They are reality-based with a clear scenario, which would make great suggestions for your story.

A story without characters:

Lots of the time we create videos explaining some processes or facts without any characters.

The key to engagement to these types of videos lies in the design. Just visualize all the information in your mind first with images or icons. We are supposed to go into more visual details in the storyboard, however, you can note down these ideas in your script to make it easier later.

Make it fun

Make sure you add humor factors into the script. Learning should be fun! These small additions to the courses could make big differences in the learning outcomes. We don't need to be silly to have fun. The fun elements lie in the character design (if you have any characters, and you should have!), the dialogue or the video tone.

For example, if you are creating an online course about the marketing strategy for beginners, instead of explaining the forever long theory, you could make it into a dialogue! The scene could be a conversation between a struggling shop owner, and his friend who happens to be a marketing consultant. A simple story like this could teach learners marketing basics in an easy and engaging way. The content is not new but the revolution lies in the way we approach and improve it.

Format the script

You can format the script whatever you think that makes sense. Many of our clients use a table to write the script for animation. This is an unofficial way for script writing but it works, and it is easy to read also.

However, you could follow these basic rules to have a decent script.

- Font: Courier 12. This is mainly because one script page in Courier 12 is about 1 minute of film.
- Heading and character name: caps
- Music, scene direction or transition: italics

Or long story cut short. You can download a template [here](#).

Revision

The script would hardly come out perfect the first time. You should either clear your mind by leaving it for a few days or give it to your colleagues to approach new perspectives. Your teammates with decent knowledge about the project could give you the best instructional design advice.

Animations could become a good visual supporting tool for your online courses. You don't need to be too formal in the format or the structure of the script. The utmost important thing is to get the ideas through your team and follow strictly your learning objectives.



STORYBOARD

Storyboard is essential for a good animation. We can't just redo a scene if something goes wrong. It would cost too much time and effort for any revision. Minor amendment in video filter or sound effect could be less a matter, but a change in the script or video angle could cause more trouble than you thought. Then, the best solution is to edit the video before it is even produced. There we have the storyboard.

What is a storyboard?

If you are an instructional designer then storyboard must be a familiar term. The storyboards for animations are pretty much similar to those produced while designing a course. There you have the project title, the text, the audio and also the graphics. Basically, it is the visualized version of your script that includes everything the learners are going to see on screen with extra information for your team members to work it.

Storyboard is utmost important in producing animations for eLearning. The main purpose is to get your team on the same page. Your colleagues or production partners would have a clearer vision of how the content is going to be developed. Then it would be much easier for your team to review and restructure the video if needed.

How to create a storyboard?

The first storyboard ever came from Walt Disney studio. Animator Webb Smith has come out with an idea of drawing different scenes on separated sheets of paper, then he pinned them up on a bulletin board to tell a story. This still works nowadays. You can do it roughly with a pen and paper, or you may use various storyboarding tools to create a proper digital one.

Get yourself a template

This is easy. You can google and welcome yourself to a huge source of templates, or maybe you could check out our free template [here](#). This simple template shows you exactly what you need in a storyboard that works.

Project title: _____

Scene	Scene	Scene
Action: _____	Action: _____	Action: _____
VO: _____	VO: _____	VO: _____
FX: _____	FX: _____	FX: _____

Scene	Scene	Scene
Action: _____	Action: _____	Action: _____
VO: _____	VO: _____	VO: _____
FX: _____	FX: _____	FX: _____

➔ Project title, scene, action, vo, and FX.

Break down your script

Doing storyboard is just like creating a comic strip. You have a story in your mind, then you illustrate it in little rectangles. Storyboarding is pretty much the same. You also break down the script and choose the most important scenes to fill in the boxes. Divide your script into several parts, then note them down under different frames. The same goes with the voice-over narration. How many frames should you have? It all depends on your story but one minute of animation should contain 6-10 frames.

Break down your script

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Start drawing

Do you need to be an artist to do the storyboard?
Should the storyboard go deep into the details with background and color?
That would be good. However, stickman also works.

As mentioned above, the main purpose is to bring the team together on the same page and to edit the animation before it is even produced. You don't need to be too detailed in the visual design. It is more important to let your team understand the story progression first. Just print out a template, pick up a pen and start drawing. Then you would find yourself doing what professionals call a rough storyboard. This type of storyboard concentrates on indicating the movements and the flow of the videos. It doesn't need to be clean. Why would you spend so much time on something that could be rejected anyway? The stick figures with simple arrow navigations work as long as they illustrate the story clearly enough.

Show it to your colleagues

Now it's time to seek feedbacks and approach new perspectives from different people. They will help you make sure that the animations bring better engagement and follow the learning objectives closely. The animations are not something just to entertain, they must have clear purposes as everything else in your course.

Upgrade

Pen and paper is the simplest way for storyboarding. It looks rough but it works. However, with animations that require a decent level of accuracy, especially those explaining a complicated process like how a car engine works, it would be better to get an upgrade. This storyboard describes the visual details much better than the previous one. However, it is still a storyboard, you don't need to make it look like screenshots from an animation short. Professionals could do that anyway, but they require much less time to work.

It would be amazing if you have a good skill of design. If you don't, leave the work to an artist or use supporting tools like [Storyboardthat](#). This tool offers pre-defined illustrations like characters with a basic storyline. For example, if you want to create an animated video explaining how a drone works, then it would result in a conversation describing the process. If you want to actually show learners how it flies, you need professionals.



VOICE-OVER

It is not necessary to have a voice-over if you choose to include more texts in the animated learning videos. However, the voice-over is a wise choice. It is always better to reduce the text and help learners consume all the information with visuals and sounds.

4



Should you hire a voice actor?

The answer is definitely yes. Trained voice-actors could do the job professionally.

- They have years of experiences in delivering the best audio quality.
- They know how to interpret your script for the audience
- They have various styles of vocal performance.
- They could even edit your audio!

Yes, they are experts. However, great value comes with a price. If you happen to be that eLearning instructor who wants to save some money, use your own voice.

When to use your voice actor?

In fact, to hire or not to hire a voice-actor, it depends greatly on the instructional design. If you create animations for a massive course with clear storyline and characters, then it would be best to seek for professionals. However, if you only use animations as supporting materials for the teaching resources, yes, ask the lecturer to do the record.

So what's the visual-supporting animations? For example, you create an animated video on basic emotions of human. The video is to describe the process of how they are triggered without any plots. It is like giving the students explanation with animations instead of some slides or documents, a slightly amateur record would be fine. However, if you plan to do something like Inside Out, hire a voice-actor.

Whose voice exactly?

Don't just grab random people from your company into the studio. This is not the job anyone could do. The best suggestion would be using the lecturers' voice. In fact, most video-based courses are designed with the lecturers standing in front of the camera giving a class, or slides being showed with their audio narration. Then you don't want to break the flow by including some strangers' voices. It is natural to include the instructors' speech in the animated videos. With years of teaching, they could give you an appropriate voice-over with conversational tone.

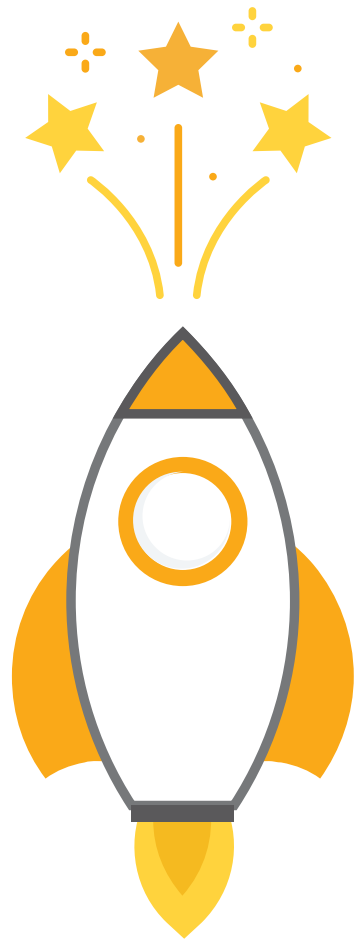


ILLUSTRATION ANIMATION





Congratulation! You have a brief, a script, a storyboard and a voice-over! What left now is illustration and animation. If you are collaborating with an animation studio or freelancer, then all above materials are far more enough for them to deliver the job with best quality. However, if you have experiences in designing and animating, then you can do it yourself.

Illustration

This step brings you further to the details. Remember what we have before in the storyboard? Now imagine filling it with more images representing every characters and items. This is sure a lot of work. Whatever type of animation you choose, you should have everything in digital forms to prepare for the animating step. Illustrate them with tools or scan and edit all of the work you draw by hand.

Is this step hard? Not really. However, if you don't have any background in designing or illustrating, you should consider a professional illustrator to do the work properly.

Animation

Now all left is add movement in your work. Depending on your expectation and type of animation, the movement should be smooth or slightly rough like stop-motion videos. Then add a final touch with sounds and effects.

WHAT TO DO IF YOU DON'T HAVE ANY SKILLS IN ILLUSTRATION OR ANIMATION?

A short Cartoon Network standard animated video could take months to produce. It involves plenty of work including script writing, storyboarding, designing, illustrating, and animating. All of them require different sets of skills that could take years to master. Obviously, if you are looking for a way to upgrade online courses with high-quality animated videos, you should contact a professional studio to get the work done nicely. However, if you want to produce it yourself, there are various tools that help people, with no designing background, produce their own animations

1. Moovly

Moovly is a cloud-based digital media content creation platform which enables users to create engaging animated videos, presentations, and infographics. Moovly allows people to use a huge library of pre-built, pre-animated and editable groups of media objects with users' own content to create stunning video projects.

Huge royalty-free media library with over 500,000 videos, illustrations, photos, sounds, and music.

Moovly Studio editor with a new and improved user interface for more flexible and intuitive experience.

Video generator Moovly Bots automatically creates content based on templates and user's data.

Pricing: US\$5/month or US\$55/year



2. GoAnimate

GoAnimate is one of the best cloud-based animation tools in the market. It gives users easy drag-and-drop experiences with a large number of templates in design and animation. You could create your own high-quality animated video in just 5 minutes with this tool.

Voice-over narration is automatic. Users just have to provide the words then the tools would sync the character's voice.

Various themes from all industries and occupations are available with more being added all the time.

Full character customization is offered with hundreds of color shades and different styles.

Pricing:

US\$39/month or US\$299/year for Publish plan.

US\$79/month or US\$599/year for Premium plan.



3. PowToon

With a mission “so everyone can animate”, PowToon is an intuitive animation software that enables anyone, even those with no designing background to create engaging animated videos.

Huge library with different looks including modern edge, whiteboard, infographic, cartoon, and corporate styles.

Various templates of characters, objects, backgrounds, and layouts.

Unlimited royalty free music

Export to PDF and PowerPoint is available

Pricing: US\$19/month for Pro plan



4. VideoScribe

VideoScribe is an amazing software specializing in whiteboard animated videos. It enables users to achieve a cleaner look than the traditional animations where narrators record themselves drawing.

- Full customization of font, images, canvas, hand drawing styles, and music track

- Enable users to upload and use their own content

- Easily export to PowerPoint

Pricing: US\$29/month

These tools are user-friendly and most requires no installation. You could easily create your own animations for educational purposes with an affordable annual fee. However, it seems that these tools are best for general ideas or presentation. The pre-designed illustrations and animations could limit users in more specific subjects. For example, if you are designing a drone training course, you would find it hard to create animated videos on how to use the controller.

CONCLUSION

Send a free animation demo request
sales@flearningstudio.com





CONCLUSION

That's how you make animated learning videos for your online courses!

It is not that difficult.

Ok, the illustration and animation part may be overwhelming for you. You may use cloud-based animation software or choose to work with a production partner instead. However, you can do the brief, the script, the storyboard and even the voice-over! Just remember to always start with a brief. You need a proper brief to work with your team, and to ensure that everything has a purpose. Animation is an effective tool as long as it has clear learning objectives.

Bring true values to learners, not distraction.





Well, if you are looking for that animation partner
who has vast experience in eLearning,

REQUEST A FREE DEMO

We offer you a free tailored-made animation demo up to 30 seconds