

How to Create a **GIF (Animated) Banner**

Using MS Paint
By **Walter Nigh**

In this tutorial guide, you will be shown how to create an animated banner, (.gif) using static banners or artwork that you will create yourself and save in a file. These instructions are an advanced tutorial - based upon you **already** knowing and understanding how to make a banner using **MS Paint**. If you **do not** know how to make a static advertising banner, you must FIRST download the following PDF instructional guide: "**Creating Banners for Free-Tutorial**" before continuing with this advanced animated .gif instructional guide. ([Click HERE to get "Creating Banners for Free" \(\\$2.99\)](#))

So ... let's get started!

The banner size we will be making is **468 X 60**. This size is very popular and a standard size accepted by most Traffic Ad Exchanges.

"**Got a Hangover??**" is a GIF animated banner I recently created.

You can view the animation at: <http://globalprintguy.com/TC/Hangover1.gif>



Step 1:

Animated banners require creating a series of single static "**frames**" or individual banners for each movement of the animation. This is done by creating the "**base**" or background first. For the above banner, here is the first "**base-frame**."



Step 2:

Once your base-frame art is complete, then save this to a Banner Folder using "**save as**." This is **VERY** important because it will keep your artwork "**open**" or "**live**" in **MS Paint**. Paint files saved as .png files by default, however, you can change them to a jpg file by clicking on the "File Type" drop down button and choosing .jpg. I have found that JPG files are a little better quality and work across many different computer platforms.

As each banner frame is saved, add a number at the end of your file name to keep the frames in order. For example, Hangover1.png, Hangover2.png, etc. Once the first frame is saved in your Banner Folder, **do not** close the banner in **MS Paint**. You will need to use the same banner art to add the next frame.

Now add your first text or copy. Click the text icon, "A" located at the top of your MSPaint header, then click your mouse in the body of your art. This will open up a text box. This box can be expanded as you need to accommodate the size and style of the font you are using. Remember to NOT click your mouse outside the text box, or your copy – ready or not – will be made permanent. If you make a mistake, just click "Control-Z" and your last action will be deleted. You will then have to redo your text. You can position the copy by hovering your mouse over the top of the text box until you see the 4-way arrow. Just left click and drag it to your intended position. To "set" your copy, just click outside the text box.

A dark banner with a green and blue gradient background. The text "Got a Hangover??" is written in a bold, white, sans-serif font.

Step 3:

After this banner art is saved ("save as") in your folder, return to **Paint**. Use "Control-Z" to delete the copy you just saved and then add the next copy to the frame of the banner. Again, if you need to "back up" to redo something, just use Control Z. This will erase the last action you performed on the banner. This is possible because you saved each frame using "Save As."

A dark banner with a green and blue gradient background. The text "Got a Hangover?? Head Buzzing" is written in a bold, white, sans-serif font. The words "Head Buzzing" are in red.

Step 4:

Keep adding and saving each frame to your new banner folder, adding the next number at the end of your file name. (Hangover4, Hangover5, Hangover6)

A dark banner with a green and blue gradient background. The text "Got a Hangover?? Head Buzzing Stomach upset ... Nerves on edge??" is written in a bold, white, sans-serif font. The words "Head Buzzing" are in red, "Stomach upset ..." is in yellow, and "Nerves on edge??" is in pink.A dark banner with a green and blue gradient background. The text "Got a Hangover?? Head Buzzing Stomach upset ... Nerves on edge?? Blurred vision??" is written in a bold, white, sans-serif font. The words "Head Buzzing" are in red, "Stomach upset ..." is in yellow, "Nerves on edge??" is in pink, and "Blurred vision??" is in blue.

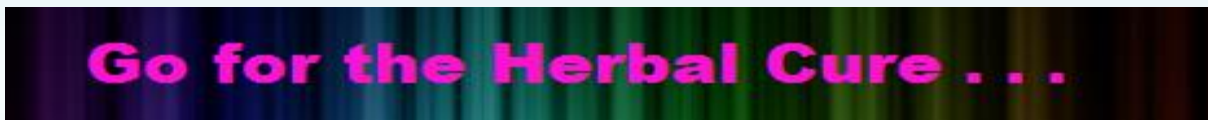
Step 5:

Now reload in **MS Paint** the base-frame we started with. You could also use "Control-Z several times to delete all previously added text. (Or you can open up your already saved file Hangover1.png) We will now introduce **new copy** - a solution to their hangover problem.



Step 6:

Once you have your base-frame reloaded, add the new copy to create the next frame of your animated .gif banner. Now "Save As" to your banner folder.



Step 7:

Once the above frame is saved, return to **Paint** and press Control-Z. This will erase the copy, "Go for the Herbal cure." Now add the next copy to the blank base-frame.



Step 8:

Return to **Paint** and press Control-Z, erasing the above copy. Now insert the new copy as indicated below. This is a "Call to ACTION."

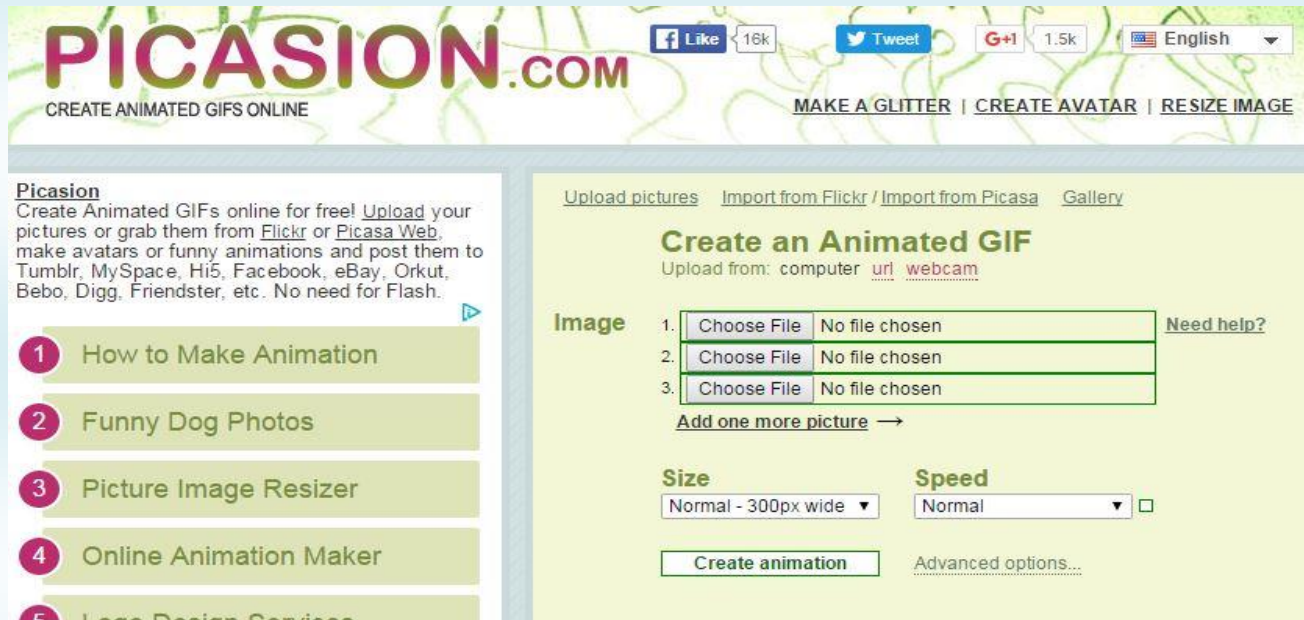


Congratulations, you have just finished all the needed frames for your animated (.gif) banner.

Now on to the next big step!

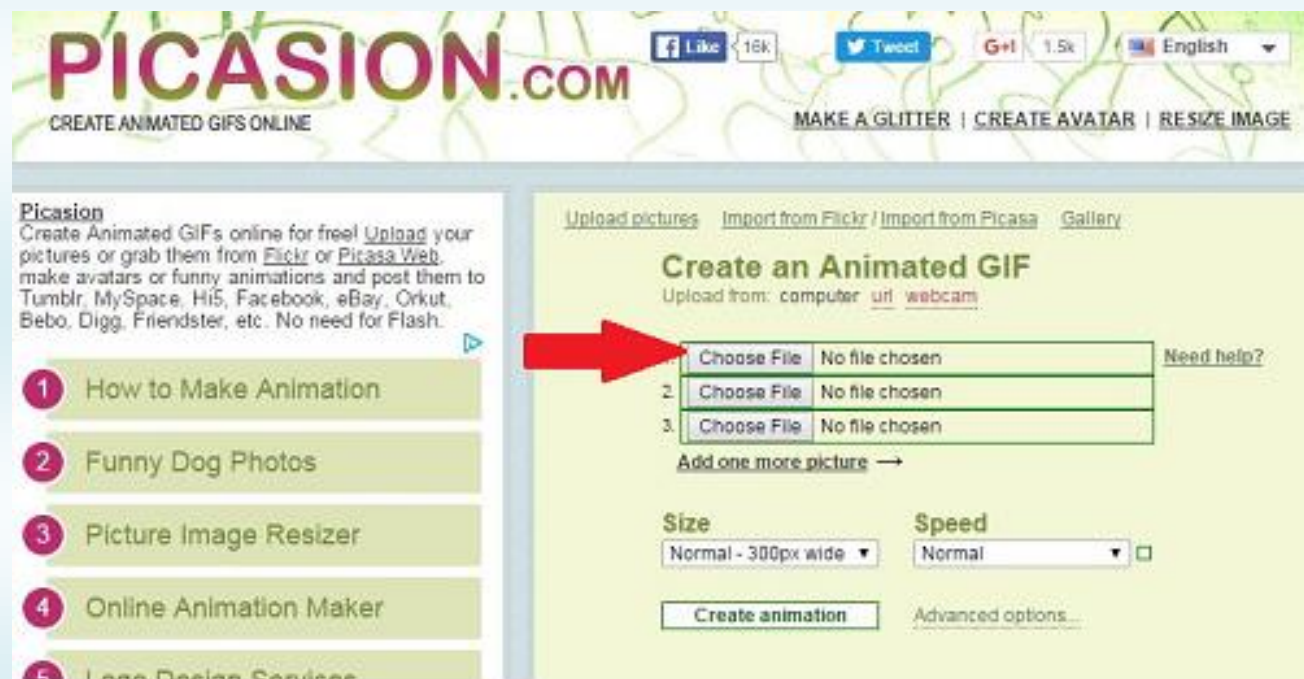
Step 9:

Go to www.picasion.com. When opened, it will look like this:



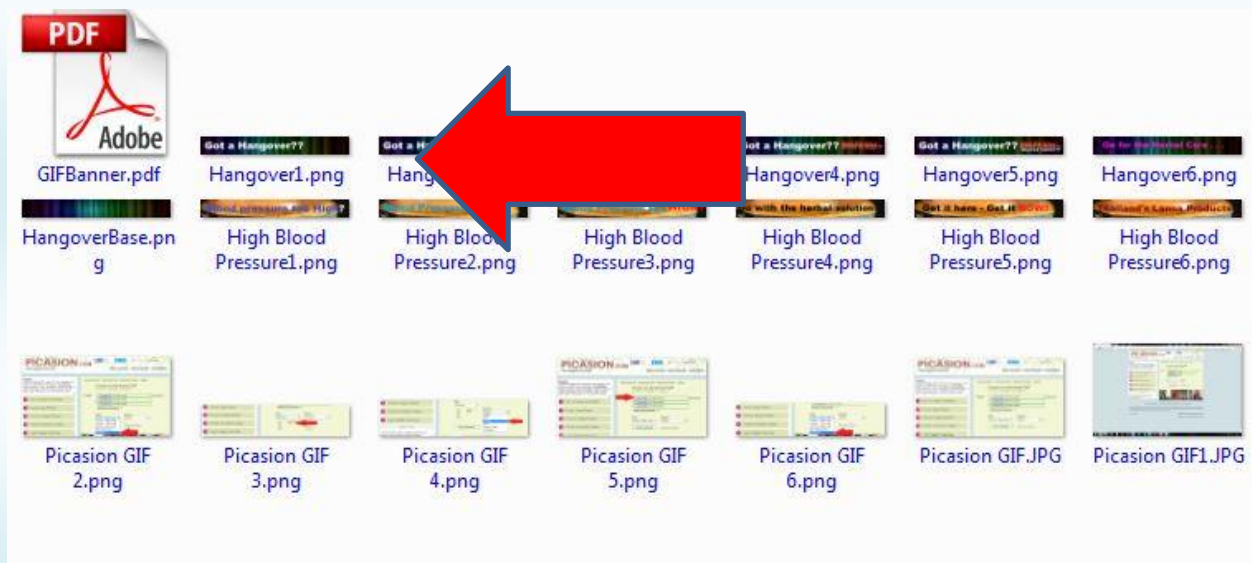
Step 10:

Click on the first "Choose File" button. This will open up your computer files. Find the banner folder where you have saved all the frames for your animated .gif banner.



Step 11:

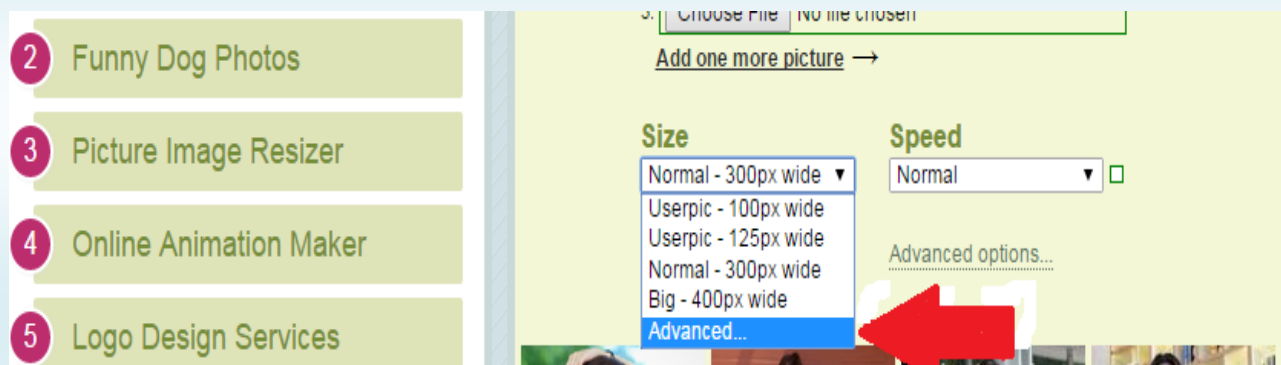
Click on the first frame number that starts the copy of your banner. **Do not** click on the first base-frame file, as it is only the background or canvas that we created on which to write our copy. Select the frame with the first copy and once selected, click "Open." This will return you back to the **Picasion** home page and your file name will be inserted in the first picture slot.



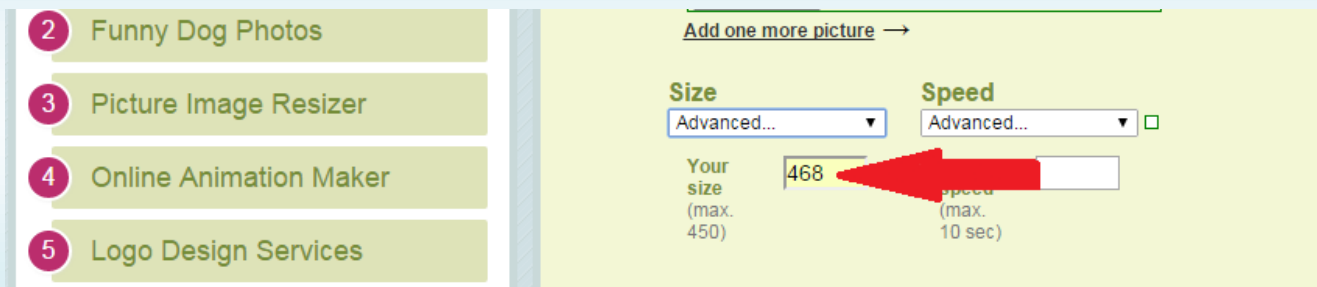
Step 12:

Now repeat Step 11 until **all frame files are input** into the picture slots available. If you have more than 3 frames, click on the "Add one more picture" and another slot will open up. This program will only allow you to upload a maximum of 10 frames to create your animated banner.

Step 13: Now select the "Size" button and click the down arrow. This opens up a window for you to choose the banner size. The largest size offered is 400, so select the "Advanced" option.



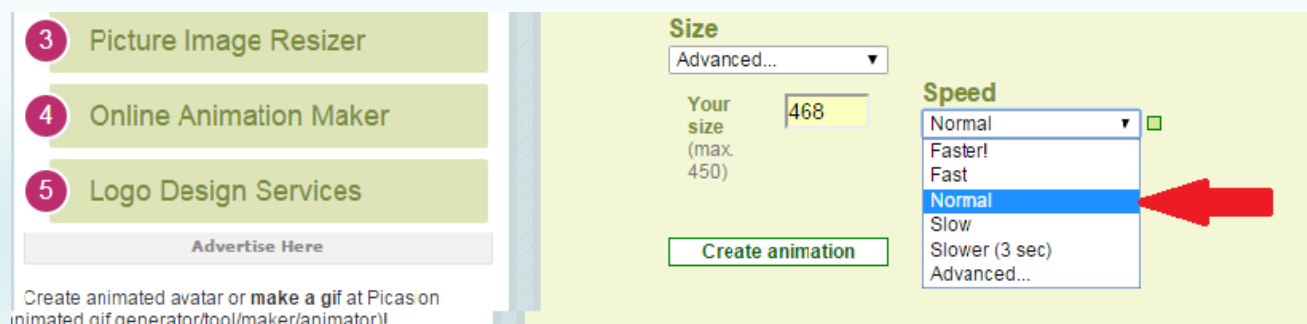
This will open up the “**Advanced**” option window. Here you will see a box that you can type in the size. Insert here the number “**468**” - the width of your banner. The height of your banner will automatically default to **60**.



Step 14:

Select the “**Speed**” button and click the down arrow. This will open up a window with many speed options available. This is the speed at which the frames will change from one to the next. Once you choose an option, it will affect every frame you upload equally.

You cannot control the speed of each *individual frame*. However, you can control **how long** each frame will be shown; by simply inputting that frame **more than one time**. In addition, you can create “flashing” copy by using faster speeds, and then doubling up (inserting 2-3 times) the slower or normal frames. Experiment with the “Speed” settings until you are happy with the speed of the GIF.



Note: In deciding the **speed** of your animation, consider what **information**, or what frame you want **high-lighted**, or **emphasized longer** than the others. The maximum time for Picasions’ animated banners is 10 seconds. You may want to experiment with several samples of speed for your banner in order to find the animation you like best.

Step 15:

Click on the "Create Animation" button. After several seconds of uploading all your artwork to their website, another window will open up with an animated sample of your banner. You can view your banner and if you are satisfied with the results, then click the "Save this animation to your computer." The .GIF file will be downloaded to your computer. If you are **not** satisfied with the results, you can **Delete** the banner and try again with different copy frames or different speed settings.

Picasion: Animated GIF maker
Create Animated GIF online for free! Upload your pictures or grab them from Flickr or Picasa Web, make avatars or funny animations and post them to Tumblr, MySpace, Hi5, Facebook, eBay, Bebo, Digg, QQ, etc. No need for Flash.

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Send this animation to your friend

Got a Hangover?? Head Buzzing

Share on Facebook Twitter Tumblr Reddit G+

Link to this page:

Direct link:

HTML code for blog/website:

BBCode for forum/board:

Delete this animation

Save this animation to your computer

Upload more

Step 16:

In order for you to use this banner to post on a Traffic Exchange or another website, you will need to make this banner "live." This means it has to be hosted on an active website.

(In order for this GIF animated banner to be hosted, you may need to change the name, delete spaces, symbols, etc.)

You have a choice for the hosting: you can host it yourself on your website, OR, Picasion.com will host it for you for free. Just click and Save the "Direct link" indicated below. I do not recommend this. You will not be in control and if something happens with Picasion or the link then your banner may not be seen. Once the GIF banner has been made, you can choose your option.

Picasion: Animated GIF maker
Create Animated GIF online for free! Upload your pictures or grab them from Flickr or Picasa Web, make avatars or funny animations and post them to Tumblr, MySpace, Hi5, Facebook, eBay, Bebo, Digg, QQ, etc. No need for Flash.

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Got a Hangover??

Head Buzzing
Stomach upset

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Link to this page:

Direct link:

HTML code for blog/website: