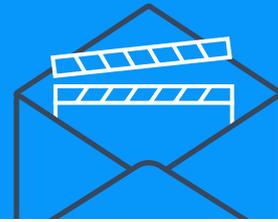


# EXPORTING ANIMATED GIFS



## Exporting from Photoshop

Exporting from Photoshop gives you control over the number of colours in the document, dimensions, and looping options.

There isn't a rule for file size, but a good rule of thumb is to keep your GIF around 400 KB.

File > Export > Save for Web to open a new window with options for exporting your file.

On the right-hand side, there's a Colors tab. Reducing the amount of colors will reduce your file size.

To know the size of your file before exporting, look at the left-hand side of the window, under the preview of your GIF.

Also think about the dimensions of your GIF (you can find this under Image Size, underneath your Color Table).

Exporting it as twice the size you want it to be in your email is a good way to maintain sharpness, and it will look much better on Retina screens.

Don't forget to choose Forever under Looping options if you want your GIF to keep looping for as long as the reader is looking at your email.

## Exporting from After Effects

File > Export > Add to Render Queue.

From the Render Queue edit export settings. Scroll down to the bottom of your list, and you'll find your file there.

You can also reduce file size by clicking on Best Settings and reducing your frame rate. We recommend 15 frames per second for illustrated animations.

You can also edit settings under Lossless and making sure your Audio Output is off — these tricks will help you keep your file size to a minimum.

Once that's done, you can Render your file. After Effects will create a .mov file.

You can then drag this file into Photoshop and follow the steps on the left to export your GIF.

If you don't use Adobe Photoshop, there are other alternatives for creating and exporting your GIFs.

Here are some of them:  
[gifbrewery.com](http://gifbrewery.com) (Mac)  
[instagiffer.com](http://instagiffer.com) (Mac, Windows)