



Central Photography Photoshop Tutorial

Easy Cinemagraph

1. Start by forming a great plan for your video. You may have to shoot a couple ideas before you get a good one. This is not an assignment you can throw together and expect good quality.
2. Open your video in Photoshop.

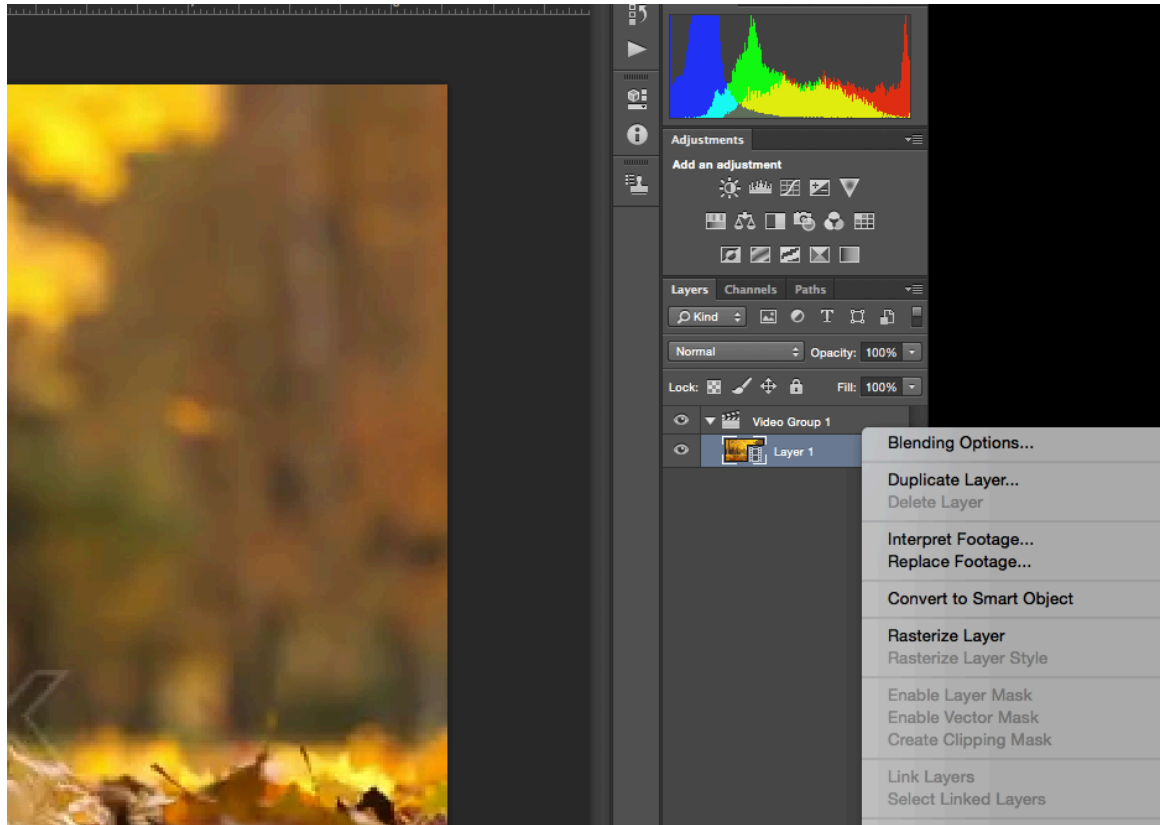




Central Photography Photoshop Tutorial

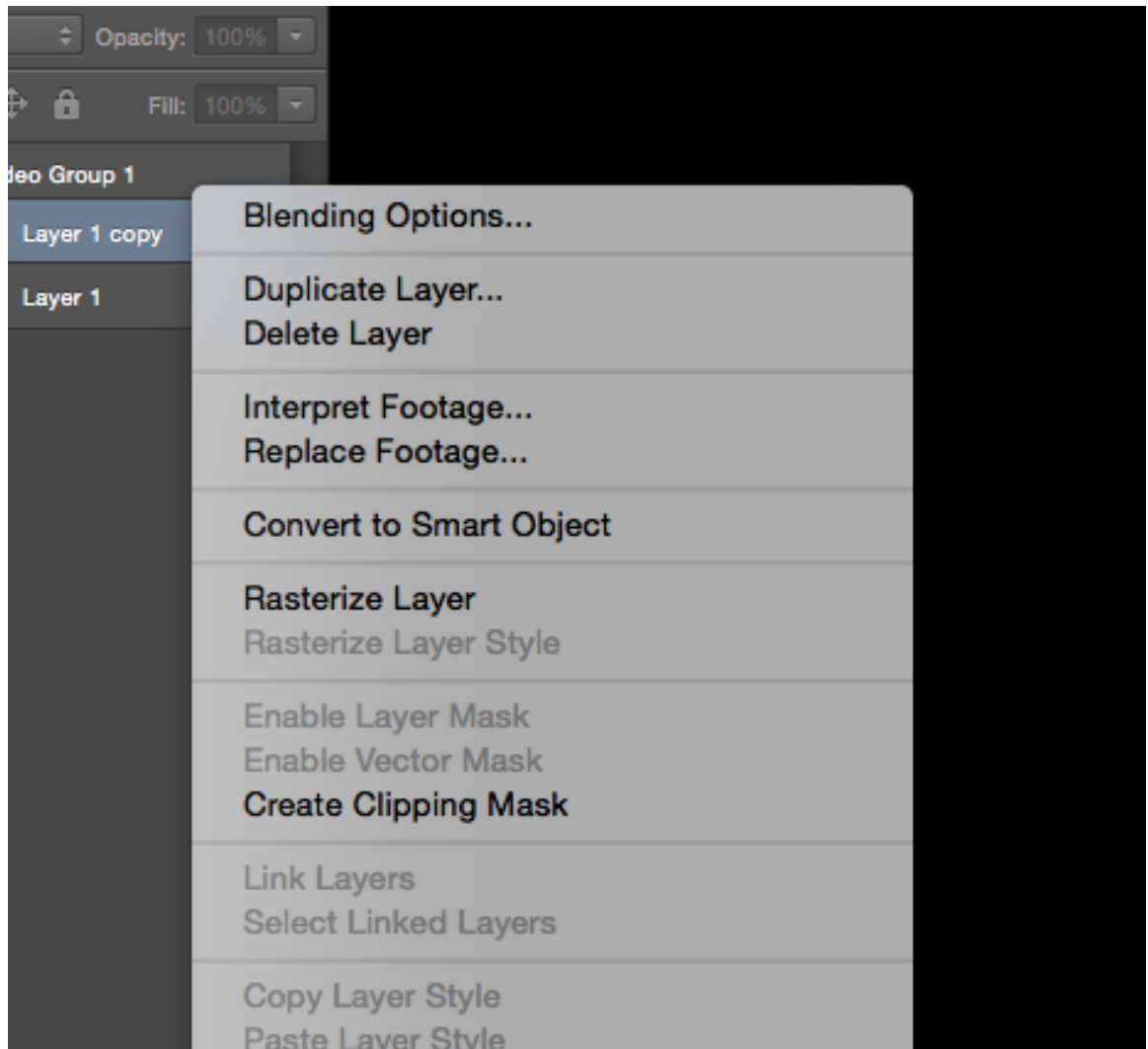
Easy Cinemagraph

3. Select the video layer in the Layers Pallet and duplicate it.





4. Rasterize the duplicated layer.

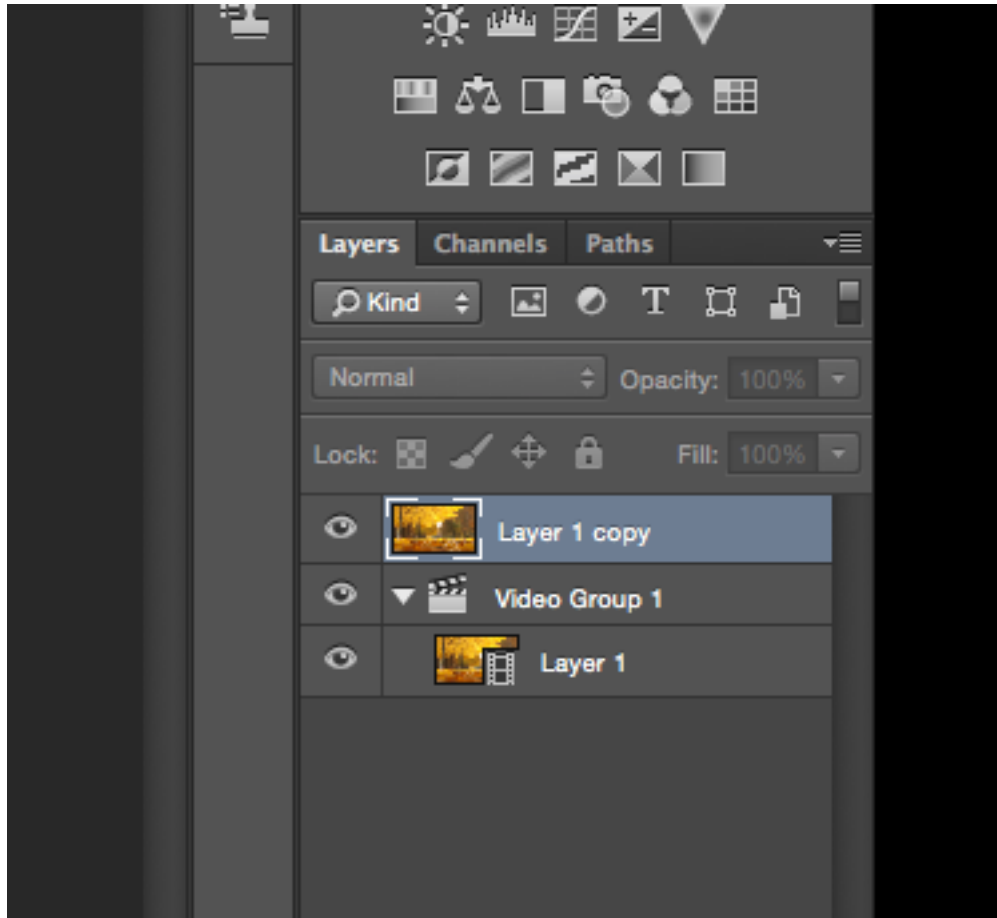




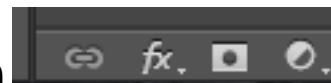
Central Photography Photoshop Tutorial

Easy Cinemagraph

5. Move the rasterized layer above the Video Group folder.



6. Add a layer mask to the rasterized layer (top layer).

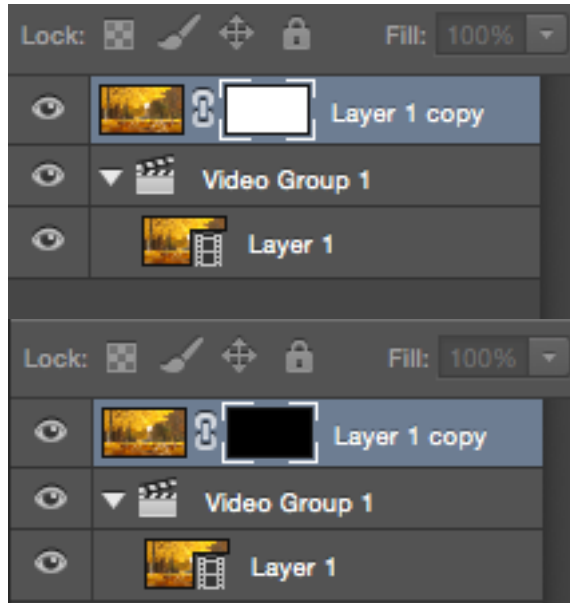




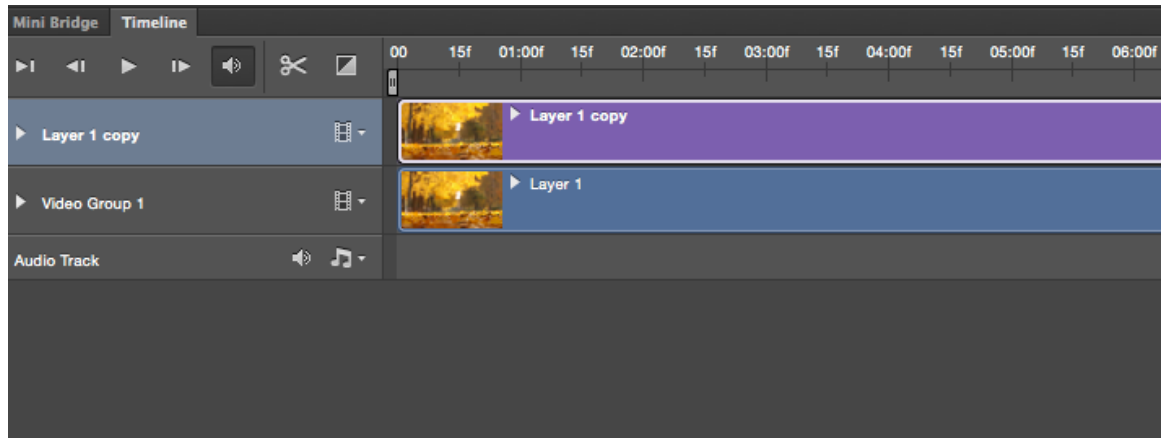
Central Photography Photoshop Tutorial

Easy Cinemagraph

7. Invert your mask by selecting the mask and hitting Command i.



8. Go down to the Timeline View and move the top layer directly over the video layer.

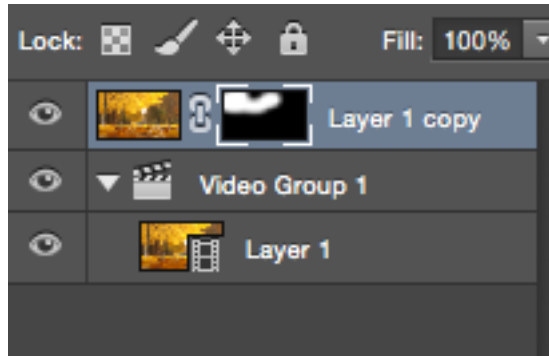




Central Photography Photoshop Tutorial

Easy Cinemagraph

9. Using a white brush, mask off the areas that you want to stand still.



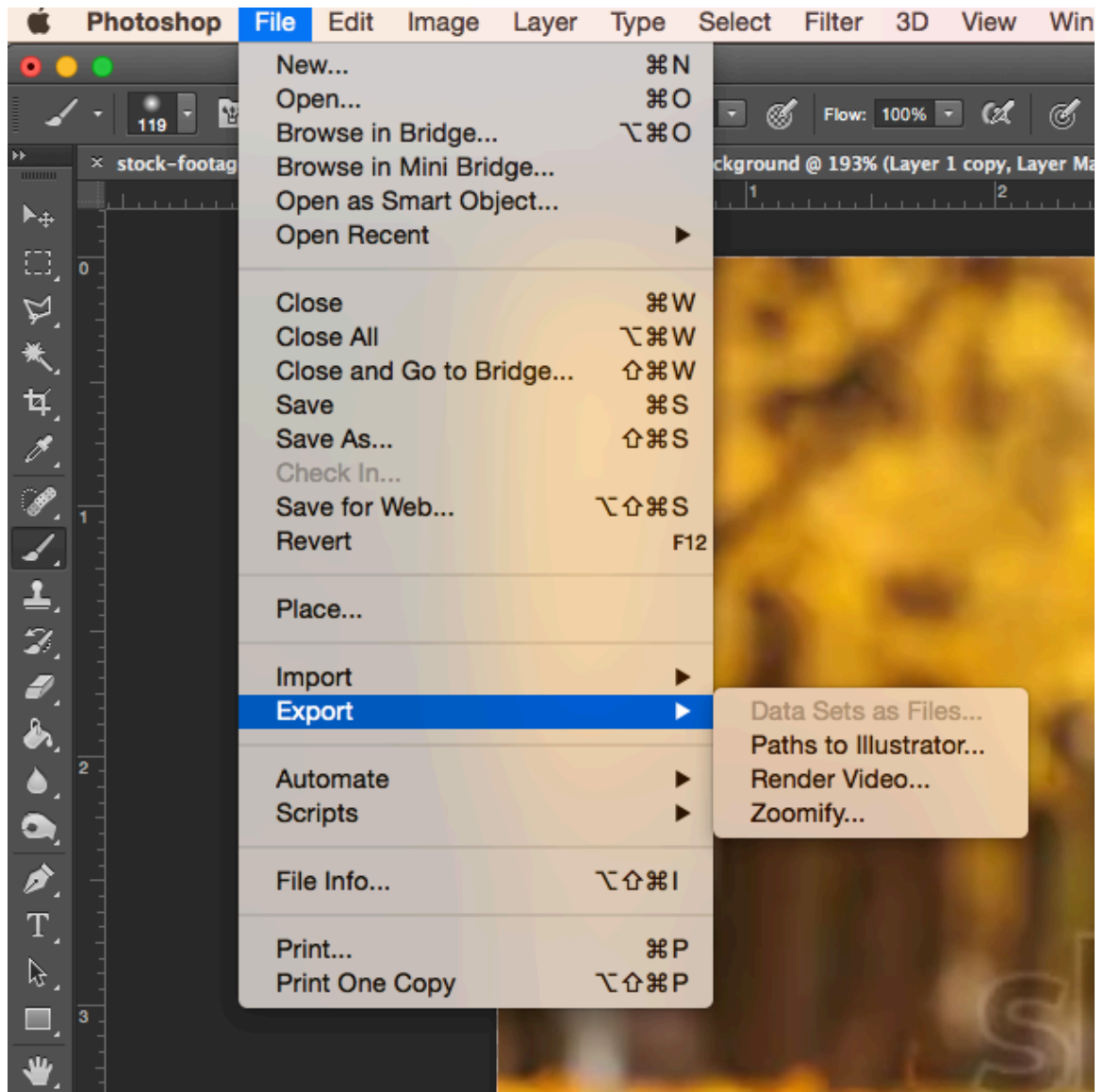
10. Hit the space bar to show the video to check your masking.



Central Photography Photoshop Tutorial

Easy Cinemagraph

11. When you are done masking, Export your video. Select File>Export>Render Video.





Central Photography Photoshop Tutorial

Easy Cinemagraph

12. Rename your file and point it to where you want it saved. Set your parameters as shown. Click Render.

Render Video

Location

Name:

Macintosh HD:Users:student:Desktop:

Create New Subfolder:

Adobe Media Encoder

Format:

Preset:

Size: 596 x 336

Frame Rate: 29.97 fps

Field Order:

Aspect:

Color Manage

Range

All Frames

Start Frame: End Frame:

Work Area: 0 to 526

Render Options

Alpha Channel:

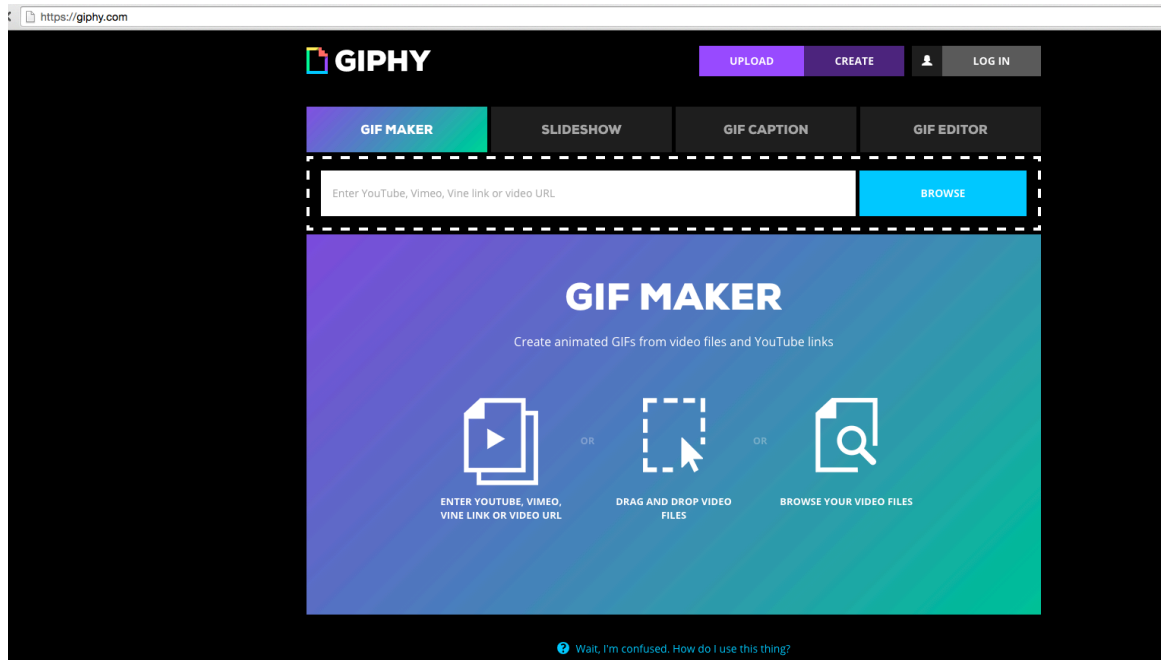
3D Quality:



Central Photography Photoshop Tutorial

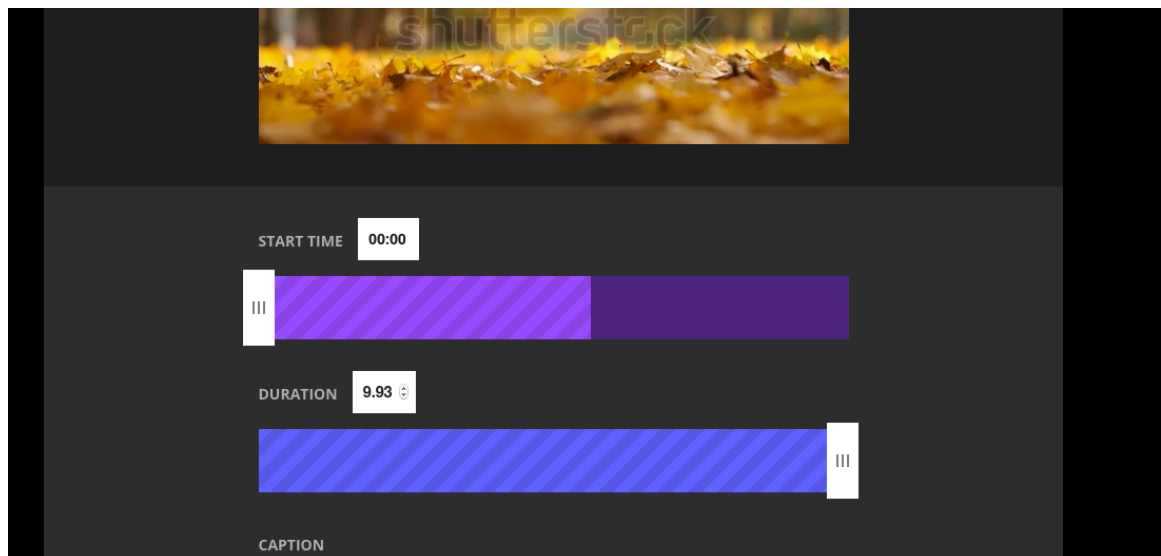
Easy Cinemagraph

13. Go to <https://giphy.com> and then click Create in the top menu bar.



14. Click Browse and navigate to where your file is stored. Upload your file.

15. Drag the Duration bar to the far right, as far as it will go to increase your duration.



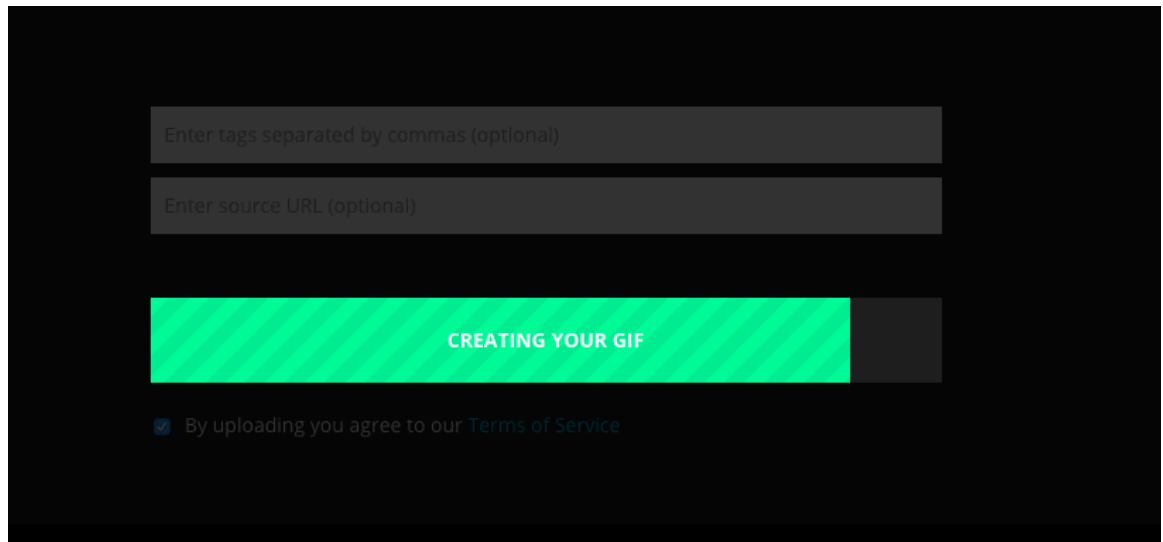
16. You can add a caption if you want.



Central Photography Photoshop Tutorial

Easy Cinemagraph

17. Click Create GIF and your GIF will be created.



18. When your GIF is created, highlight the Inframe Embed code and copy it.

19. Log in to your website.



Central Photography Photoshop Tutorial

Easy Cinemagraph

20. To add your GIF to your site, select Embed Code. Paste your copied code.

The screenshot shows a WordPress editor interface. On the left, a sidebar menu titled 'BASIC' contains several options: Title, Text, Image, Gallery, Slideshow, Map, Read more Break, Button, and Embed Code. The 'Embed Code' option is highlighted. Below the sidebar, the main content area shows a 'Cinemagraph' block. The block has a title 'Cinemagraph', a date '3/31/2016', and '0 Comments'. The main content of the block is a code editor containing the following HTML code:

```
<iframe src="https://giphy.com/embed/AFTM4dX0Kz2a" width="480" height="270" frameborder="0" class="giphy-embed" allowFullScreen=</frame><cp>ca href="https://giphy.com/gifs/AFTM4dX0Kz2a">via GIPHY</cp></p>
```

Below the code editor, there is a 'Custom HTML' widget with an 'Edit Custom HTML' button and a 'Position' dropdown menu. At the bottom of the block, there is a '0 Comments' section with the text 'No comments posted'.



21. Mine came in too small.

emagraph

2016



IPHY




Easy Cinemagraph


22. If you want to make your GIF bigger on your site, repeat the embedding process and find the size in the code and double your numbers.

Cinemagraph

3/31/2016 0 Comments



via GIPHY



via GIPHY

23. Post and Publish as normal.