



# Turn Great Static Photos into Dynamic Video Content

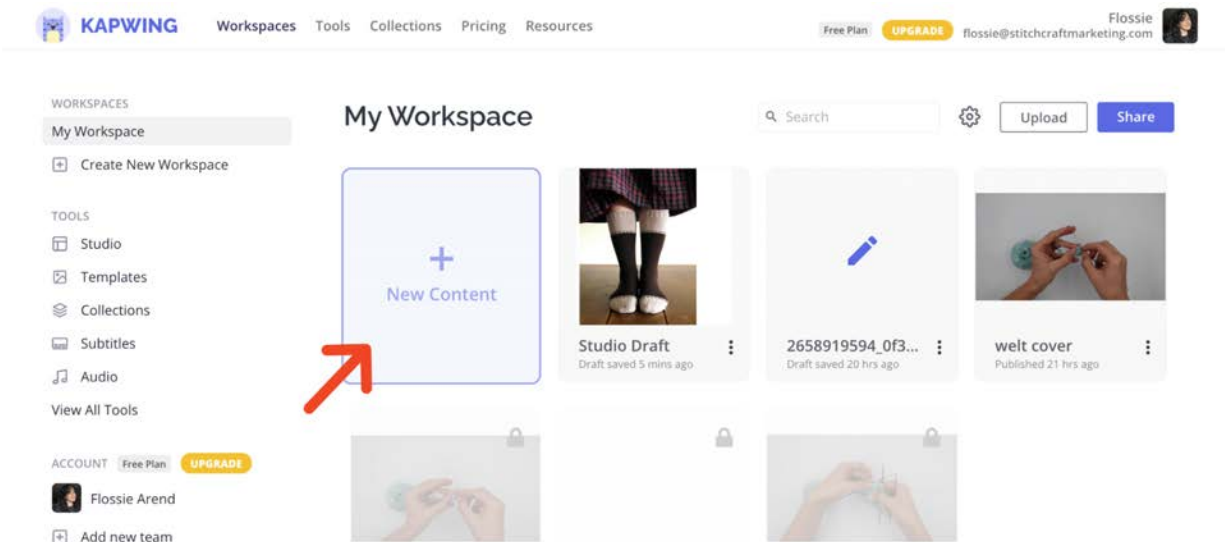
## A Quick Guide to Using Kapwing

Social media platforms constantly evolve, and it can be challenging and frustrating to stay on top of the ever-changing algorithms. At one point, all you needed was gorgeous photography and engaged followers to bolster your Instagram page's visibility. But recently we have noticed and heard from clients that their engagement numbers on platforms like Instagram have fallen. For many, great photography is no longer enough. Now, in order to stay on top of the algorithm, Instagram encourages—and prefers—videos over photos, leaving many flummoxed over how to convert their static photography content into dynamic videos.

In this blog, we'll show you how to use an online service like Kapwing to convert those photos into videos to better serve your brand on Instagram. [Kapwing](#) is a free and paid image, video, and gif making platform. Bear in mind that the free service of Kapwing requires a login via Google in order to create video content without a watermark. And if you choose to use the free service, any videos you create will no longer be available to download after two days. If you choose to use the free version of the platform, be sure to download anything you've created right away!

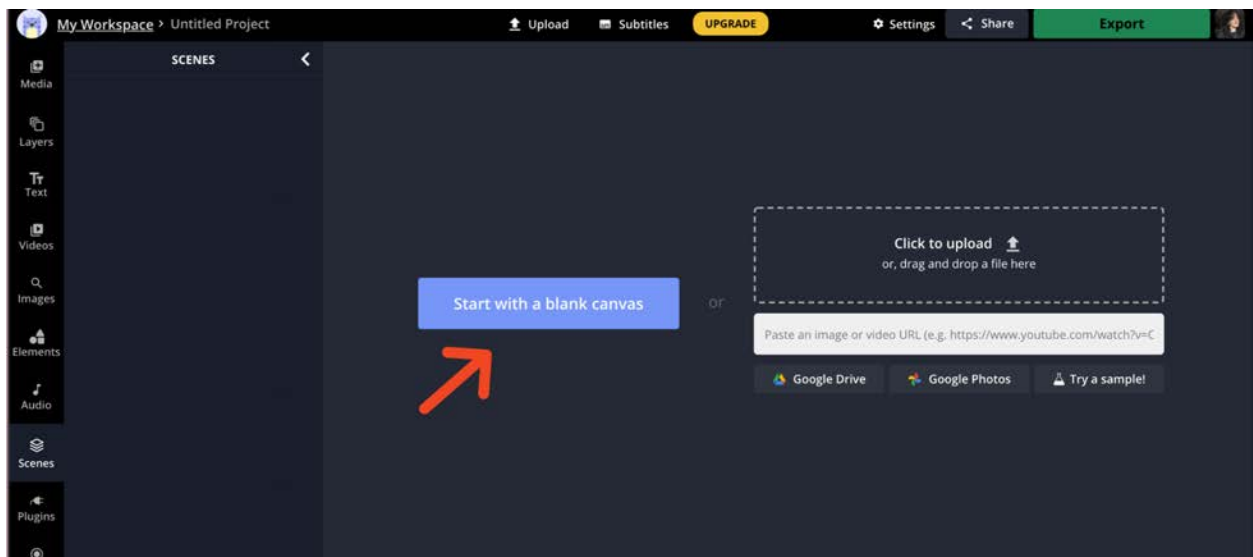
There are several different tools on Kapwing that we think are perfect for turning photos into videos. We'll show you the easiest way to turn your images into a video, then show you how to modify that video so that you can turn it into additional content.

# Make A Carousel Video

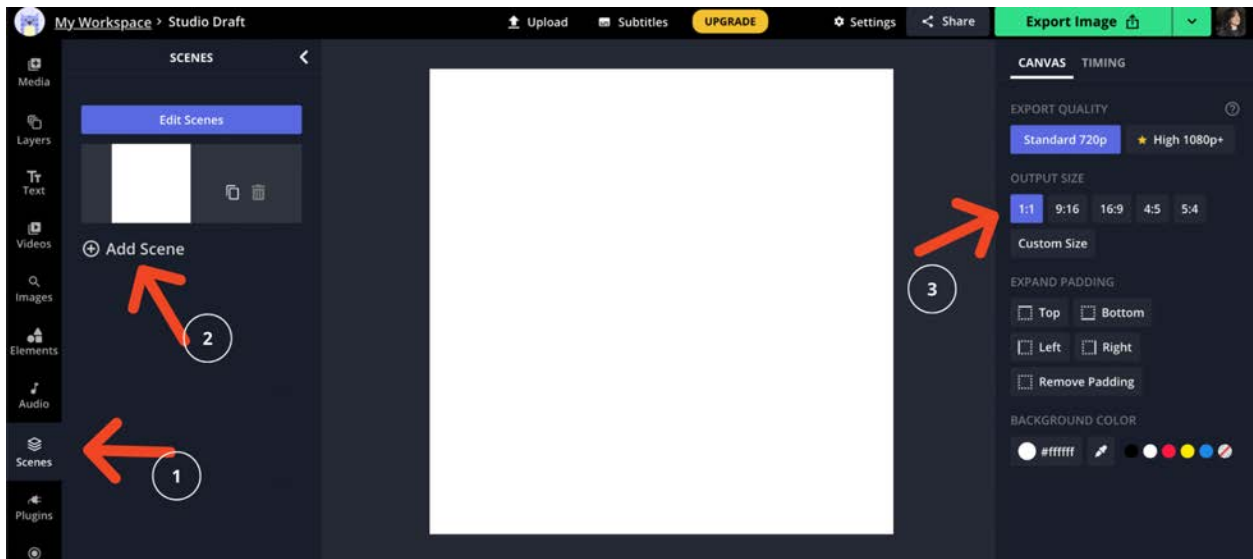


Creating a carousel video is perhaps the most straightforward way to turn a series of images into a video. The bonus of turning photos you might otherwise feature in a carousel into a video is that you can bypass Instagram's 10-photo limit and include as many photos as you can fit into a 1-minute video!

Kapwing makes it very easy to upload a series of images and group them into a carousel. Beginning from [Kapwing's home page](#) as seen above, click the button that says "New Content."

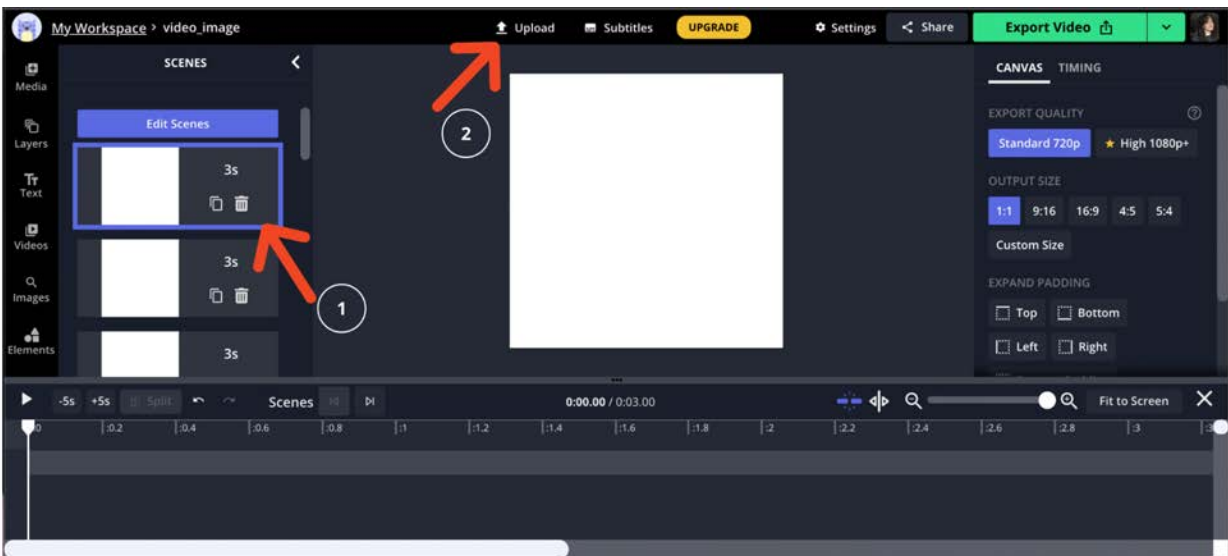


Next, click "Start with a blank canvas" (seen above).



This is what your blank canvas will look like. Next you will:

1. Click to Scenes
2. Add as many scenes as you have photos to feature
3. Choose your output size. I have chosen 1:1 to fit Instagram's grid.

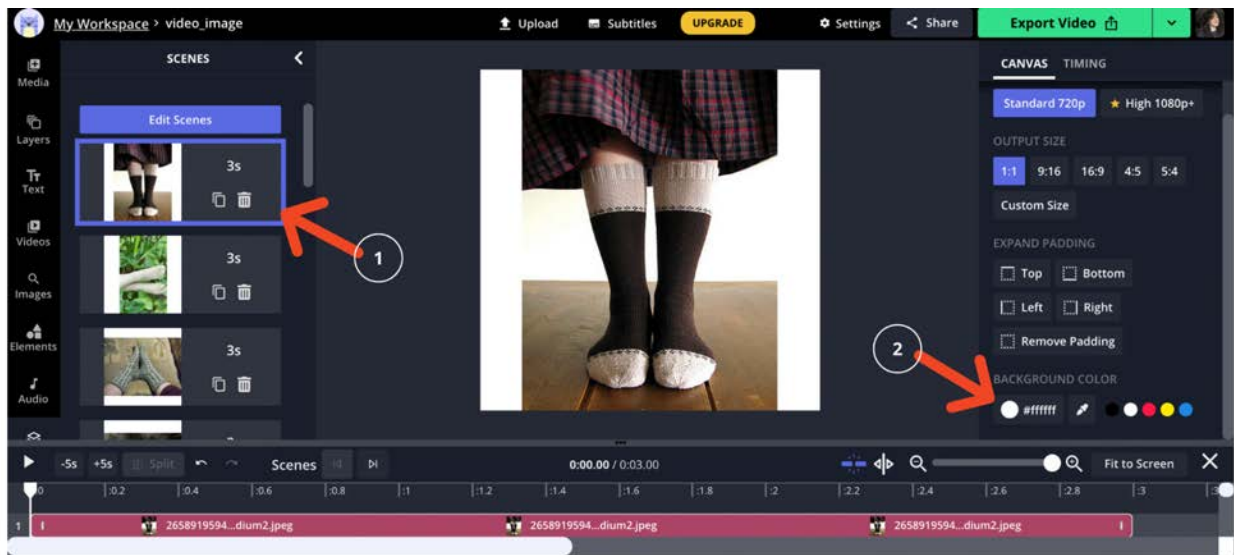


I've chosen to feature 13 photos, so I've added 13 Scenes. Now:

1. Click the first scene you've added (the scene will highlight with a blue border when it is chosen, as shown above)

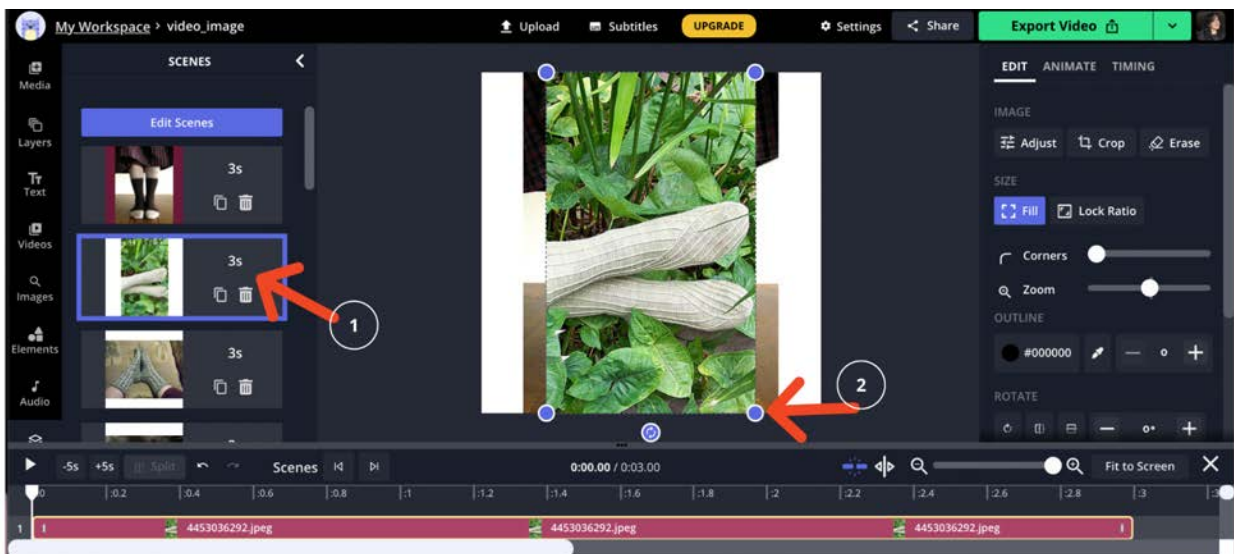
2. Click the Upload button at the top of the screen and upload the first photo you'd like to feature.

Repeat the process for each additional photo. You'll notice in the below photo that the photos I've uploaded are not at the 1:1 scale. Kapwing provides two methods for easily adjusting photos to fit your chosen dimensions.



You can add a background color to fill the square:

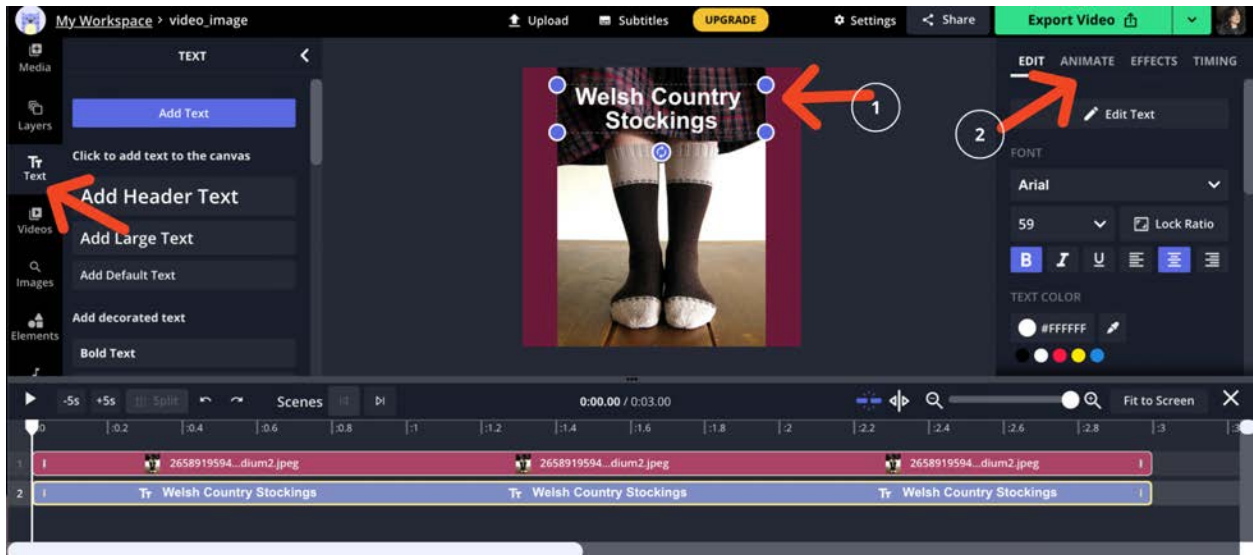
1. Choose the individual scene
2. Choose your color. You can also use the eyedropper tool to color coordinate with your image!



Drag and crop your photo to a 1:1 dimension:

1. Choose the individual scene
2. Click on the image itself to activate the hot corners. Drag until it fills the square.

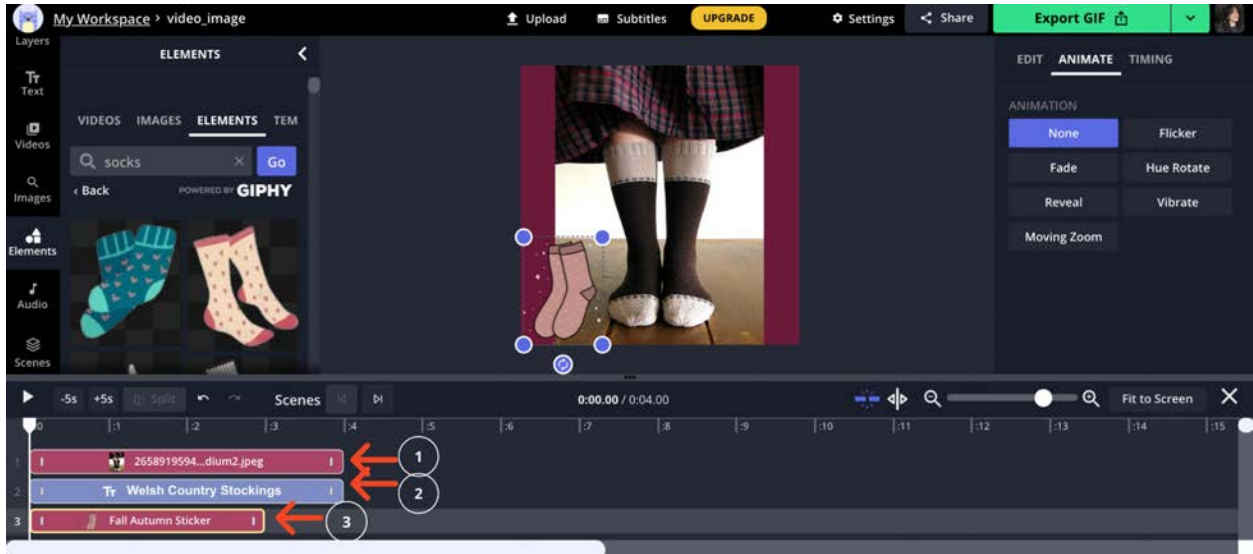
Now all your photos have either been cropped or given a background color (I've chosen different options for each photo).



To add text on screen, first choose the individual scene, then click the “text” button in the left hand column. You can add different text for each photo. As shown above text can also be animated by:

1. Clicking the text box
2. Clicking the Animate tab. I've chosen “Fade,” which will fade the text in.

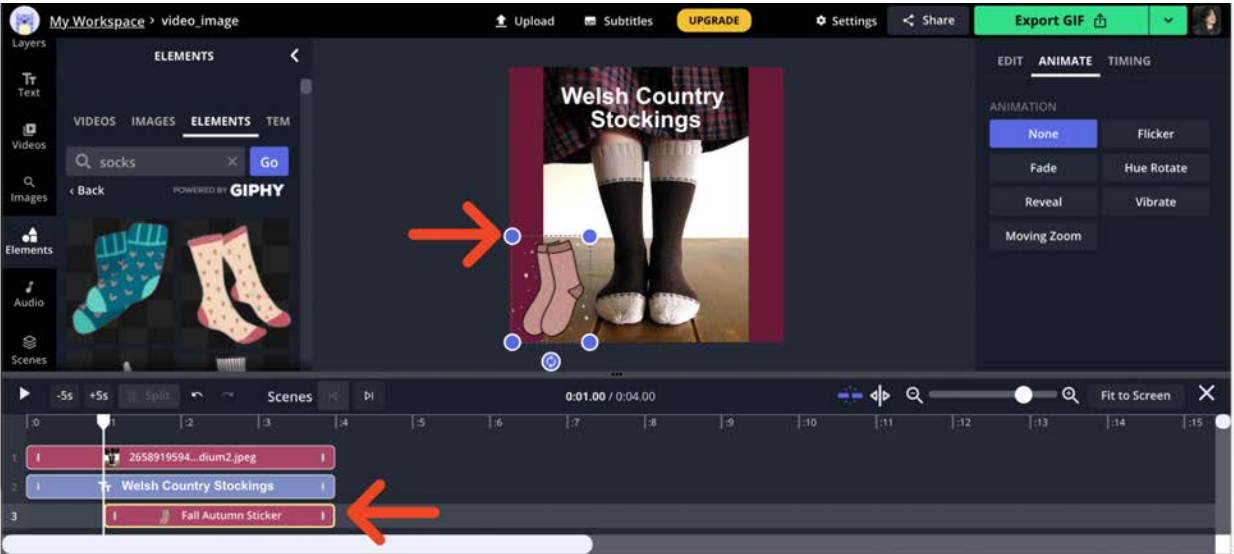
Images can be similarly animated (for example, you can add transitional fades between photos) by choosing the image and clicking the Animate tab. There are options to fade at the intro, outro, or both.



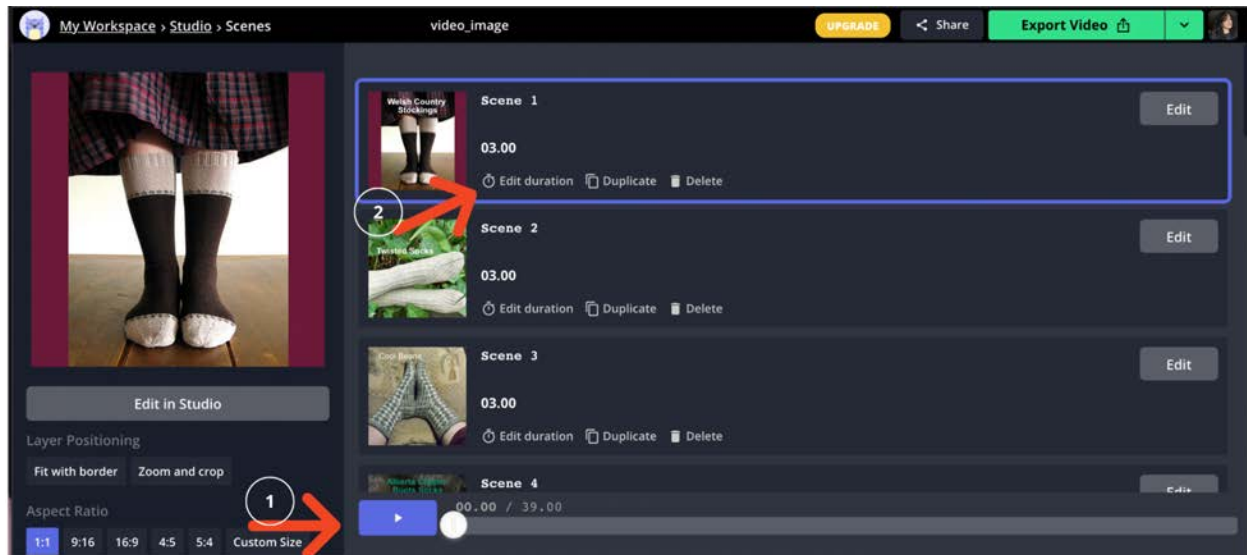
Gifs can also be added to each image by first clicking the individual scene, then the “Elements” button in the left hand column. I searched “socks” from the Giphy library and added gifs to some of my scenes. You’ll notice the very bottom of the screen holds your individual layered elements. As seen above, they are:

1. The Photo
2. The Text
3. The Gif

I’m going to drag my gif layer over towards the end of the scene, so that it shows up towards the end of the image clip. I could also make the gif layer last the entire scene by grabbing the end and dragging it to the length of the scene. You can do the same thing for the text layer, if you’d like. The size of the gif is also adjustable by dragging the hot corners of the gif.



Once you've added text and gif effects to all of your scenes, click "Scenes" in your left hand column, then click the blue "Edit Scenes" button at the very top of your stack of scenes.



You'll see in the above photo that you can now:

1. View your video, and see the total running time (:39 seconds)
2. Edit the duration of each individual scene.

I would like my video to run for nearly a minute. Since I have 13 scenes, I will edit each scene to be 4 seconds. When you choose the first scene, it will give you the option to apply the duration to all scenes so you don't have to edit them individually.

Kapwing also allows you to add royalty free music, although we would highly recommend uploading your video to Instagram and adding music via Instagram's internal music library.

The simplest way to add royalty free music via Kapwing is by exporting the entire video, then re-uploading it. This groups all the scenes together, at which point you would navigate to the "Audio" button in the left hand column. You can record your own audio, upload your own audio, or choose from the royalty-free options compiled by Kapwing.

Now you're ready to export your video. Click the bright green export button in the top right hand corner (if it says "Export Gif", click the drop down option to choose mp4).

Consider using the above carousel video technique with different applications:

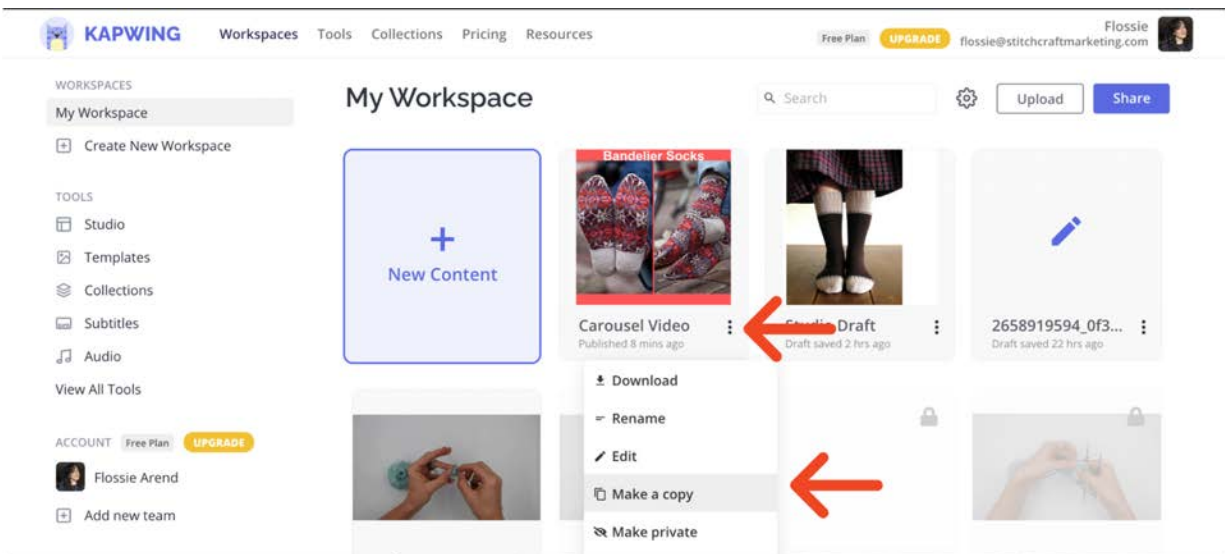
- Show the progression of making a project, with beginning, middle, and end photos stitched together.

- Show individual items needed to make a project, with the final image showing the finished project.
- Highlight the colors or fabrics within a product line. Include text on screen for each scene so your customers will know exactly what they're looking for when they see something they like.
- Show a highly detailed product or project, using photos that progressively zoom in to different sections to highlight the details.

## Creating a “Which \_\_\_\_\_ Are You?” Video

Now that you've created a carousel video, we're going to show you how to quickly turn that video into additional video content.

You may have noticed a trend in social media wherein a business posts a video of flickering photos. Followers are asked to take a screenshot, then post in the comments which element they captured. We're going to take our carousel video and turn it into one of these videos.

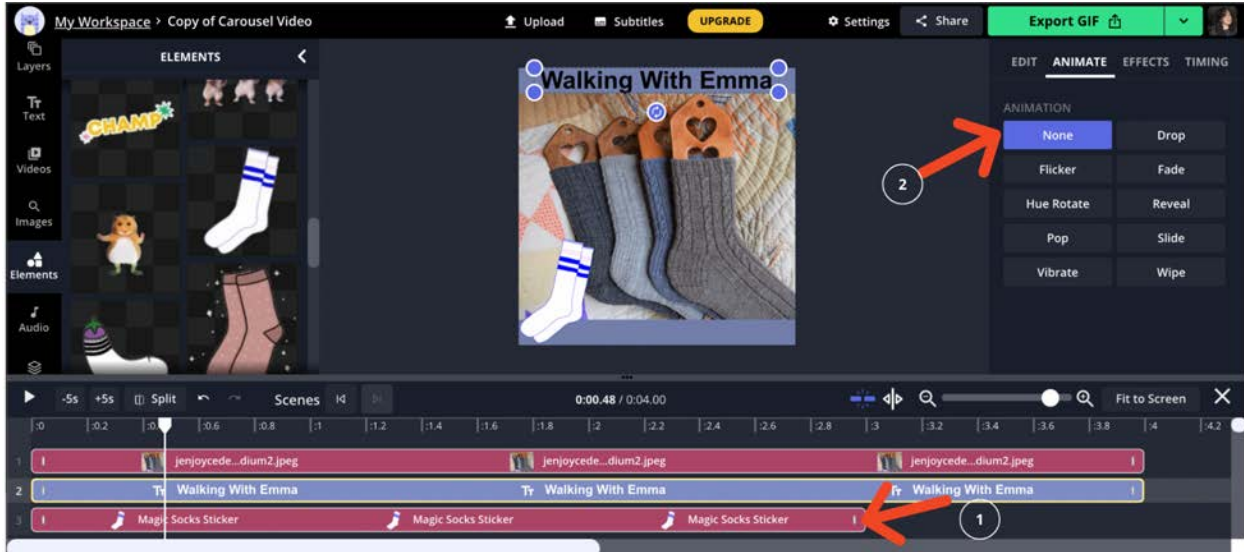


First, navigate back to your homescreen. Click the 3 vertical dots next to your recently created video, then choose “Make a copy.” You’ll be loaded directly into a copy of your carousel video.

I’m going to navigate to Scenes and:

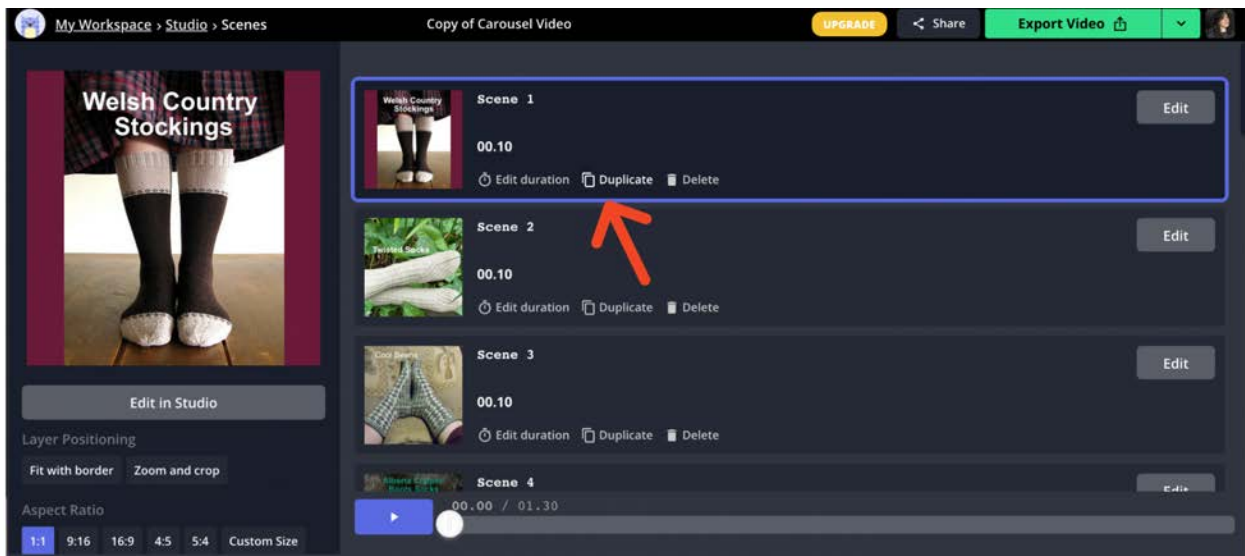
1. Remove all my gifs—they won’t be necessary in a video where the images flash by so quickly.
2. Remove the Fade effect from each Scene’s text so that the text layer stays on screen.





Remember the layers stacked at the bottom of your screen? You can click the Gif layer and simply hit delete, and click the Text layer and navigate to Animate in the top right tab to switch from “Fade to “None.”

Next, go back to “Scenes” and click the blue “Edit Scenes” button. Here, edit the duration of the first scene to .1 seconds, and apply the duration effect to all scenes. We now have a video that is only 1.3 seconds long, which won’t be long enough for Instagram.



There are two ways to make our video longer. The easiest way is to download this video, then reupload it using Kapwing’s [Loop Video](#) tool.

The second way is to click the “Duplicate” button within the scene (shown above). Drag and drop the duplicated scene to the bottom of the list. Repeat for each scene, as many times as it

takes to bring the video up to at least 3 seconds. The more images you use, the fewer duplications you will need to make. Export as an mp4 when done.

Although it is definitely easier to simply send your video through the Loop Video tool, consider the application of duplicating your scenes by hand.

Make a set of scenes that feature the same type of images, with only one image being different. Make more duplicates of the common images to make the one image more rare. For instance, create several scenes depicting one color of yarn or fabric, then add a single scene highlighting a bright contrast color. Challenge followers to screenshot and try to catch the lucky color or item. Offer a prize to followers who repost a screenshot with the captured "lucky" image with your hashtag.

Consider using the above hyperlapse image video technique with these other applications:

- Highlight different fabric bundle colors and ask: "What is your color mood today? Screenshot to share!"
- Highlight different tools. For knitters: "Are you a fixed circular, straights, or interchangeable needles knitter? Screenshot and let us know if fortune answers in your favor!"
- Highlight different finished objects (hats, gloves, scarves, cowls, etc) and ask: "What will your next project be? Screenshot and let us know!"

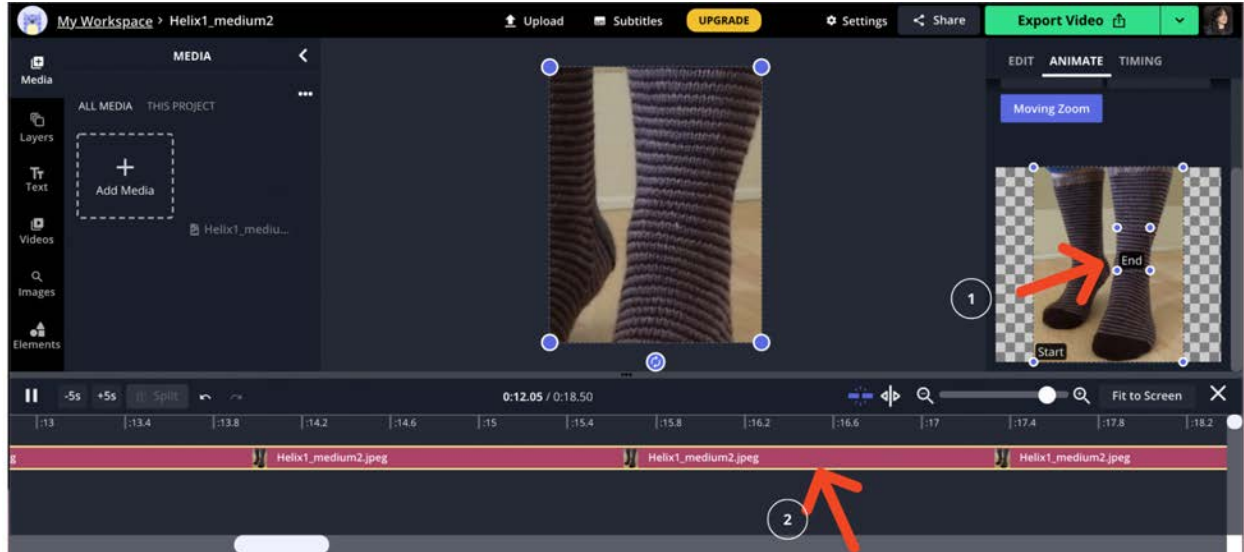
Kapwing has several other tools for refining the kinds of videos you make. Consider filming a craft process video, then using their [Stop Motion Maker](#) feature to turn that video into an entertaining stop motion video.

You can also turn a single image into a video using their [Image to Video](#) maker. This feature is especially handy when using an image with a lot of detail. Simply upload the image, then click Animate, then Moving Zoom.

As you can see below, you can:

1. Choose where the Zoom ends and how much detail is shown by resizing the indicated box and centering it over the area you'd like it to zoom in on.
2. Grab and drag the Image layer bar at the bottom to lengthen the video.

I uploaded a pair of socks. The beginning of the video shows the socks in full, and it ends with a zoom in on the stitch pattern.



Feel free to explore [Kapwing's tool box](#) to play around with the different video effects!

We hope this helps you remix some of your content to better suit social media's ever-changing algorithms. If you'd like help converting your static content into dynamic video content, [contact Stitchcraft Marketing](#) today!