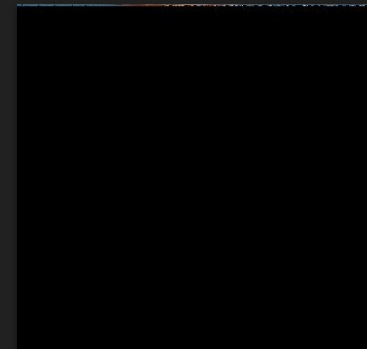
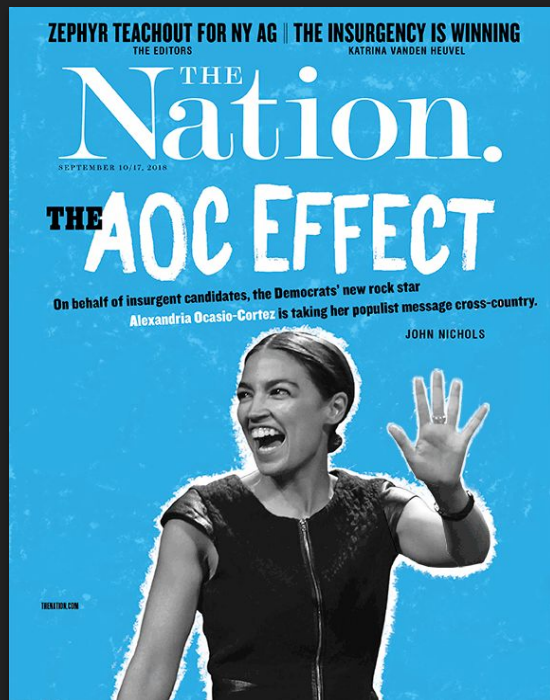




Photo-based GIFs  
and Animations  
for News  
(with a word about AI)

# “Animation is the language of social media.”

- *Mashable's Stacy Martinet*





## HOW ARE GIFs USED?

- Social Media Teasers
- Thumbnails
- Technology Stories
- Pop Culture Stories
- Trend Stories
- Add Value to Print



# WHAT EXACTLY IS A GIF?

First introduced by CompuServe in 1987, the Graphics Interchange Format (GIF) is one of the most common formats for animated images. For more than a decade the format was eclipsed by the near-universal support for Flash and PNG, but during the 1990s and early 2000s GIFs were a defining component of the Web.



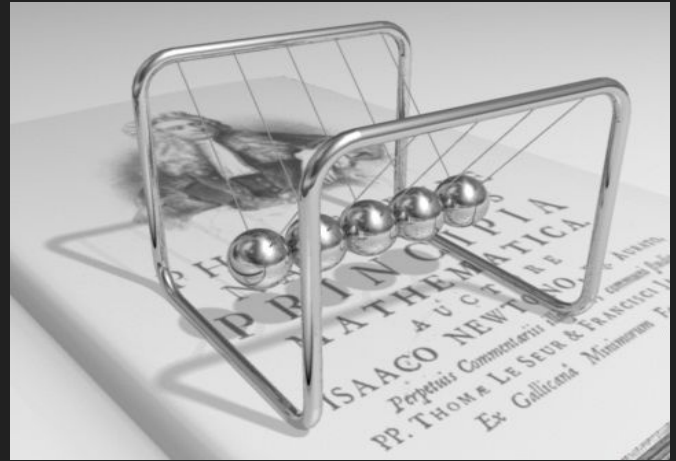
- Run native to a browser
- Low bandwidth
- Easy to produce
- New platform to enhance the user's experience
- and tell stories in new ways
- Ideal for mobile and wearable media
- Splice vids into the essential information
- Compress or expand time
- Hold our attention longer than a still image
- The camp or kitsch factor
- The culture of exchange, remixing and shared authorship



# WHAT EXACTLY IS A GIF? (part II)

A GIF is essentially a flip book produced digitally. "Frames," either taken from photos or video, are stacked atop each other and then played sequentially, typically looped.

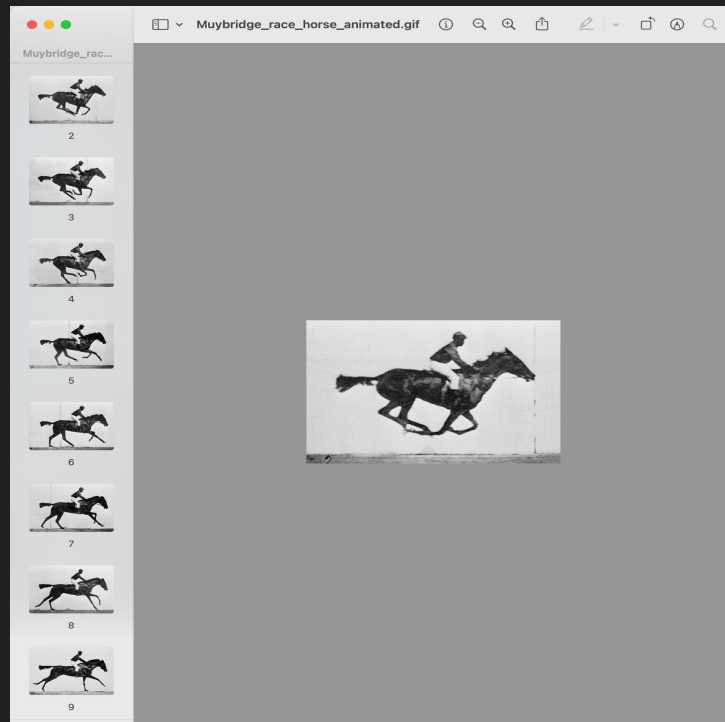
They come in two basic formats: Bursts and Loops



# What exactly is a GIF? (part III)



A Graphics Interchange Format (GIF) image is essentially a flip book produced digitally. GIFs are very space efficient and play “native” to your browser and on your mobile.



# Added Visual Value for Mobile and Social

washingtonpost.com... | Gmail | CUNY | Ideas to steal | Other Bookmarks

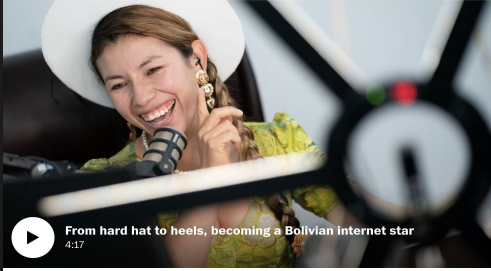
The Washington Post

VIRGINIA

## How a Bolivian construction worker became an online star from her Va. garage

This 'cholita' is trying to preserve Indigenous Quechua language and culture, one live stream at a time

By Teo Armus  
February 23, 2023 at 9:00 a.m. EST



**From hard hat to heels, becoming a Bolivian internet star**  
4:17

Dressed as a cholita, María Luz Coca Luján is keeping her Indigenous culture alive in the United States, one TikTok at a time. (Video: Hadley Green/The Washington Post)

Listen | Comment | Save | Gift | Share

Before she can begin filming her online radio show, María Luz Coca Luján must first transform herself into "Kancha," a digital persona dressed like the Indigenous "cholitas" of her native Bolivia.

So on one recent afternoon, she hustled back home to swap out her construction attire for that traditional outfit — a colorful, billowing skirt, dangling gold

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The New York Times

PLAY THE CROSSWORD

OPINION  
GUEST ESSAY

## YouTube Gave Me Everything. Then I Grew Up.

Feb. 5, 2023



https://www.nytimes.com/in | Gmail | CUNY | Ideas to steal | Other Bookmarks

The New York Times



WHERE WE ARE

## The Family Restaurant

Enfield, Conn.

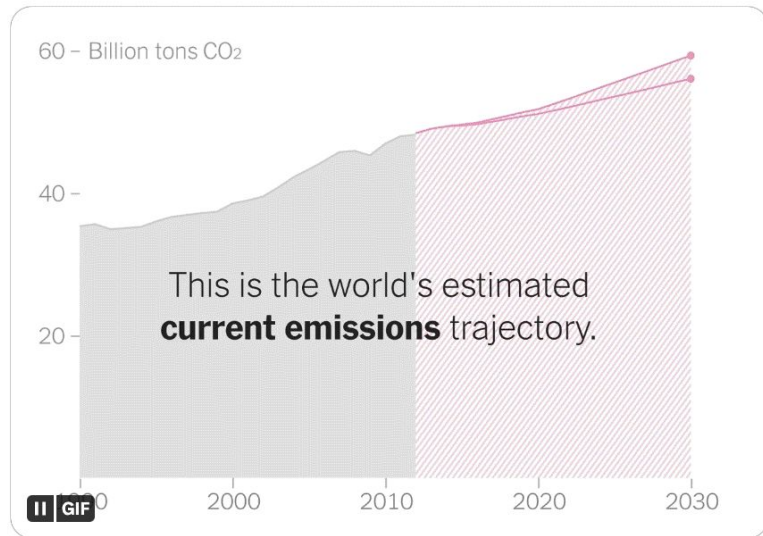
# GIFs and Data (and social media)



NYT Graphics  
@nytgraphics

...

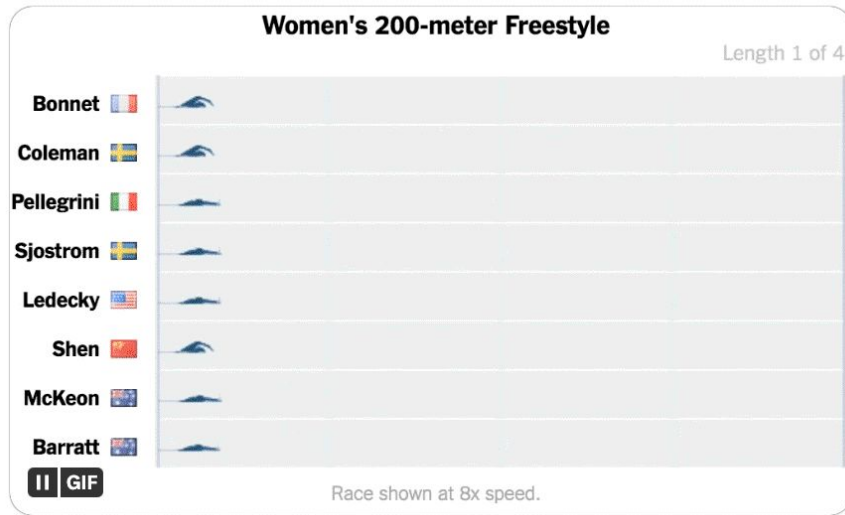
The world remains far off course from preventing drastic global warming  
[nytimes.com/interactive/20...](https://www.nytimes.com/interactive/2020-01-01/climate/global-warming-2030-emissions.html)



NYT Graphics  
@nytgraphics

...

Katie Ledecky beat Sarah Sjostrom in the 200-meter freestyle  
[nyti.ms/2ayUGlj](https://www.nytimes.com/2020/01/01/sports/olympics/katie-ledecky-sarah-sjostrom-200m-freestyle.html)






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**Animated GIF Maker**  
(drag and drop frames to change order)


  
Delay: 20  
[skip](#) [copy](#)


  
Delay: 20  
[skip](#) [copy](#)


  
Delay: 20  
[skip](#) [copy](#)


  
Delay: 20  
[skip](#) [copy](#)


  
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Delay: 20  
[skip](#) [copy](#)

Toggle a range of frames:  
From: 1 To: 5 [Skip](#) [Enable](#)

GIF options:  
Delay time: 20 (in 1/100 of second, changing this value will reset delay for all frames)  
Loop count: (Empty - loop forever)



# WHERE TO LOOK: Archives

**Prelinger Archives**  
View thousands of films from the Prelinger Archives!  
[More...](#)

ABOUT COLLECTION FORUM (3,256)

8,565 RESULTS

Sort by: VIEWS • TITLE • DATE ARCHIVED • CREATOR

Search this Collection

Metadata  
Text contents (no results)

Part Of  
[Moving Image Archive](#)

Media Type  
collections 5  
movies 8,560

Year  
1970 55  
1969 26  
1968 29  
1967 33  
1966 30

Prelinger Archives Home Movies

Home Movies: 98827: Hand Ball

Angels Flight

Japanese Relocation

Design for Dreaming

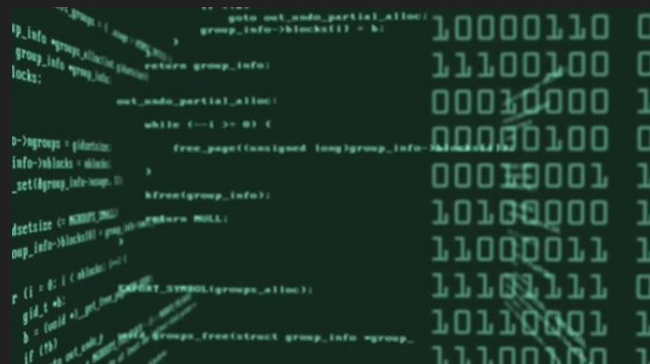
Make Mine Freedom

One World or None

On the Run (Part II)

Your Name Here

Out of This World



**videvo** Videos ▾ Templates ▾ Audio ▾ Collections Help

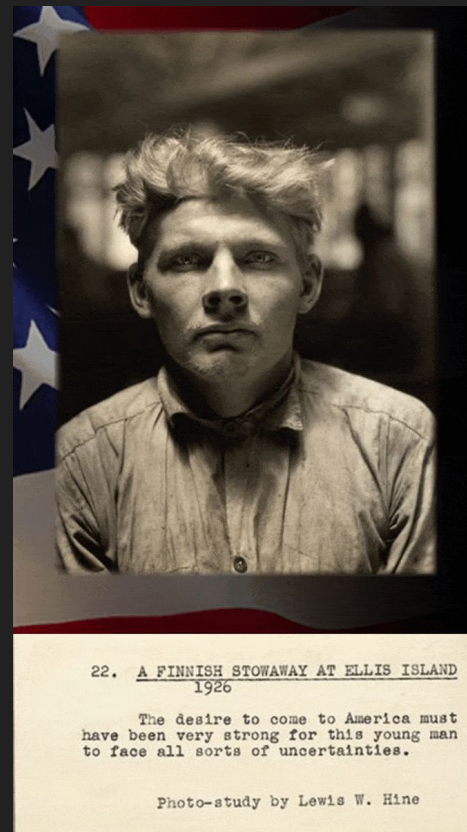
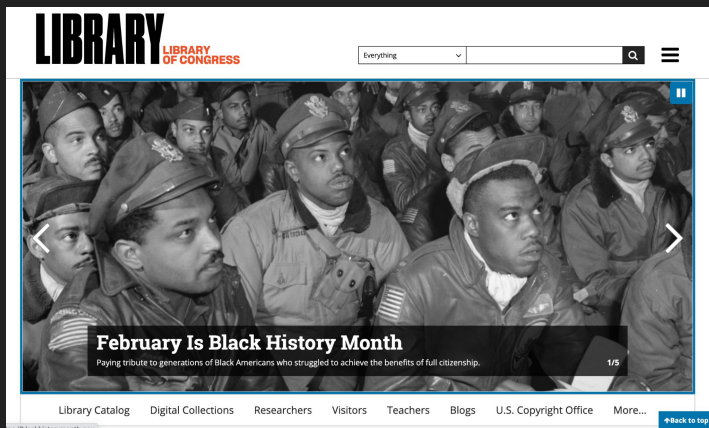
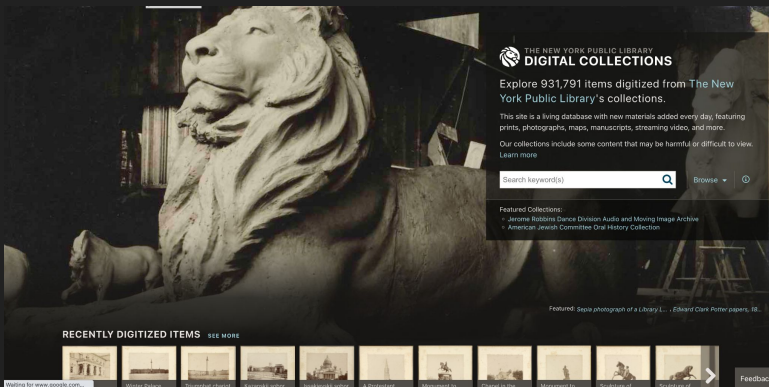
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Pair of Lionesses Walking Together

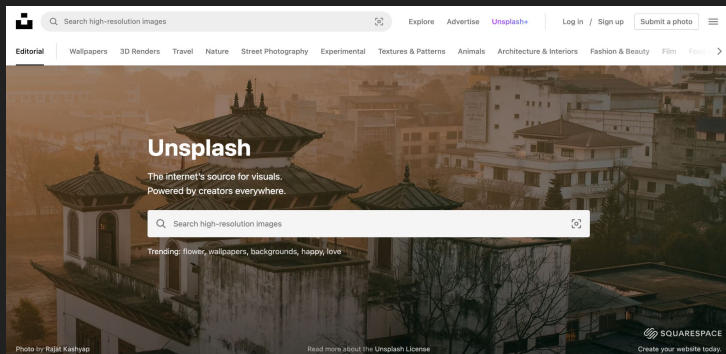
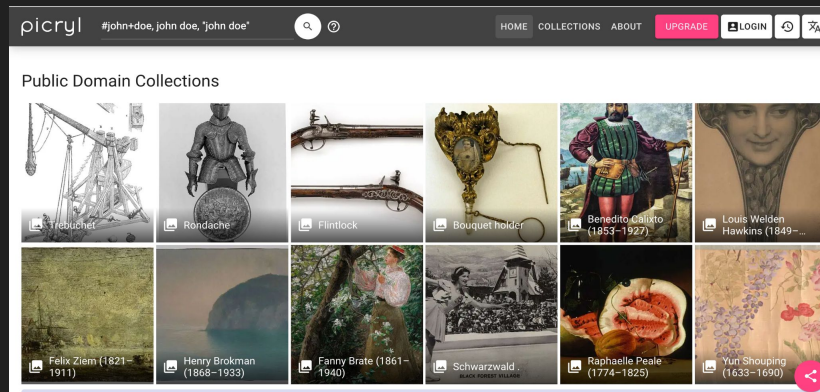
By: Stand Up for Nature

Background images include: a person typing on a laptop, a bar chart with a rising trend, a person in a field, and a cityscape with a grid overlay.

# WHERE TO LOOK: Archives

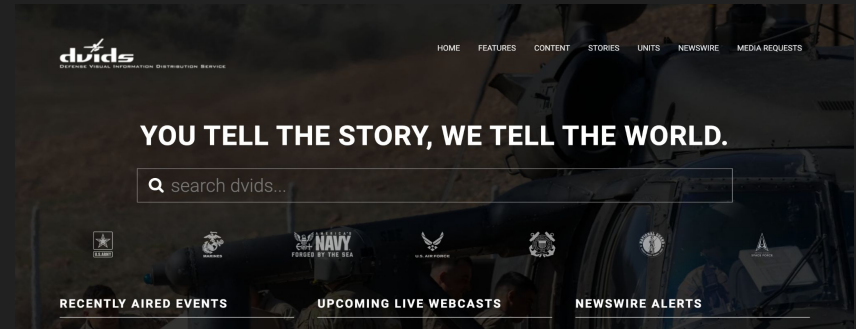
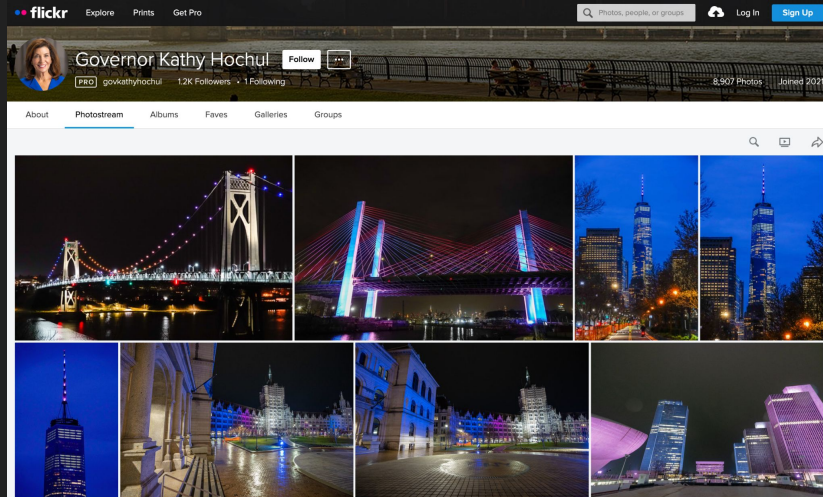


# WHERE TO LOOK: Photo Only



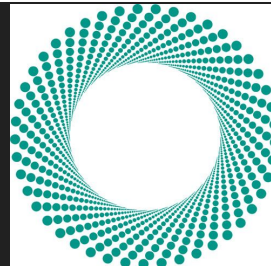
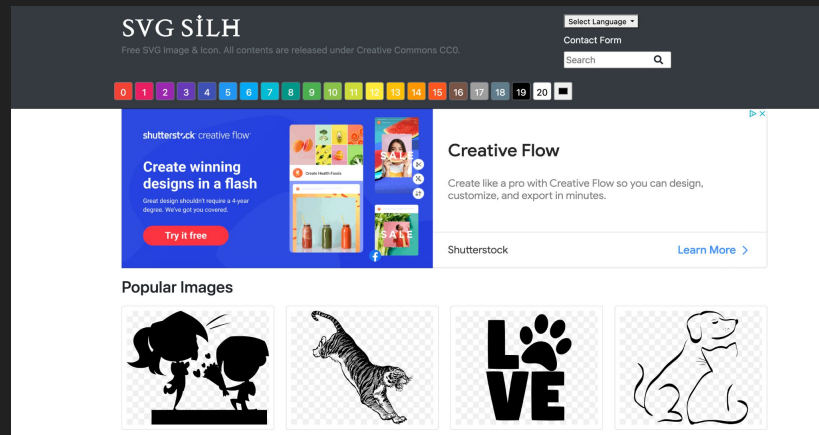
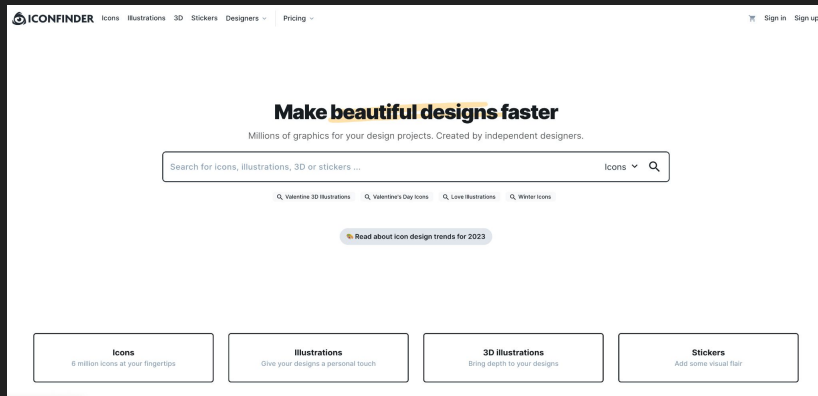


# WHERE TO LOOK: Government



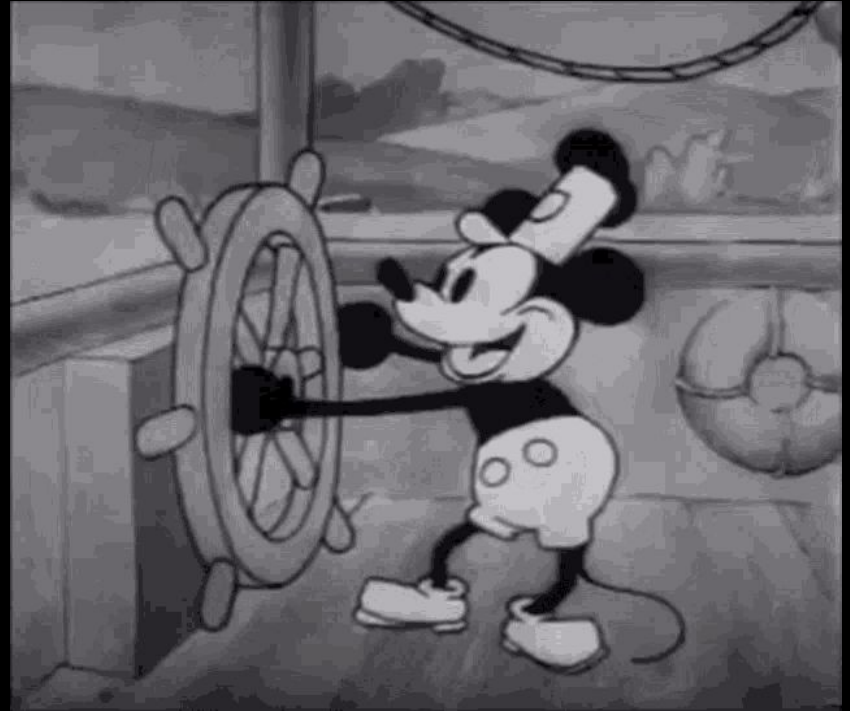


# WHERE TO LOOK: Graphics



# What is The Public Domain?

The public domain (PD) consists of all the creative work to which no exclusive intellectual property rights apply. Those rights may have expired, been forfeited, expressly waived, or may be inapplicable. Because no one holds the exclusive rights, anyone can legally use or reference those works without permission.



Steamboat Willie (1928)

# What is Fair Use?

In the United States, copyright is limited by the concept of "fair use." Fair use allows for limited use of copyrighted material for, but not limited to the following: criticism, commentary, news reporting, teaching, scholarship, or research may be considered fair.

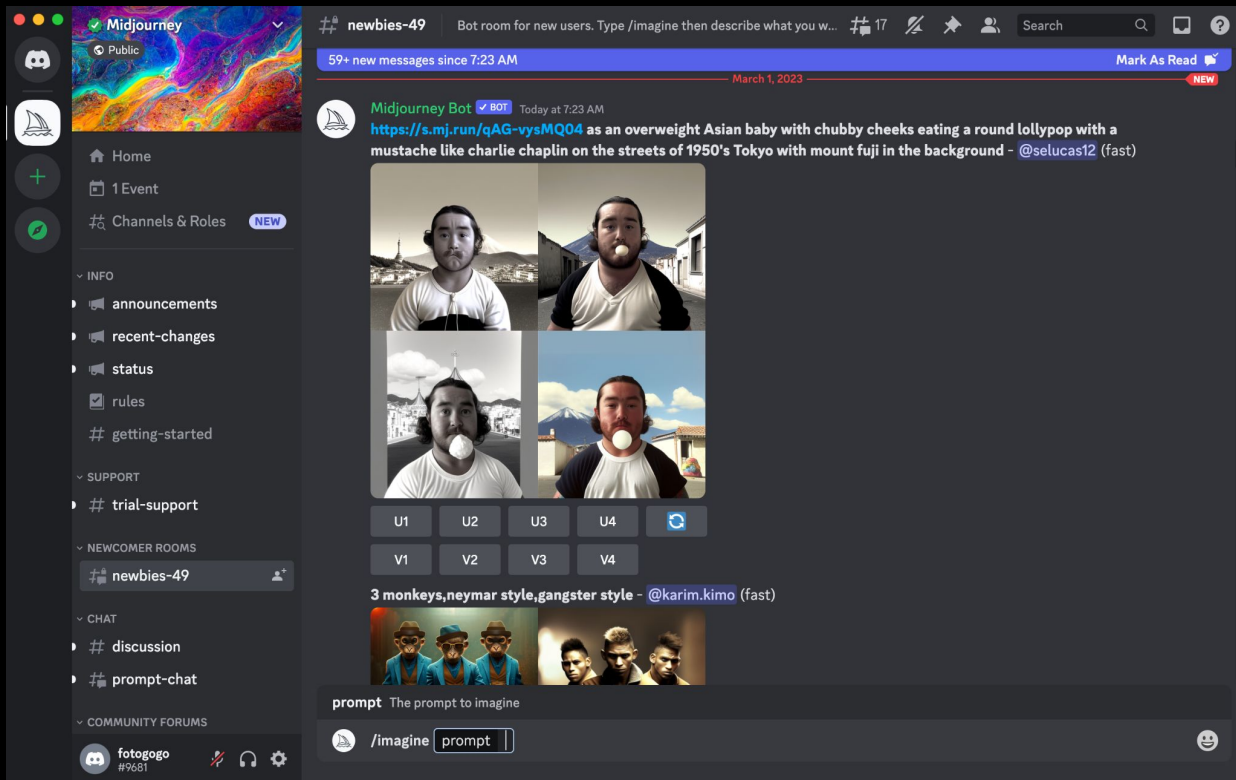
U.S. judges determine whether a fair use defense is valid according to four factors. In some other countries, there is a similar concept called "fair dealing" that may be applied differently. Remember, it is your responsibility to understand the relevant law and whether it protects the use you have in mind. If you plan to use copyrighted material you didn't create, I advise you to take legal advice first.



## What is Fair Use (part II)?

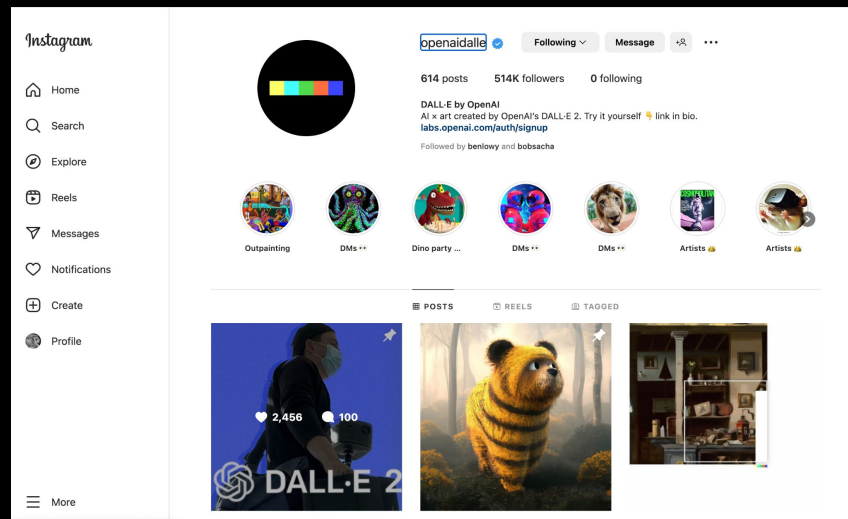
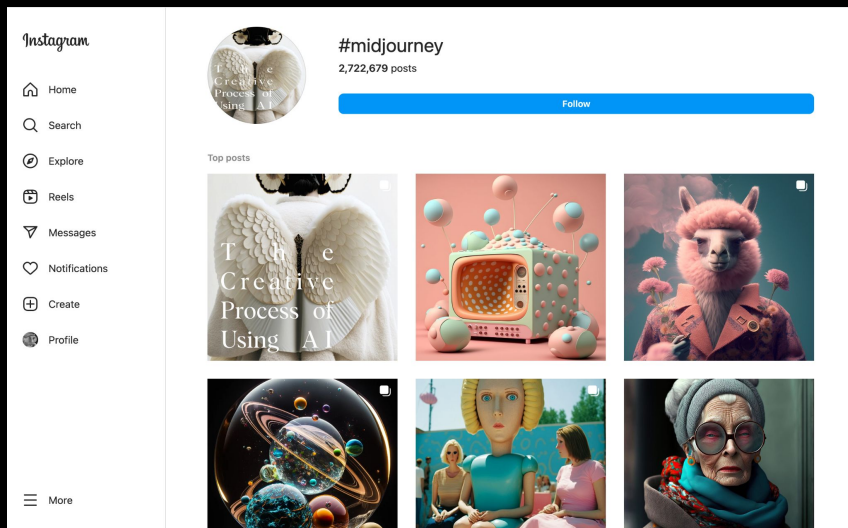
1. The purpose of the use, including whether such use is commercial or for nonprofit educational purposes. Courts often focus on whether the use is “transformative.” That is, whether it adds new expression or meaning to the original or whether it merely copies from the original.
2. The nature of the copyrighted work. Using material from primarily factual works is more likely to be fair than material that is artistic or an opinion.
3. The amount and substantiality of the portion used in relation to the copyrighted work as a whole. However, even a small taking may weigh against fair use in some situations if it constitutes the “heart” of the work.
4. The effect of the use upon the potential market for, or value of, the copyrighted work. Uses that harm the copyright owner's ability to profit from his or her original work by serving as a replacement for demand for that work are less likely to be fair uses.

# THE AI OPTION - Midjourney, DALL E2 and others





# EXPLORING AI THE AI OPTION - Midjourney, DALL E2 and others



# THANK YOU!



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