

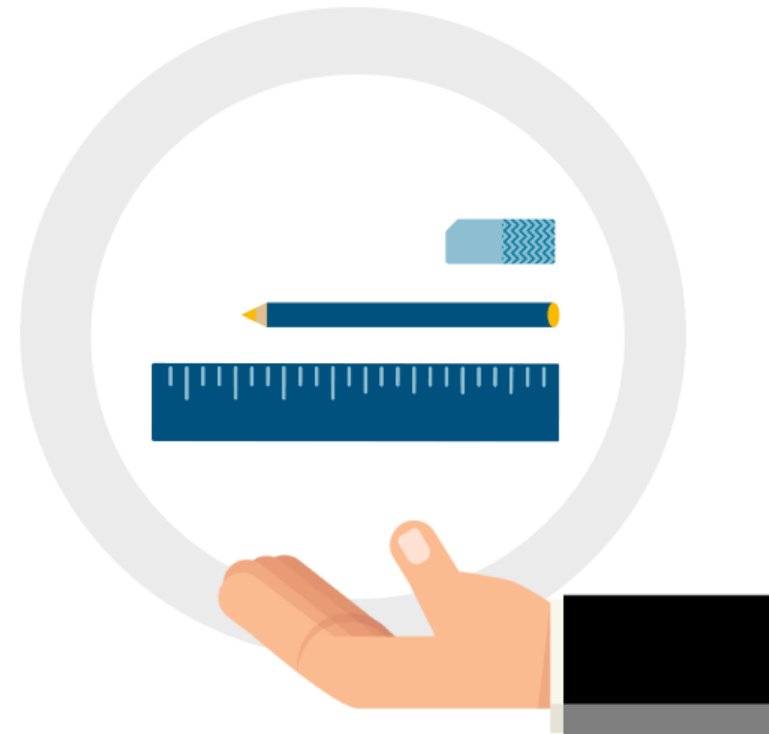
Set of effective communication tools

Interreg Communication Network seminar

15-16.02.2017 | Valencia, Spain

 @InteractEU

Nebojsa Nikolic, Interact Programme



The tools:



Canva



Piktochart



Prezi



Emaze



Moovly



Screenecast-o-matic



Facebook Live

Canva

Key features:

- Versatile graphics design tool;
- Find it here: www.canva.com;
- No download needed + Facebook/Google log in;
- Great for making visuals for social media;
- You can also use it for: presentations, posters, infographics, e-newsletters, and even logos.



Pros:

- ✓ Free version available;
- ✓ Very user friendly;
- ✓ Lot´s of thematic templates;
- ✓ Lot´s of free photos/illustrations.

Cons:

- × "Search" shows only paid content;
- × Need to upgrade to upload fonts.

Piktochart

Key features:

- Infographics design tool;
- Find it here: www.piktochart.com;
- No download needed + Facebook/Google log in;
- Built-in interactive graphs/charts - fully customisable.
- You can also use it for: online presentations and posters.



Pros:

- ✓ Free version available;
- ✓ Very user friendly;
- ✓ Top quality free templates;
- ✓ Easy to export and embed in a website.

Cons:

- × Only 40 MB of free image storage;
- × Limited number of free templates.

Prezi

Key features:

- Presentation making tool;
- Find it here: www.prezi.com;
- No download needed + Facebook/LinkedIn log in;
- Immersive and dynamic presentation experience;
- Zoom in/out of slides, rotate, create custom paths.



Pros:

- ✓ Free version available;
- ✓ Very user friendly;
- ✓ Top quality free templates;
- ✓ Easy to export and embed in a website.

Cons:

- × Very limited number of colours;
- × No image editing tool in free version;
- × Demanding on computer and internet.

Emaze

Key features:

- Presentation making tool;
- Find it here: www.emaze.com;
- No download needed + Facebook log in;
- Combination of PowerPoint logic and Prezi flashiness;
- You can also use it for: animated invitations, visual stories and even simple games.



Pros:

- ✓ Free version available;
- ✓ Very user friendly;
- ✓ Good quality and quantity of templates;
- ✓ Easy to add effects to all the elements.

Cons:

- × Cannot present offline in free version;
- × Limited text/image editing in free version.

Moovly

Key features:

- Tool for animated videos;
- Find it here: www.moovly.com;
- Do-it-yourself tool for animated videos;
- No download needed + Facebook/Google log in;
- Free version allows: voice over, 480p resolution, up to 10 min video duration.



Pros:

- ✓ Free version available;
- ✓ User friendly, great for beginners;
- ✓ Easy export and share.

Cons:

- × Need to pay to integrate videos;
- × Limited internal gallery;
- × Cannot import fonts in free version.

Screencast-o-matic

Key features:

- Make videos of what you do on your PC screen;
- Find it here: screencast-o-matic.com;
- Need to download and install + Google log in;
- Records activity on screen + webcam/microphone;
- Great tool for making tutorials.



Pros:

- ✓ Free version available;
- ✓ Very user friendly;
- ✓ Cheap upgrade to pro version;
- ✓ HD YouTube publishing available for free.

Cons:

- × Limited to 15 min. recordings in free;
- × No video editing in free version.

Facebook Live

Key features:

- Video streaming tool, integrated in Facebook;
- Find it on your Facebook profile/page;
- Works on iOS and Android devices - mobile;
- Share live video with your followers and friends;
- Videos appear in Newsfeed, and can be viewed later.



Pros:

- ✓ Free to use;
- ✓ Fun way to engage your audience;
- ✓ Great for promoting events;
- ✓ Refreshing addition to the Newsfeed.

Cons:

- × Doesn't work on Windows devices;
- × Can be laggy - needs very fast internet.

Practical exercise with Canva:

What?



A Facebook post
about our seminar

Time to complete?



10 minutes

And then?



Email: nebojsha85@yahoo.com

We might share a few



European Regional Development Fund

Practical exercise with Moovly:

What?



An animated video
about our seminar

Time to complete?



45 minutes

And then?



We play it, but we
don't share it.

Cooperation works

All materials will be available on:

www.interact-eu.net

Contact: Nebojsa Nikolic, nebojsa.nikolic@interact-eu.net

