

# APP CHEAT SHEET



**Adjusting image cropping:**  
SKRWT



**Timelapse video:**  
Hyperlapse



**Looping gifs:**



Boomerang  
Giflab/Gifboom



**Image editing:**  
Afterlight



Can also use VSCO or Instagram



**Add motion to imagery:**  
Legend



Gifx



**Video editor with templates:**  
Quik



**Simple photoshop editing:**



PhotoshopMix  
Knockout



**Video editing:**



Vidlab  
Splice



iMovie



**Stopmotion:**

Stopmotionstudio



**Loop videos to make them longer:**

Looper



**Make images or video square:**

Squareready













**Crazy 360 effect:**

Fyuse

# play with apps PHOTO

	APP	WHAT IT DOES	USE WHEN	PRICE
	<b>VSCO/Afterlight/Fi restore</b> Neue	Incredible breadth of ways to edit a photo. Professional grade, easy for anyone.	You have a photo that you love but it needs retouching to look high quality.	Free
	<b>Adobe Post</b>	Instantly shows you all different graphic and text overlays for your photo to turn it into an ad.	You have a promotion, want to add text or more graphics to a photo.	Free
	<b>Layout</b>	Create photo collages, mirror images to create interesting layouts.	You want to show several products in one photo, show different parts of an environment.	\$1.99
	<b>Over</b>	Add text overlay and graphics on top of photographs. Change fonts, add graphic elements.	You have a sale, promotion or want to emphasize words or images.	Free
	<b>Knockout</b>	Remove backgrounds and cut out part of a photo so it has clean edges. You can then place that photo on another photo.	You want to add fun backgrounds behind products, especially when shot on a white background.	Free
	<b>Notigraphy</b>	Create text focused images with bold colors and fonts.	You want to share a very short story in an image, promote a sale.	Free
	<b>Snapseed</b>	Retouch parts of a photo that don't appear the way you want.	You have a great picture with a small issue that can easily be resolved by being retouched.	Free
	<b>Kaleido Lense</b>	Creates beautiful kaleidoscope like collage photos.	You have a simple object or thing to emphasize and you want to transform it into something more artistic.	Free
	<b>Photoshop Mix</b>	Photoshop image editing for mobile. Combine images and blend layers and add filters.	You have a photograph or series of photographs that you want to retouch or combine to make a new image.	Free

# play with apps VIDEO

	APP	WHAT IT DOES	USE WHEN	PRICE
	<b>Adobe Clip/Quik</b>	Automatically turns simple videos/photos into a beautiful video ad. Add effects transitions, filters and music to videos.	You want to create a high production video feel out of a simple video.	Free
	<b>Legend</b>	Add animated text to a photo or a video. Shows you several ways your ad can look.	You have a promotion or text that you want to add and emphasize on a photo or video.	Free
	<b>VidLab</b>	Creates a slideshow out of photos. Allows you to play with the speed of slides, add text, graphics, music and voiceovers.	You want to tell a story out of photos.	Free
	<b>Cinemagraph Pro</b>	Creates a cinemagraph or moving picture out of a video. So one part of the photo moves, the rest is still.	You want to emphasize a unique feature or focus on people's attention on one thing that moves.	Free
	<b>Hyperlapse</b>	Creates time-lapse videos.	You want to show a long story/process in a quicker video. Tutorials, showing process, traveling.	Free
	<b>Boomerang</b>	Loops an action back and forth.	You want to emphasize a unique action of a product or service.	Free
	<b>Splice or iMovie</b>	Helps you edit a movie, remove parts, duplicate scenes, shorten a film.	You have a video that you like but you want to edit parts of it.	Free
	<b>SquareReady</b>	Turn a landscape video into a square, or a square into a landscape or portrait.	You want to maximize the real estate of your video in feed. Make sure you aren't cropping out important parts.	Free
	<b>Gifboom</b>	Create GIFs, a digital flipbook, stop motion videos and add music to create a fun visual story.	You want to show movement, quickly show a lot of products, images of your brand in a short amount of time.	Free
	<b>Loopy HD</b>	Turns your video into a looping video so it continues to play in a loop on Facebook and Instagram.	You have a video that's under ~8 seconds and you want it to continue to play.	\$2.99