What is the Best DIY Animation Software?
Introduction

As you may know, Wyzowl is made up of a team of creatives that specialise in making bespoke animated explainer videos.

Creating an animated video is such a fun process, so we totally get it when people want to go down the DIY route.

That’s why we’ve researched five of the most popular animation softwares out there to give you the knowledge to create your own video. So, let’s get started...
GoAnimate is a web-based animation software that makes it easy for anyone to quickly create professional animated videos. On the homepage they boast that you can:

‘Make your first video in less than 5 minutes’

For those of us that have previous experience with animation software, we know that’s a pretty bold statement. But the more we found out about GoAnimate, the more we realised that this could actually be possible!

GoAnimate teams libraries full of assets with a simple drag and drop platform. So in just a couple of clicks, you can build a full scene: background, characters, props. Done.
Then you simply type in your text and choose a voiceover, or record your own. All lip-syncing is automatic!

Of course, the main worry with this drag and drop functionality is that your video will look pretty generic. However, although it is true that GoAnimate only has a set number of assets for you to choose from, their libraries are very extensive. Characters can also be customised to further reduce the risk of your video looking like a carbon copy.

GoAnimate has three plans: GoPublish, GoPremium, and GoTeam. Let’s take a look at the pros and cons of each package...
1. GoPublish - $39/month or $299/year

**PROS:**
- It’s the most inexpensive plan
- You are entitled to unlimited video production
- You can export your video to other sites, e.g. YouTube

**CONS:**
- There will be a GoAnimate watermark on your video
- The resolution is only up to 720P

2. GoPremium - $79/month or $599/year

**PROS:**
- Resolution up to 1080P (Full HD)
- You can remove the watermark
- You can import your own assets

**CONS:**
- Like GoPublish, only one user will have access
- Higher cost
3. GoTeam - $159/month or $999/year

**PROS:**

- More users can collaborate (there will be an extra charge for more than two users)
- Import your own fonts to correspond with brand guidelines
- Access to a priority service queue

**CONS:**

- Higher cost
- You have to pay to add team members
Examples

As well as making 2D animated videos, you can also create whiteboard and/or infographic videos. Take a look at some examples below:

**2D Animated Video**

**Infographic Video:**

**Whiteboard Video:**

Think GoAnimate might be the best animation software for you? Click here to visit their website.
Similar to GoAnimate, PowToon is a web-based animation software designed for the animation novice. While you can make animated videos with PowToon, they specialise in presentations. On their website they state:

‘PowToon is as familiar to you as making a quick PowerPoint’

It’s a good option for startup businesses because you can start making animations **without it costing you a penny**! It’s also great for people who work within the education sector. Take a look at this video to find out why.
This is just one example of how PowToon can be used to engage students. There is an entire section within PowToon called 4edu, which is dedicated to the creation of this type of animation.

The product has gone through a rebrand recently, making it a bigger competitor for GoAnimate.

![PowToon used to look like this:](image1)

![Now it looks like this:](image2)
So there's a big difference in quality. But despite the change, the interface still looks easy to use and, as the above quote suggests, will be familiar to anyone who has ever used PowerPoint or Keynote.

Before we get into the pros and cons of each package available on PowToon, one huge PRO that is available for everybody (even non-members!) is the QuickStart Guide. This is a free mini-course that shows you the quickest and easiest way to make a professional animation with PowToon.

Now let's look at the packages:
1. Free

**PROS:**
- It’s free!
- You can make a video up to five minutes long
- Choose from 46 tracks of royalty-free music

**CONS:**
- Cannot remove watermark
- Cannot download the video to your computer

2. Pro - $19 per month

**PROS:**
- You can remove the watermark
- HD download
- 24/7 premium support

**CONS:**
- Videos are for your own business purposes only
- The length is restricted to fifteen minutes
3. **Business** - $59 per month

**PROS:**
- 10GB of storage
- Max length: 60 minutes of video
- Commercial rights

**CONS:**
- Higher cost
- Max length for a full HD video: 8 minutes

There are also different plans for enterprise businesses and people using PowToon for educational purposes, as well as the opportunity to pay per export. Find out more [here](#).
Examples

PowToon currently has several different video styles, including: cartoon look, whiteboard look, and infographic look. Here are a few examples:

**Cartoon Look:**

If you want to find out more about PowToon, click here.

**Whiteboard Look:**

**Infographic Look:**

If you want to find out more about PowToon, click here.
Biteable

Founded in 2014, Biteable is still a relatively young company, but that hasn’t stopped them from advertising themselves as the:

‘World’s Simplest Video Maker’

With simplicity at the heart of everything they do, the Biteable software helps users to create animated videos with ease by selecting from a library of ready-made, editable scenes.

As you can see from the screens adjacent, a lot of designs are only available for premium users. With that in mind, let’s take a look at the pros and cons of each Biteable package:
1. Free

**PROS:**
- It’s free!
- Not crippled by choice
- You can create unlimited videos

**CONS:**
- No voiceover options available
- Biteable watermark on your videos

2. Premium - $29/month or $99/year

**PROS:**
- No Biteable watermark
- Download your videos
- Privacy controls

**CONS:**
- Cost
- The choice is still limited when compared with other softwares
Examples

Biteable does offer a few different styles, for example, animation, live action, and claymation. But the problem with Biteable is that, because of the small libraries, most videos created using the software will have a lot of crossover and look very similar. Take a look at some video examples below:

If you’re interested in Biteable, click here to visit their website.
RawShorts is a cloud-based video builder for businesses. Their company motto is:

‘Video is hard. RawShorts is easy’

The explainer video tool is kind of like a mashup of GoAnimate and Biteable. It’s similar to Biteable because it has ready-made scenes that users simply edit accordingly.

RawShorts is also similar to GoAnimate because of the drag and drop functionality, and the library of assets that can be used to personalise your video.

When it comes to plans and pricing, you can pay per export or sign up to a subscription plan. Let’s take a look at the pros and cons of each plan...
1. Free

**PROS:**
- It’s free!
- Upload straight to YouTube
- Incorporate your own media

**CONS:**
- Video will be RawShorts branded
- Low resolution

2. Premium - $49/month

**PROS:**
- HD quality
- Downloadable video
- Access to a premium music library

**CONS:**
- Only 250MB of storage
- Access to just 36 themes
3. **Agency** - $39/month

**PROS:**

- Third party transfer rights
- Up to 50 HD exports
- Access to a premium music library

**CONS:**

- Billed annually
- Quality is HD, but not full 1080P HD
Examples

RawShorts has a variety of ready-made video templates across various industries, all of which can be edited and personalised. Take a look at some of the templates below:

**Travel**

![Meet Suzy]

**Finance**

![Jack is Very Busy Running His Own]

**App Demo**

![Edit This Image](Your App Name]

If RawShorts looks like the animation software for you, click here to visit their website.
Moovly has been active in the online video production market since 2012, and since then they have grown an active user base of over 1.3 million! Moovly describe themselves as:

‘The best online video animation software’

Moovly is another drag and drop system with libraries full of assets, though you can upload your own to make your video more unique.

More recently, Moovly launched a brand new cloud-based video editor: Moovly Studio. Moovly Studio is based on a future proof HTML5 base, which offers stability, security and fast rendering. With over 500,000 digital assets (and counting) worth over $10 million dollars available in the editor, including VideoBlocks integration, a unique Moovly Clips feature, and with new features added every two weeks, Moovly Studio allows its users to create engaging multimedia content, by making it affordable, intuitive and simple.

Let’s take a look at their price packages...
1. Moovly Unlimited - $5/month

**PROS:**
- Low cost
- Unlimited social sharing
- Upload your own elements

**CONS:**
- Only 1GB of storage
- No commercial rights

2. Moovly Business - $300/year

**PROS:**
- 5GB of storage
- Priority support
- Commercial rights

**CONS:**
- There are extra costs for more licenses
- It’s more expensive
Examples

With Moovly, you can create a variety of different videos. To get an idea of what they have on offer, check out their YouTube channel. Take a look at some of the templates below:

Education

Business

And if you want to find out more about Moovly, click here.
Final Thoughts

Creating your own animation can be great fun! Plus, DIY software allows you to have full creative control of your video. But this eBook has brought to light the main problem with animation software: lack of choice.

The software examples that we researched all had a limited number of assets available for users, and it would be difficult to stand out in the crowded video marketplace with a standard animation. Your video needs to be unique.

Animated video companies, like Wyzowl, can create bespoke videos depending on your specific needs. If you want to find out more about our service, please feel free to get in touch!