



The Picto

Show an advanced level of creativity and planning by unexpectedly turning your text into a picture. A truly “wow” effect when done right.

What You Will Learn

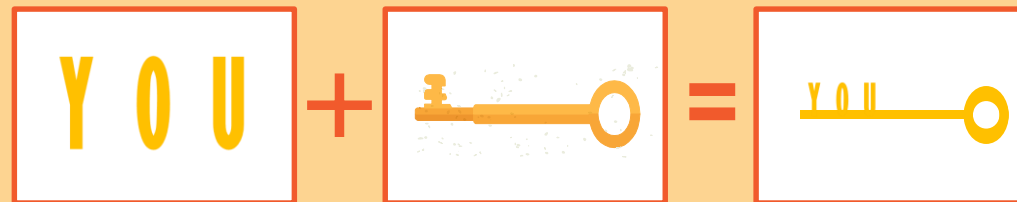
Main points:

- The Picto Strategy – creatively thinking about turning letters into related pictures
- Looking up picture ideas on Google Images
- Creating basic pictures using PowerPoint’s shape options

The Picto Trick - Summary

1. Look at the letters carefully and think about what picture you can create from them
2. Decide how best to go about creating the picture from the text (the technique shown in the course is just one way) – what letters or words can be turned into elements of the picture?
3. Add whatever additional elements you need to turn to the text to turn it into a picture (in this case, add a long rectangle to the YOU to form the bottom of the key)

Sample Picto Strategy Process



Other Picto examples:

Examples I made:

- [Smoky Text](#) – the word “Presents” turns into a Magic Lamp
- [Kinetic Typography](#) – the word “Watch” turns into a filmstrip

Examples from other people:

- [Katy Perry’s Firework](#) – words turn into a fuse @ 0:38
- [Kesha’s Tik Tok](#) – Clock (0:40)