

Tools for Creating Effective Visuals



When creating visuals for ads that bring results, you'll want to take advantage of various tools that can help bring your ad visuals to the next level. We're going to look at some apps that not only simplify the process of making effective visual content, but also give your ads a creative boost.

We'll cover the following **tools**:

- **Hyperlapse**
- **Boomerang**
- **Legend**
- **Videoshop**
- **Adobe PhotoShop Mix**
- **Adobe Spark Post**
- **Ripl**
- **Unfold**
- **Mojo**
- **Plotaverse**
- **Quik**

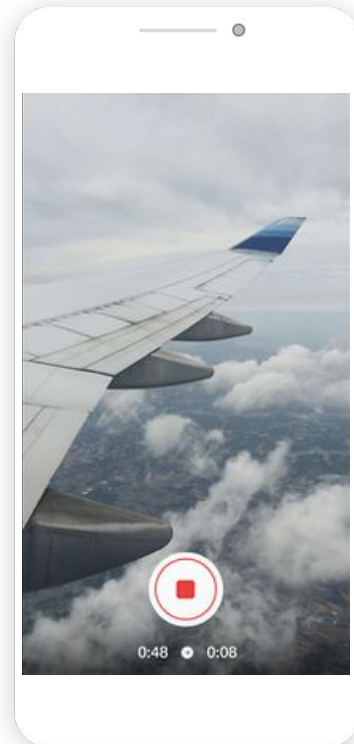


Hyperlapse

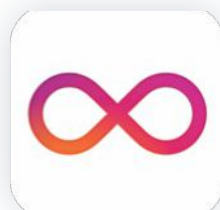
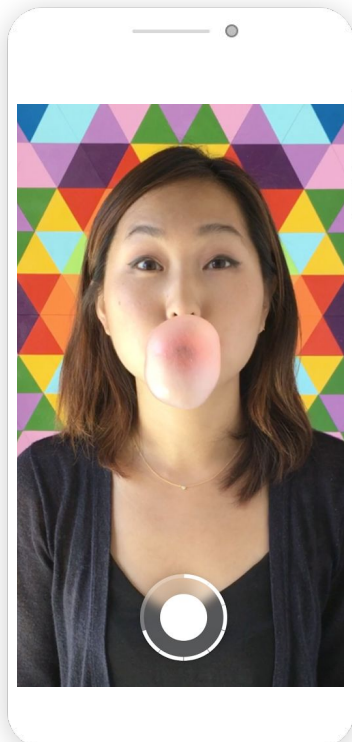
Hyperlapse is an app for mobile or tablet devices that allows you to create time-lapse videos. Hyperlapse is a great tool for taking out the complications (and cost!) of shooting stable video footage that can be sped up. Leave shaky footage behind and change the speed of your videos from 1x up to 12x. By quadruple tapping the screen with four fingers, you can also unlock a secret menu from which you can adjust video resolutions, frame rate and even faster speeds.

For more tips on using Hyperlapse, click [here](#).

Download: [iOS](#)



Source: [SLR Lounge](#)



Boomerang

With Boomerang, what goes around comes around. This app lets you make short looping videos. These types of videos are quick, fun and ideal for showing off your products.

For more tips on using Boomerang, click [here](#).

Download: [iOS/Android](#)

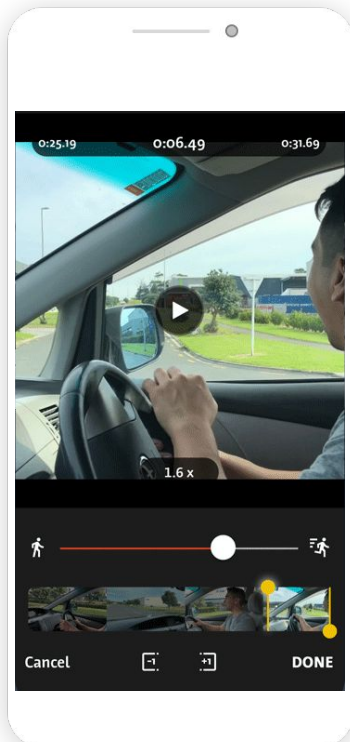
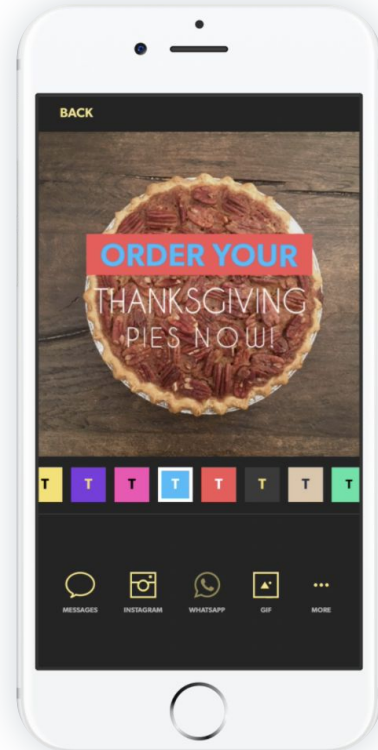
Source: [Android Police](#)



Legend

Legend allows you to animate the copy of your ads. Put your text into motion over the backdrop of one of your photos. Legend is ideal for ads with a short amount of text.

Download: [iOS/Android](#)



Source: [Videoshop](#)



Videoshop

Videoshop is a video-editing app that helps you make the most creative ads. With Videoshop you can add music to your videos, edit them by cutting out any parts you don't want, merge different videos together, integrate a variety of sound effects, add subtitles, incorporate slow motion and more. Videoshop lets you edit and create stellar videos from your mobile device and share them to various social platforms.

For more tips on using Videoshop, click [here](#).

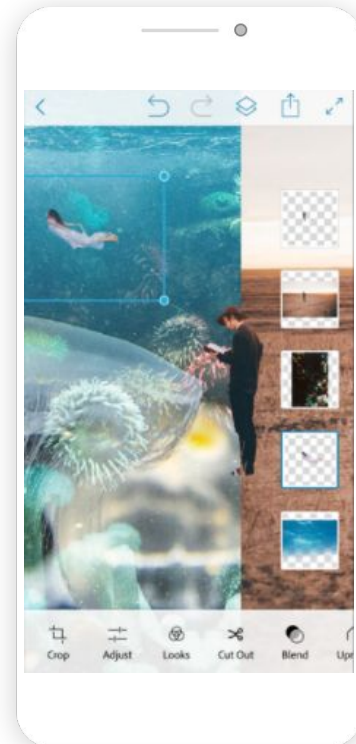
Download: [iOS/Android](#)



Adobe Photoshop Mix

Adobe PhotoShop Mix brings the possibilities of PhotoShop to your mobile device and allows you to cut, combine and blend images to form creative visuals for your ads. You can join, crop, merge and layer different images together and enhance your visuals with the different looks that Adobe PhotoShop Mix has to offer.

Download (mix): [iOS/Android](#)



Source: [Adobe](#)



Source: [Adobe](#)



Adobe Spark Post

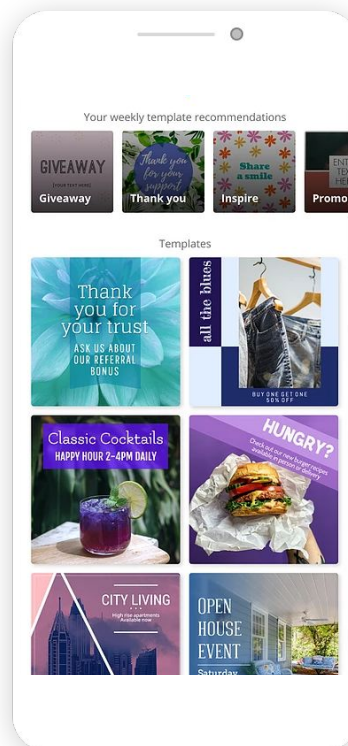
Adobe Spark Post is a graphic design app that offers templates for you to use to take your visuals to the next level. Using your photos, you can add text, colors, filters, layouts and more. Adobe Spark Post helps you resize, recolor, animate or redesign your visuals to make your ads more attention-grabbing and unique.

Download: [iOS/Android](#)

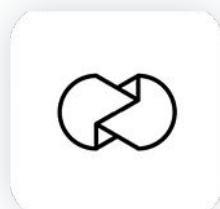


The Ripl app enables you to transform your photos into videos, by animating them. Ripl offers various animated templates for you to choose from and apply to your photos. You can also add in text as well as customize it.

Download: [iOS](#)/[Android](#)



Source: [Ripl](#)



Unfold

The Unfold app lets you create visuals for Stories, offering a variety of stories templates for you to choose from. With Unfold you can use multiple photos to create amazing Stories ads. There is also a selection of fonts, filters, textures, stickers that you can add to your visuals.

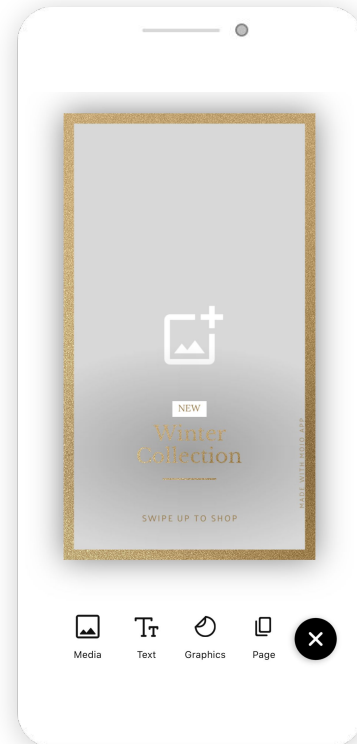
Download: [iOS](#)/[Android](#)

Source: [Paul Ramondo](#)

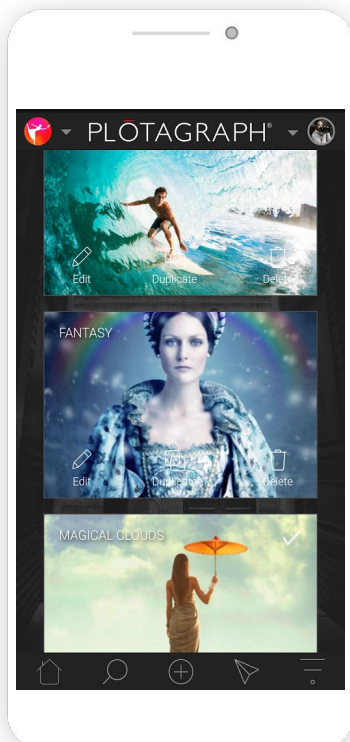


Mojo has a variety of stories templates for you to choose from and add in your own photos to create effective ads. The Mojo app also lets you customize and choose fonts and colors for your visuals.

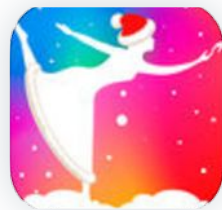
Download: [iOS](#)



Source: [Mojo](#)



Source: [Astea Solutions](#)



Plotaverse

Plotaverse creates one-of-a-kind visuals by adding motion effects to still photos. The result is an eye-catching effect of movement that takes your still photos to the next level and helps them become effective visual ads. Visuals enhanced with Plotaverse have been shown to generate more engagement than typical photos or videos.

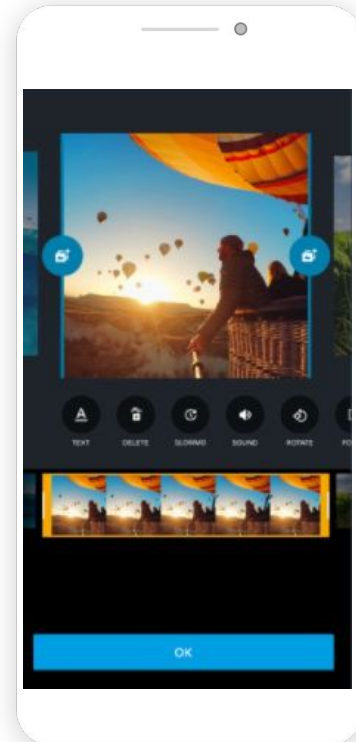
Download: [iOS/Android](#)



Quik

With the Quik app you can animate your photos to music. Create videos and motion visuals from your photos to the perfect soundtrack and with stunning effects and transitions.

Download: [iOS](#)/[Android](#)



Source: [Quik](#)

