1) Acesse o site https://giphy.com/
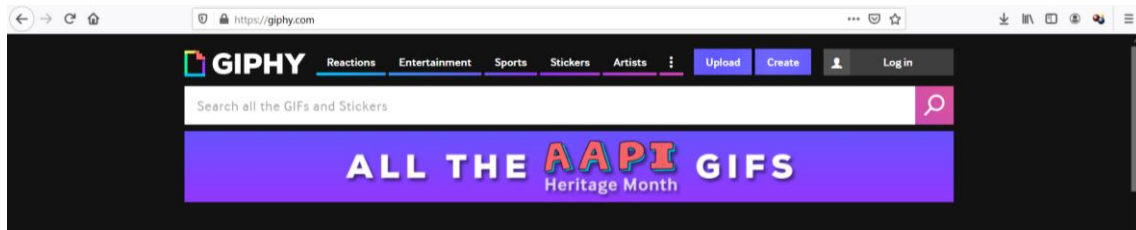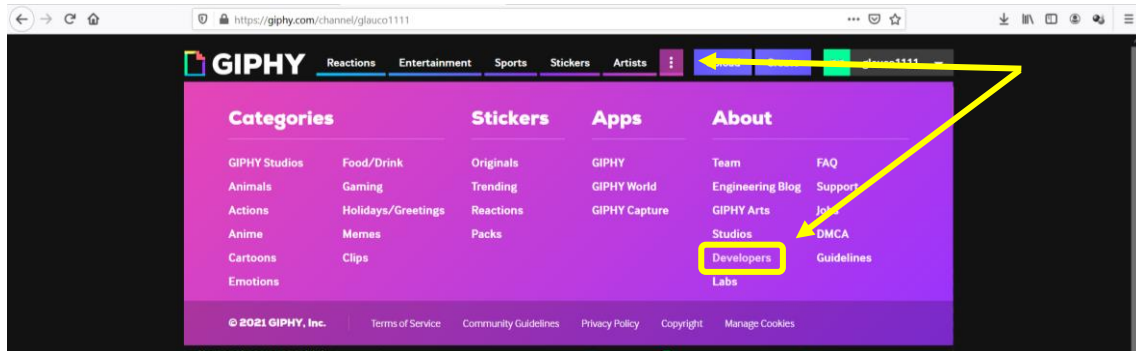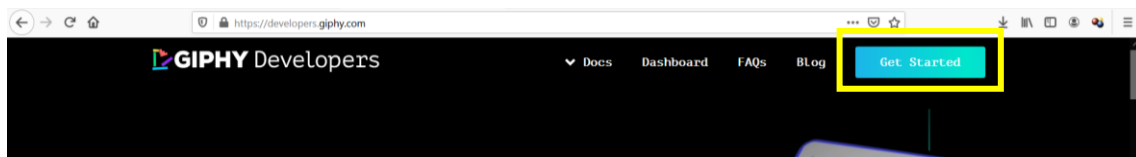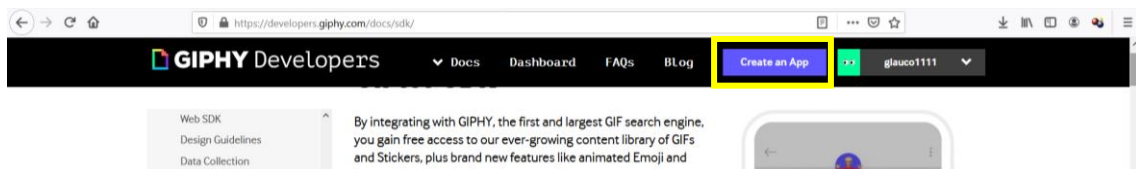

2) Faça seu registro e acesse a aba "Developers"

3) Clique no botão *Get Started*

4) Clique sobre o botão *Create App*

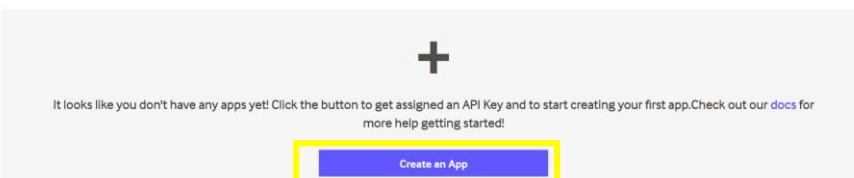5) Clique novamente no botão *Create App*

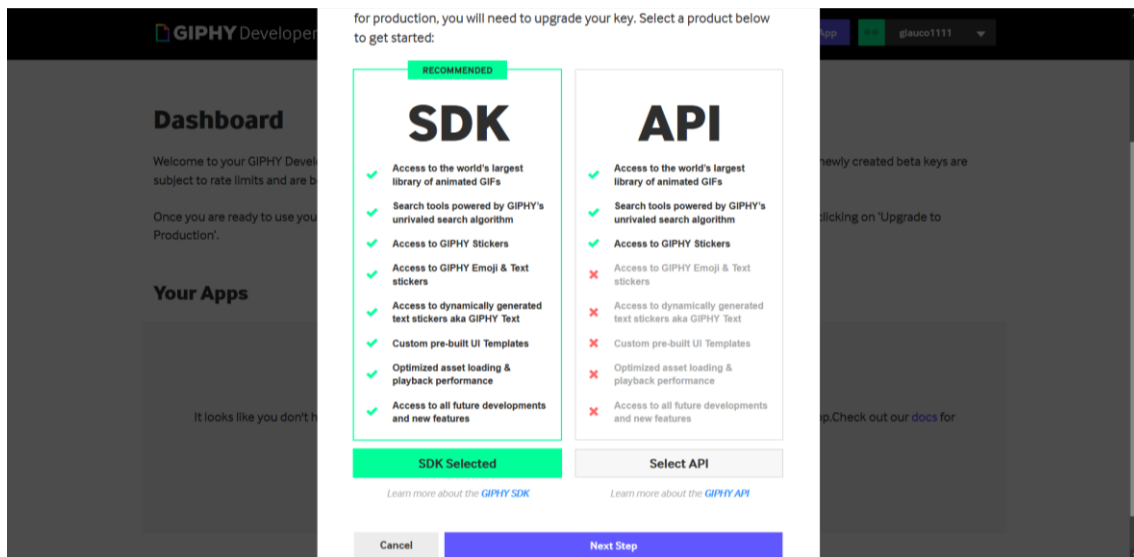6) Selecione a opção *SDK Select*

7) Insira as informações do seu app e clique no botão *Create App*

8) Copie a API Key apresentada nesta tela e em seguida selecione a opção API Explorer
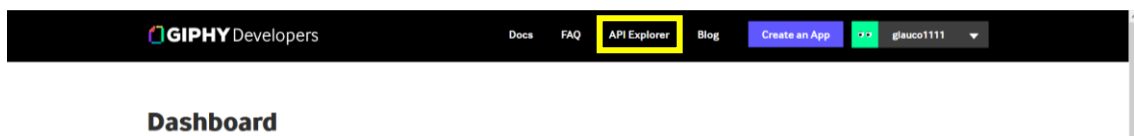
9) Partindo desta tela você consegue os dados necessários para utilizar no app