

How to Turn Your Photos into a Ken Burns Video

A simple guide from Real Wisconsin Website Design,
Green Bay, WI



BackYard Fall

Real Wisconsin Website Design

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What is a Ken Burns video?

It's a slideshow where each photo moves slowly. The picture zooms in, zooms out, or pans across. Soft fades join one photo to the next. It feels calm, like a documentary.

What you need

- 15 to 40 good photos
- A video editor, like VEGAS Pro or CapCut
- Quiet sound, like birdsong or soft music
- Optional: one short video clip

Step 1: Pick your best photos

- Remove blurry photos.
- Remove photos that look almost the same.
- Keep a mix of wide shots and close-ups.

Step 2: Put them in order

Tell a little story. Start wide to show the place. Then move in closer to the details. End with a calm, wide shot.

Step 3: Add slow movement

- Give each photo about 5 to 7 seconds.
- Zoom slowly, only a little.
- Change direction from photo to photo: zoom in, then pan, then zoom out.

Tip: Slow is better. If the motion catches your eye, it's too fast.

Step 4: Add fades

Put a soft crossfade of about 1 to 2 seconds between photos. Fade in from black at the start and fade out to black at the end.

Step 5: Bring a photo to life

Here's a special touch. Find a photo and a video clip of the same spot. Show the still photo first, then fade it into the moving video.



Step 6: Add sound

Use gentle sound, like birds, wind, or soft music. Keep it quiet so it doesn't overpower the photos, but make sure people can still hear it.

Step 7: Add a title and your name

Add a title card at the start and your business name at the end.

Step 8: Save and share

- Save the full video for YouTube and your website.
- Make a short, 30-second tall version for Facebook Reels and Shorts.
- Use HandBrake to make the file smaller if it's too big to upload.



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