

Animating Images with a Zoom Effect

The Image Zoom Effect (also called the Ken Burns effect) adds subtle movements to your still images. This brings them to life and gives a more dynamic feel to your site.

Create the Image Zoom Effect

1. Select the image that you'd like use for this effect.
2. Click the "Image" tab in the [Editing Menu](#) .
3. Click "Image Zoom Effect"
4. Toggle the effect on.
5. Click "Save" and "View Live" to see your image.

You can change when the effect happens and the direct of zoom within the Image Zoom Effect tab
