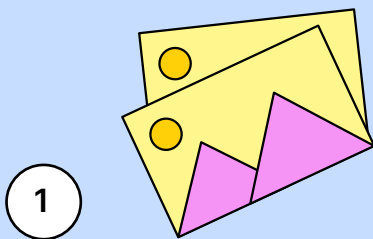# The Bannerbear Quick-start Guide

Bannerbear helps you auto-generate images, videos, and PDFs using our API and integrations.
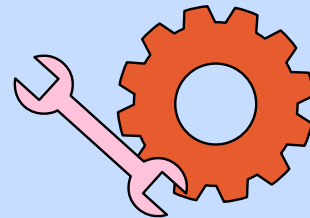
Building an automated workflow with our tool for the very first time? Learn the basics so you can get started.

In this quick-start guide, we will cover:

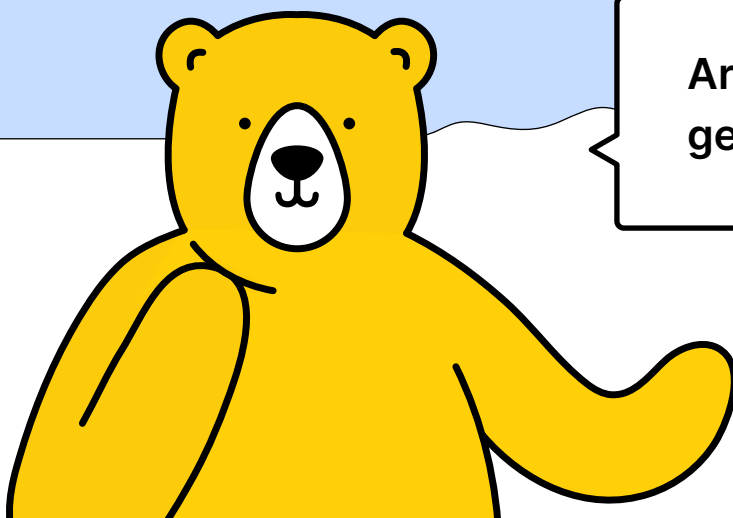**1** The basics of automated image generation

2 How to set up a Bannerbear template

3 How to generate an asset from a template using the API playground, console, and nocode tools like Zapier and Make

We'll take you through everything you need to know to create a Bannerbear template, set up your first automated workflow, and generate an image or video of your own.

Are you ready to get started?

SECTION 1

The Basics of Automated Image Generation

What is automation?

An automation is a workflow set up to complete a task without manual intervention. It can be as simple as getting a notification every time someone sends you a message on Whatsapp or as complex as a human-free production line.

Automating a process often boils down to defining a trigger and connecting it to an action: "**When** this happens, **do** that."
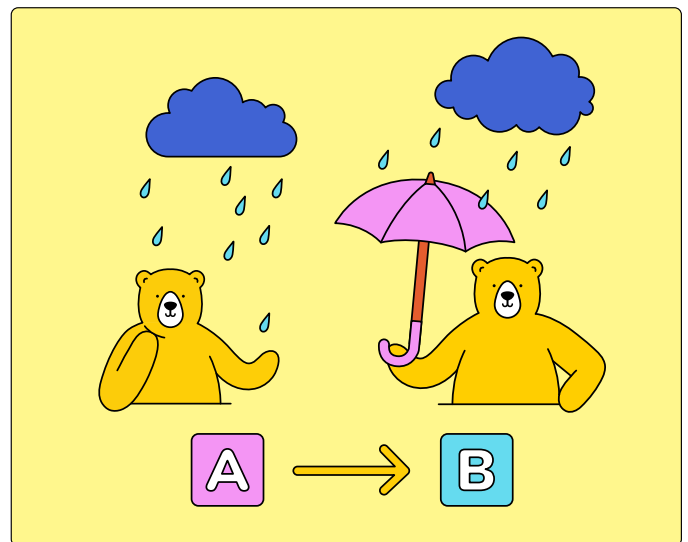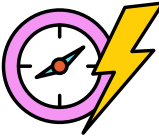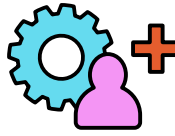
While automation is often thought to be something only specialists can do, there are many tools available today that allow you to set up workflows without any code. Platforms like Zapier and Make are incredibly user-friendly and help free up valuable time in your day.

What is an API?

An API (Application Processing Interface) is a gateway that allows two different programs to communicate and exchange data with one another. Integrating them into your app or workflow allows you to use the capabilities of another program without having to build the same feature from scratch.

The benefits of using an API include but are not limited to:

| **Resource efficiency:**	**Speed to market:**	**Third-party maintenance:**
Using an API is generally cheaper and less resource-intensive compared to building a feature in-house	Using an API for new app capabilities means launching in weeks instead of months	Using an API means another party is responsible for maximizing performance and keeping the feature updated

What is Bannerbear?

Bannerbear is a tool that helps you generate images, videos, and PDFs dynamically using proprietary APIs. With it, users can design templates and define dynamic fields so unique images are generated based on incoming data.

Developers can use Bannerbear's REST API to add image and video generation capabilities to their apps. However, non-technical users can also build **nocode automated workflows** to generate Bannerbear assets using platforms like Zapier and Make.

These automations can take repetitive manual tasks off of your hands, leaving you free to handle higher-value work.
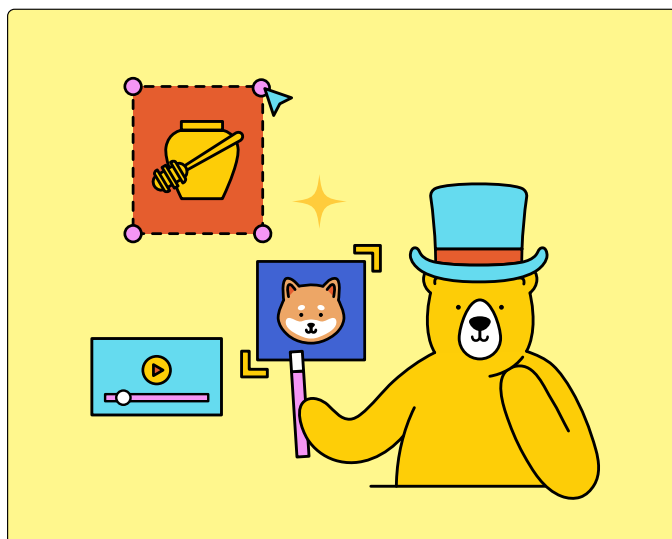
What can I create with Bannerbear?

Use Bannerbear to automatically generate images, videos, and PDFs that:

- Are high in volume
- Need to look consistent or follow a certain format
- Have to be produced on a regular or ongoing basis
- Involve input data that you can collect with little effort
- Use the same data in multiple formats

SECTION 2

Setting Up Your First Bannerbear Template

Before generating an image with Bannerbear, you'll have to create an account and log in to the app. You can get started with 30 free API credits — no credit card required!

After logging in, you should be on the Dashboard page. Follow these steps to set up and modify your first template:

STEP 1 **Create a New Project**

Go to the Projects tab on the Bannerbear app, then click "Create another Project." Name it, then click "Save."

You should now find yourself on a project page where you can edit templates,

integrate with other apps, send API requests from the console, and view generated images.
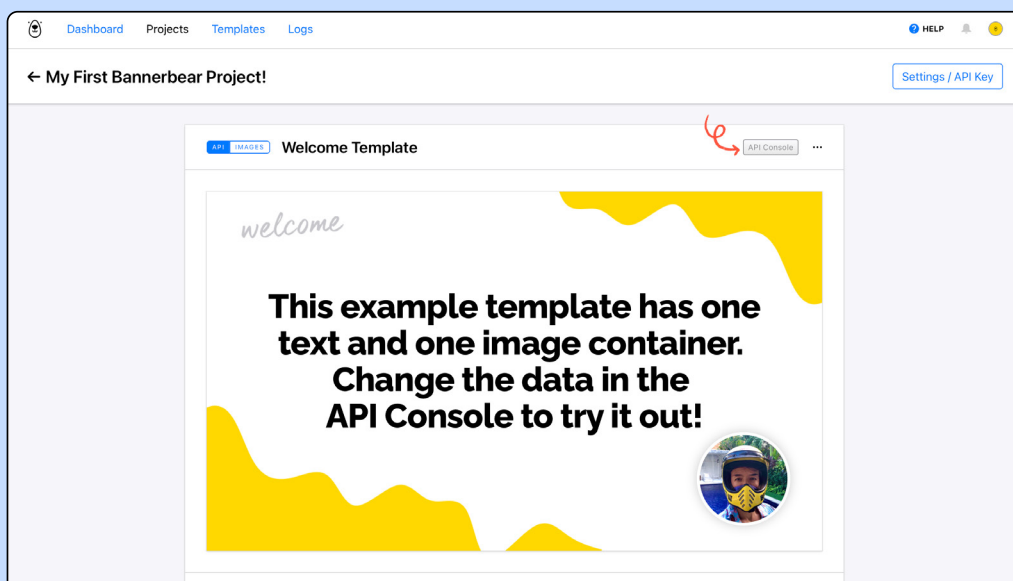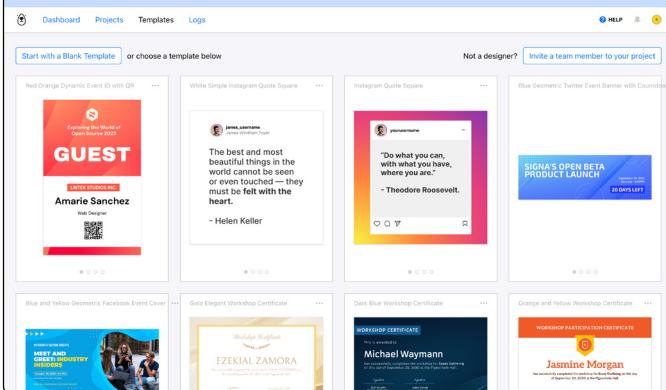

Let's set up a template.

Bannerbear

STEP 2 Set up a Template

You have two options when it comes to setting up a template on Bannerbear: choosing a pre-designed template or building from scratch.
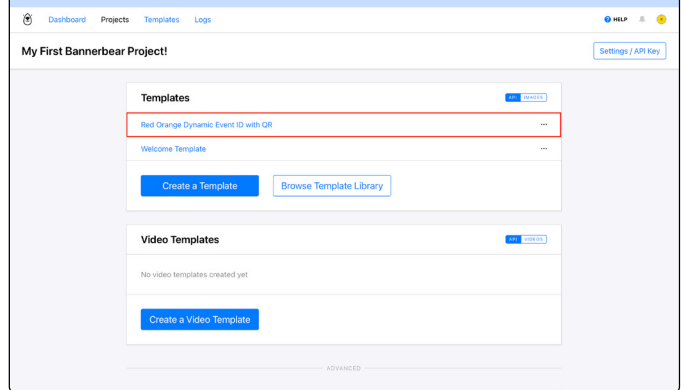
Adding a Pre-designed Template

1

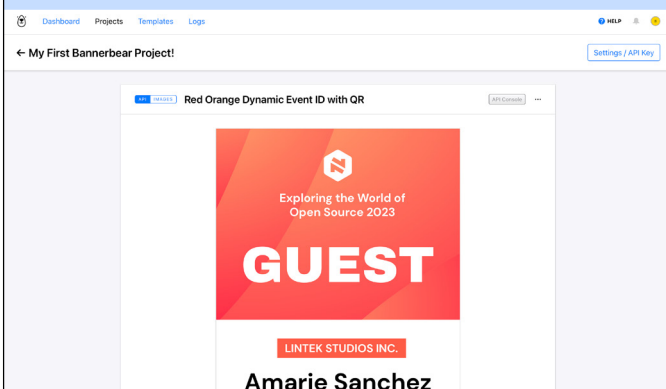To add a pre-designed template to your project, go to the Templates tab.

3

Now, if you go to your project page, you should find your selection listed under the Templates section.

Adding a Blank File

2

Browse to find one you like, then click it. You will then be able to choose which project you'd like to add it to.

To add a blank template, go to your project's home page and click "Create a Template."

Set it up by selecting one of the sizing options or adding custom dimensions.
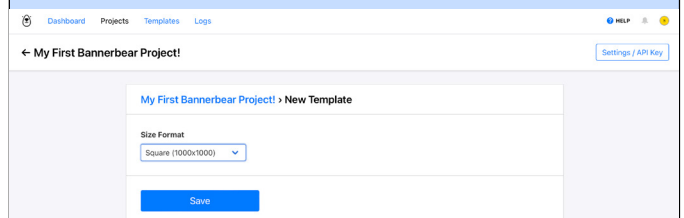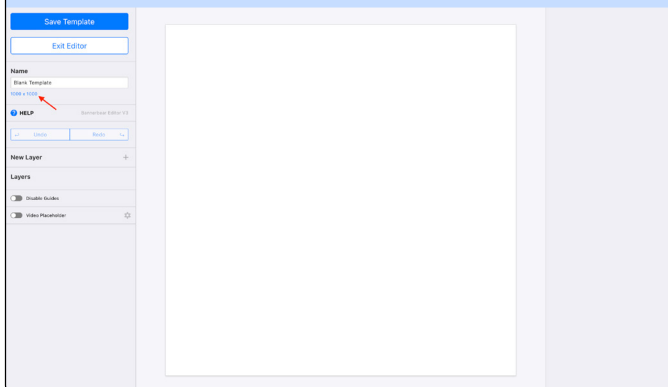

Click "Save."

You can now edit your template to add layers and objects.

STEP 3 **Modify Your Template**

Bannerbear allows you to modify your template in quite a number of ways. From your project page, click on the individual template you want to edit. Play around with the Editor and try out the following customizations:
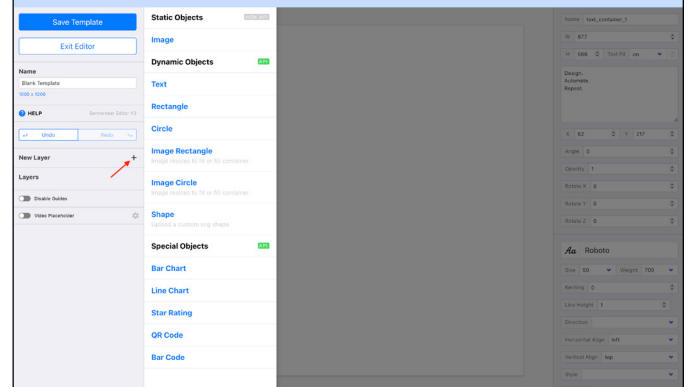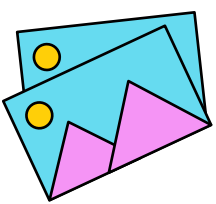
Adjust Dimensions

Each template's dimensions are displayed underneath its name in the Editor. Click it to adjust the canvas to a different size.
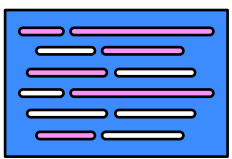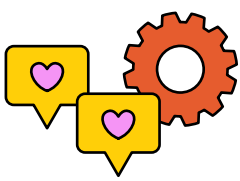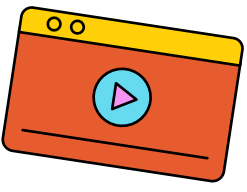
Add Layers and Objects

To add a new layer, click the "+" button next to the New Layer section on the left sidebar.

Bannerbear currently supports the following object types:

Static

Images

Dynamic

Images
Text
Rectangles
Circles
Image rectangles
Image circles
Custom SVG shapes

Special

Bar charts
Line charts
Star ratings
QR codes
Barcodes

Video placeholders

Dynamic, special, and video placeholder layers are controlled via API or integrations. This means they will change depending on the input data.

BEAR TIP

Video placeholders must be on transparent backgrounds to prevent them from being lost under another layer. Crop any objects accordingly.

Customize with Color and Design

Once your main elements are on the template, add some personality with color and design. Some ways you can add a custom touch to your project are:

- A different background image
- A unique font
- A secondary font style
- Custom SVG shapes
- Shadows and textures
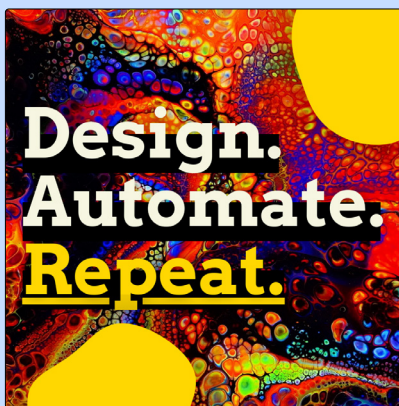
When you're happy with your design, click "Save Template."

SECTION 3

Generating an Asset from Your Template

Your template is ready — it's time to generate your first asset! There are several ways you can do this both manually and automatically.

BEAR TIP

Use the API playground or console to manually test your template and see whether it works with a variety of input data. Add it to an automation when it's ready to go!


Using the API Playground

The API playground is the perfect testing grounds for you to insert text snippets and stock images into a template to see how it looks.

There are two ways for you to find the API playground: the Bannerbear app dashboard or the pink icon in the API Console section on your template page.
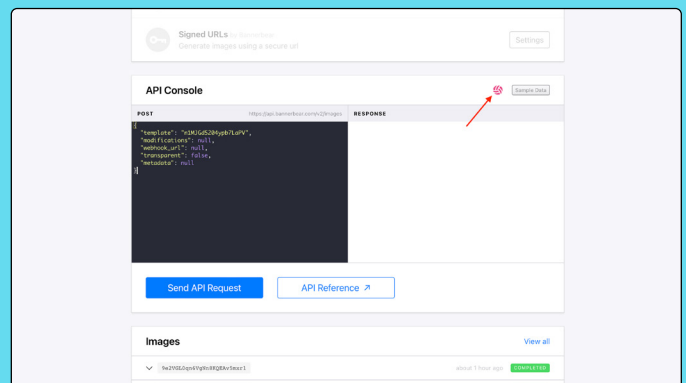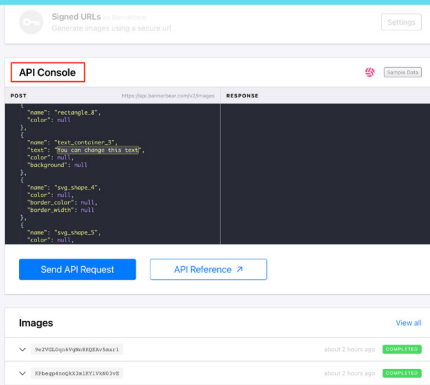
Once your template has loaded on the API playground, you can insert text and select stock photos from the left sidebar, then send an API request to see how the generated image looks on the right.
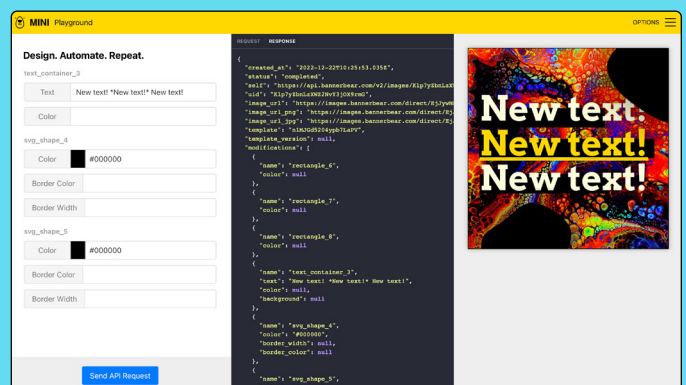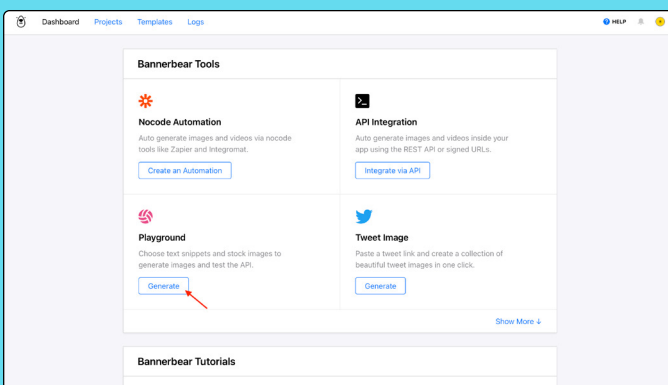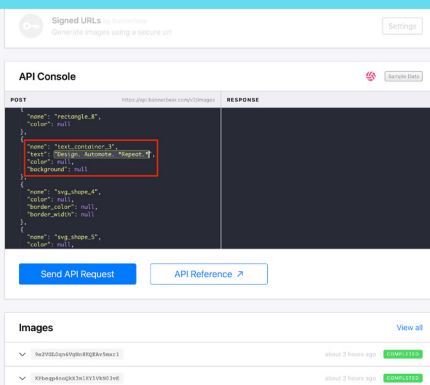
Using the API Console

1

The API console is located in the bottom of each template page and allows you to modify a POST request, then push it to generate an image.

BEAR TIP

Visit Bannerbear's API Reference page to view the possible modifications you can make and see examples of how they would look when encoded in a POST request.

3

A successful image generation run will show in the Response section as "status": "completed".

2

You will need to insert data into any dynamic fields before sending a request; otherwise, Bannerbear will use default text and stock images.

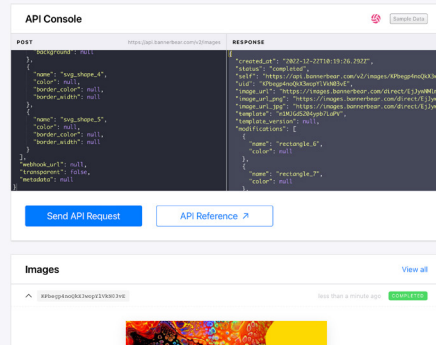After making the necessary modifications, click "Send API Request" at the bottom of the API console.

4

You should also be able to view it in the Images section with a green COMPLETED tag.
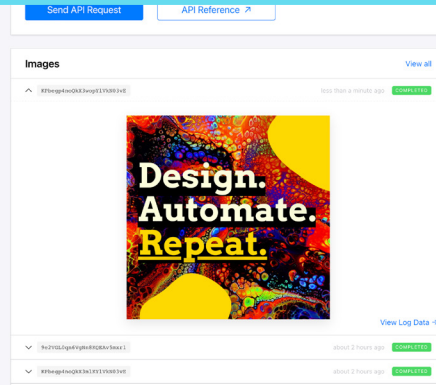
Click "View Log Data" to see the details of the API request and save it to your local device.

Using Zapier

Create a new zap from your Zapier dashboard. Set up a trigger, which can be any type of event that signals the "when" of your automation (eg. New Record in Airtable, New Email in Gmail, etc.).
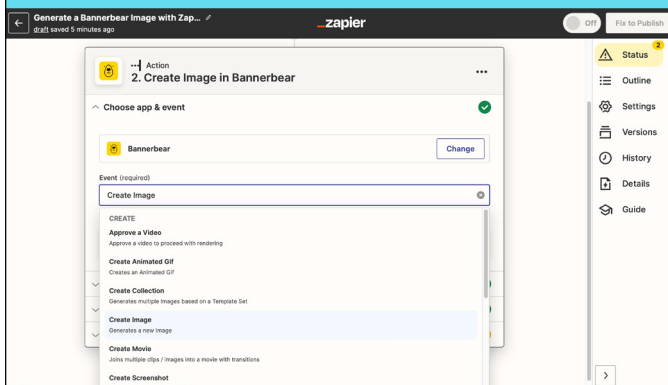
1

To generate an image, video, or PDF, Bannerbear will have to be one of your actions. Select Bannerbear as the app and choose an event from the drop-down menu.
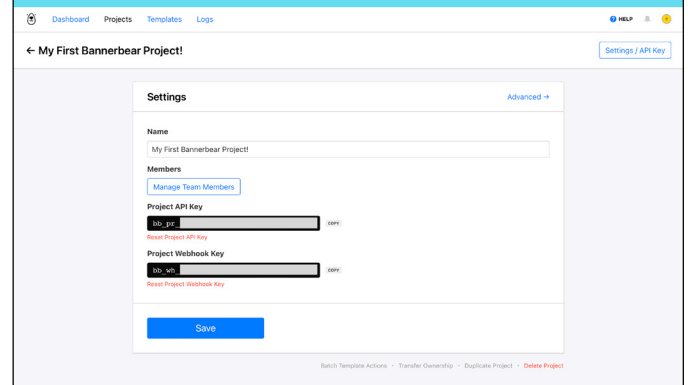

BEAR TIP

To generate a PDF from Zapier, select "Create Image" as the event and choose "True" on the PDF field in the action setup section.

2

You'll then have to connect your Bannerbear account using the Project API Key. This can be found by clicking the "Settings / API Key" button on your project page.

Return to Zapier and finish connecting your account, then choose the template ID of your choice and set up the action.

Move on to the Test Action section, where you can manually trigger image or video generation from Bannerbear. The asset should now be viewable from the Logs on your Bannerbear app.

Publish your zap to take it live and have images or videos generated automatically when the trigger is activated!

Using Make

Create a new Scenario from your Make dashboard. Set up a trigger, which can be any type of event that signals the "when" of your automation (eg. Timer, New Media on Instagram, etc.).
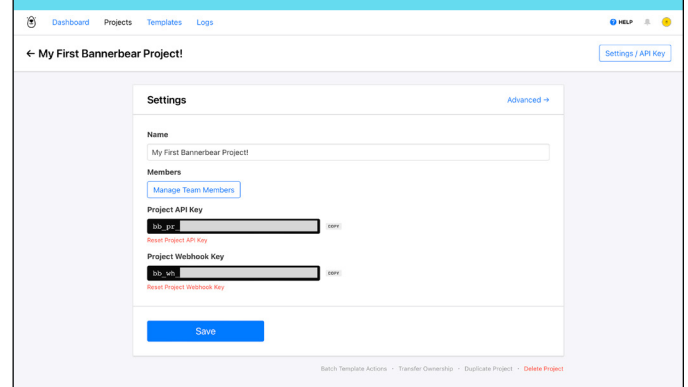
1

To generate an image, video, or PDF, Bannerbear has to be one of your events. Add a Bannerbear module to your automation and select an action from the drop-down menu.
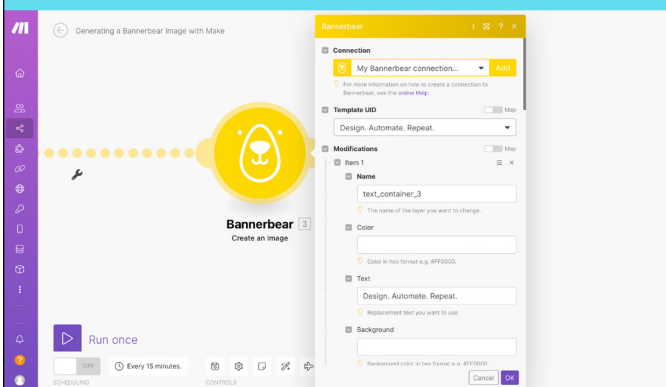
2

You'll then have to connect your Bannerbear account using the Project API Key. This can be found by clicking the "Settings / API Key" button on your project page.

Return to Make and finish connecting your account, then choose the template UID of your choice and modify the module as needed.

When your automation is ready, manually trigger it by clicking "Run once" on the bottom left corner. If an asset is successfully generated, you should be able to view it from the Logs on your Bannerbear app.

Turn your scenario on to take it live and have images or videos generated automatically when the trigger is activated!

Congratulations!

You've successfully generated your first Bannerbear asset. The first one is always the hardest. But now, you're on your way to becoming an image-generating machine!

Bannerbear

SECTION 4

Tutorials

There are so many ways to add image and video generation functionalities to your workflow without any manual work. Want to learn more? The Nocode section on our blog has dozens of easy-to-follow tutorials:
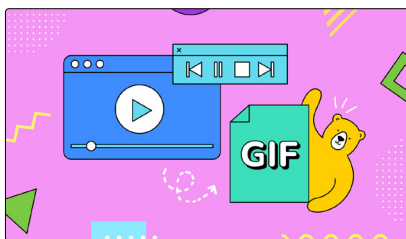
Generate a video

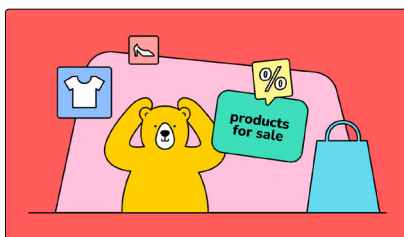How to Turn Your Recent Instagram Photos into a Video or GIF

Generate a GIF

How to Auto-generate GIFs from Instagram Photos with Make

Generate a collection of images

How to Generate a Collection of Product Ads for Facebook Carousel

Generate images with QR codes

How to Instantly Generate Customized Event ID Cards with QR Codes

Generate images with barcodes

How to Automatically Create and Print Shipping Labels for Your Online Shop

Bannerbear
Quick-start Checklist

Create a Project

Give your project a name

Set up a Template

Decide between pre-designed or blank

Add a new template to your project

Modify Your Template
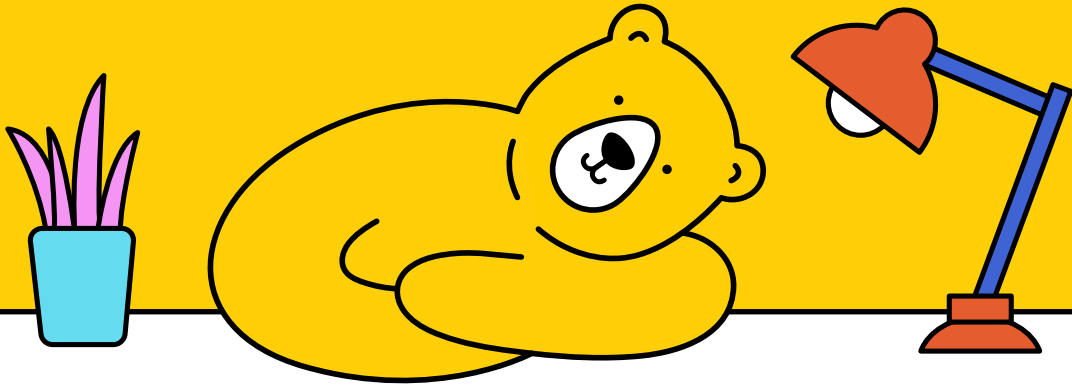
Set template dimensions

Insert dynamic and static layers and objects

Add flair with color and design

Generate an Asset

Test generation with the API playground or console

Use a connected app to generate an image

Start Automating Today

Start a Free Trial