

2D Motion Graphic Designer Track

Course details

Course Description:

A comprehensive course on creating Motion Graphics using Adobe AfterEffects. At the end of this course, you will be able to create mind-blowing motion graphics using the software.

Target audience:

- Beginners in After Effects who want to start Learning Compositing, Visual Effects, and Motion Graphics
- Intermediate After Effects Users who want to improve their skills and learn more techniques to create better videos
- YouTube Publisher looking to add Motion Graphics, Titles, Lower Thirds and VFX to their Videos
- Video Editors looking to implement Visual Effects and Motion Graphics in their videos
- Motion graphics artists and graphic designers

This track qualifies you to be able to do the following:

- Infographic animation
- Educational animation
- Instructional animation
- Facebook animation
- Logo animation
- White board animation
- 2D promo
- 2D channels transition

In this track you will learn a wide range of knowledge areas about motion graphics. In addition to Adobe tools, you will learn many mandatory theoretical topics which will qualify you to be a professional "Motion Graphic Designer".

Knowledge areas:

- Design thinking
- Design principals
- Sketching
- Story board
- Color theory
- Frame types and rates
- Animation principals



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Programs you will learn:

1. Photoshop
2. Illustrator
3. After Effects
4. Premiere

Practicing

This is a project oriented track not a buttonology one, So during the course you will do the following:

- In-class exercises
- At-home assignments
- General project

Track Outline:

1. Adobe Photoshop

1. Getting Started in Photoshop
2. Opening Images
3. Working with Adobe Bridge
4. Working with Selection
5. Working with Layers
6. Layer Styles
7. Retouching
8. Advanced Layers techniques
9. Color Adjustments
10. Color Adjustments



2. Adobe Illustrator

11. Getting Started in Illustrator
12. Vector and Pixel
13. Workspace & Navigation
14. Creating a New document
15. Working with Artboards
16. Saving & Exporting
17. Selection Tools
18. Drawing basic shapes
19. Transformations
20. Path finder/shape builder



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3. Adobe After Effects



A. Getting to Know the Workflow

- Create a project and import footage
- Create compositions and arrange layers
- Navigate the Adobe After Effects interface
- Use the Project, Composition, and Timeline panels
- Apply basic keyframes and effects
- Customize the workspace
- Adjust preferences related to the user interface

B. Creating a Basic Animation Using Effects and Presets

- Apply drop-shadow and emboss effects
- Apply a text animation preset
- Adjust the time range of a text animation preset
- Precompose layers
- Adjust the transparency of a layer

C. Animating Text

- Create and animate text layers
- Stylize text using the Character and Paragraph panels
- Apply and customize text animation presets
- Animate text using keyframes
- Animate layers using parenting
- Edit and animate imported Adobe Photoshop text
- Use a text animator group to animate selected characters on a layer
- Apply a text animation to a graphic object

D. Working with Shape Layers

- Create custom shapes
- Customize a shape's fill and stroke
- Animate shapes
- Repeat shapes

E. Animating Layers

- Animate a layered Adobe Photoshop file
- Work with imported Photoshop layer styles
- Apply a track matte to control the visibility of layers
- Animate a layer using the Corner Pin effect
- Apply the Lens Flare effect to a solid layer



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- Use time remapping and the Layer panel to dynamically retime footage
- Edit Time Remap keyframes in the Graph Editor

F. Working with Masks

- Create a mask using the Pen tool
- Change a mask's mode
- Feather a mask edge
- Create a reflection effect
- Modify a mask using the Mask Feather tool

G. Distorting Objects with the Puppet Tools

- Place Deform pins using the Puppet Pin tool
- Define areas of overlap using the Puppet Overlap tool
- Stiffen part of an image using the Puppet Starch tool
- Animate the position of Deform pins.

H. Using the Roto Brush Tool

- Extract a foreground object from the background using the Roto Brush tool
- Correct the segmentation boundary across a span of frames
- Touch up a matte with the Refine Edge Tool
- Freeze a matte across a clip

I. Using 3D Features

- Create a 3D environment in After Effects
- Look at a 3D scene from multiple views
- Create 3D text
- Rotate and position layers along x, y, and z axes
- Animate a camera layer
- Add lights to create shadows and depth

J. Advanced Editing Techniques

- Stabilize a shaky camera shot
- Use single-point motion tracking to track one object in a shot to another object in a shot
- Perform multipoint tracking using perspective corner-pinning

K. Rendering and Outputting

- Create render-settings templates for the Render Queue
- Create output-module templates for the Render Queue



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- Output movies using Adobe Media Encoder
- Select the appropriate compressor for your delivery format
- Create custom presets in Adobe Media Encoder

4. Adobe Premiere

- Touring Adobe Premiere Pro Creative Cloud
- Nonlinear editing in Adobe Premiere Pro
- Expanding the workflow
- Touring the Adobe Premiere Pro workspace



A. **Setting Up a Project**

- Setting up a project
- Setting up a sequence

B. **Importing Media**

- Importing assets
- Working with the Media Browser
- Importing images
- The media cache

C. **Essentials of Video Editing**

- Using the Source Monitor
- Navigating the Timeline
- Essential editing commands

D. **Working with Clips and Markers**

- Program Monitor controls
- Using markers.
- Selecting clips
- Moving clips
- Extracting and deleting segments

E. **Adding Transitions**

- What are transitions?
- Edit points and handles
- Adding video transitions
- Using A/B mode to fine-tune a transition
- Adding audio transitions

F. **Advanced Editing Techniques**

- Four-point editing
- Retiming clips



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- Replacing clips and footage
- Nesting sequences
- Regular trimming
- Advanced trimming
- Trimming in the Program Monitor

G. Putting Clips in Motion

- Adjusting the Motion effect
- Changing clip position, size, and rotation
- Adjusting audio volume
- Adjusting audio levels for a clip

H. Adding Video Effects

- Working with effects
- Key framing effects
- Effects presets
- Frequently used effects

I. Color Correction and Grading

- An overview of color-oriented effects
- Fixing exposure problems
- Fixing color balance
- Special color effects

J. Creating Titles

- Video typography essentials
- Creating titles
- Stylizing text
- Working with shapes and logos

K. Exporting Frames, Clips, and Sequences

- Overview of export options
- Exporting single frames
- Working with Adobe Media Encoder



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