



CERTIFICATE COURSE

IN MOTION
GRAPHICS



INTRODUCTION

This module introduces you to motion graphic software, where you'll learn animation principles. You'll also explore the creative process—from building storyboards and mood boards to animatics and data-driven visuals. By the end, you'll have the tools to turn static visuals into dynamic, engaging motion stories.

SECTION 01

FOUNDATIONS OF MOTION GRAPHICS

- **Introduction to Motion Graphics**

Understand the fundamentals of motion design and its application across media.

- **Getting Started with Adobe After Effects**

Navigate the After Effects (AE) interface with ease and set up your workspace for efficient workflow.

- **Kinetic Typography**

Learn to bring type to life through dynamic text animation techniques.

- **Creating Shapes & Animations**

Master shape layers and explore keyframe-based animations to build engaging visuals.



SECTION 01

FOUNDATIONS OF MOTION GRAPHICS

- **Storyboard, Mood Board & Animatics**

Develop the visual planning skills essential to any motion project—from concept to execution.

- **Data Visualization**

Transform raw information into compelling visual stories through animated charts and graphics.

- **Basic 3D in After Effects**

Explore AE's 3D capabilities including camera layers, lighting, and object movement in 3D space.

- **Puppet Tool & Basic Character Rigging**

Use the Puppet Tool to animate characters and introduce foundational rigging techniques.

SECTION 02

SOUND DESIGNING FOR MOTION GRAPHICS

Sound is a powerful storytelling tool. It shapes perception, drives emotion, and enhances the impact of visual narratives. In motion graphics, **sound design bridges the gap between what we see and what we feel**—from subtle background scores to dynamic sound effects that bring visuals to life.

This module introduces students to the **core principles of sound design**, with a focus on its application in motion graphic projects. You'll learn how to craft immersive audio experiences that elevate your visuals and strengthen narrative flow.

SECTION 02

SOUND DESIGNING FOR MOTION GRAPHICS

WHAT YOU'LL LEARN :

- **Fundamentals of Audio**

Understand the science of sound—frequency, amplitude, and how we perceive audio.

- **Basics of Audio Recording**

Learn essential recording techniques for capturing clean, high-quality sound.

- **Adding Sound Effects (SFX)**

Explore the creative use of sound effects to enhance motion sequences and build atmosphere.

- **Introduction to Audio Mixing**

Discover the basics of mixing, including balancing elements, equalization, and layering for a polished final output.



SECTION 02

SOUND DESIGNING FOR MOTION GRAPHICS

SKILLS YOU'LL DEVELOP :

- Sound editing and synchronization with visuals
- Storytelling through sound and music
- Enhancing mood and emotion using audio cues
- Working with audio in Adobe After Effects and compatible DAWs

By the end of this unit, you'll be able to design and integrate impactful audio elements that complement and elevate your motion graphic projects.



