

# € TRAINING

Motion Graphics



14 - 18 October 2024  
London (UK)



# Motion Graphics

REF: B2709 DATE: 14 - 18 October 2024 Venue: London (UK) - Fee: 5850 Euro

## Introduction:

This training program offers a detailed exploration into its foundations, techniques, and applications across various media platforms. Through it, participants will learn to master essential software tools, understand the fundamental principles of animation and design, and develop effective storytelling and visual communication skills. It culminates in practical advice on building a professional portfolio and navigating career paths within the industry.

## Program Objectives:

By the end of this program, participants will be able to:

- Gain a solid foundation in motion graphics principles and techniques.
- Master industry-standard software for motion graphics creation.
- Develop creative storytelling skills for effective visual communication.
- Learn to animate various elements, including text, shapes, and images.
- Understand the principles of color theory, typography, and composition for visually appealing designs.

## Targeted Audience:

- Graphic designers.
- Animators.
- Video editors.
- Marketers.
- Content creators.

## Program Outline:

### Unit 1:

#### Foundations of Motion Graphics:

- Understanding Motion Graphics: Exploring the definition, history, and applications of motion graphics.
- Basic Principles of Animation: Learning the key principles of animation, such as timing, spacing, squash and stretch, anticipation, and follow-through.

- Introduction to Software: Be Familiarized with industry-standard software for motion graphics creation Adobe After Effects, Cinema 4D.
- Project Planning and Workflow: Understanding the project planning process and developing efficient workflows for motion graphics projects.
- Design Principles and Aesthetics: Applying fundamental design principles, such as color theory, typography, and composition, to create visually appealing motion graphics.

## Unit 2:

### Mastering Animation Techniques:

- Keyframe Animation: Learning the basics of keyframe animation and how to control the movement of objects over time.
- Layer Management and Masking: Understanding the importance of layer management and using masks to create complex visual effects.
- Motion Paths and Expressions: Exploring motion paths and expressions to create dynamic and intricate animations.
- 3D Animation Basics: Getting started with 3D animation techniques, including camera movement, lighting, and object manipulation.
- Special Effects and Transitions: Learning to create various special effects and transitions to enhance motion graphics.

## Unit 3:

### Storytelling and Visual Communication:

- The Role of Storytelling in Motion Graphics: Understanding the importance of storytelling in conveying messages effectively.
- Developing a Storyboard: Create a storyboard to visualize your motion graphics concept and plan the sequence of shots.
- Typography and Text Animation: Mastering typography techniques and creating engaging text animations.
- Color Theory and Color Palettes: Understanding color theory and selecting appropriate color palettes for motion graphics projects.
- Audio and Sound Design: Incorporating sound effects, music, and voiceovers to enhance the overall impact of your motion graphics.

## Unit 4:

### Advanced Animation Techniques and Effects:

- Character Animation: Animating characters and creating believable movements.
- Particle Effects and Simulations: Creating dynamic particle effects and simulations, such as explosions, smoke, and water.
- Rotoscoping and Live-Action Integration: Combining live-action footage with motion graphics elements.
- Advanced 3D Animation Techniques: Exploring more advanced 3D animation techniques, including rigging, skinning, and facial animation.
- Motion Graphics for Different Media Platforms: Understanding the specific requirements and best practices for creating motion graphics for various platforms e.g., social media, websites, television.

## Unit 5:

### Portfolio Development and Career Paths:

- Building a Strong Motion Graphics Portfolio: Curating a portfolio that showcases the best work and highlights skills.
- Freelancing and Finding Clients: Exploring freelancing opportunities and strategies for finding clients in the motion graphics industry.
- Industry Trends and Emerging Technologies: Staying up-to-date with the latest trends and technologies in motion graphics.
- Career Paths in Motion Graphics: Understanding different career paths within the motion graphics industry, such as freelance animators, in-house motion graphics designers, or educators.
- Networking and Building Relationships: Building connections with other professionals in the industry and networking to opportunities.