Welcome to Introduction to Motion Graphics

This course is meticulously designed to align with state standards and targeted learning objectives, ensuring comprehensive coverage of essential knowledge and skills required for student success.

Course Description:
Unlock the dynamic world of motion graphics with our self-paced, semester-long online course, **Introduction to Motion Graphics**. This course is designed to empower young creatives to take static designs and transform them into stunning visual stories.

In this course, you'll dive deep into the core principles of motion graphics, learning essential tools and techniques used by industry professionals. From animating text to creating eye-catching transitions, you'll gain hands-on experience in designing graphics that engage and captivate audiences.

Through interactive lessons and engaging projects, you'll have the freedom to explore your creativity at your own pace. Whether you're a beginner or aspiring graphic designer, this course offers flexibility, allowing you to learn while balancing other commitments.

By the end of the course, you'll have a polished portfolio of motion graphics to showcase your growing skills and creativity.

Course Syllabus
Unit 1: Introduction to Motion Graphics
- What is motion graphics?
- History and evolution of motion graphics.
- Key principles of animation and movement in design.

Unit 2: Working with Text and Typography
- Techniques for animating text.
- Designing compelling titles and lower-thirds.
- The role of typography in motion graphics.

Unit 3: Creating Transitions and Effects
- Understanding transitions and when to use them.
- Basics of layering and combining effects.
- Working with visual elements to enhance storytelling.

Unit 4: Designing Engaging Graphics
- Principles of design in motion graphics.
- Creating visually appealing compositions.
- Integrating color theory and visual hierarchy into designs.

Unit 5: Building a Motion Graphics Portfolio
- Editing and refining your projects.
- Tips for showcasing motion graphics work effectively.
- Preparing your portfolio for future opportunities.

Learning Outcomes

By the end of the course, students will:

1. Master the fundamental principles of motion graphics.
2. Learn to animate text and design transitions effectively.
3. Create engaging, polished graphics for various media.
4. Develop a professional portfolio showcasing their motion graphics skills.

Conclusion

Introduction to Motion Graphics provides a comprehensive introduction to the world of visual storytelling through design and animation. With interactive lessons and hands-on projects, you'll develop the skills needed to bring your ideas to life and create captivating motion graphics. Whether you're exploring a career in graphic design or simply want to enhance your creative portfolio, this course will equip you with the tools and knowledge to succeed.

Course Requirements: Access to Adobe Illustrator and Adobe After Effects.