

COURSE TITLE	MOTION GRAPHICS
COURSE CODE	05BA0303
COURSE CREDITS	4

Objective:

- 1 Understand the fundamentals of motion graphics, animation principles, and compositing.
- 2 Gain hands-on experience with Adobe After Effects for creating engaging animations and visual elements.
- 3 Learn to work with keyframes, layers, and effects to animate text, shapes, and images.
- 4 Explore visual storytelling through dynamic titles, kinetic typography, and transitions.
- 5 Develop professional motion graphics for branding, advertisements, explainer videos, and broadcast content.

Course Outcomes: After completion of this course, student will be able to:

- 1 Students will understand the principles and applications of motion graphics.
- 2 Students will create professional animations using Adobe After Effects.
- 3 Students will demonstrate the ability to animate text, objects, and scenes for various media.
- 4 Students will integrate AE with other Adobe tools for efficient production.
- 5 Students will design portfolio-worthy motion design pieces suited for industry workflows.

Pre-requisite of course: Basic understanding of design principles and familiarity with Adobe Photoshop/Illustrator.

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
0	0	8	0	0	0	50	50
Contents : Unit	Topics						Contact Hours
Total Hours							

Suggested List of Experiments:

Contents : Unit	Topics	Contact Hours
1	Introduction to Motion Graphics Definition, uses in media, advertising, and animation, Understanding After Effects Interface – Timeline, Composition, Layers, Tools, Working with Keyframes – Position, Scale, Rotation, Opacity animations, Importing Assets – Illustrator and Photoshop workflow with AE, Creating Basic Animations – Using shape layers and solid layers.	30

Suggested List of Experiments:

Contents : Unit	Topics	Contact Hours
2	Typography in Motion Kinetic text, lower thirds, and title animations, Effects and Presets – Applying built-in effects and understanding animation presets, Working with Masks and Mattes – Reveals, alpha and luma mattes, Animation Curves – Easy Ease, Graph Editor, and motion smoothing, Animating Logos and Icons – Branding and transitions.	30
3	Motion Tracking and Stabilization Attaching graphics to moving objects, Parenting and Null Objects – Creating rigs for coordinated animations, Expressions – Introduction to simple expressions for automation, 3D Layers and Cameras – Depth, parallax, and dynamic camera moves, Green Screen Keying – Chroma key techniques with Key light.	30
4	Precomposing and Nesting Organizing complex animations, Rendering and Exporting – Adobe Media Encoder, codecs, and settings, Project Workflow – Planning, asset management, and version control, Integrating with Premiere Pro and Illustrator – Dynamic linking for pipeline projects, Final Project – Creating a 15–30 sec motion graphic with sound.	30
Total Hours		120

Textbook :

- 1 Adobe After Effects Classroom , Lisa Fridsma & Brie Gyncild , Adobe Press, 2024

References:

- 1 Creating Motion Graphics with After Effects , Creating Motion Graphics with After Effects , Chris & Trish Meyer , Focal Press, 2010
- 2 Motion Graphic Design: Applied History and Aesthetics , Motion Graphic Design: Applied History and Aesthetics , Jon Krasner , Routledge, 2013

Suggested Theory Distribution:

The suggested theory distribution as per Bloom’s taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
10.00	15.00	25.00	25.00	25.00	0.00

Instructional Method:

- 1 Practical & Demo

Supplementary Resources:

- 1 <https://helpx.adobe.com/after-effects>
- 2 <https://www.schoolofmotion.com>
- 3 <https://motiondesign.school>