

<b>COURSE TITLE</b>	<b>MOTION GRAPHICS &amp; EDITING</b>
<b>COURSE CODE</b>	<b>05MA0303</b>
<b>COURSE CREDITS</b>	<b>4</b>

**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**

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

**Suggested List of Experiments:**

<b>Contents : Unit</b>	<b>Topics</b>	<b>Contact Hours</b>
1	<b>Introduction to Motion Graphics</b> 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	<b>Typography in Motion</b> 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	<b>Advanced Techniques &amp; Visual Effects Integration</b> Expressions in After Effects – Automating animation with basic expressions (wiggle, loop, value). 3D Layers and Cameras – Working in 2.5D space, depth and parallax. Tracking and Stabilization – Motion tracking, integrating VFX elements. Green Screen and Compositing Basics – Keying, rotoscoping, and cleanup. Case Study: Creating a Motion Graphic Scene with Live Action Integration	30
4	<b>Project Development and Creative Application</b> Motion Graphics for Game UI, Broadcast, and Social Media. Designing Styleframes and Storyboards for Motion Projects. Rendering and Export Settings – Best practices for different platforms (web, film, games). Final Project – Students create a 30–60 second motion graphic based on a theme or client brief. Presentation, Feedback, and Portfolio Review.	30
<b>Total Hours</b>		<b>120</b>

### Textbook :

- 1 Adobe After Effects Classroom in a Book, Lisa Fridsma & Brie Gyncild, Adobe Press, 2023

### References:

- 1 Creating Motion Graphics with After Effects, Creating Motion Graphics with After Effects, Chris Meyer & Trish Meyer, Focal Press, 2018
- 2 Motion Graphic Design: Applied History and Aesthetics, Motion Graphic Design: Applied History and Aesthetics, Jon Krasner, Focal Press, 2013
- 3 Design for Motion, Design for Motion, Austin Shaw, Routledge, 2019

### 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 Demo & Practical

**Supplementary Resources:**

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