COURSE SYLLABUS

Motion Graphics Portfolio Bootcamp

This hands-on, individualized course will take your current software and design skills to the next level. You'll learn the principles of motion graphics and the best practices to create unique motion graphics from concept to completion, resulting in portfolio-worthy projects to show potential clients.

> Group classes (NYC) and onsite training are available for this course. For more information, email corporate@nobledesktop.com or visit: https://www.careercenters.com/courses/motion-graphics-courses



nyc@careercenters.com • (212) 684-5151

Course Outline

Section 1

Logo Animation for Demo Reel Opener

- 12 principles of animation, 20 principles of graphic design
- Logo animation case studies
- Project organization
- Logo animation concept development and workflow

Section 2

Branded Social Media Ad

- Critiquing student logo animation projects
- Social media ad case studies
- Understanding the brand
- Color management
- Creating a mood board
- Importing options: what will and won't import into AE
- Exporting options

Section 3

Infographic Animation Part 1

- Critiquing student social media ad projects
- Infographics case studies
- Scriptwriting with imagery

- Animatics: storyboards timed to voiceover and music
- Workflow for infographics

Section 4

Infographic Animation Part 2

- Critiquing student infographics storyboards/animatics
- Integrating animated characters into your graphics
- Creating meaningful animated transitions

Section 5

Creating a Pitch: Inspiration Search

- Critiquing student infographic animation projects
- Movie/Book trailer case studies
- Style frame creation
- Video-and-graphics workflow options
- Creating content edits for video-based motion designs

Section 6

Final Projects & Critiques

- Critiquing student movie/book trailer style frames and content edits
- Motion graphics heroes: who created it, and why it's great
- Demo reel/portfolio case studies. What makes a strong demo reel?
- Revision, completion and critique of final projects
- Next steps: continuing to expand our skills and demo reel