COURSE SYLLABUS

AI for Video & Motion Graphics (Self-Paced)

Discover how to leverage generative AI to enhance your video and motion graphics projects. Create visual and audio assets, integrate AI tools into your workflow, and understand copyright and data privacy considerations when using AI-generated content.

> Group classes (Live Online) and onsite training are available for this course. For more information, email onsite@graduateschool.edu or visit: https://sdfm.graduateschool.edu/courses/ai-for-video-motion-graphics-self-paced



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Course Outline

Section 1: Intro to Generative AI & Creative Workflows

- Topics:
  - What is Generative AI? (LLMs, diffusion, transformers, voice cloning, etc.)
  - Brief history and rise of creative AI tools
  - Ethics, authorship, copyright, and commercial use
  - Categories of tools (text, image, audio, video, 3D, automation)
- Tools Introduced:
  - ChatGPT (LLM)
  - Midjourney / Leonardo.ai (Image Gen)
  - ElevenLabs / Descript (Voice AI)
  - Runway / Pika (Video AI)

Section 2: Research + Ideation with AI

- **Workflow Step:** Research & Concept
- Topics:
  - Trend identification
  - Brainstorming strategies
  - Reverse brief generation
- Tools Introduced:
  - ChatGPT / Perplexity for research
  - Leonardo.ai / Midjourney for visual brainstorming

Section 3: Scriptwriting with AI

- **Workflow Step:** Script
- Topics:
  - Tone, length, and audience control
  - Rewriting and editing AI scripts
  - Prompting for VO/narrative structure
- Tools Introduced:
  - ChatGPT
  - ElevenLabs (free tier) for AI VO preview

Section 4: Building the 2-Column Script

- **Workflow Step:** Style Frames
- Topics:
  - Prompt engineering for visual fidelity
  - Converting roughs into moodboards
  - Editing AI output in Photoshop
- Tools Introduced:
  - ChatGPT for formatting AV
  - Boords or Google Docs

Section 5: Creating Style Frames with AI

- **Workflow Step:** Research & Concept
- Topics:
  - Trend identification
  - Brainstorming strategies
  - Reverse brief generation
- Tools Introduced:
  - Midjourney or Leonardo.ai
  - Photoshop with Generative Fill

Section 6: Storyboarding with AI

- **Workflow Step:** Storyboard
- Topics:
  - Frame-by-frame visualization
  - Combining image + script AI
  - Limitations of AI storyboards
- Tools Introduced:
  - ChatGPT (describe scenes)
  - Leonardo.ai / Midjourney (illustrate)
  - Boords (organize)

Section 7: Animatics & Rough Animation with AI

- **Workflow Step:** Animatics & Rough Timing

- Topics:
  - AI for timing + pacing
  - Motion from stills (experimental)
  - Audio-sync with AI
- Tools Introduced:
  - Premiere Pro auto-caption/timeline tools
  - Runway / Pika / Kaiber
  - ChatGPT for pacing logic

Section 8: Final Animation & AI-Assisted Effects

- **Workflow Step:** Final Animation
- Topics:
  - Using AI to assist — not automate — polish
  - Object removal, motion tracking, interpolation
  - Adobe Sensei in After Effects
- Tools Introduced:
  - After Effects (Roto Brush 2, Sensei tracking)
  - EbSynth (stylization)
  - Photoshop Firefly (cleanup)

Section 9: AI in Sound Design & Mix

- **Workflow Step:** Sound Mix
- Topics:
  - Music generation
  - Auto-ducking, remixing
  - Voice AI cleanup
- Tools Introduced:
  - Adobe Premiere (AI Audio Remix, Auto-duck)
  - AIVA / Beatoven / Soundraw (music)
  - Descript (voice)

Section 10: Delivery + Metadata with AI

- **Workflow Step:** Delivery
- Topics:
  - Export formatting
  - AI for metadata/captions/hashtags
  - Platform targeting
- Tools Introduced:
  - Adobe Media Encoder (auto-reframe/export)
  - ChatGPT for social tags and descriptions

Section 11: Scripting with ChatGPT – Photoshop & Illustrator

- **Workflow Step:** Research & Concept

- Topics:
  - Overview of scripting capabilities in Photoshop & Illustrator
  - Prompting ChatGPT to generate JSX scripts
  - Automating repetitive tasks (e.g., layer export, batch renaming)
  - Running and modifying AI-generated scripts
- Tools Introduced:
  - ChatGPT
  - Adobe Photoshop + Illustrator (with scripting console)

Section 12: Scripting with ChatGPT – After Effects Automation

- **Workflow Step:** Research & Concept
- Topics:
  - Understanding AE scripting vs. expressions
  - Prompting ChatGPT to build reusable automation tools
  - Common use cases: layer timing, effect application, motion presetting
  - Basics of ScriptUI for creating AE panels
- Tools Introduced:
  - ChatGPT
  - After Effects (with scripting panel)
  - ExtendScript Toolkit or VS Code