COURSE SYLLABUS

Motion Graphics Certificate

Learn motion graphics and visual effects with Adobe After Effects and Premiere Pro. Develop your skills in animation, video editing, and special effects, and create a motion graphics demo reel to showcase your work to potential clients or employers.

> 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/certificates/motion-graphics



CustomerRelations@graduateschool.edu • (888) 744-4723

Course Outline

This package includes these courses

- Premiere Pro Bootcamp (18 Hours)
- After Effects Bootcamp (18 Hours)
- After Effects Compositing, Tracking, & Keying (18 Hours)
- After Effects Advanced Course Online (18 Hours)
- Motion Graphics & Video Editing Portfolio Development (18 Hours)
- Video Editing & Motion Graphics Capstone Project (Self-Paced) (18 Hours)

Attend the AI for Video & Motion Graphics class for free as part of this certificate. Choose your date after you register for the program.

AI for Video & Motion Graphics

Premiere Pro Bootcamp

- Learn to edit video and audio
- Clean up background noise in the audio
- Color correct video
- Add B-roll (related video to make your content more interesting)
- Bring in photos/logos and animate them
- Add transitions
- Export your videos for sharing on social media or delivery to a client
- Master multi-cam editing
- Learn green screen removal (chroma keying)
- Understand when to use the various editing tools and techniques
- Color correct video footage (including adjustment layers)
- Adjust audio volume

- Adjust the timing of footage (speed up, slow down, and freeze-frame footage)
- Resize video and work with square video for social media (such as Instagram)
- Incorporate After Effects projects into Premiere Pro

After Effects Bootcamp

Learn how to create professional motion graphics and visual effects using Adobe After Effects. This course covers animation techniques, text effects, and file integration to help you build engaging video content.

- Learn how to animate photos, text, and graphics
- Use timeless animation principles to create interesting and dynamic animations
- Understand the After Effects workflow
- Master position, scale, rotation, and opacity effects
- Utilize masks and track mattes to enhance videos with special effects
- Integrate files seamlessly by importing and animating Photoshop, Illustrator, and audio files
- Export professional videos using essential properties and expressions for high-quality output

After Effects Compositing, Tracking, & Keying

Master advanced compositing techniques in After Effects, including keying, rotoscoping, and motion tracking. This course teaches you how to seamlessly integrate 2D and 3D elements into your video projects.

- Use motion tracking with Point Tracker and MochaAE to match movement with precision.
- Remove backgrounds with green screen keying using the Keylight effect and garbage mattes.
- Stabilize shaky footage with the Warp Stabilizer VFX tool for smooth motion.
- Apply time remapping techniques to create slow-motion, fast-motion, and frame-blended effects.
- Rotoscope video footage using manual techniques and the Roto Brush tool.
- Work with track mattes to create complex layering effects with images and video.

After Effects Advanced Course Online

- Work with 3D layers, cameras, and lights to create dynamic scenes
- Create and animate custom shape layers using the Pen tool
- Develop advanced text animations and save presets for future use
- Optimize animations with expressions and wire parameters for complexity
- Enhance audio integration by adding markers and applying audio effects

Motion Graphics & Video Editing Portfolio Development

Enhance your motion graphics and video editing skills while building a professional demo reel. This hands-on course covers editing principles, motion design best practices, and industry insights to help you craft compelling visual projects.

- Expand your knowledge of video editing and motion graphics concepts, techniques, and workflows.
- Learn about the history, evolution, and current trends in the motion graphics and video editing industries.
- Understand the connection between design, animation, and video editing to create cohesive projects.
- Develop a professional demo reel showcasing your best work for potential clients or employers.
- Learn how to present your work effectively and incorporate constructive feedback for improvements.

- Gain insight into industry opportunities, career paths, and best practices for marketing yourself as a motion graphics artist or video editor.

Video Editing & Motion Graphics Capstone Project (Self-Paced)

Throughout this program, you will complete a capstone project to showcase in your portfolio:

- Create a professional video editing and motion graphics project by developing a concept, visual direction, and production plan based on real-world design challenges and personal creative interests.
- Build supporting materials—including a project plan, moodboard, style frames, and storyboard—to guide your editing and animation process and align your work with a consistent visual style and tone.
- Produce an animatic to preview the pacing and structure of your final video, then bring your concept to life using Adobe Premiere Pro and Adobe After Effects to edit, animate, and composite a polished final piece.
- Work on your capstone project both in and outside of class, using scheduled mentoring sessions to review your progress, ask questions, and get personalized feedback from your instructor as you finalize your project for your professional portfolio.