COURSE SYLLABUS

Motion Graphics Certificate (Self-Paced)

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://www.graduateschool.edu/certificates/motion-graphics-online



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Course Outline

This package includes these courses

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

Premiere Pro Bootcamp (Self-Paced)

Develop video editing proficiency with Adobe Premiere Pro by working through realistic, project-based exercises. This course teaches you how to organize and refine footage, clean and synchronize audio, adjust color for visual consistency, and export polished videos for a range of platforms. Perfect for beginners as well as those looking to strengthen their post-production skills.

- Edit and organize video and audio using efficient post-production techniques
- Clean up background noise and fine-tune audio levels
- Apply color correction and adjustment layers to improve visual consistency
- Enhance edits with B-roll, images, logos, titles, and transitions
- Adjust timing with speed changes, slow motion, and freeze-frame effects
- Edit multi-camera footage and perform green screen removal with chroma keying
- Resize and optimize videos for different platforms, including square formats
- Import After Effects projects into Premiere Pro and export final videos for clients or online distribution

After Effects Bootcamp (Self-Paced)

Learn 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.

- Animate photos, text, and graphics with ease
- Apply timeless animation principles to craft engaging and dynamic motion graphics
- Gain a clear understanding of the After Effects workflow
- Master key transform properties: position, scale, rotation, and opacity
- Use masks and track mattes to add creative visual effects to your videos
- Seamlessly import and animate Photoshop, Illustrator, and audio files within your projects
- Export high-quality videos using essential render settings and expressions

After Effects Advanced (Self-Paced)

- Work with 3D layers, cameras, and lights to craft dynamic scenes
- Create and animate custom shape layers using the Pen tool
- Design advanced text animations and save presets for reuse
- Streamline animations with expressions and wire parameters for added complexity
- Enhance audio integration by adding markers and applying audio effects

After Effects Compositing, Tracking, & Keying (Self-Paced)

Learn advanced compositing in Adobe After Effects, mastering keying, rotoscoping, and motion tracking. Seamlessly integrate 2D and 3D elements into your video projects with professional precision.

- Master motion tracking using Point Tracker and Mocha AE
- Integrate 2D and 3D graphics with video in After Effects
- Stabilize footage and remove green screen backgrounds
- Create slow-motion and fast-motion effects with time remapping
- Rotoscope footage and apply track mattes for visual effects
- Remove unwanted video elements using Content-Aware Fill

Motion Graphics & Video Editing Portfolio Development (Self-Paced)

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.