



# VALUE ADDED COURSE

**Swarrnim Institute of Design**

**Branch: Bachelor of Graphic design**

**YEAR: 2019-2020**



**SWARRNIM**  
STARTUP & INNOVATION  
**UNIVERSITY**  
WHERE IDEAS COME ALIVE.



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**Course Title:** Motion Graphics and Animation

**Course Code :** VACMGA

<b>PROGRAMME:</b>	Bachelors of Graphic design	<b>Branch:</b>	All
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**Hours:** 30 hrs

**Course Overview:** The "Motion Graphics and Animation" course is designed to equip students and professionals with the essential skills needed to create dynamic visual content using motion graphics and animation techniques. This 30-hour course will cover the fundamental principles of animation, the use of software tools for creating motion graphics, and the practical application of these skills in various media, including digital marketing, film, and web design.

**Course Objectives:**

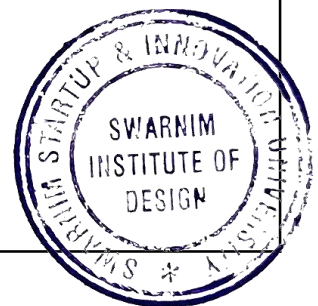
- To introduce the core concepts and principles of animation and motion graphics.
- To develop proficiency in using industry-standard software for creating motion graphics.
- To understand the role of motion graphics in storytelling and communication.
- To explore the creative process from concept development to final production.
- To provide hands-on experience in producing professional-quality motion graphics and animations.

**Target Audience:** This course is ideal for graphic designers, digital artists, marketing professionals, video editors, and anyone interested in learning motion graphics and animation for creative and professional purposes.



Course outline		
Sr. No	Content	Total hours
1.	<b>Module 1: Introduction to Motion Graphics and Animation (4 hours)</b> <ul style="list-style-type: none"> <li>Overview of motion graphics and animation: definitions and applications</li> <li>The role of motion graphics in media and communication</li> <li>Introduction to the principles of animation (e.g., timing, easing, and anticipation)</li> <li>Case studies of impactful motion graphics projects in various industries</li> </ul>	04
2.	<b>Module 2: Software Tools for Motion Graphics</b> <ul style="list-style-type: none"> <li>Introduction to industry-standard software (e.g., Adobe After Effects, Cinema 4D)</li> <li>Understanding the interface and basic tools of After Effects</li> <li>Keyframe animation basics: creating and editing keyframes</li> <li>Working with layers, masks, and effects in motion graphics software</li> </ul>	06
3.	<b>Module 3: Design Principles for Motion Graphics</b> <ul style="list-style-type: none"> <li>Fundamentals of graphic design: composition, color theory, and typography</li> <li>Designing for motion: creating dynamic and engaging visuals</li> <li>Integrating text, images, and graphics into animations</li> <li>Exploring the use of sound and music in motion graphics</li> </ul>	05

Course outline		
Sr. No	Content	Total hours
4.	<b>Module 4: Animation Techniques and Effects</b> <ul style="list-style-type: none"> <li>Advanced animation techniques: motion paths, parenting, and expressions</li> <li>Creating 2D and 3D animations: working with shapes, solids, and cameras</li> <li>Using effects and presets to enhance motion graphics</li> <li>Rotoscoping and compositing techniques for seamless integration of elements</li> </ul>	06
5.	<b>Module 5: Storytelling and Concept Development</b> <ul style="list-style-type: none"> <li>The importance of storytelling in motion graphics and animation</li> <li>Developing concepts and scripts for animated content</li> <li>Storyboarding and animatics: planning the visual narrative</li> <li>Collaborating with clients and stakeholders to refine concepts</li> </ul>	04
6.	<b>Module 6: Final Project and Production Workflow (5 hours)</b> <ul style="list-style-type: none"> <li>Workflow from concept to final production: organization and efficiency</li> <li>Rendering and exporting animations for various platforms (web, social media, film)</li> <li>Project development: creating a final motion graphics piece</li> <li>Final project presentation and critique</li> </ul>	05



**Teaching Methodology:**

- Interactive lectures and software demonstrations
- Hands-on workshops in motion graphics and animation
- Creative exercises to develop design and animation skills
- Group discussions and collaborative project work
- Review and critique sessions to refine projects

**Learning Outcomes:** By the end of the course, participants will be able to:

- Demonstrate a solid understanding of the principles of animation and motion graphics.
- Use industry-standard software to create professional-quality motion graphics.
- Apply design principles to create visually engaging and effective animations.
- Develop and produce animated content from concept to final output.
- Communicate ideas effectively through motion graphics and animation.

**Assessment:**

- Quizzes and assignments to evaluate understanding of theoretical concepts
- Practical exercises in motion graphics and animation
- Final project involving the creation of a complete motion graphics piece
- Presentation and critique of the final project

**Certification:** Participants who successfully complete the course requirements will receive a certificate of completion in Motion Graphics and Animation.

