



MOTION GRAPHICS

KEYFRAMES . EASING . TIMING
SHAPE LAYERS . MASKS . EXPRESSIONS
EXPLAINERS . DELIVERY

DURATION

50 Hours

LEVEL

Intermediate

MODULES

8

MODE

**Classroom ·
Online · Hybrid**

01 COURSE OVERVIEW

A motion design course covering animation principles and production in After Effects. Animation principles come first — timing, spacing, easing, anticipation — then the After Effects toolset: shape layers, masks, parenting, expressions and camera work. Sound, rendering and delivery specs complete the pipeline.

Learners produce a title sequence, a logo sting and a 60-second explainer.

WHO IT IS FOR

Video editors adding motion skills

Graphic designers moving into animation

Marketing content producers

Freelancers offering explainer videos

PREREQUISITES

Basic design sense and computer skills. Adobe After Effects access.

02 LEARNING OUTCOMES

01 Apply timing and easing that feels intentional.

03 Build reusable, parametric compositions.

05 Animate type for titles and lower thirds.

07 Render and deliver to platform specs.

02 Animate shape layers, masks and paths.

04 Use expressions for repeatable behaviour.

06 Sync motion to audio and voiceover.

01 MOTION PRINCIPLES

Timing and spacing

Anticipation and follow-through

Secondary motion

Easing curves

Weight

Storyboarding

02 AFTER EFFECTS FOUNDATIONS

Project and composition setup

Transform properties

Graph editor

Layers

Keyframes

Precomps

PRACTICAL

BOUNCING OBJECT DRILL

03 SHAPE AND PATH ANIMATION

Shape layers

Repeaters

Strokes and dashes

Trim paths

Path morphing

Merge paths

PRACTICAL

ICON ANIMATION

04 MASKS AND MATTES

Masks

Alpha and luma

Transitions using mattes

Track mattes

Roto basics

05 TYPE IN MOTION

Text animators

Lower thirds

Font choices for motion

Kinetic typography

Titles

PRACTICAL

TITLE SEQUENCE

06 EXPRESSIONS AND RIGGING

Wiggle

Time-based expressions

Parenting and nulls

Loop

Sliders and controls

Essential Graphics

PRACTICAL

RIGGED TEMPLATE

07 SOUND AND EDITING

Audio sync

Voiceover pacing

Mixing basics

Beat-based timing

Sound effects

08 RENDER AND DELIVERY

Render queue

Codecs and bitrates

Aspect ratios per platform

Media Encoder

Alpha exports

File handover

PROJECT

60-SECOND EXPLAINER

04 ASSESSMENT & CERTIFICATION

Module assignments and labs

25%

Mini projects

20%

Internal assessments

15%

Final project and review

40%

CERTIFICATION

Learners who complete all modules, submit the final project and clear the review receive a course completion certificate from Kaizen Infinities Private Limited. Project work is documented for the learner's portfolio, and interview preparation is included in the closing sessions.

05 CAREER OUTCOMES

ROLES THIS PROGRAMME PREPARES FOR

MOTION GRAPHICS DESIGNER

VIDEO CONTENT PRODUCER

BROADCAST DESIGNER

SOCIAL VIDEO DESIGNER

FREELANCE ANIMATOR

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