Module Synopses

PDC 1: Software Skills in Motion Graphics Design

Module 1 Adobe Photoshop Fundamentals

Adobe Photoshop fundamentals will cover digital image editing using Adobe Photoshop. The course orientates the student to the workspace and common tools. It focuses on the layering system and non-destructive using adjustment layers. It also touches on different compositing and layout techniques and finally optimising image resolutions and export formats for different usages and purposes.

Module 2 Adobe Illustrator Fundamentals

Illustrator Fundamentals is a course for vector drawing using Adobe Illustrator. The course orientates the student to the workspace and common tools. It focuses of Illustrator's unique layering system, the different ways of creating and editing unique shapes. It touches on colour management and the difference between preparing images for print and screen and finally export formats for different usages and purposes.

Module 3 Adobe Premiere Pro Fundamentals

Premiere Pro fundamentals is a short course to non-linear video editing using Adobe Premiere Pro. The course orientates the student to the workspace and ingestion process. It introduces the user to the timeline and the different ways of inserting visuals and audio into a project. It touches on different cutting techniques and audio mixing. Integration with Photoshop and Illustrator and finally the export process for different scenarios.

Module 4 Adobe After Effects Fundamentals

Adobe After Effects fundamentals is a short course to creating motion graphics using Adobe After Effects. The course orientates the student to the workspace and importation process of different types of graphics including integration with Adobe Illustrator and Adobe Photoshop. It touches on basic and advanced keyframe animation, layer blend modes and creating basic animated graphics for video with integration with Adobe Premiere Pro.

Module 5 Infographics

Infographics is a module in motion design and its application. The course focuses on fundamental theories such as differential dynamics, looping motions and the 12 principles of animation. It is a practical module on the application of this principles in project based scenarios coupled with design principles. It also explores the application of these principles in projects with integration with video.

PDC 2: Advanced Motion Design Applications

Module 6 Type Animation in After Effects

Type Animation in After Effects is an intermediate short course in Adobe After Effects. It requires attendees to have taken the After Effects Fundamentals short course. It focuses on type creation and

After Effects unique type animator. It introduces type presets in After Effects, customising and saving a personalised type animation and automated and randomized animations. It also moves on to more advanced type animation such as using the range selector and offsetting type animation.

Module 7 Application of Type Animation

Application of Type Animation is an advanced module that requires the attendee to have fundamental knowledge of typography. It requires the use of that knowledge to be applied into animation of type. It introduces intonation and how type animation can be animated to audio. It also focuses on integration of type with video in a practical assignment.

Module 8 Camera and Lighting in After Effects

Camera and Lighting in After Effects is an intermediate short course in Adobe After Effects. It requires attendees to have taken the After Effects Fundamentals short course. It focuses on the 2.5D environment in After Effects, introducing the 2.5D viewports, the camera and lights. It focuses on the behaviour of objects in a 2.5D environment and the different animation possibilities in this new environment.

Module 9 3D for Motion Graphics

3D for Motion Graphics introduces the student to 3D modelling, texturing, lighting and animation using Cinema 4D. The lessons focuses on creating 3D assets and environments as standalone animations or compositing them with 2D designs and videos. Fundamental colour grading and rigging for animation is also included.

Module 10 Multi-platform Branding

Multi-platform Branding is an advanced and final module that requires the attendee to have fundamental knowledge of typography, design and animation. It requires the use of that knowledge to be applied a cross-platform environment considering design and animation for mobile, web, apps and traditional media such as television and print. It focuses on testing design across these platforms and packaging designs for export.