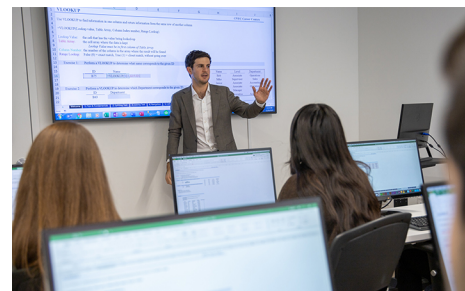


# Motion Graphics Portfolio Development

Learn the essential motion design concepts from a leading motion graphics professional who has produced animations for a wide range of clientele including CNBC, Nickelodeon, and Cartoon Network. You'll walk away with an impressive portfolio to show prospective clients.

**Group classes in NYC and onsite training is available for this course.**

For more information, email [contact@nyimtraining.com](mailto:contact@nyimtraining.com) or visit: [training-nyc.com/courses/motion-graphics-courses](https://training-nyc.com/courses/motion-graphics-courses)



[contact@nyimtraining.com](mailto:contact@nyimtraining.com) • [212-658-1918](tel:212-658-1918)

## Course Outline

### Section 1

#### Logo Animation for Demo Reel Opener

- 12 principles of animation, 20 principles of graphic design
- Logo animation case studies
- Project organization
- Logo animation concept development and workflow

### Section 2

#### Branded Social Media Ad

- Critiquing student logo animation projects
- Social media ad case studies
- Understanding the brand
- Color management
- Creating a mood board
- Importing options: what will and won't import into AE
- Exporting options

### Section 3

#### Infographic Animation Part 1

- Critiquing student social media ad projects
- Infographics case studies
- Scriptwriting with imagery
- Animatics: storyboards timed to voiceover and music
- Workflow for infographics

## Section 4

### Infographic Animation Part 2

- Critiquing student infographics storyboards/animations
- Integrating animated characters into your graphics
- Creating meaningful animated transitions

## Section 5

### Creating a Pitch: Inspiration Search

- Critiquing student infographic animation projects
- Movie/Book trailer case studies
- Style frame creation
- Video-and-graphics workflow options
- Creating content edits for video-based motion designs

## Section 6

### Final Projects & Critiques

- Critiquing student movie/book trailer style frames and content edits
- Motion graphics heroes: who created it, and why it's great
- Demo reel/portfolio case studies. What makes a strong demo reel?
- Revision, completion and critique of final projects
- Next steps: continuing to expand our skills and portfolios