

Module 1

Grasping Design Elements

- Typography: language of fonts
- Color theory for story telling
- Layout principles & composition
- Information hierarchy strategies
- Creating visual hierarchy

Module 2

Fundamentals of Motion Graphics

- Introduction to VFX software
- Node-based vs layer-based compositing
- File formats & asset management
- Basics of Adobe After Effects

Module 3

Raster vs Vector Graphics

- Digital images & pixels
- RGB vs CMYK color coding
- Image editing tools & techniques

Module 4

Layer Choreography & Animation

- Layer management & properties
- Keyframes & graph editors
- Blending modes, masks, track mattes

Module 5

Dimensional Depth & Effects

- 2D vs 3D layers
- Camera tools, lighting, shadows
- Depth of field & perspective

Module 6

Animation & Layer Effects

- Expressions & automation
- Particle systems & simulations
- Transitions & motion presets

Module 7

Rendering & Media Encoding

- Export settings & codecs
- Compression techniques
- Media optimization for platforms

Module 8

Visualizing Design Fundamentals

- Applying design principles to motion
- Storyboarding & concept visualization
- Motion for branding & advertising

Module 9

Applying Design Principles

- Real-world projects
- Storytelling through visuals
- Case studies & industry applications