



Motion Graphics and 2D Animation Course: After Effects, Kinetic Type and Explainers



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Introduction:

Motion graphics and 2D animation in After Effects, covering kinetic type and explainers, is a 5-day course for communications, media and design staff that ends with a Sixty-Second Animated explainer and Motion Style Kit. Many organisations still send policy updates, service launches and campaign messages as static posts or slide decks, while audiences scroll past anything that does not move or explain itself quickly. Nominees already prepare graphics or video for their unit and spend most sessions animating in the software lab. CoreConcept Training Center delivers this motion graphics and 2D animation course.

Course Objectives:

- Plan an animated message from script breakdown to storyboard frames and a timed animatic with scratch voiceover
- Build After Effects compositions with correct frame rate, resolution and layer structure for screen and social output
- Animate shape layers, masks and mattes using keyframe interpolation and graph editor easing that follows recognised animation principles
- Produce kinetic typography in Arabic and English, logo reveals and animated charts that keep to a unit's visual identity
- Rig and animate a simple 2D character and time movement to voiceover, music beats and sound effects
- Render and export master files and platform versions for social feeds, websites and display screens

Target Audience:

- Communications staff responsible for turning announcements, policies and service updates into short animated content
 - Media unit staff responsible for title sequences, lower thirds and motion elements in organisational video
 - Marketing staff responsible for animated campaign assets, social posts and digital display content
 - In-house graphic designers responsible for extending static brand artwork into motion
 - Learning and content development staff responsible for animated explainers inside e-learning and awareness material
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Course Outline:

Day 1: Motion Design Principles, Storyboards and the After Effects Workspace

- Twelve Principles of Animation Applied to Corporate Motion Design
- Explainer Script Breakdown into Scenes, Beats and Voiceover Lines
- Storyboard Frames and Animatic Assembly with Scratch Voiceover
- After Effects Workspace, Project Panel and Composition Settings
- Frame Rate, Resolution and Pixel Aspect Choices for Screens

Day 2: Keyframes, Easing, Shape Layers and Masks

- Keyframe Interpolation with Linear, Bezier and Hold Keyframes
- Graph Editor Speed and Value Graphs for Easing Control
- Shape Layers with Repeaters, Trim Paths and Merge Paths
- Masks, Track Mattes and Alpha Mattes for Reveal Transitions
- Parenting, Null Objects and Anchor Point Placement for Rigs

Day 3: Kinetic Typography, Logo Animation and Animated Data

- Kinetic Typography with Text Animators and Range Selectors
- Arabic and Latin Animated Type with Right-to-Left Text Handling
- Logo Animation Sequence Built from Imported Vector Artwork Layers
- Animated Bar Charts and Number Counters Driven by Expression Controls
- Lower Thirds, Title Cards and a Brand Motion Style Sheet

Day 4: Character Animation, Sound Sync and Render Troubleshooting

- Puppet Position Pin Tool for Simple 2D Character Rigs
- Walk Cycle and Gesture Loops Using Pose-to-Pose Timing
- Audio Waveform Markers for Voiceover and Music Beat Syncing
- Precomposition, Render Order and Performance Troubleshooting for Heavy Projects
- Media Encoder Presets for Social Feeds and Display Screens

Day 5: Software Lab: Sixty-Second Animated Explainer Production

- Capstone Storyboard Lock and Vector Asset Preparation
 - Scene Animation Pass Using Easing, Shape Layers and Type
 - Voiceover and Music Sync Pass with Sound Effect Accents
 - Peer Review Against a Motion Design Quality Checklist
 - Sixty-Second Animated Explainer and Motion Style Kit Completion
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Skills You Will Gain:

- Animatic Storyboarding
- Composition Setup
- Keyframe Easing Control
- Shape Layer Animation
- Kinetic Typography Design
- Animated Data Presentation
- 2D Character Rigging
- Audio-Led Animation Timing

Why Attend This Course:

- Hand the head of communications a Sixty-Second Animated Explainer and Motion Style Kit ready for the next campaign or service launch
- Choose when a message needs kinetic type, an animated chart, a logo sting or a full character explainer before commissioning work
- Reduce agency spend and revision cycles by producing short animations and platform cut-downs inside the unit
- Pass reusable project templates, easing presets and the motion style sheet to designers and media colleagues

Conclusion:

Back at work, the participant gives the communications lead a Sixty-Second Animated Explainer and Motion Style Kit containing a storyboard, After Effects project templates, kinetic type and logo presets and exported platform versions. The unit uses it to decide which announcements and campaigns move from static posts to animation and which pieces still need an external studio. After the first published explainer, the team should review viewer retention, caption legibility, render times and revision rounds against the style kit and update its templates.

Frequently Asked Questions FAQ:

What should participants know before a motion graphics and 2D animation course in After Effects?

Participants should be comfortable with a vector or raster graphics tool and basic file management. Previous After Effects use helps but is not essential. Bringing a short script, a logo file and brand colours lets them animate their own unit's material during the lab sessions.

How does motion graphics and 2D animation differ from a corporate video production course?

This course builds moving graphics, type, data and characters from artwork inside After Effects. A video production course covers cameras, lighting, sound recording and editing filmed footage. Here filmed material appears only as a background plate for animated titles and lower thirds.

Why does easing matter in motion graphics and 2D animation?

Easing controls how objects speed up and slow down, so movement feels natural rather than mechanical. Using graph editor speed and value curves, animators apply slow in and slow out, which makes logos, text and charts read clearly and keeps an explainer looking consistent.

What do participants take back from the motion graphics and 2D animation course?

Participants take back a Sixty-Second Animated Explainer and Motion Style Kit: storyboard and animatic, After Effects project templates, kinetic type and logo animation presets, an animated chart rig, a simple character rig and exported versions for social feeds and display screens.