

**COLLEGE OF NON-CONVENTIONAL VOCATIONAL COURSES FOR
WOMEN**

**(CNCVCW), CSIBER.
KOLHAPUR**



A PROJECT REPORT ON

“CURRICULUM VITAE IN MOTION GRAPHICS”

SUBMITTED TO

CNCVCW AFFILIATED
TO

SHIVAJI UNIVERSITY KOLHAPUR

IN PARTIAL FULFILLMENT OF REQUIREMENT FOR THE DEGREE OF

B.A. MULTIMEDIA

SUBMITTED BY

Sakshi Santosh Savardekar

UNDER THE GUIDANCE

OF

Mr. Raghunath Topkar

ASSISTANT PROFESSOR

DEPARTMENT OF MULTIMEDIA

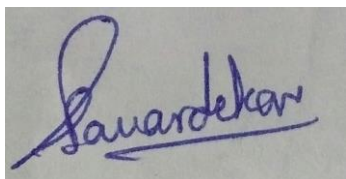
2020 - 2021

DECLARATION

I hereby declare that, the project work entitled “**CURRICULUM VITAE IN MOTION GRAPHICS**” is my original work. To the best of my knowledge and belief it contains no material previously published either written by another person or material which to a substantial extent has been accepted for the award of any other degree or diploma of the university or other institute of higher learning. Except where due to acknowledgement has been made in the text.

NAME: MISS. SAKSHI SANTOSH SAVADEKAR.

SIGNATURE:



DATE: 10 - 08 - 2021

COLLEGE OF NON-CONVENTIONAL VOCATIONAL COURSES FOR
WOMEN (CNCVCW)

CSIBER, KOLHAPUR.

CERTIFICATE

This is to certify that, **SAKSHI SANTOSH SAVARDEKAR** Of B.A. Multimedia. III has satisfactory completed the project entitled “**CURRICULUM VITAE IN MOTION GRAPHICS**” in partial fulfillment of Bachelor Degree in Multimedia affiliated to Shivaji University, Kolhapur, for the academic year 2020 - 2021.

Mr. Raghunath Topkar

(Project Guide)

Forwarded Through: Dr. A. R. Kulkarni

(M.Sc., PhD, MMEI, RQP, LEAD AUDITOR (EMS))

(Principal)

EXTERNAL EXAMINER

ACKNOWLEDGMENT

I have great pleasure in the submission of this project entitled “**CURRICULUM VITAE IN MOTION GRAPHICS**” in partial fulfilment of B.A. Multimedia program.

While submitting this project report, I take this opportunity to thank those directly and indirectly related to project work. Without their active co-operation and guidance, it would have been extremely difficult to complete this task in time.

As the outset, I keep in record my deep sense of gratitude towards my project guide **Mr. RAGHUNATH TOPKAR** who guided me, right from initial stage of project and offered me several valuable suggestions for developing this project in a systematic and presentable manner.

I am also thankful to our Faculty Members, **Dr.A.R.Kulkarni**, Principal and **Dr. A.D.Shinde**, Secretary and Managing Trustee for their support throughout my project work.

DATE: 10-08-2021

PLACE: CNCVCW, Kolhapur

Sakshi Santosh Savardekar

ABSTRACT

The project titled “**CURRICULUM VITAE IN MOTION GRAPHICS**” is all about creating my own motion graphics.

In this project I have shown my curriculum vitae in motion graphics. The project contains one video of motion graphics in animation. The video contains my curriculum vitae in an animatic format.

The project is whole and sole created by me using an adobe software named Adobe After Effects.

In this project I created some motion graphic video. Adobe After Effects has different effects and presets such as audio effects, text effects, text animation, colour correction, background effects, etc.

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INTRODUCTION TO CURRICULUM VITAE

INTRODUCTION OF CURRICULUM VITAE

A curriculum vitae is **an exhaustive listing of all of the significant achievements in your career**. This includes education, research, work experience, publications, presentations, and anything else you've done in your professional life.

A curriculum vitae, often abbreviated as CV, is a document that job applicants use to showcase their academic and professional accomplishments. It is used to apply for positions within areas where a person's specific knowledge or expertise is required. A curriculum vitae is usually longer than a resume and must include the information that the recruiter needs to verify the skills, experience, and educational qualifications of an applicant.

In many countries, a CV is usually the first document that a prospective employer looks at when screening candidates for job interviews, scholarship programs, grant applications, or bursaries. When sending a curriculum vitae and other application documents to the employer, some applicants may choose to send physical copies of the document through registered mail, or electronically through email, depending on what the prospective employer indicated on the job advertisement.

The information included in the CV may vary from one applicant to another, since some applicants may choose to include only the information that is relevant to the job they are applying for. The following are the typical components of a curriculum vitae.



Personal information

At the top of the curriculum vitae, write your full name and contact information such as phone number, email address, registered mail address, etc. Below the contact information, include information that describes who you are.

Typical personal information may include gender, date of birth, government-issued identification number, marital status, and nationality. You may choose to include the personal details if they are relevant to the job you are applying for, or if your employer previously requested that information.

2. Education

Education information includes a list of the education programs you pursued and the years and name of the institution you attended. Ideally, you should include information on college, graduate school, and post-graduate schools you attended, the courses you pursued, and the year when you graduated from the program.

Some employers may also require you to indicate the grades/awards you obtained at various education levels. Employers use the education

information to determine if your professional qualifications match the job requirements of the position you are applying for.

3. Work Experience

The work experience section requires you to list your recent work experience that is relevant to the position you are applying for. For each position you've previously held, indicate the name of the employer (company), your specific roles, and the duration of the employment.

Also, make sure to give a summary of the duties you performed at each company and any accomplishments/awards given by the employer. List the relevant work experience starting from the most recent positions you held.

4. Honors and Awards

If you've been given any awards either at the academic level or during your previous employment, list them here. The awards may include dean awards, honorary degrees, presidential awards, professional certifications or awards, or awards given by an employer for excellence.

5. Skills

If you possess certain skills and you have not mentioned them in the other sections in the curriculum vitae, list them here. The skills may include language skills, computer skills, driving skills, advanced software skills, etc. They should be relevant to the job you are applying for.

6. Publications and Presentations

If you've published academic or conference papers, you should list them in this section. You should include papers that you have solely written, those co-

authored with other people, as well as those you have contributed to. Remember to indicate the name of the papers, year of publication, and names of co-authors, if applicable.

Also, include papers that have been presented during conferences and associations, and indicate the name of the paper, the name of the conference, and the date when the paper was presented. This section is included when applying for an academic position.

7. Membership in professional bodies

The prospective employer may require the applicants to be members of specific professional bodies. This section mostly applies to select positions such as accountants, engineers, surveyors, IT professionals, etc. List all the professional bodies and associations that you belong to and the status of your membership.



KELLY WHITE
ART DIRECTOR

EDUCATION

- 2010 - 2013
LOREM IPSUM
Dolor sit amet consectetur adipiscing elit. Quisquam molestias. Quisquam molestias.
- 2010 - 2017
LOREM IPSUM
Dolor sit amet consectetur adipiscing elit. Quisquam molestias. Quisquam molestias.
- 2015 - 2006
LOREM IPSUM
Dolor sit amet consectetur adipiscing elit. Quisquam molestias. Quisquam molestias.
- 2018 - 2021
LOREM IPSUM
Dolor sit amet consectetur adipiscing elit. Quisquam molestias. Quisquam molestias.

EXPERIENCE

- 2016 - 2019
LOREM IPSUM
Dolor sit amet consectetur adipiscing elit. Quisquam molestias. Quisquam molestias.
- 2010 - 2017
LOREM IPSUM
Dolor sit amet consectetur adipiscing elit. Quisquam molestias. Quisquam molestias.
- 2015 - 2020
LOREM IPSUM
Dolor sit amet consectetur adipiscing elit. Quisquam molestias. Quisquam molestias.
- 2006 - 2021
LOREM IPSUM
Dolor sit amet consectetur adipiscing elit. Quisquam molestias. Quisquam molestias.

CONTACT ME

- ADDRESS**
123 Street, Dolor,
New York City, USA
- WEB**
contact@time@gmail.com
www.contact@time.com
- PHONE**
(123) 000 0000 1000
(123) 000 0000 0000

PRO SKILLS

ILLUSTRATOR



PHOTOSHOP



INDISIGN



MS WORD



ANIMATION

ANIMATION

Animation is the process of bringing illustrations or inanimate objects to life through motion pictures. Animation techniques manipulate photos and drawings to give the illusion of movement and present a narrative to viewers on screen. Some consider early Grecian pottery as an early form of animation, depicting scenes of movement and expressions along its surface, like a comic strip.

Animation is a method in which figures are manipulated to appear as moving images. In traditional animation, images are drawn or painted by hand on transparent celluloid sheets to be photographed and exhibited on film. Today, most animations are made with computer-generated imagery (CGI). Computer animation can be very detailed 3D animation, while 2D computer animation (which may have the look of traditional animation) can be used for stylistic reasons, low bandwidth, or faster real-time renderings. Other common animation methods apply a stop motion technique to two and three-dimensional objects like paper cutouts, puppets, or clay figures.



Commonly, the effect of the animation is achieved by a rapid succession of sequential images that minimally differ from each other. The illusion—as in motion pictures in general—is thought to rely on the phi phenomenon and beta movement, but the exact causes are still uncertain. Analog mechanical animation media that rely on the rapid display of sequential images include the phénakisticope, zoetrope, flip book, praxinoscope, and film. Television and video are popular electronic animation media that originally were analog and now operate digitally. For display on the computer, techniques like animated GIF and Flash animation were developed.

Animation is more pervasive than many people know. Apart from short films, feature films, television series, animated GIFs, and other media dedicated to the display of moving images, animation is also prevalent in video games, motion graphics, user interfaces, and visual effects.^[1]

The physical movement of image parts through simple mechanics—for instance moving images in magic lantern shows—can also be considered animation. The mechanical manipulation of three-dimensional puppets and objects to emulate living beings has a very long history in automata. Electronic automata were popularized by Disney as animatronics.

Animators are artists who specialize in creating animation.

HISTORY OF ANIMATION

HISTORY OF ANIMATION

This history of animation extends far beyond the history of film, as early animators throughout the centuries found ways to create movies without cameras or recording technology. Before Oscar-winning CGI Hollywood blockbusters like Pixar's *Toy Story 3* (2010) and Academy Award-winners like *Finding Nemo* (2003), there was the first animated sequence captured on standard picture film—J. Stuart Blackton's *The Enchanted Drawing* (1900)—which used a live-action actor, props, and stop-motion techniques to create a two-minute comedic scene.

Animation continued to evolve throughout the decade, with French cartoonist Émile Cohl's two-minute stick figure animation, *Fantasmagorie* (1908), becoming one of the first cartoons. In 1914, Winsor McCay's *Gertie the Dinosaur* broke new ground in the animation industry as the first animated film to use techniques like keyframing, inbetweeners, and animation loops, which laid the foundation for standard industry practice for future animation production. Later, Walt Disney's short film *Steamboat Willie* (1928), marked the first time an animated film was fully scored, popularizing Mickey Mouse, and the use of sound in animated film going forward.

People began to experiment with computer graphics as early as the 1940s, for science and research purposes. Composer, animator, and inventor John Whitney Sr. built a custom computer device from a converted Kerrison Predictor (a World War II-era anti-aircraft fire-control system). Using mathematics to control the device in more specific ways, they had the ability to produce precise lines and shapes. Whitney Sr., with the assistance of legendary graphic designer Saul Bass, animated the opening title sequence for Alfred Hitchcock's 1958 film *Vertigo*. The classic film is considered to be one of the first live-action films to use computer animation.

By the 1960s, innovative digital graphics boomed as more computers entered the mainstream, and by the 1970s, many people began using computer graphics as an art form. Graphic design tools and software for computers continued to evolve, and government funding allotted to the University of Utah saw an emergence in ground-breaking animation projects, notably one produced by Ed Catmull, *Hand/Face* (1972). The abilities of computer animation continued to expand, as more people discovered the capabilities of this new medium, eventually evolving into the CGI masterpieces that dominate our media today.

TYPES OF ANIMATION

TYPES OF ANIMATION

Animated videos are a great way to connect with viewers in an impactful and memorable way. They can be used to create explainer videos, product demonstrations, and more. By partnering with a professional animation studio or an experienced freelancer, you can create unique and engaging content to share with your target audience.

One of the most important steps in the animation production process is choosing a style. Different types of animation styles convey different tones and are best suited for different purposes. To help you understand what your options are, here's a quick overview of some of the most commonly used animation styles.

THERE ARE 9 TYPES OF ANIMATION

The best type of animation style for your production will depend on what you are hoping to achieve with your video. Additionally, different styles have varying cost and time requirements to keep in mind.

From standard 2D animation to stop motion, here are 10 of the most popular types of animation styles that you can choose from when creating your own animated video:

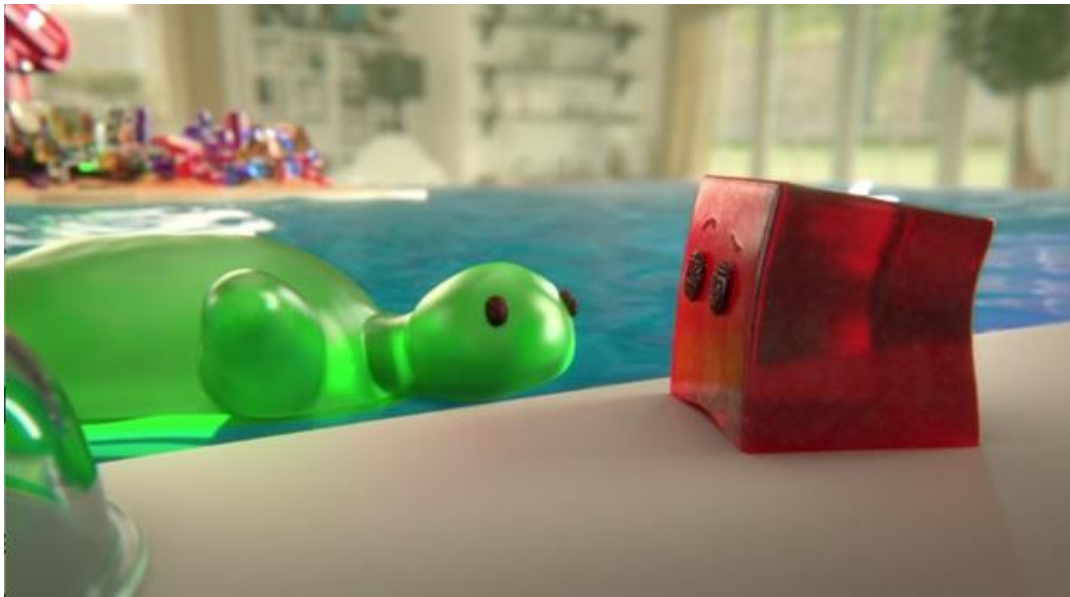
1. TRADITIONAL / 2D ANIMATION



2D animation probably doesn't need much of an explanation. It's used to create flat, 2D characters and environments. While this is one of the oldest animation styles, its flexibility makes it a prominent choice for a variety of applications, including cartoons, promotional videos, explainer videos, and more.

In traditional animation, each frame was meticulously hand drawn, which can be very time-consuming. Today, animators have access to digital tools and techniques that help to streamline the 2D animation process.

2. 3D ANIMATION



3D animation was quite revolutionary when it was introduced. Not only has 3D animation allowed animators to create more immersive, realistic animated experiences, but 3D animation also has practical applications in industries like medicine and architecture.

3D animation is often used for full-length movies, interactive advertisements, commercials, and other marketing materials. However, for simple explainer videos and similar projects, 3D animation isn't always the best option as it can be much more time and labour-intensive.

3. STOP MOTION ANIMATION

Originating over a century ago, stop motion is one of the oldest animation styles and can be seen in many classic animated movies.

To create stop motion productions, creators take pictures of still objects in a specific sequence and string these pictures together to create the illusion of movement. In addition to offering a unique aesthetic, stop motion is a fairly cost-efficient animation style due to a lack of need for expensive equipment and facilities.

4. ROTOSCOPE ANIMATION



Rotoscope animation involves taking live-action footage and tracing over it with a rotoscope tool—similar to traditional animation styles that involve tracing photographs onto glass panels.

Rotoscoping is often used in situations where it's necessary for the animated character to interact realistically with the environment. Rotoscope animation is typically cheaper than standard 3D animation and is great for commercials and films.

5. MOTION CAPTURE



Motion capture is a modern form of 3D animation that allows creators to create ultra-realistic animations based on live-action scenes. Motion capture is frequently used in the gaming industry to create realistic character animations and lifelike facial expressions.

The motion capture animation process involves dressing actors up in suits that track their movements and interactions so that they can be recreated with computer graphics.

6. TYPOGRAPHY ANIMATION



Typography animation is the practice of creating animated text. This animation style is often used in movies to create interesting title screens and credit segments.

Businesses can use typography animation to create explainer videos, interactive statistic models, interesting presentations, and employee training materials. This can also be one of the most affordable types of animation styles.

7. MECHANICAL ANIMATION

Mechanical animation is used to break down the functions and configurations of mechanical products. It involves drawing and animating every detail and mechanism of a machine to create an informative visualization.

This animation style has practical applications in the engineering industry, as it can be used to make adjustments to products before development. Mechanical animation is also great for product demonstrations.

8. CLAYMATION



Clay animation, or Claymation, is a type of stop motion animation that involves creating characters with clay and photographing their movements in sequences, just as you would with traditional stop motion animation.

Claymation has been most popularly used in classic children's movies like *Chicken Run*, as its unique, playful style is appealing to children. It can also be used to create unique shorts and commercials. Claymation is very time-consuming and is often best-suited for short projects.

9. CUT-OUT ANIMATION



Another form of stop motion animation, cut-out animation is probably most recognizable from the popular animated show, *South Park*. To create a cut-out animation production, creators utilize paper cutouts of characters that are superimposed on animated environments. While this animation style traditionally worked similar to shadow puppets, modern cut-out animation involves using scanned paper cutouts to streamline the process. Cut-out animation is ideal for cartoons, storytelling videos, and explainer videos.

MOTION GRAPHICS

MOTION GRAPHICS

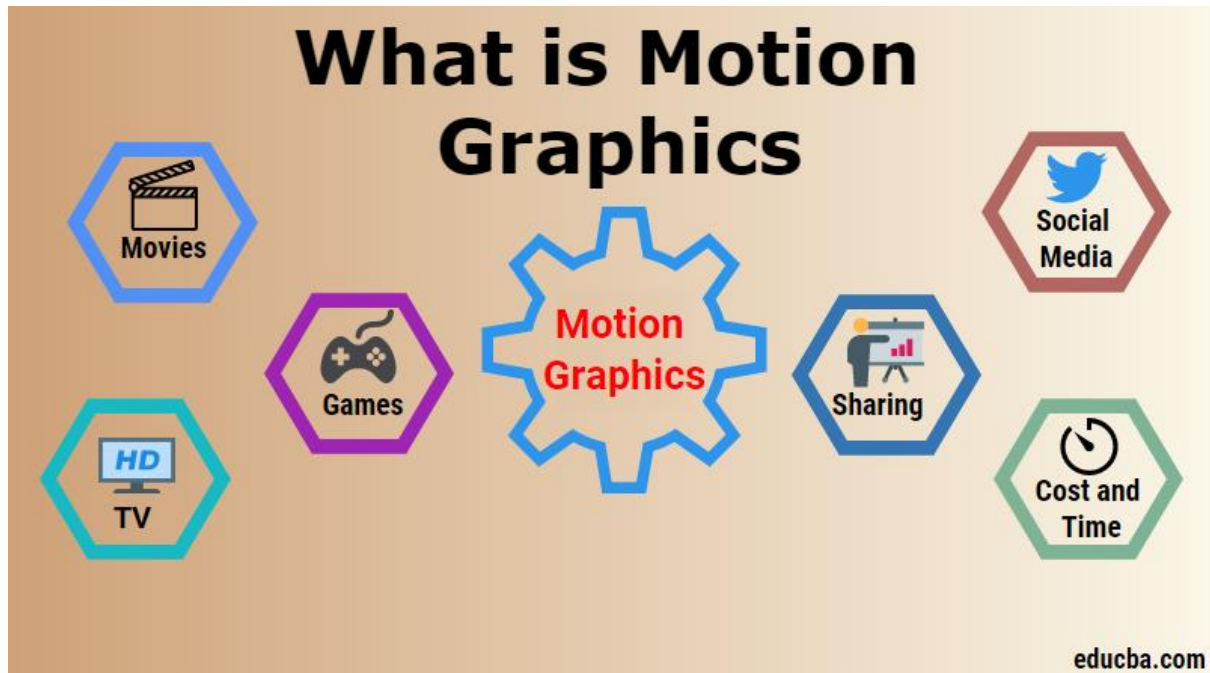
Motion graphics is animation, but with text as a major component. Essentially, it's animated graphic design.

Ever since motion graphics first entered the scene, there's been a debate about the line between them and full animation. The opening credits of Hitchcock's *Psycho* is an early example of motion graphics, where the marriage of sound, motion, and graphic design come together exceptionally well.

Motion graphics are a way to communicate with the viewer, and add depth to the story. Together with music and effective copy, they can give us a message. We use them to create ads, title sequences for movies, [explainer](Put simply, motion graphics are animation, with text as a major component.) videos and to share information. Many of our templates use motion graphics to help you communicate your message.

Motion graphics designers, sometimes just called motion designers, **create artwork for the web, television or film**. This could include movie clips, trailers, commercials, title sequences, etc. They use visual effects, animation and other cinematic techniques to bring life to their creations.

If you're not sure where to start with your video marketing, motion graphics is a solid start. It's infinitely appealing to young and old, you can create it anywhere, and it offers endless possibilities. This is why we thought we'd better lay down all the types of motion graphics you can choose from for your business.



Motion graphics (sometimes **mograph**) are pieces of animation or digital footage which create the illusion of motion or rotation, and are usually combined with audio for use in multimedia projects. Motion graphics are usually displayed via electronic media technology, but may also be displayed via manual powered technology (e.g. thaumatrope, phenakistoscope, stroboscope, zoetrope, praxinoscope, flip book). The term distinguishes static graphics from those with a transforming appearance over time, without over-specifying the form.^[1] While any form of experimental or abstract animation can be called motion graphics, the term typically more explicitly refers to the commercial application of animation and effects to video, film, TV, and interactive applications. Motion graphics are exceptional way to communicate with viewer, and it can add depth to the story. Also it can give us a message by music and effective copy together, they use it to create ads, television title sequence, explaining a concept, and share a product video that help to communicate their message.

Since there is no universally accepted definition of motion graphics, the official beginning of the art form is disputed. There have been presentations that could be classified as motion graphics as early as the 1800s. Michael Betancourt wrote the first in-depth historical survey of the field, arguing for its

foundations in visual music and the historical abstract films of the 1920s by Walther Ruttmann, Hans Richter, Viking Eggeling and Oskar Fischinger.^[2]

The history of motion graphics is closely related to the history of Computer Graphics as the new developments of computer-generated graphics led to wider use of motion design not based on optical film animation. The term motion graphics originated with digital video editing in computing, perhaps to keep pace with newer technology. Graphics for television were originally referred to as Broadcast Design.

Motion Graphics means **Graphics in Movement**. It's the most straightforward definition you can get. ... Motion Graphics is about bringing the design knowledge to new mediums by adding the elements of time and space to it — i.e. creating movement. But bringing design elements to life isn't a simple task

Computer generated motion graphics

“Computer generated motion graphics “are more controllable than other, more physically based processes, like constructing miniatures for effects shots, or hiring extras for crowd scenes, because it allows the creation for images that would not be feasible using any other technology.”

Before computers were widely available, motion graphics were costly and time-consuming, limiting their use to high-budget filmmaking and television production. Computers began to be used as early as the late 1960s as super computers were capable of rendering crude graphics. John Whitney and Charles Csuri can be considered early pioneers of computer aided animation.



Adobe After Effects

In the late 1980s to mid-1990s, expensive proprietary graphics systems such as those from British-based Quantel were quite commonplace in many television stations. Quantel workstations such as the Hal, Henry, Harry, Mirage, and Paintbox were the broadcast graphics standard of the time. Many other real-time graphics systems were used such as Ampex ADO, Abekas and K-Scope for live Digital video effects. Early proprietary 3D computer systems were also developed specifically for broadcast design such as the Bosch FGS-4000 which was used in the music video for Dire Straits' Money for Nothing. The advent of more powerful desktop computers running Photoshop in the mid-90s drastically lowered the costs for producing digital graphics. With the reduced cost of producing motion graphics on a computer, the discipline has seen more widespread use. With the availability of desktop programs such as Adobe After Effects, Discreet Combustion, Adobe Premiere Pro and Apple Motion, motion graphics have become increasingly accessible. Modern character generators (CG) from Aston Broadcast Systems and Chyron Corporation's incorporate motion graphics.

Adobe Premiere Pro

The term "motion graphics" was popularized by Trish and Chris Meyer's book about the use of Adobe After Effects, titled *Creating Motion Graphics*. This was the beginning of desktop applications which specialized in video production but were not editing or 3D programs. These new programs collected together special effects, compositing, and color correction toolsets, and primarily came between edit and 3D in the production process. This "in-between" notion of motion graphics and the resulting style of animation is why sometimes it is referred to as 2.5D.



Adobe After Effects can be used for all common video editing tasks necessary for producing broadcast quality, high-definition video. It is a generally used software application for video editing on Mac OS or Windows computers. Premiere Pro is used for editing videos, commercials and other film, television, and online video. It is a comprehensive video editing software application and is also available as part of the Adobe Creative Cloud set of applications. Motion Graphics templates give Premiere Pro editors the power of After Effects motion graphics, packaged up as templates with easy to use controls designed to be customized in Premiere Pro.[8]

Motion graphics continue to evolve as an art form with the incorporation of sweeping camera paths and 3D elements. Maxon's CINEMA 4D, plugins such as MO Graph and Adobe After Effects. Despite their relative complexity, Autodesk's Maya and 3D Studio Max are widely used for the animation and design of motion graphics, as is Maya and 3D Studio which uses a node-based particle system generator similar to Cinema 4D's Thinking Particles plugin. There are also some other packages in Open Source panorama, which are gaining more features and adept in order to use in a motion graphics workflow, while Blender integrates several of the functions of its commercial counterparts.

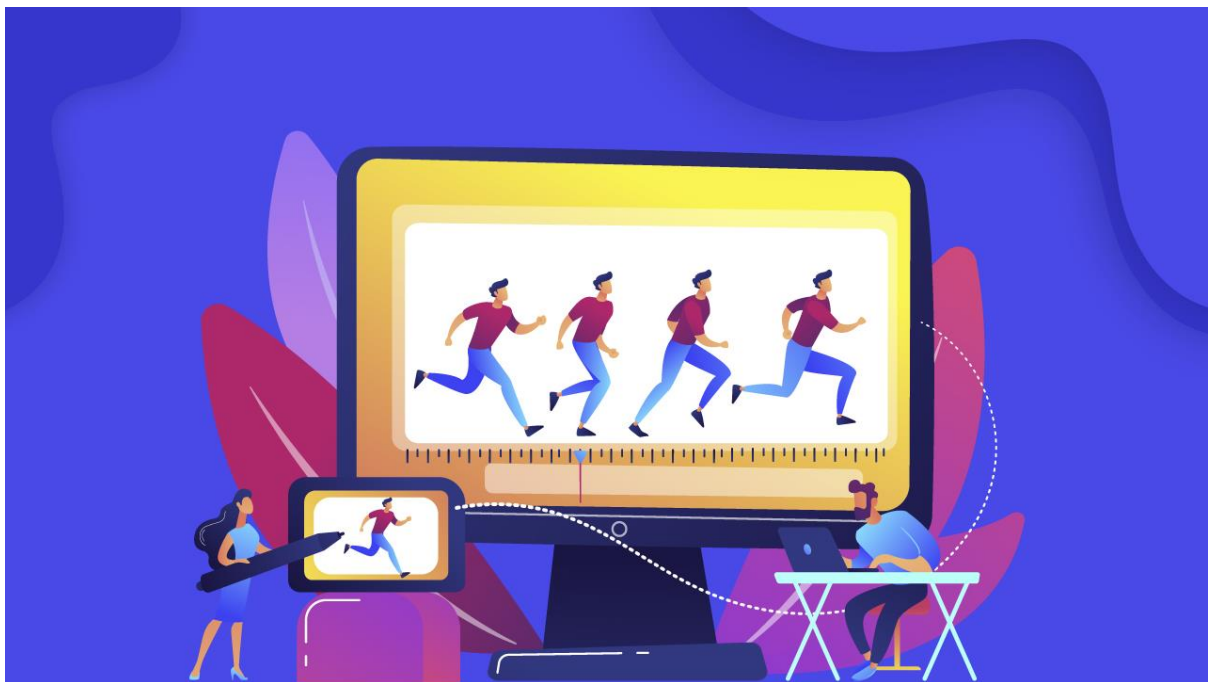
Many motion graphics animators learn several 3D graphics packages for use according to each program's strengths. Although many trends in motion graphics tend to be based on a specific software's capabilities, the software is only a tool the broadcast designer uses while bringing the vision to life.

Leaning heavily from techniques such as the collage or the pastiche, motion graphics has begun to integrate many traditional animation techniques as well, including stop-motion animation, frame by frame animation, or a combination of both.

Animation

Elements of a motion graphics project can be animated by various means, depending on the capabilities of the software. These elements may be in the form of art, text, photos, and video clips, to name a few. The most popular form of animation is key framing, in which properties of an object can be specified at certain points in time by setting a series of key frames so that the properties of the object can be automatically altered (or tweened) in the frames between key frames. Another method involves a behaviour system such as is found in Apple Motion that controls these changes by simulating natural forces without requiring the more rigid but precise key framing method. Yet another method involves the use of formulas or scripts, such as the expressions function in Adobe After Effects or the creation of Action Scripts within Adobe Flash. Computers are capable of calculating and randomizing changes in imagery to create the illusion of motion and transformation. Computer animations can use less information space (computer memory) by automatically tweening, a process of rendering the key changes of an image at a specified or calculated time. These key poses or frames are commonly referred to as key frames or low CP. Adobe Flash uses computer animation tweening as well as **frame-by-frame** animation and video.

Stop motion graphics is the oldest type of motion graphics which has given birth to cinemas,^[9] it provides a unique effect to the videos.



TYPES OF MOTION GRAPHICS

TYPES OF MOTION GRAPHICS

There are 10 types of motion graphics

1. Explainer videos

Explainer videos are short and digestible pieces of video content that tell viewers how your product works.

Out of all the types of motion graphics, this is one of the most common. You'll see this a LOT on companies' feeds, because they'll have services or products they need to make clearer.



If you're selling a product or service that is not immediately super simple, you're going to need an explainer video.

This doesn't mean that there's anything wrong with your product. Moreover, it gives you more scope to present an engaging and shareable motion graphics video to your audience. Some products need a little more instruction to use, but this is just more opportunity to communicate with your customers!

2. Instructional videos

Very similar to your explainer video, an instructional video rather walks viewers through how to USE your product.

For example, you might be selling your own brand of seasoning. You would use an instructional video to tell your audience how to incorporate it into a recipe.



Now, you could opt for the traditional live-action for this kind of video. But who wants to go with tradition? A motion graphics version of this video would be much more eye-catching, and full of personality.

3. User interface Animation

If you've created an app or digital platform, it's a smart idea to show it in action using motion graphics.

This way, what your audience sees will be what they get. In other words, if they start using your platform, they'll already be familiar with it.



In addition, you have the opportunity to show the best features of your platform.

4. Logos

What makes your brand even more memorable than its logo? A moving one!

With your logo, you have the chance to play with how it's composed to create an eye-catching animation. Remember, all types of motion graphics are just static images that are manipulated to create movement.

For example, if your logo involves circular shapes, you could have them spinning or rotating before coming together to make the finished image.



Alternatively, you don't even have to make it complicated – you could simply take your logo and make it hover on the screen to give it a little bit of life.

5. Icons

This is the same concept as your logo – look at your icons and see how you could manipulate them into motion. Motion graphics is all about giving life to what's already there – think of it as video CPR!



6. Titles

Titles don't have as much 'oomph' when they're stock-still on the screen. Make them move will draw attention to them, highlighting their importance and improving your communication.



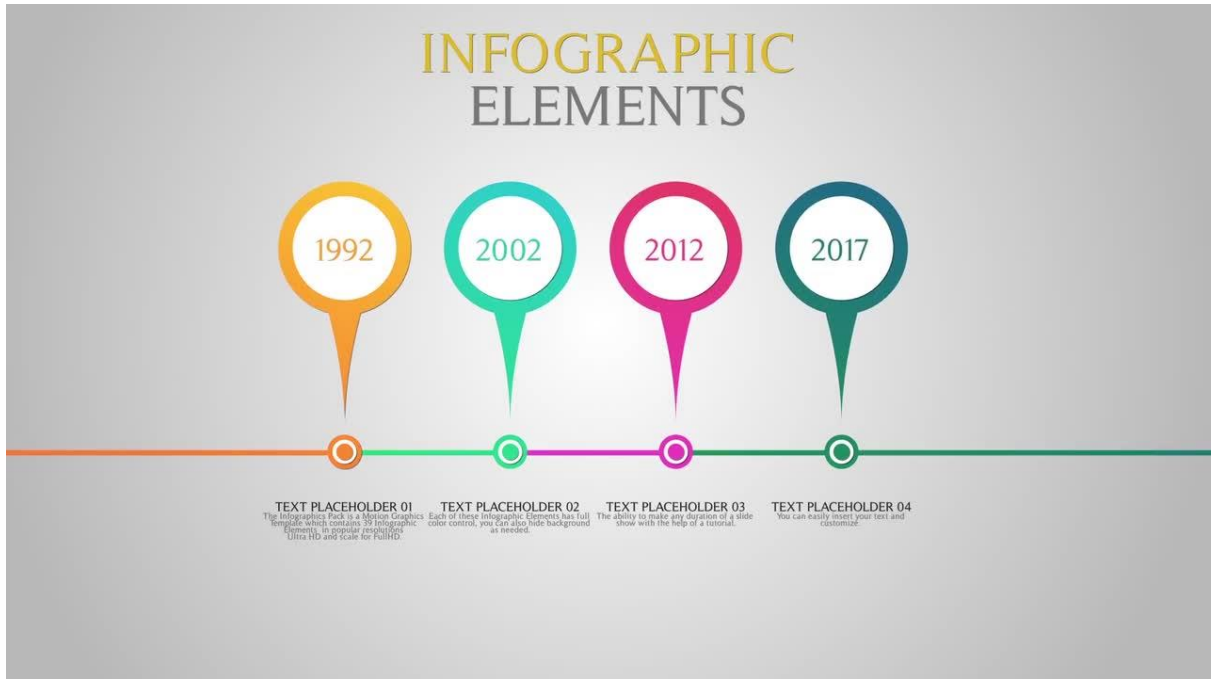
This especially important if your motion graphics video doesn't have a voiceover to help the communication along.

7. Infographics

Let's face it, even when an infographic is showing some really interesting stats, sometimes we're tempted to skim over it.

However, making your infographic MOVE will ensure your audience's eyes stay on the right things. As a result, you'll get the information across in exactly the way you want to.

These types of motion graphics are most suited to platforms like LinkedIn, where thought leadership prevails.



8. Presentations

You could be the best public speaker in a million miles. However, if you're presenting something on a screen and it's completely flat, this can really hurt your presentation's success.

These types of motion graphics take visual elements of a presentation, such as bar charts, and create movement to engage the audience.



As with infographics, if you animate the significant parts, you're likely to get the viewer response you want!

9. Broadcast graphics

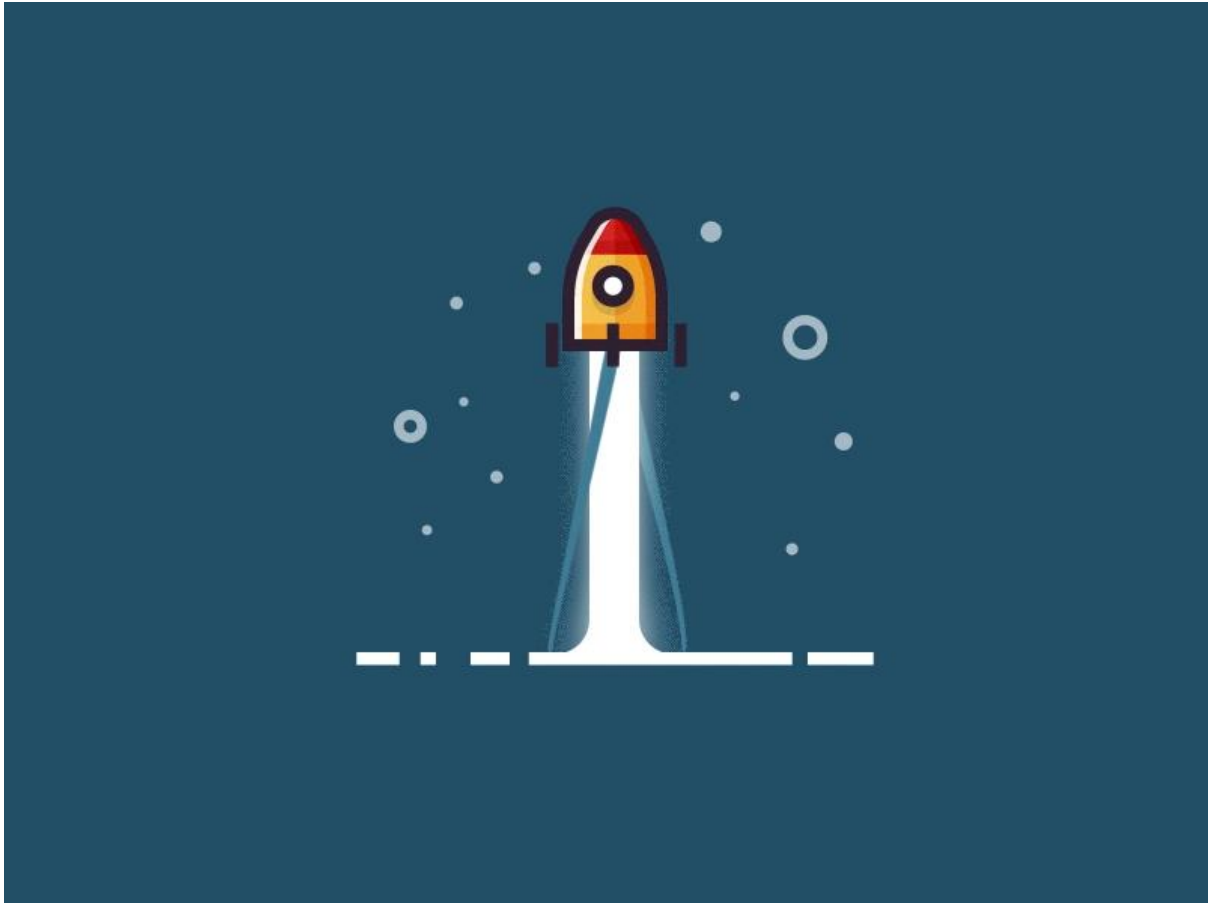
The lesser-talked about of the types of motion graphics is broadcast graphics. An example of these are the striking idents you might see in between footage of a football game.



Broadcast graphics add more visual appeal to programmes where the scene rarely changes, such as a football pitch. An exciting motion graphic builds interest in the game as it progresses.

10. Gifs

You use them on social media and send them to your friends and colleagues: GIFs is hugely popular among the types of motion graphics. While a lot of GIFs are live-action video that has been turned INTO a GIF, others are made specifically to be GIFs.



GIF motion graphics are really handy for, and effective on, social media. What's more, they don't take long to make.

What is your favourite out of these 10 types of motion graphics? For us, it has to be—nope, we can't pick a favourite.

We hope once you've read this blog, you'll have a better idea of what type of motion graphics you need. Let us know how you get on!

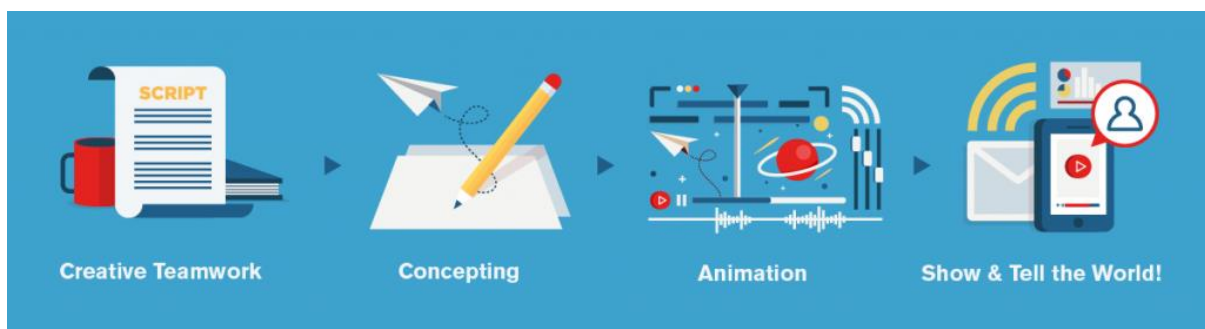
IMPORTANCE AND BENEFITS OF MOTION GRAPHICS

IMPORTANCE AND BENEFITS OF MOTION GRAPHICS

Importance of Motion graphics

When it comes to marketing, motion graphics can **create wonders**. It can take a brand or a product to the next level by giving it a better recognition. The use of motion graphics can help the products reach the potential customers along with the brand story that the creators of this brand are looking to promote.

The design industry has evolved quite significantly over the years. The way we use graphics nowadays aren't just limited to adding motion to the pictures. An addition of audio and other special features to these have enabled the users to have a great viewing experience. These motion graphics can be used for a large variety of multimedia assignments



The design industry has evolved quite significantly over the years. The way we use graphics nowadays aren't just limited to adding motion to the pictures. An addition of audio and other special features to these have enabled the users to have a great viewing experience. These motion graphics can be used for a large variety of multimedia assignments.

Due to the varied applications, motion graphics videos are in demand throughout. The concept of making motion graphics is well liked in the market. Be it any industry, there are ways in which these videos can enhance communication. The application fields can be gaming, learning, marketing, spreading social awareness, and training.

When it comes to marketing, motion graphics can create wonders. It can take a brand or a product to the next level by giving it a better recognition. The use of motion graphics can help the products reach the potential customers along with the

brand story that the creators of this brand are looking to promote. The field of advertising has thus transformed with the use of motion graphics.

The marketers can use the means of motion graphics to convey all their messages in a more creative way. Motion graphics in an alternative that makes the videos more comprehensible and easy to remember. The potential customers can be reached in a more attractive way.

There has been a lot of demand for explainer videos in the marketing industry nowadays. And why not, these explainer videos are quite engaging and can promote a product or a service in hardly 60-90 seconds. These can be made in a variety of types, motion graphics being a very good option.

Nowadays, kids watching educational videos to understand concepts taught in schools better is a common practice. Kids prefer watching animated videos and they also understand the concepts easily with them. This also helps them to remember the concepts better. Motion graphics is getting increasingly popular among kids.

Use of motion graphics saves time, money and many other resources. Animated videos can be made in studios without having to shoot in outdoor environments. Also, the money spent on expensive production requirements is cut down. The number of people working on the production is also comparatively smaller.

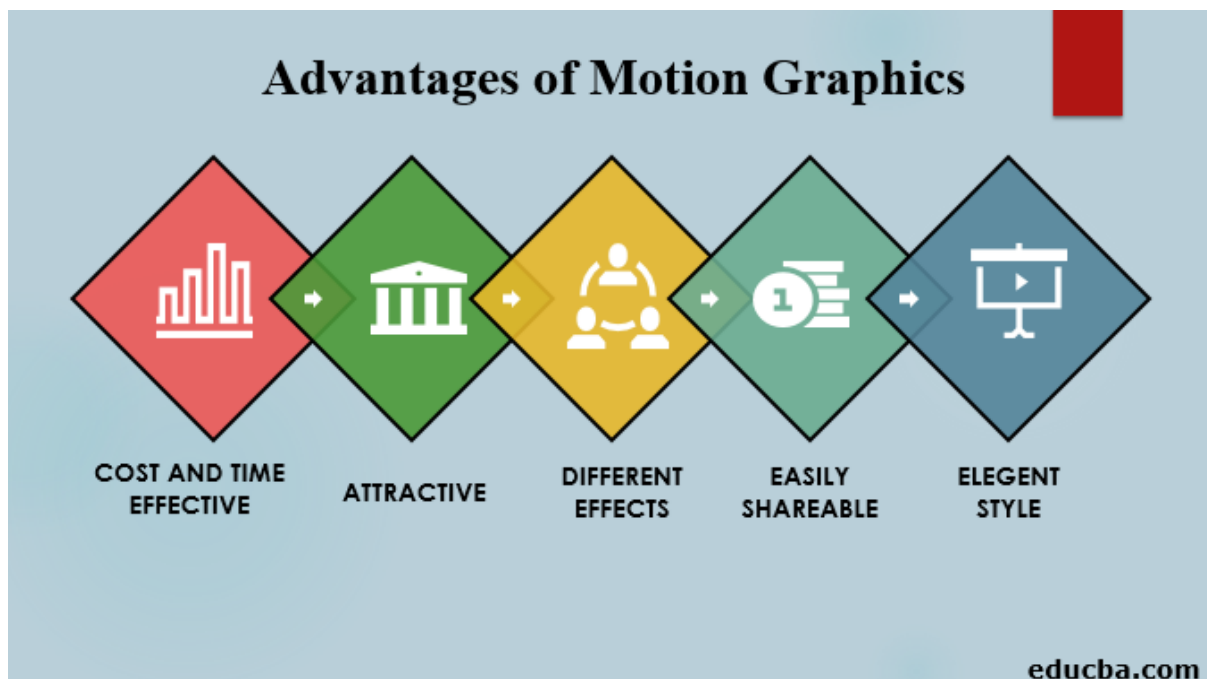
While motion graphics are produced, it is made sure that enough importance is given to detail. These videos are built from scratch keeping in mind all the requirements and are edited thoroughly. They capture every detail of the characters in the script and also the surroundings of the character. The production quality is thus sharper and clearer.

The videos can be edited according to the age groups of the audience you wish to cater to. There are a lot of options available on the type and the length of these videos. These can be a short thirty second to a fifteen minutes video. This allows the producers to develop content as per requirements.

While you are considering to use a motion graphics video as a marketer, it becomes essential that you understand what exactly your target audience prefers. If done right, these videos can be an instant success and gain a lot of popularity among the audience. Sometimes, even the characters from your promotional videos can become so popular that people start associating the brand with them.

Benefits of Motion graphics

With the data explosion, getting your business message out is much harder. While lots of great animations published on social media, there is far less cool motion in apps or web-based platforms. You as a stakeholder should consider introducing great motion design in the first place. Animations can be used for whatever point you want to make and break through overproduced content in a split-second.



1. Information Sharing

If you are trying to convey a message or information to the audience, this will help you do that easily and effectively. Through this method, you can convert your idea into animation and by adding suitable audio and other features so that content will be more acceptable and understandable for the audience.

2. Movie and other Video Title

One of the most common uses of graphics is to make video titles. Before starting a movie or other videos, the title is shown with the help of motion

graphics. It is created to impress the audience and make it look more attractive. The text is animated along with a piece of background music which is a common style of the title card.

3. Logo Graphics

Logos for your company, websites, etc., can be made more attractive by adding animations to it. It is a type of motion graphics.

4. Social Media Post

Nowadays, people depend on social media for everything like news, information, entertainment, online courses, etc. All these are posted with different contents. By adding motion graphics with this content helps to attract more people to the posts.

5 Digital marketing

Digital marketing is a vast field that includes social media marketing, email marketing, search engine marketing, etc. All these online marketing techniques use motion graphics for their promotional and other purposes.

ADOBE AFTER EFFECTS

ADOBE AFTER EFFECTS

Using software for this project

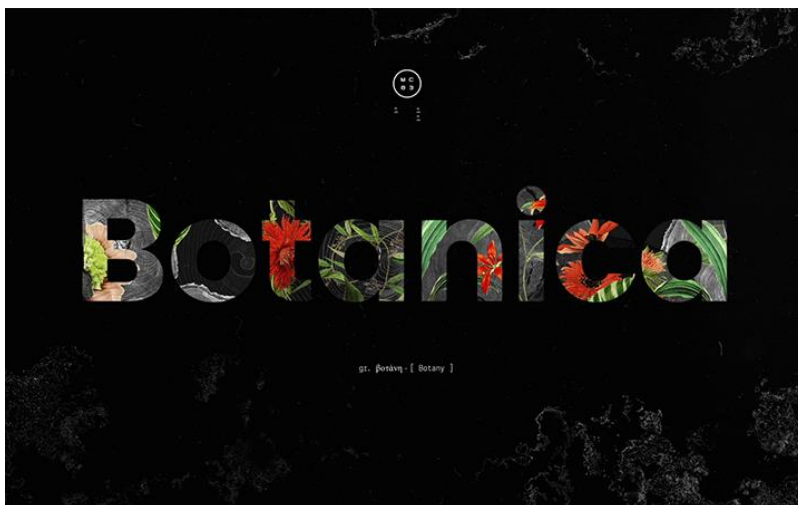
Adobe After Effects is a digital visual effects, motion graphics, and compositing application developed by Adobe Systems and used in the post-production process of film making, video games and television production. Among other things, After Effects can be used for keying, tracking, compositing, and animation.

There's nothing you can't create with After Effects.



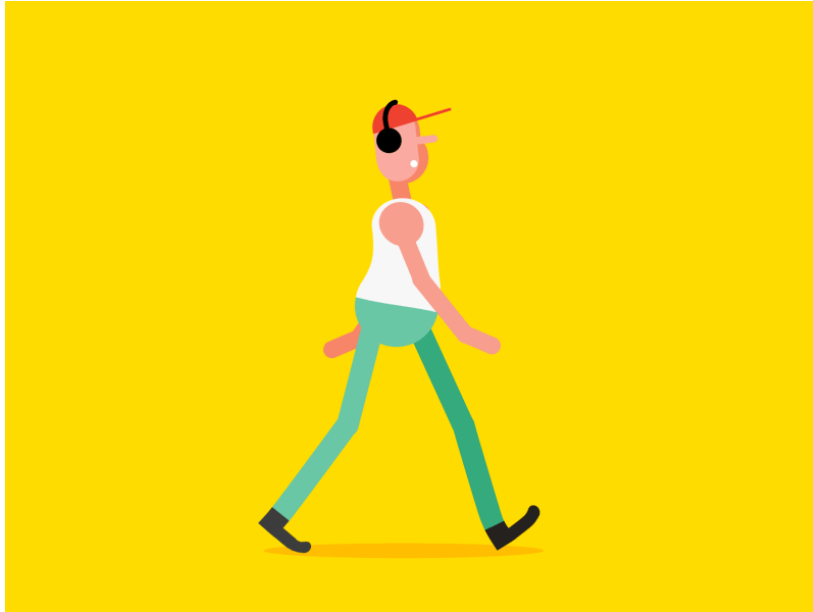
Create cinematic film titles, intros and transitions. Remove an object from a clip. Start a fire or make it rain. Animate a logo or character. Even navigate and design in a 3D space. With After Effects, the industry-standard motion graphics and visual effects software, you can take any idea and make it move.

Roll credits. Spin words. Twirl titles.



Animate titles, credits, and lower thirds. Start from scratch or with presets available right from the app. From spin to swipe to slide — your text is on the move.

Get animated.



Set anything in motion with keyframes or expressions. Or use presets to kick off your designs for unique results.

Add exciting effects.



Change a scene's setting. Add a moving object. Make selective colour adjustments. Choose from hundreds of effects and create VR videos to drop your audience right into the action.

Create compositions in After Effects and use Dynamic Link to eliminate intermediate rendering in Adobe Premiere Pro. Import from Photoshop,

Illustrator and more. Collaborate with others and integrate with 300+ software and hardware partners.

After Effects is always getting better, with new features rolling out regularly. And with your Creative Cloud membership, you get them as soon as we release them.

See all the new features



Media replacement in Motion Graphics templates

Build Motion Graphics templates containing sample media that editors can easily swap later in their Premiere Pro projects.

Powerful 3D design space

Add multiple cameras to a scene and orbit, pan and dolly based on various viewpoints. Scale, position and rotate 3D layers using the visual guides and multiple modes of the 3D Transform Gizmo.

Rotoscoping powered by AI



Roto Brush 2 uses Adobe Sensei to make rotoscoping easy, intuitive and accurate. It's the automatic way to select and track objects and isolate them frame by frame, so you can get back to your creative flow fast.

Easy removal of objects from video clips

With Content-Aware Fill, remove unwanted items up to 25% faster with a third of the memory — no need to mask or cut frame by frame.



Adobe After Effects is a digital visual effects, motion graphics, and compositing application developed by Adobe Systems and used in the post-production

process of film making, video games and television production. Among other things, After Effects can be used for keying, tracking, compositing, and animation. It also functions as a very basic non-linear editor, audio editor, and media transcoder. In 2019, the program won an Academy Award for scientific and technical achievement.

History of Adobe After Effects

After Effects was originally created by David Herbstman, David Simons, Daniel Wilk, David M. Cotter, and Russell Belfer at the Company of Science and Art in Providence, Rhode Island, where the first two versions of the software, 1.0 (January 1993) and 1.1, were released by the company. CoSA along with After Effects was then acquired by Aldus Corporation in July 1993, which was in turn acquired by Adobe in 1994, and with it PageMaker. Adobe's first new release of After Effects was version 3.0.

Third-party Plug-ins, Scripts, and Extensions

After Effects functionality can be extended through a variety of third-party integrations, the most common integrations are: plug-ins, scripts, and extensions.

After Effects Plug-ins

Plug-ins are predominantly written in C or C++ and extend the functionality of After Effects, allowing for more advanced features such as particle systems, physics engines, 3D effects, and the ability to bridge the gap between After Effects and another application.

After Effects Scripts

After Effects Scripts are a series of commands written in both JavaScript and the Extend Script language.

After Effects Scripts, unlike plug-ins, can only access the core functionality of After Effects. Scripts are often developed to automate repetitive tasks, to

simplify complex After Effects features, or to perform complex calculations that would otherwise take a long time to complete.

Scripts can also use some functionality not directly exposed through the graphical user interface.

After Effects Extensions

After Effects Extensions offer the ability to extend After Effects functionality through modern web development technologies like HTML5, and Node.js, without the need for C++.

After Effects Extensions make use of Adobe's Common Extensibility Platform or CEP Panels, which means they can be built to interact with other Adobe CC apps.

Similar products (software's)

Nuke – The Foundry

Combustion, Toxik and Smoke – Autodesk

Motion – Apple Inc.

VSDC Free Video Editor

Fusion – Blackmagic Design

Boris RED – Boris FX

Natron

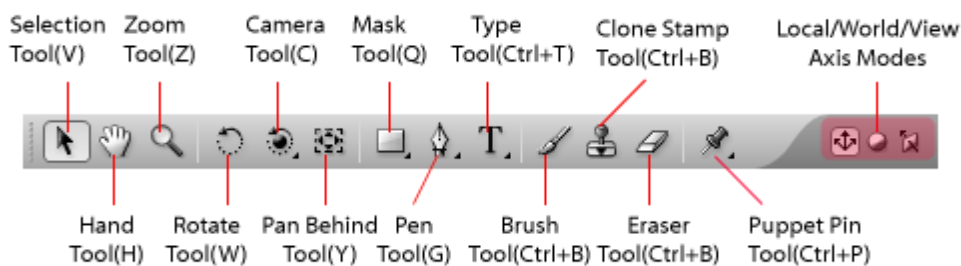
While not dedicated to compositing, the open source software Blender contains a limited node-based compositing feature which, among other things is capable of basic keying and blurring effects.

TOOLS AND EFFECTS

TOOLS AND EFFECTS

Tools in Adobe After effects

When first using Adobe After Effects, you'll quickly notice how overwhelmingly dense the program is. With all that it has to offer, it can be difficult to know what the most essential aspects of it are. To help steer you in the right direction, here are ten of the most important tools in After Effects.



1. Shape Layers

One of the best places you can start is with the shape layer. Shape layers are 2D, flat objects created either manually by the user with the pen tool (see below), or with a predetermined shape that After Effects offers, such as a rectangle, oval, or pentagon.

Shape layers allow you to customize properties such as their stroke (outline of the shape), fill (the inner area of the shape within the outline), and even specific details like corner roundness. Because of their extensive customizability, they are ideal for quickly generating symmetrical shapes, complex patterns, and 2D art.

The 10 Most Important Tools in After Effects: Shape Layers

However, keep in mind that shape layers are taxing on processing power, and should generally be used in moderation. If you just need something very simple, it may be a better option to turn to the shape layer's more simplistic sibling, the solid layer.

The 10 Most Important Tools in After Effects: 03.2 Solid Layer Properties

Solid layers are quite useful as well, but aren't complicated enough to warrant detailed explanation. They are simply a shape layer without customizable properties beyond dimensions, color, and standard 2D transform properties like position, scale, and rotation.

2. Pen Tool/Masks

We can't discuss shape layers and solid layers without touching on the pen tool. The pen tool allows you to create a shape or line by drawing a vertex at a time. This can be used to mask off a specific area of a solid layer, and it can also be used to draw a new shape layer. These are its most fundamental purposes, but the pen tool also allows you to draw and adjust paths.

Paths can be used as position guidance for a layer to move along, or even for text, down to the individual character if desired. In this same vein, the stroke effect can be applied to a solid layer with a path, which will draw an adjustable line along said path — a more efficient substitute to animating a shape layer's built-in stroke.

The 10 Most Important Tools in After Effects: Drawing a Mask

With these various applications, the pen tool can be used to rotoscope (trace an object to add or remove it, usually from live action footage), create artwork, and achieve a variety of cool text effects, such as simulated hand writing or wavy movement. While there are practically endless ways to utilize the pen tool, these are among the most notable.

3. Track Mattes

The pen tool is similarly important regarding track mattes. A track matte uses one layer to mask another according to the transparency or luminance of the masking layer. For example, if you set a layer to Alpha Matte, it will limit its appearance to non-transparent areas of the layer above it. Alpha Inverted Matte would limit the layer's appearance to only the transparent areas of the layer above it.

The 10 Most Important Tools in After Effects: Alpha Matte

A Luma Matte would work similarly, but it would instead limit the bottom layer's appearance to the brightest areas of the top layer.

The 10 Most Important Tools in After Effects: Luma Matte

Track mattes are great for using existing assets to modify layers — especially Luma Mattes, since they are based on brightness rather than transparency. However, the main selling point of the track matte is its flexibility. When using the pen tool to mask off a part of a scene, applying said mask to a dedicated matte layer will allow you more room for error.

For instance, if rotoscoping a person within live-action footage, you might find yourself masking off the footage layer itself. Rather than limit yourself this way, you're better off rotoscoping this mask onto a dedicated solid layer separate from the footage, then placing it above your footage layer and setting that footage layer to Alpha Matte.

The 10 Most Important Tools in After Effects: Rotoscoping

For one, this will allow you to view your mask with a flat color, emphasizing flaws. Additionally, with this mask applied to a processor-friendly solid layer, you can duplicate it and use it to mask off other layers later on without bogging down your render times or dealing with the difficulties of duplicating masks.

Track mattes boast efficiency benefits as well, as you can more quickly achieve some masking effects via the position, scale, and rotate properties of a matte layer, as opposed to the frustrating workflow of complex position, scale, and rotate mask animation via the pen tool.

4. Blending Modes

Right next to the track matte options, also under the mode column, you'll find blending modes. Blending modes are fairly straightforward; each blending mode implements the layer in the composition in a different way. There are 38 unique blending modes, each with their own purpose. While there are simply too many for us to explore all of them, here are a few examples of how they work.

The 10 Most Important Tools in After Effects: blending modes

You'll most likely only find yourself using a handful of these, but keep them in mind as a way of integrating elements more seamlessly into live-action footage, or as a way to simply stylize your project. Regardless of how you apply blending modes, using them will drastically expand your composition potential by freeing you from the limitations of only adjusting opacity.

5. Pre-composing

As your work becomes more complex, you'll find that your projects can become messy and therefore difficult to navigate. Pre-composing is the most important aspect of project organization, in that it allows you to divide your project into smaller sections.

Technically speaking, a pre-comp is just a composition, and nothing more. However, within the context of your own project, a pre-comp is a composition that serves a smaller purpose within a main composition that yields the final result. To pre-compose a group of layers, highlight them, right click, and select Pre-compose (Cmd-Shift-C, or Ctrl-Shift-C). This will place them in their own composition that you can modify just as you would a layer.

The 10 Most Important Tools in After Effects: Precomps

By consolidating your various layers into groups, you can apply an effect to many layers at once. Similarly, you can use multiple layers as a single track matte by pre-composing them. You can also duplicate a group of layers more efficiently by just pre-composing them and duplicating the newly created composition. This will prevent your project from growing unnecessarily crowded, and it will even allow you to make mass adjustments in seconds, since modifying the contents of a composition will affect all duplicate copies of that composition.

6. Adjustment Layers

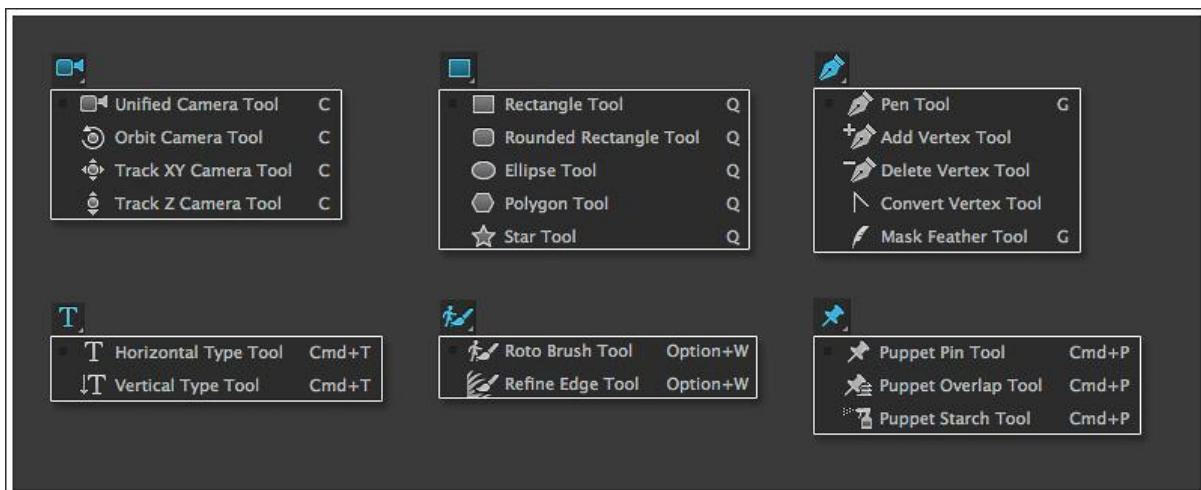
Adjustment layers serve a similar purpose to compositions, in that they aren't entirely necessary, but provide a quicker and more efficient method to otherwise tedious processes. An adjustment layer works exactly like a solid, but is only used to modify layers below it. An adjustment layer by itself would be a blank image, but when placed above other layers, all of its effects are applied to them.

The 10 Most Important Tools in After Effects: Adjustment Layers

You can mask, set the dimensions of, and modify the transform properties of an adjustment layer just like a solid layer, and whatever area it covers will be affected by it. Even overusing the pre-comp feature can extend your render times, so for situations where you want to apply an effect en masse, adjustment layers are ideal.

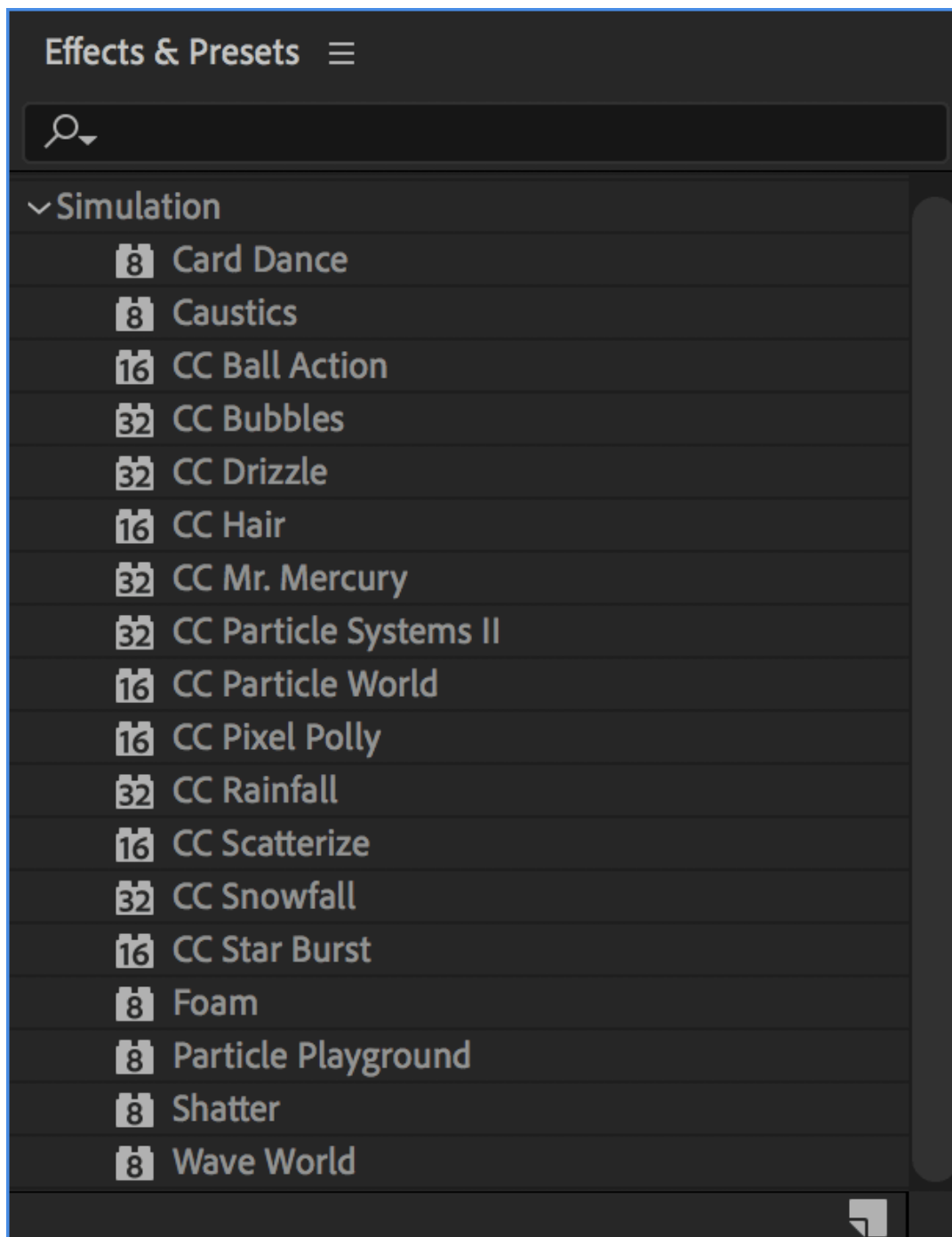
7. Pick Whip

Have you ever wanted you “attach” one layer to another? The pick whip allows what After Effects calls parenting, or pairing one layer to another so that it behaves as though it were physically attached to its parent layer.



Effects and Presets in Adobe After Effects

Adobe After Effects is a powerful tool, to say the least. If you have become a master at programs like Photoshop and Premiere Pro, another great program to advance your video editing and animation skills is After Effects. In this article, we share 13 tutorials for After Effects that range from beginner to expert. These comprehensive special effects tutorials will help you learn the proper techniques to create fresh and impressive visual effects in your videos.



1. Make Yourself Disintegrate

Let's start small. Disintegrating yourself is a relatively easy choice from the special effects tutorials. After Effects Tutorial: Disintegration Effect by After Effects Series Tutorials is only 10 minutes long. It will teach you how to take a simple clip of yourself against a plain wall, and make it seem as if you disappear into a swirling cloud of dust. All it really requires is cutting yourself out with the pen tool, making sure you have a clean frame of the background, and then applying an AE preset called Scatterize. From there, following the video's tips for what to set the parameters to is a piece of cake!

2. Pull Someone through a Picture

This effect is awesome, and beyond some initial setup, isn't too complicated. After Effects Tutorial: How to Pull Someone Into Another World by Colin Ross goes through this extremely satisfying effect. After using a green screen, and rotoscoping around your actors, it will require a fair amount of adjustments before you get it to look right. Be warned that this is definitely not for beginners, as rotoscoping and knowing what parameters to use can be overwhelming for a new user.

3. Capture a Frozen Action Scene

This tutorial will blow the minds of everyone you show it to. In The Frozen in Time Effect! By Film Riot you will learn how to duplicate your actors across a single shot. The trick is using a pre-programmed path for your camera rig, and filming a number of individual scenes on different passes. Then you will use After Effects to mask some of the clips and put them into the scene. However, the details that make the example video look great use a bit more than just After Effects. Okay, a lot more than just After Effects. If you don't have resources like this, Film Riot released another video called How to Freeze Time Cheaply!, which breaks down a way to accomplish a less complicated and convincing version in After Effects. Obviously your own skill and experience with editing programs will determine how good your version looks.

4. Intro to Motion Graphics

One basic thing that you may want to do with After Effects is create motion graphics. After Effects Tutorial – Basic Typography and Motion Graphics by thevfxbro teaches you these skills in the context of a music lyric video. This is a relatively easy lesson, but thevfxbro goes into detail for beginners. You can create simple motion graphics in Premiere Pro as well, but AE gives you the extra tools you need to take your animation to the next level.

5. Realistic Lightning Effects

For this tutorial, you will use After Effects and only After Effects! Advanced Electric FX Tutorial by Video Copilot will help you create an incredible electricity effect that is dynamic and looks realistic thanks to the built in features of the Advanced Lightning effect preset in After Effects. This video

editing tutorial goes to show that the presets can be very powerful and customizable.

6. Making Cartoons in After Effects

Here's something a little different. You can also use After Effects to animate a cartoon. [How to Make a Cartoon | For Beginners – After Effects Tutorial](#) by Ross Plaskow is a humorous journey through animating a dinosaur drawing. The main points of setup are to make a drawing with different parts on different layers, and to prepare a number of mouths to use. If you are interested in animating this is a great place to start before seeking out other tutorials for After Effects.

7. Make a 2D Image Into 3D Video

A common After Effects usage is the parallax effect. In [How to Easily Create Parallax in After Effects Using a Simple Distortion Effect](#) by Motion Science, you will learn how to use this effect to fake 3D. This is done by separating layers of a 2D image, and moving them independently of one another. This is a simple explanation. But these tutorials for After Effects will explain in more detail just how to parallax effect can make a static image really pop!

8. Advanced Call Out Titles

Call out titles and motion tracking tutorial

Create completely customizable and controllable call out titles in After Effects. This tutorial by Maxwell Ridgeway covers over 25 minutes of techniques for creating beautiful flat animated titles to track over your videos. These advanced call out titles can be a nice, clean addition to informational videos, business presentations, and more.

9. Project Your Soul

[After Effects Tutorial: Soul Effect from Doctor Strange Movie Astral Projection](#) from After Effects VFX Tutorials by Moraru is a no-budget After Effects tutorial. In it you will learn how to make a ghostly copy of yourself fly out of your body. It is important to make sure that your “real life” layer and your “soul” layer use the same lighting and perspective. Perhaps just as valuable are

Moraru's tips to make the effect more believable, layering different effects with blending modes.

10. Color Grading In After Effects

When you think of color grading your footage, After Effects might not be your first inclination. After watching [Create a Cinematic Look with After Effects Tricks!](#) By Kriscoart, AE might be your new go-to. The way that Kriscoart uses solids, masks, and adjustment layers to bring attention to certain aspects of an otherwise flat video clip is really inspiring. If you currently use a different color grader, try using After Effects once. See if you can get some results that you haven't been able to achieve before.

11. Rise From the Dead

Have you ever wanted to burst from the ground and rise from the dead? Well, with a green screen and an animated preset of a ground burst, you can pretty easily rise from the dead. [Rise From the Dead – Adobe After Effects Tutorial](#) by Surfaced Studio shows how to use this specific effect along with the proper tracking and adjustments to make sure it fits in with your shot. The most valuable lessons from this video have to do with compositing the ground burst and green-screened arm together. The effect seems easy until you realize that the arm has to be in the middle of the rubble. Surfaced Studios goes in-depth on how to define which pieces of rubble are close or far.

12. Give Yourself Demon Eyes

With a request for the demon eyes effect from the show *Supernatural*, [Film Learning's Easy Demon Eyes After Effects Tutorial!](#) Will show you how to copy this effect. While the effect is laughably simple to accomplish even for a beginner, there are still a lot of important steps to take. Film Learnings takes it a step further beyond what he says most demon eye tutorials for After Effects do. He makes sure to include a reflection of what the actor is seeing, as eyes reflect slightly. This adds a tiny bit of realism, which can often be the things that make or break a VFX shot.

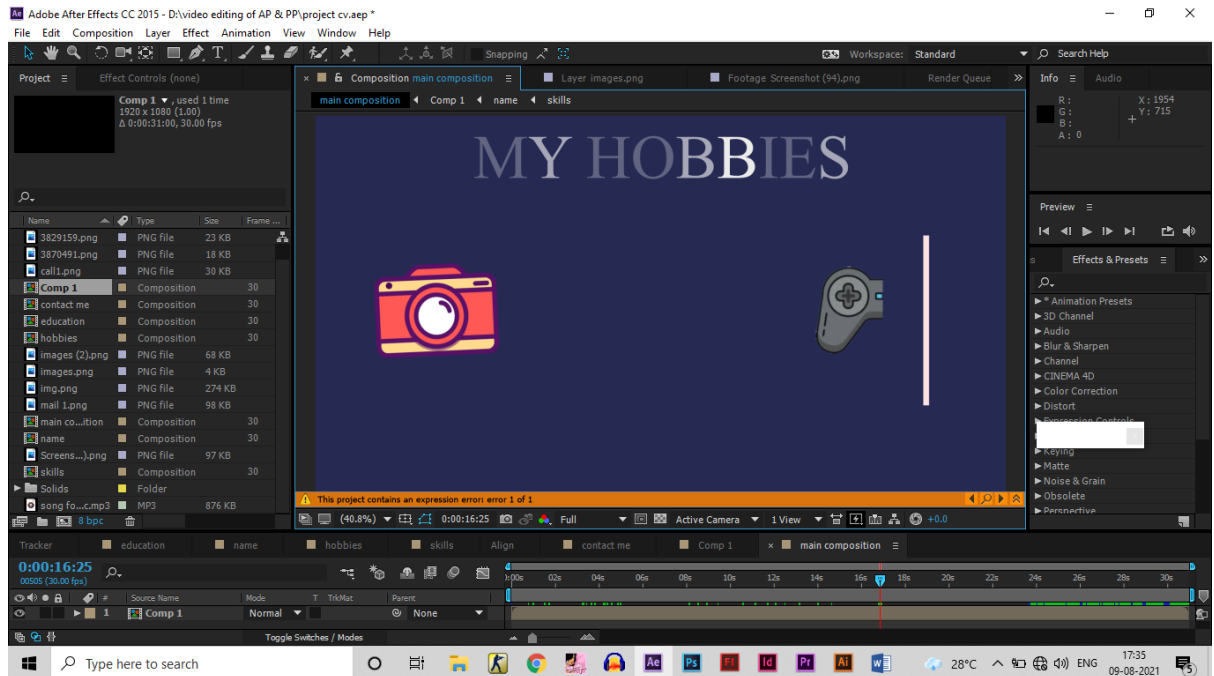
13. Creating a Blue/Red Glitch Effect

This is something widely used for various video projects. A glitch effect is useful for any sort of technology-related clip that needs some extra grit to it. The best part is that it can be applied to literally any text or logo, making this lesson versatile. Glitch Logo Animation In After Effects by Avnish Parker will teach you to create a glitching animation, complete with blue and red to show color distortion. This look is both pleasing and unsettling, which is perfect.

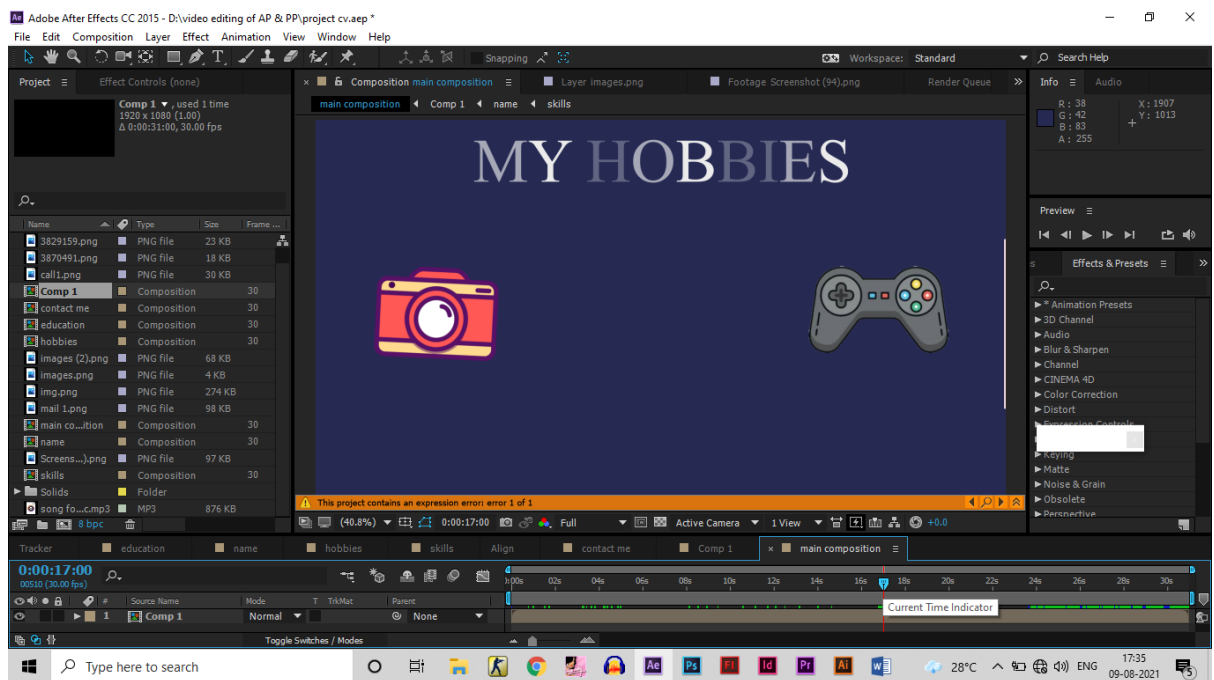
Screenshots of project Output

Screenshots of Output

1. Before



2. After



Masking

Before image shows that layer has masking and using masking the next image that is after one that shows the complete image .

All the thing is we can use masking anywhere means on texts, shapes, images and as well as to the video also.

Only you have to select the object which you want to mask and draw there any shaped mask and run it you'll get masking effect.

1. Before



2. After



Trim path

The before image shows the circles have half strokes and then the after image shows the trim path is working on the circle.

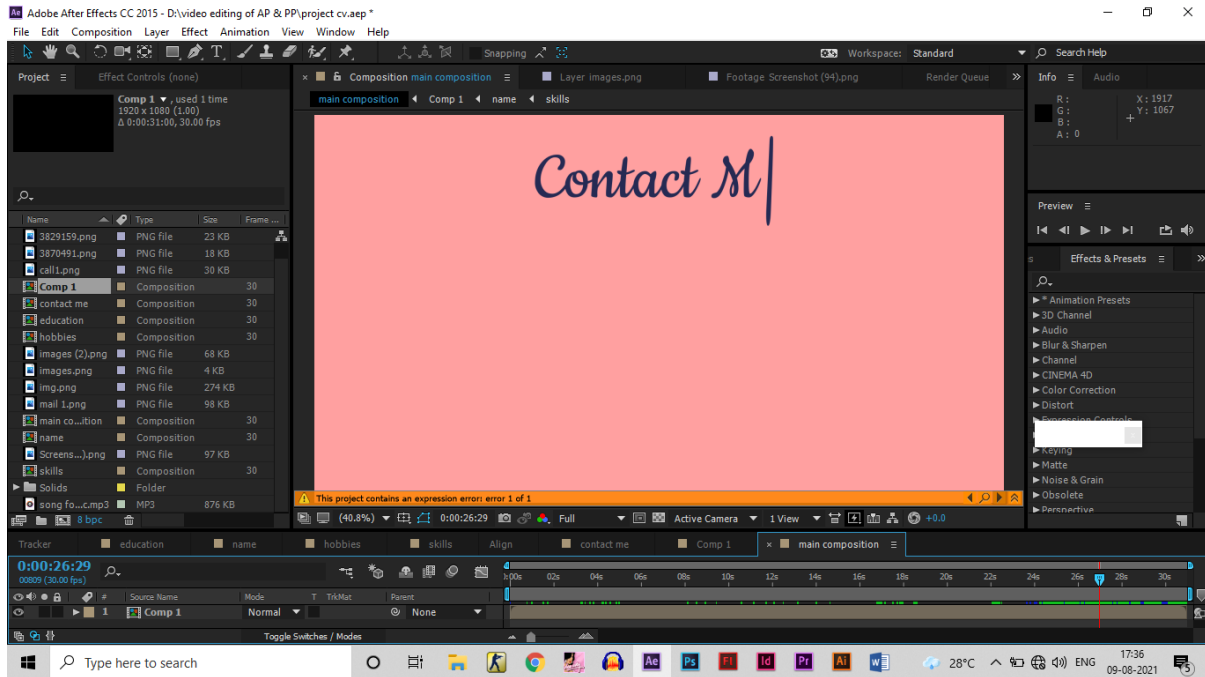
Trim path means we can start or end the stroke point and give the motion to any shape but mostly we use to apply on the strokes .

Select the shape which you want to apply the trim path on and you'll see add option down and select the option trim path.

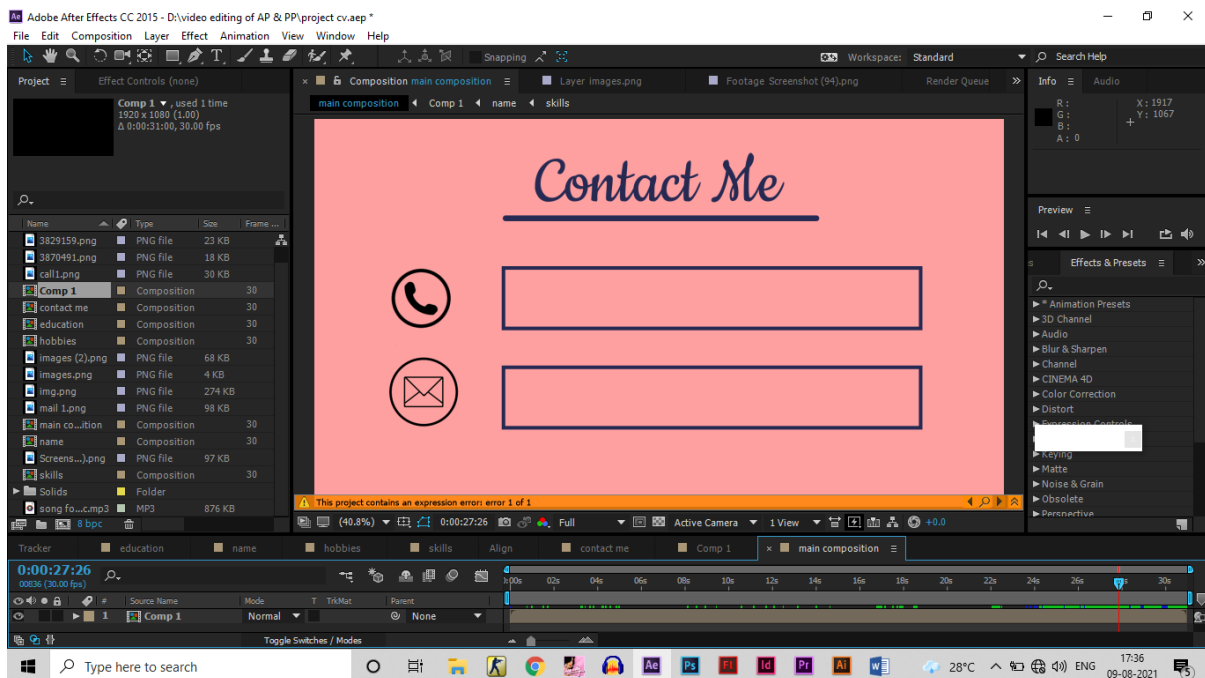
Then you'll have that motion on your layer scroll down there then you'll see the trim path 1 and you can change the setting from it and give the keys to the stroke or any shape or object by changing the starting and ending points.

That's the motion graphics by using trip path option.

1. Before



2. After



Text effect

Before image shows the text was like typing the letters and the after one image shows that the text has completed .

In effects and presets you'll have the effect of text.

There are many text affects you can use any of them on any picture.

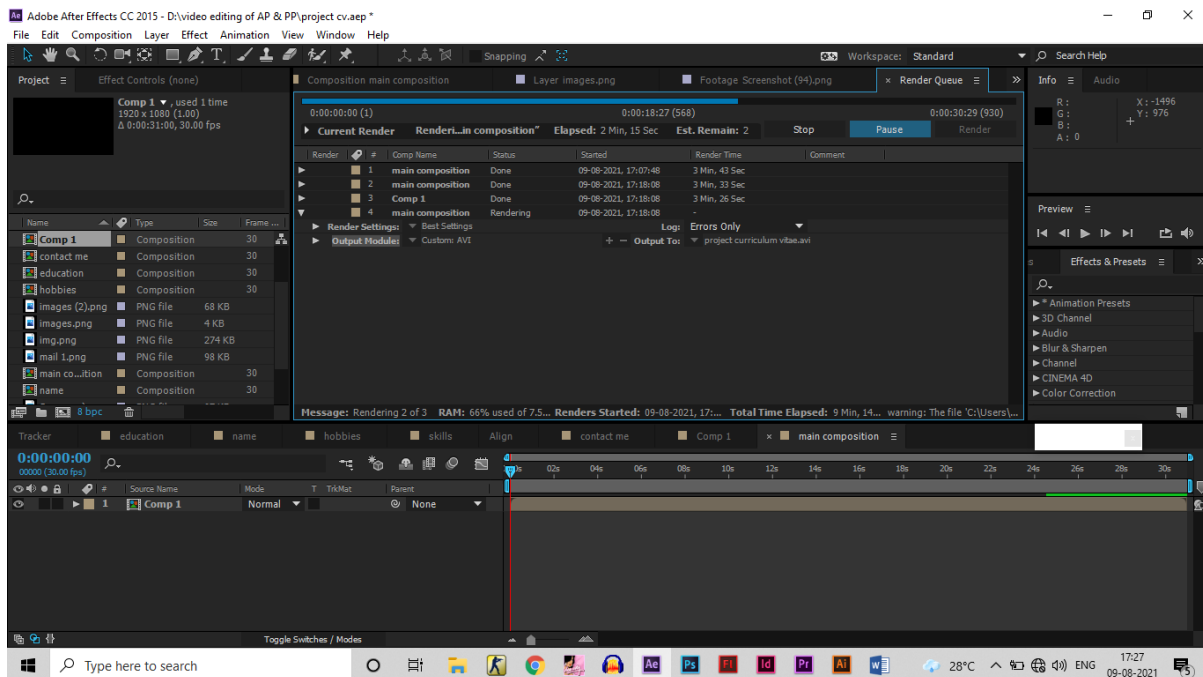
I have used the text effect of **Type-on-01** for that text if you don't have this text effect then you can download from website and paste it in the presets folder in adobe after effects.

Then you'll see that effect in your effects and presets panel.

And then apply it on your text.

Rendering the video (Output)

Rendering the video (Output)



Rendering the video

Save your project and select the file and select the add to render queue.

Then you'll see this kind of page on your screen then you have to select output module and select it one docer will open you have to choose AVI format for output.

Select ok and on right side output to select it and browse it wherever you want and name it.

Then on up side hit the render and your output will start running for AVI format.

You'll see that video in your folder were you have saved it.

So enjoy your video of motion graphics.

PURPOSE OF CHOOSING THIS PROJECT

PURPOSE OF CHOOSING THIS PROJECT

Editing can be the most important part of production for certain projects. This is because it allows the film makers to edit out irrelevant portions of film.

This is usually a lot more entertaining for the audience as it allows them to watch the film better narration from filmmakers.

I choose this project so that I can make the graphic motion is more unique.

Now a days people like 10 to 20 seconds advertise of motion graphics. And it makes happy to editors to make more motion graphics short videos.

CONCLUSION

CONCLUSION

I have successfully completed the project on CURRICULUM VITAE IN MOTION GRAPHICS. I have used many types of shapes. I have used many types of effects and presets .

The project, “CURRICULUM VITAE IN MOTION GRAPHICS” is a project which has been made by taking so many things in video as images , shapes, song,etc.

I used adobe after effects CC for this project. I choose this software because it is too easy to understand and I become more and more comfortable with that when I did work. to make creative videos.

Adobe after effect is best software. I met with different tools which are integral part of video editing.

I choose this topic because motion graphics is synchronization of creative and imaginary things.

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5. <https://blog.motionisland.com/after-effects-presets-text-animation/>