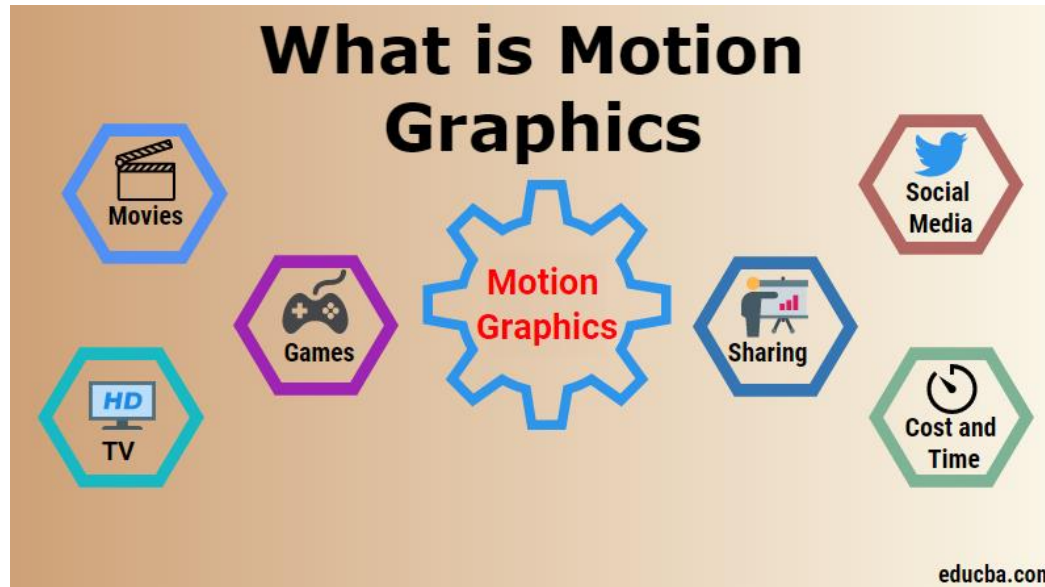# MOTION GRAPHICS

Animated graphics that tell a story

Written by: Wendy-Ann Masters
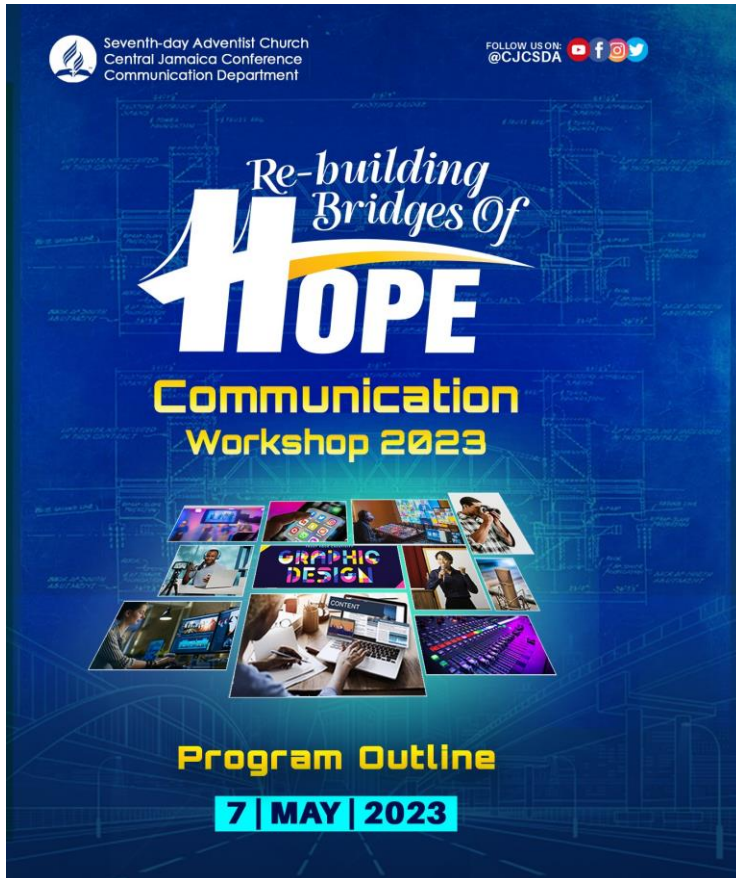
What Are

Motion Graphics?

Motion Graphics

A simple way of conveying messages through typography, animation, graphics, video footage and audio

Tips for creating MG

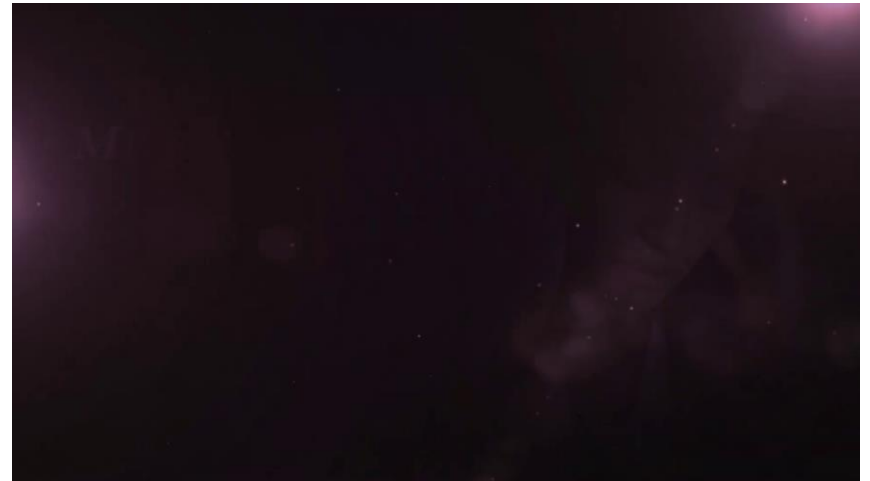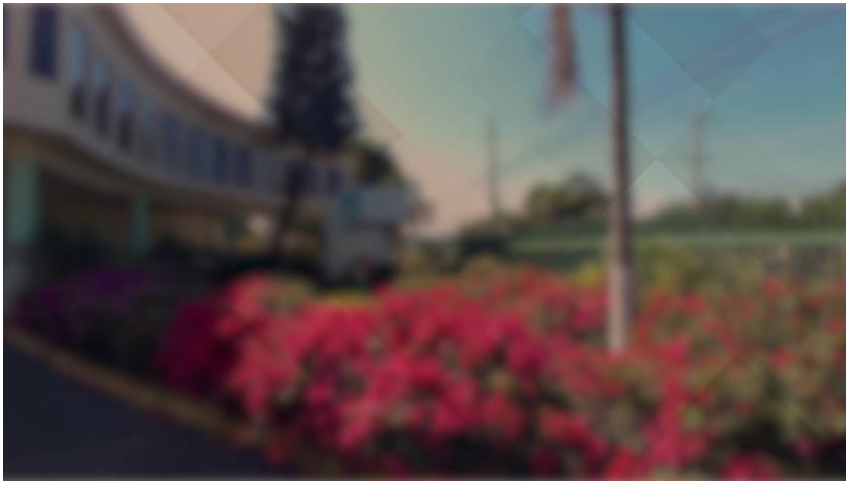**1. Tell a story**
Simplicity and clarity are key

Who am I trying to reach?
What do I want them to learn? Remember? Do?
How do I want to make them feel?

Intro & Promo examples

Tips for creating MG

2. Know your run time

MG tend to be 30sec or a minute and half. Think about the medium where it will be shown

3. Let visuals do the heavy lifting

Find opportunities to show, not tell.

eg. Com Service Dept report figures is shown on screen, audio provide context

4. Animation style

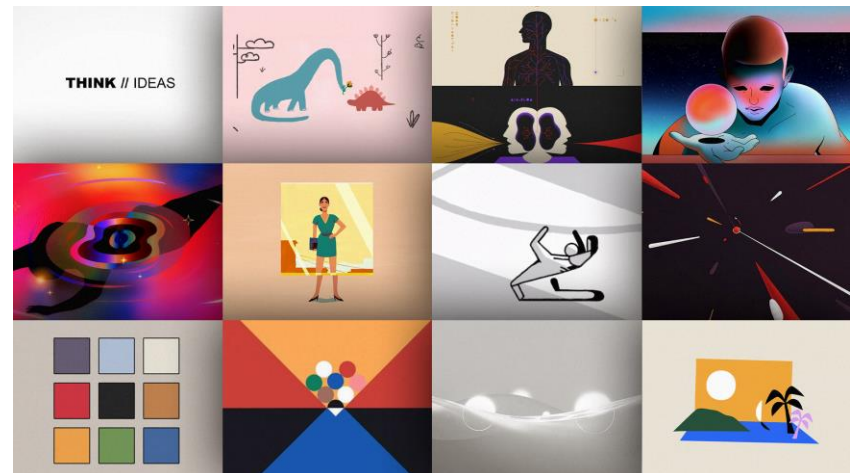Watch your transitions. Do not use every transition and effects

Keep a good pace, too fast and audience won't be able to read,

too slow and audience might gets bored

5. Sound

Choose appropriate music and sound effects.

Ensure that music is not competing with VO volume.
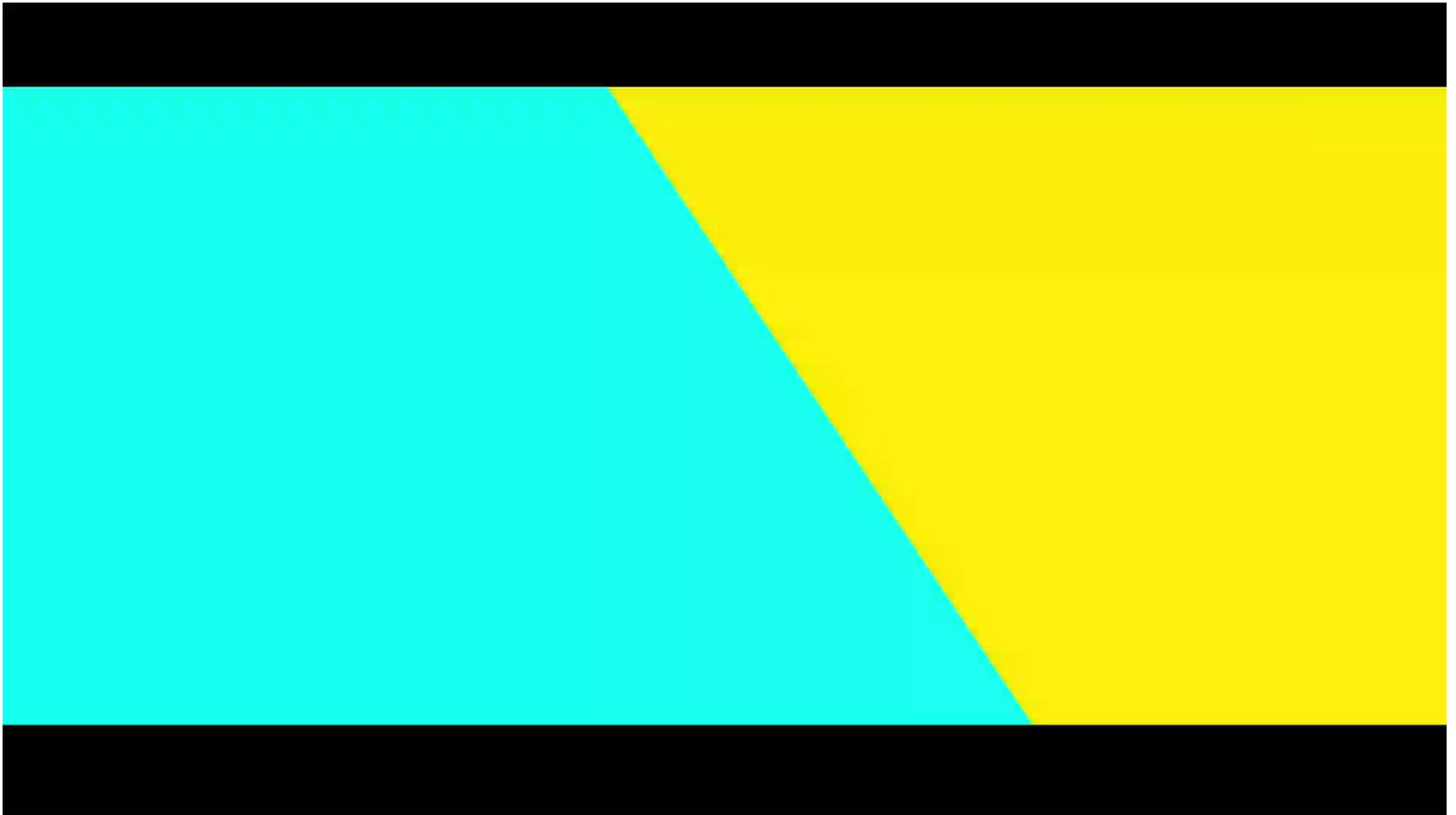
VO must be related to what is shown on screen.

Tools for creating MG

- Adobe AE
- Adobe Premiere
- DaVinci Resolve
- Animoto
- Canva
- Fx Console *(by video copilot)*
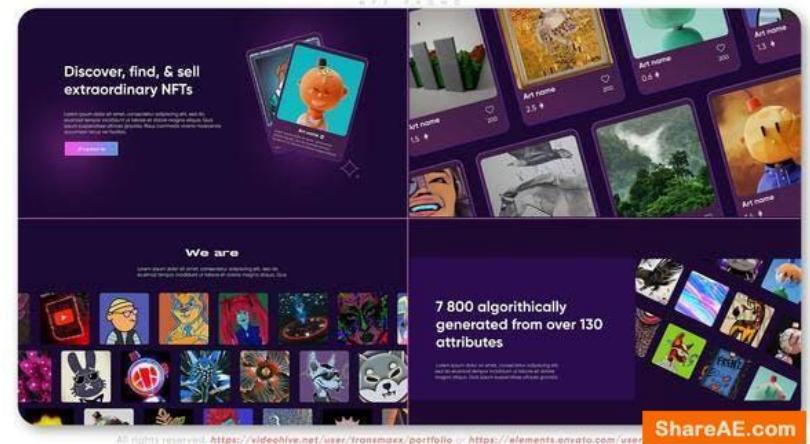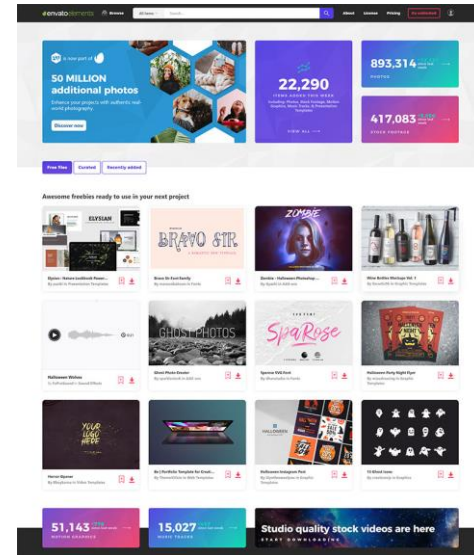- Wondershare Filmora
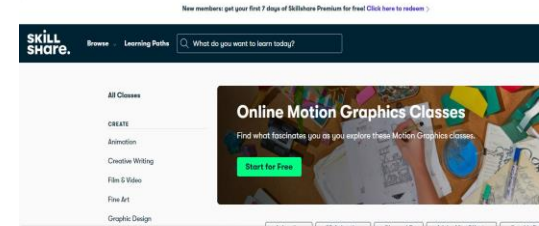
10 Free MG editing softwares

Resources for creating MG

- Youtube
- Animoto
- ShareAE
- ae-share
- aescripts
- Premiumbeat.com
- Envato
- Motion Array
- Creative Market

Learning to creating MG

- Youtube

- Premiumbeat-The Beat

- Skill Share

- Linkedin Learning

- Video Copilot

- School of motion
  (costly but offer tutorial on their youtube channel)

- Motion design school