



crews

Where you belong

TRAINING

Motion Design

LEARNING OBJECTIVES

- Discover the fundamentals of graphic animation applied to digital communication
- Master the tools, techniques and basic effects used in motion design
- Create smooth and dynamic animations from static visuals
- Produce a complete motion design project for the web or social media

TRAINING DURATION

3 days (21 hours)

TARGET AUDIENCE

Graphic design, communication and visual marketing professionals

PREREQUISITES

None

ACCESS TIME

Eligibility based on application and interview with the Experience team: response within 48 hours.

PRICE

- Inter-company training: €2,230 excl. VAT per person
- Intra-company / tailor-made training: on request

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE

Tél : +33 (0)4 80 81 94 50 - Email : contact@crews-education.com

www.crews-education.com



DETAILED PROGRAM

- Introduction to motion design
 - Definition and uses of motion design in modern communication
 - Overview of styles, trends and formats
 - Structuring an animation project
- Getting started with the tools (After Effects or equivalent)
 - Interface, preferences and workspace
 - Importing graphic elements (Illustrator, Photoshop, PNG, SVG...)
 - Understanding layers, guides, compositions and timeline
- Animation techniques
 - Animating text, shapes and objects
 - Using keyframes, animation curves and the anticipation principle
 - Masks, transitions and visual effects
- Rhythm, storytelling and audio
 - Structuring an animated message
 - Working on rhythm and fluidity
 - Adding music, sound effects and audio/video synchronisation
- Export and distribution
 - Optimising for web and social media
 - Output formats adapted to each platform
 - Tips for preserving quality without increasing file size
- Creative workshop
 - Producing a complete motion design project (social media video, product teaser, animated logo, etc.)
 - Creative brief, storyboard, animation, final export
 - Presentation and personalised feedback

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CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to create dynamic animations to enhance their communication content, master the basics of a motion design software and produce attractive videos for digital platforms.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training delivered by professionals actively working in the digital field
- Varied and dynamic teaching methods (case studies, workshops, assignments)
- Individual support by the Experience team

TRAINING TOOLS

- High-performance digital tools: Google Workspace for Education, Edusign...
- Practical case studies based on real-life business situations

EVALUATION METHODS

- End-of-training assessment via quiz or project submission

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Individual progress rate: NA

ACCESSIBILITY

Accessibility for people with disabilities or specific difficulties, contact us to organize an interview and offer you a program adapted to your needs: handicap@crews-education.com

Accessibility to international attendants, contact us: international@crews-education.com

CONTACTS

- By telephone: +33(0)4 80 81 94 50
- By WhatsApp: +33(0)7 56 10 93 20
- By email: contact@crews-education.com

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