TRAINING
After Effects

LEARNING OBJECTIVES
- Discover the basics of animation and post-production with After Effects
- Understand the interface, layers and timeline
- Create dynamic animations using effects, typography and transitions
- Produce a complete motion design or video branding project

TRAINING DURATION
3 days (21 hours)

TARGET AUDIENCE
Graphic design, audiovisual and visual communication 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

DETAILED PROGRAM

- Introduction to After Effects
  - Overview of professional uses: animation, video, motion graphics
  - Introduction to the interface, composition and project organisation
  - Setting preferences, shortcuts and workflow
- Basic animation
  - Managing the timeline and keyframes
  - Animating shapes, text, logos and imported objects
  - Speed curves, easing and smooth transitions
- Effects and visual compositing
  - Adding filters, particles, lighting effects and distortions
  - Managing transparency, masks and blending modes
  - Integrating videos, visuals, photos and vector elements
- Animated typography
  - Creating title and subtitle animations
  - Reveal, distortion and bounce effects
  - Using presets and custom animations
- Audio and export
  - Importing music and synchronising with animation
  - Exporting in various formats: MP4, MOV, GIF
  - Settings for web, social media or professional broadcasting
- Production workshop
  - Creating a complete project (trailer, teaser, logo animation or social media clip)
  - Storyboard, animation and final render
  - Individual feedback and improvement recommendations

CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to produce dynamic animations and visual branding with After Effects, master key effects and enhance their video or digital content with professional quality.

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

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