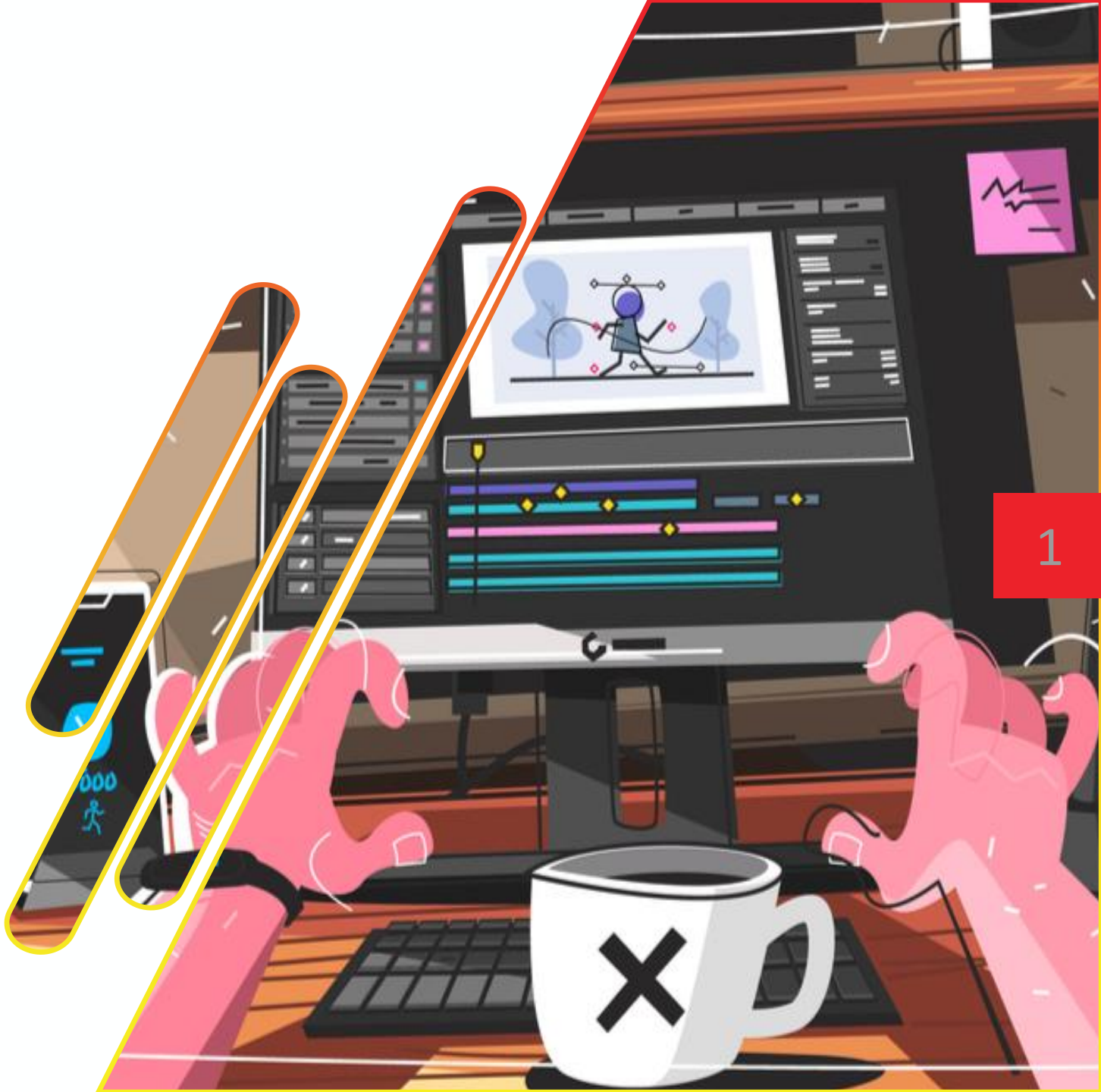
AI Motion Graphics & Design

Let Motion Speak

ARENA ANIMATION®

Learn from the Leader





Industry Insight

The motion graphic design industry is experiencing explosive growth driven by advancements in digital animation, AI tools, and interactive design. As brands increasingly turn to dynamic visuals for marketing, entertainment, and digital media, motion graphics have become a vital part of storytelling and audience engagement. The demand for high-quality motion graphics spans across films, TV shows, advertisements, video games, and social media platforms. Tools like Adobe After Effects, Cinema 4D, and AI-powered animation platforms are enabling designers to create visually stunning and intricate animations with faster turnarounds. The future of motion graphic design lies in hyper-realistic 3D animations, interactive video content, AR/VR integration, and AI-assisted workflows, reshaping how brands connect with their audiences.

India is Poised to Become a Global Hub for Motion Graphic Design
The growth of India's motion graphic design industry is driven by:
A Highly Skilled Workforce in animation, 3D modeling, and visual effects
Demand for Digital Marketing & Advertising pushing the need for high-quality motion graphics
Cost-Effective Creative Services attracting global clients in entertainment, advertising, and tech
Emerging Digital Platforms & Content Creation in OTT, gaming, and social media
Government Support & AVGC Policy helping nurture the creative digital ecosystem

Advantages of the Motion Graphic Design Industry in India
World-Class Animation Studios working on global projects for brands like Disney, Marvel, and Netflix
Adoption of Cutting-Edge Technology in 3D animation, VFX, and AI-driven design tools
Global Outsourcing Hub for motion graphics, digital advertisements, and visual effects
Strong IT & Animation Ecosystem enabling cloud collaboration and virtual production
Expanding Demand Across Entertainment, Advertising, and Digital Media



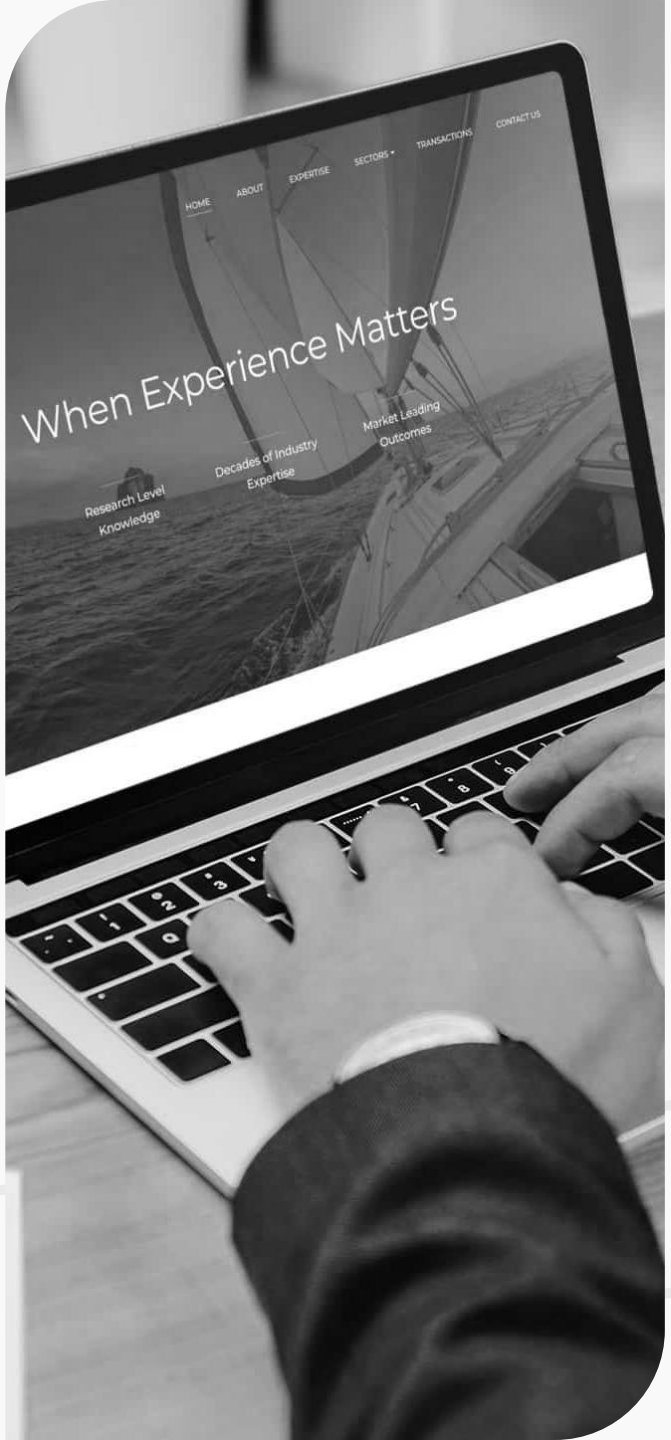
About

The **AI Motion Graphics & Design** program is designed to equip learners with the creative, technical and AI-driven skills required to create compelling visual content, motion graphics and digital experiences for today's media and communication landscape. The program begins by building a strong foundation in visual design, communication and storytelling, enabling learners to develop creative ideas and translate them into engaging visual narratives. Learners explore key design principles such as light, color and typography, while developing an understanding of shots, storyboards and the grammar of visual storytelling.

The program further enables learners to create digital designs, social media content and AI-generated visual assets using contemporary creative workflows. They gain an understanding of video editing and motion graphics, learning how to combine design, movement, timing and storytelling to create dynamic and engaging content. The course also introduces AI-assisted video direction, open-source AI workflows and AI-powered 3D content generation, enabling learners to explore emerging approaches to visual content creation.

The program culminates in a portfolio development module, where learners apply their creative, design, video and motion graphics skills to develop industry-relevant projects. By the end of the program, learners will be equipped to conceptualize, design, animate and produce visually engaging content by combining design principles, storytelling, motion graphics, video production and AI-powered creative workflows, preparing them for opportunities across digital media, advertising, social media and content production.





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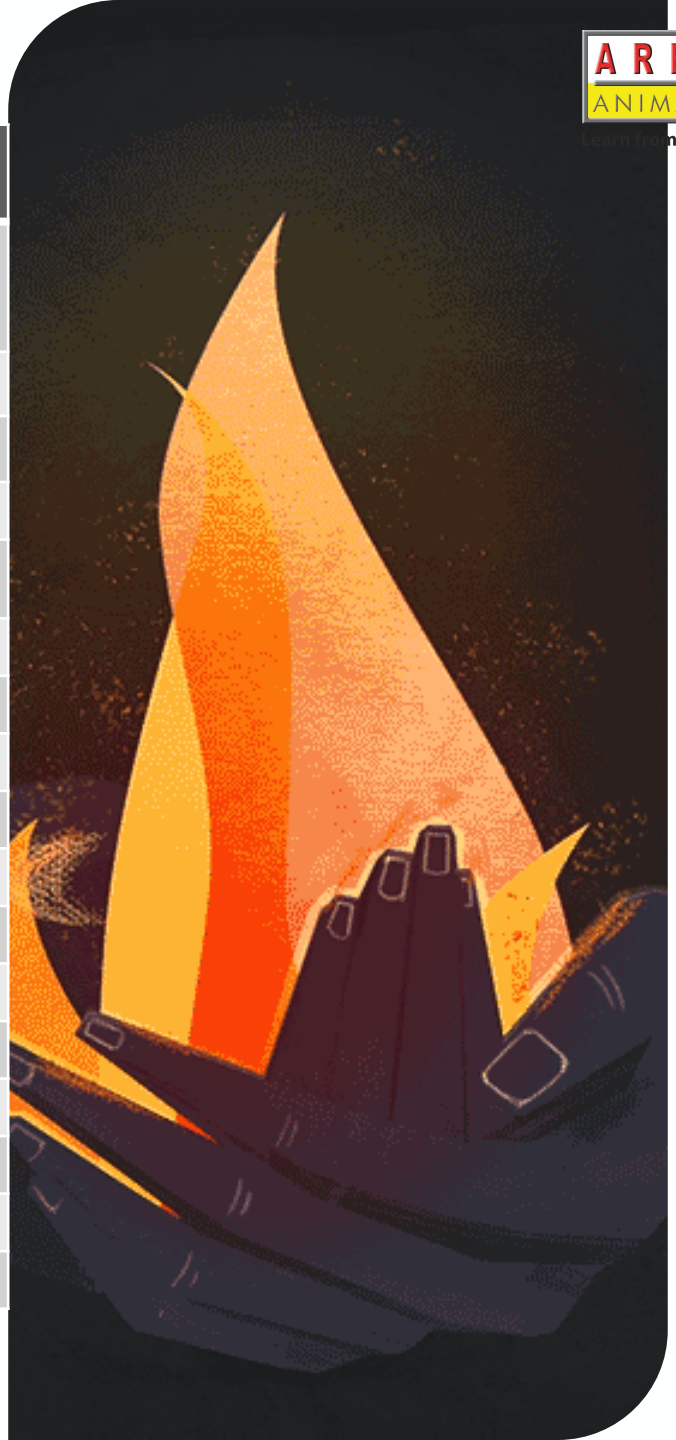
Course Highlight:

- Job-oriented, industry centric curriculum
- Hands-on practical training using latest tools and software
- Certified faculty
- Exposure to industry interaction and workshops
- Placement assistance
- Access to **Pro Connect,** a platform to showcase your portfolio

Course Structure

AI Motion Graphics & Design

Modules	Preferred Training Tools	Sessions	Theory Hours	Lab Hours	Total Hours	Home Assignments
Foundation of Visual Design & Communication	Conceptual	3	6	0	6	0
Fundamentals of Storytelling using AI (Creative Writing & Idea Generation)	ChatGPT | Gemini | DeepSeek | Adobe Firefly	2	4	2	6	0
Elements of Design (Light | Color | Typography)	Adobe Firefly Boards	4	8	4	12	0
Grammar of the shot	Conceptual	2	4	4	8	0
Digital Design with AI	Adobe Photoshop CC	14	28	6	34	10
Gen Ai Powered Social Media Content Creation	Adobe Express	3	6	2	8	0
Idea Concept Storyboard	Storyboarder	4	8	2	10	2
Visual Storytelling with Gen Ai	ChatGPT | Leonardo	2	4	2	6	0
Grammar of the Edit	Conceptual	2	4	4	8	0
Video Editing	Adobe Premier Pro CC	10	20	6	26	4
Motion Graphics with use of AI	Adobe After Effects CC	12	24	8	32	10
Video Direction with AI	InVideo	6	12	8	20	0
Ai Workflow - Open Source	Comfy UI	4	8	2	10	0
AI 3D Content Generation	Adobe Stager	4	8	8	16	0
Portfolio Powerhouse	NA	1	2	12	14	20
Total		73	146	70	216	46





Summary

Total Hours

216 hours

Total Terms

1

Software's Covered

ChatGPT | Google Gemini | DeepSeek | Adobe Firefly | Adobe Firefly Boards | Adobe Photoshop CC | Adobe Express | Storyboarder | Leonardo | Adobe Premiere Pro CC | Adobe After Effects CC | InVideo | Comfy UI | Adobe Stager

Course Code

RD10021-AIMGD

Course Outcome



Upon successful completion of the AI Motion Graphics & Design program, learners will be able to apply the principles of visual design and communication to develop creative concepts and translate them into engaging visual narratives. They will gain the ability to use AI-assisted approaches for idea generation, storytelling, digital design, social media content creation and visual asset development.

Learners will develop an understanding of shot composition, storyboarding and the grammar of editing, enabling them to plan and structure effective visual content. They will also gain practical skills in video editing and motion graphics, allowing them to combine design, animation, movement, timing and storytelling to create dynamic content for different digital platforms.

By exploring AI-powered video direction, open-source creative workflows and AI-assisted 3D content generation, learners will be prepared to work with emerging technologies and evolving content production practices. Through the development of industry-relevant projects and a professional portfolio, learners will be equipped for opportunities in motion graphics, visual design, video editing, digital content creation and AI-enabled creative production.



Career Opportunities

- Motion Graphic Artist
- AI Video Editor
- Visual Designer
- Graphic Designer
- Digital Content Creator
- Social Media Content Creator
- Creative Designer
- Creative Production Executive

Eligibility

Eligibility Criteria:

10th

Certification: AI Motion Graphics & Design

Certificate Type: Certificate of Accomplishment

Reason To Believe



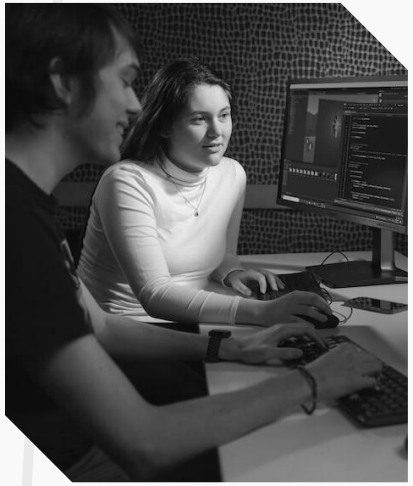
Industry-Relevant Curriculum

Designed with cutting-edge tools and technologies like Gen AI, ensuring students are industry-ready.



Diverse Career Opportunities

Graduates can explore roles in Animation, VFX, Gaming, UI/UX, Graphic Design, Digital Content creation and more, offering flexibility and growth.



Practical Hands-On Training

Real-world projects, live assignments, and immersive learning experiences bridge the gap between theory and application.



Industry Exposure & Placement Assistance

Get access to workshops, mentorship from industry leaders, and placement support through our vast recruiter network.



Pro Connect

With a legacy of excellence, Arena Animation equips students with the skills, exposure, and expertise to thrive in the fast-evolving creative and digital industries.

Brand Engagement

Industry Collaboration and Expert masterclass	Regular masterclasses and guest lectures from top industry professionals across animation, VFX, gaming, and design.
Immersive Experience Booths	Presenting student work at Comic-Con, industry expos, and recruitment summits.
On Ground engagement and Events	Creative Minds events where students showcase their projects to industry leaders.
Student centric Engagements	Internships & Industry Projects – Real-world learning opportunities with top brands and studios across all courses
Campus Workshops & Walk-Ins	Hands-on training sessions for prospective students to experience the program before enrolling.

Thank You!

Reach out to us for any queries at:

arenaanimation@aptech.co.in