



4 MARCH - 1 MAY 2025

Live online course

# MOTION GRAPHIC DESIGN

18

LIVE LESSONS

17

OFFICE HOURS

7

WEEKS

8

ASSIGNMENTS

1

GUEST SPEAKER

2

CLASS  
PRESENTATIONS

1

PORTFOLIO  
PROJECT

# Brendan Harper

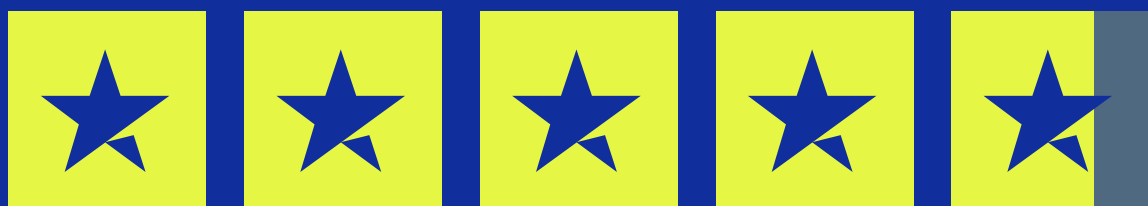
WARNER BROS





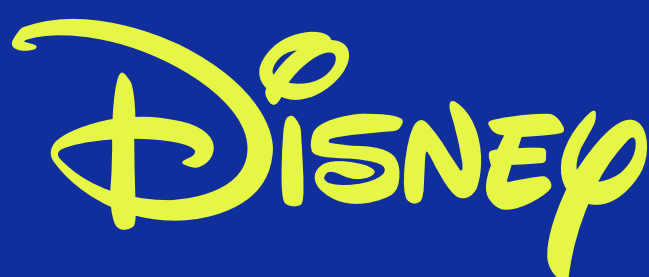
WHAT IS ELVTR?

ELVTR brings together proven industry leaders and rising stars in one virtual classroom.



TRUSTSCORE 4.7

OUR INSTRUCTORS COME FROM



ELVTR's staff is helpful and attentive, even after the class is over. If you're considering a course, I highly recommend it.

ADRIEN C.



# Say hello to a brand new way to learn online!



## 100% LIVE INSTRUCTION

Learn, engage,  
and ask questions  
in real time.



## ANNUAL ACCESS

Every live class is  
recorded. Review  
the material any time  
you want for a year.



## PERSONAL FEEDBACK

Never lose your way.  
Get actionable feedback  
on every assignment  
and project.



## PRACTICAL & HANDS ON

Reinforce what you  
learn with independent  
practice after every class.

I've taken online college courses, but never anything close to this format.  
The format is scheduled, the syllabus is clear, and the teacher is wise. Triple threat.

ESTHER A.





MEET YOUR INSTRUCTOR

# BRENDAN HARPER

SENIOR MOTION GRAPHIC  
DESIGNER



**Worked** for global brands Warner Bros, Hasbro, and Nickelodeon.

**Has specialised experience** in Motion Graphics, Graphic Design, Video Production, and Brand Storytelling.

**Created** visually compelling animated GIFs and motion graphics for retail experiences & advertisements at Warner Bros.

**Driven** successful campaigns with a unique blend of creativity and technical expertise.

“This course will teach you to harness the power of motion graphics to transform your ideas into captivating visuals.”

BRENDAN HARPER





# Master tools like After Effects and Premier Pro and create stunning animations.

## LEARN HOW TO:

### Create Basic Animations

Use keyframing to animate an object/character and tell a story.

### Skillfully Edit & Composite

Delve into audio editing, colour correction & grading, and other advanced editing techniques to deliver a polished final product.

### Bring 3D Scenes to Life

Explore applying materials and textures to your 3D models and effectively using lighting and cameras.

### Master After Effects, Premier Pro, & Cinema 4D

Harness these tools to transform your ideas into captivating motion graphics.

# See yourself below?

THEN THIS COURSE IS FOR YOU



## MONETISE YOUR ARTISTIC SKILLS

Turn your artistic abilities into a lucrative career with our motion graphics course. Explore the basics with 2D keyframe animations, and move up 3D models with masterful texturing, lighting, and cameras.



## CREATE INTERESTING MARKETING DESIGNS

Discover what makes a motion graphic engaging and inspiring by gaining practical knowledge of the design process. Work with texts, shapes, and effects, and learn how to apply these skills to advertisements.



## BROADEN YOUR GRAPHIC DESIGN SKILL SET

All great designers begin somewhere! This motion design course will give you a solid foundation in the fundamental skills of motion graphics to help you build up your design toolkit. Learn techniques in keyframing, motion paths, and effects to produce simple motion graphics sequences.



## ADD MOTION GRAPHICS TO YOUR TOOLBELT

Build on your existing skill set and start creating motion designs that pop! Explore creating and manipulating 3D layers, using effects and presets, and advanced editing techniques. Add Adobe After Effects, Illustrator, and Premier Pro to your resume.

MON (3/3)

6:30 PM GMT

Instructor Introduction

Course Objectives & Flow

Q & A

00

Intro Session

TUE (4/3)

6:30 PM GMT

Introduction to key concepts

Introduction to Adobe After Effects & Adobe Premiere Pro

01

Motion Graphic Design:  
Master the Basics

THU (6/3)

6:30 PM GMT

Finding your inspiration

Curating content, ideas, and visuals

Creative critiques

**Workshop:** Sharing project ideas

**Assignment #02**

Design a mood board or storyboard based on a researched theme/style, which you'll turn into a motion graphic project later.

02

Creating and Developing Ideas

TUE (11/3)

6:30 PM GMT

2D animation

3D animation

03

The Art of Animation



THU (13/3)

6:30 PM GMT

Interface navigation, basic tools, and workflow

Assets: importing and organising

Clearing the cache & making space

Character movements

**Assignment #02**

Craft a simple keyframe animation (10-15 seconds) and, if time permits.

04

After Effects #01:  
Nail Down the Essentials

TUE (18/3)

6:30 PM GMT

**Workshop:** Keyframe animation

05

After Effects #02: Workshop

THU (20/3)

6:30 PM GMT

Intro to frame-by-frame animation in Photoshop and After Effects

Creating smooth looping animations with key timing techniques

06

## After Effects #03: Frame-by-Frame Animation

TUE (25/3)

6:30 PM GMT

Working with text and shapes

Using effects and presets

Motion paths and masking

**Demo:** Using the graph editor

07

## After Effects #04: Level Up Your Game

**Assignment #03**

Create a dynamic ad with text and objects only — choose between a corporate advert (software, tech, etc.) or a social media promo (energy drink, makeup).



THU (27/3)

6:30 PM GMT

3D in After Effects

Cameras and lighting

Expressions and scripting

Turning Adobe Illustrator vector files into 3D elements in After Effects

**Assignment #04**

Produce a 3D story with camera manipulation or animate a 3D logo.

08

## After Effects #05: Become an After Effects Wizard

TUE (1/4)

6:30 PM GMT

Navigating the Adobe Premiere Pro interface

Importing and organising media

Basic editing techniques

09

## Adobe Premiere Pro #01: Scene, Cut! Ace the Basics

THU (3/4)

6:30 PM GMT

Audio editing

Advanced editing techniques

Colour correction and grading

Titles and graphics

Finalising and exporting from Premiere Pro to Adobe After Effects

10

## APP #02: Become an (Adobe Premiere) Pro

### Assignment #05

Develop a promo video or animated PowerPoint using Adobe Premiere Pro.

TUE (8/4)

6:30 PM GMT

Why Cinema 4D?

Navigating the interface

Basic 3D modelling tools and techniques

Working with splines and generators

Common beginner problems and fixes

11

## Cinema 4D #1: Creating 3D Magic



THU (10/4)

6:30 PM GMT

Introduction to materials and texturing

Basic animation in Cinema 4D

Lighting and cameras

Box modelling basics

12

Cinema 4D #02: Going Deeper

Assignment #06

Create an object in Cinema 4D complete with materials texturing, lighting, and cameras

TUE (15/4)

6:30 PM GMT

Components of an effective portfolio

Best practices for portfolio design

Adding depth and personality to your portfolio

13

Showcasing Your Portfolio

THU (17/4)

6:30 PM GMT

14

Presenting Your Work With Confidence

Understanding your audience

Crafting a compelling narrative

Showcasing your work

Presentation tools and techniques

Showcasing interactive example

TUE (22/4)

6:30 PM GMT

15

Sharing Your Work:  
Class Presentations #01

Step into the spotlight to share your work, get some feedback, and see what your peers think — because nothing says "learning" like a little constructive criticism from the whole crew.



THU (24/4)

6:30 PM GMT

Showcasing presentations: Part 2

16

Sharing Your Work:  
Class Presentations #02

TUE (29/4)

6:30 PM GMT

The business of motion graphics design

Key industry sectors

Roles and responsibilities

Current trends

17

Navigating the Industry  
+ Guest Speaker

THU 1/5)

6:30 PM GMT

18

The Future of Motion Graphics Design

The role of motion graphics in new media

Continuous learning and skill development: Duik, Red Giant Particles 3D

Procedural animation and generative design

VR and AR

Assignment #07

Portfolio project



# Here's a few of student testimonials



**COURTNEY FULTON**  
WOMEN IN LEADERSHIP

I enjoyed the structure of the class. I like how we learned about a topic and practiced it in the workshops. It's helped me to apply what I learned!



**CARLOS ANDRES**  
BECOME AN ART DIRECTOR



The group activities, they allow us to interact and exchange ideas, plus the way it is structured is challenging and mind twisting as we collaborate in different parts of the ideation.



**HAYLEY SMITH**  
BRANDING 101



Overall I'm impressed with the level of detail and explanation around particular topics and subjects. There's a real depth to each module which for learning allows the information to stay in your brain.



**REBECCA KOUWE**  
HUMAN RESOURCES ANALYTICS



I really enjoy the format of the course. Lectures with real life examples and an ongoing case study. Also built in 20 minutes at the end of each class for questions is helpful.

# Stand out within your network

Want to show you're for real?  
Verify your skills to recruiters with an Motion  
Graphic Design certificate.

To earn a course certificate, complete the  
course assignments with a cumulative score  
of at least **80 out of 100 points**.

\* All assignments come with specific due dates. Please make sure  
to submit them on time so that we can review and grade them for you.

| elvtr |

## CERTIFICATE OF COMPLETION

This certifies that  
**Your Name**

has achieved exceptional performance in  
**Motion Graphic Design**

The recipient has consistently demonstrated excellence in fulfilling all  
coursework and assignments, thereby earning this distinction.

Issued on 1st May 2025



Roman Peskin,  
CEO

Brendan Harper,  
Instructor





# Get funded by your employer!

HERE ARE A FEW TIPS TO MAKE THEM SAY YES:

01

## HAVE A DETAILED ACTION PLAN

Show your commitment by letting your employer know how you will apply your new skills in your current role.

02

## TELL THEM WHAT'S IN IT FOR THEM

Will you be able to take some responsibilities off their plate? Can you put financial value on the skills you'll gain? Answer those questions and you'll get to "yes" a whole lot faster.

03

## PITCH THE INSTRUCTOR LIKE THE SUPERSTAR THEY ARE

After all, getting direct access to the leaders behind brands like Google and Netflix doesn't happen everyday.

04

## CONSIDER USING THE CONFERENCE BUDGET

If your company sets aside money for development or networking, tap into those funds. You'll be doing plenty of both!

05

## USE SOCIAL PROOF

Ping your boss our [Trustpilot](#) reviews and let other ELVTR students do the talking.

# 55%

OF UK EMPLOYERS INVEST IN PROFESSIONAL DEVELOPMENT

Is yours one of them?

Ask your learning advisor about how to get your course sponsored.

|elvtr|

SEE YOU  
IN CLASS

