



AI Motion Graphics Course

Course Duration: 12 hours | 2 days or 4 half-days

Target Audience: Motion designers, art directors, and post-production professionals

Course Description

Professional AI for Motion Graphics is a hands-on course for motion designers, art directors, and post-production professionals who want to integrate AI into a professional creative workflow without compromising quality, control, or brand standards. Over 12 hours, participants learn how to use AI tools to support storyboarding, style development, asset generation, animation, compositing, and final polish within a motion graphics pipeline.

The course focuses on creating motion-ready assets, building 2.5D scenes, directing AI-generated motion, and blending AI outputs with traditional workflows in After Effects and related tools. Participants also learn how to manage typography, logos, and licensing considerations, and how to set appropriate client expectations when working with AI-assisted production methods.

By the end of the course, participants will be able to produce polished, branded motion sequences that feel intentional, art directed, and ready for professional delivery.

What You Will Learn

- Use AI for storyboarding, visual planning, and creative exploration
- Generate motion-ready assets designed for camera movement and compositing
- Build foreground, midground, and background elements for 2.5D animation
- Prepare AI-generated stills for use in Photoshop, Runway, Luma, and After Effects
- Determine when AI is appropriate for animation tasks and when manual methods are more effective
- Direct AI-generated motion for atmospheric scenes, concept visuals, and environmental plates
- Keep typography, logos, and brand elements separate and under creative control
- Integrate AI-generated assets into professional After Effects workflows
- Blend AI-generated content with traditional motion graphics techniques
- Review AI outputs for flicker, drift, perspective errors, and other quality issues
- Apply Topaz Video AI for stabilization, frame interpolation, and upscaling
- Present AI-assisted work professionally, including considerations around licensing, indemnity, and client expectations

Skills Learned in This Course

- AI-assisted storyboarding and visual development
- Prompt writing for motion-ready asset creation
- Overscan planning for pans, tilts, and zooms
- Depth plane creation for 2.5D animation
- Asset preparation for compositing and animation
- Layer separation and edge cleanup
- In-painting and negative space generation
- AI animation workflow planning
- Directed image-to-video generation
- Brand-safe typography and logo handling
- Vector asset integration for motion design
- After Effects compositing with AI-generated assets
- Hybrid motion design using AI and traditional tools
- Match-moving and camera integration
- Quality control for AI-generated video
- Post-render stabilization, interpolation, and upscaling
- Professional delivery of AI-assisted branded motion graphics

Course Outline

Day 1: Design, Planning, and Motion-Ready Asset Creation

Module 1: AI Storyboarding and Creative Strategy

The Adobe Firefly Foundation

Build commercially safe mood boards and style frames using Adobe Firefly.

AI-Assisted Storyboarding

Rapidly iterate on compositions and camera angles within the Adobe ecosystem.

Ethics and Business Considerations

- Indemnity and Licensing: Understand practical guidance on indemnity and licensing, including Firefly versus open models.
- Approval Language: Learn how to present AI-assisted work to clients and document source material.
- Workflow Selection: Determine when to choose AI-native versus hybrid-AI workflows based on project budget and legal risk.

Module 2: Designing Assets for Motion

- Composing for Camera Moves: Use prompt strategies that build in safe margins (overscan) for virtual pans, tilts, and zooms.
- Creating Depth Planes: Design for 2.5D animation by generating foreground, midground, and background elements separately.
- Managing Baked-In Artifacts: Avoid lighting and shadow choices that can break physical logic during compositing.
- Loopable Elements: Generate textures and environmental elements—such as clouds and particles—intended for seamless looping.

Module 3: Preparing Assets for the Timeline

Anatomy of a Motion-Ready Asset

- Layer Separation: Prepare stills for Photoshop cut-outs before they reach After Effects or Runway.
- Edge Cleanup and In-painting: Use Generative Fill to fix edges on isolated assets for cleaner masks.
- Negative Space and Parallax: Ensure background assets contain enough hidden information to support 3D camera movement.
- Revision-Safe Exports: Apply naming conventions and layering strategies that make it easier to swap AI assets when clients request changes.

Day 2: Animation, Compositing, and Professional Delivery

Module 4: AI Animation and the Decision Framework

Image-to-Video Precision

Use Runway and Luma to animate the motion-ready assets created on Day 1.

The AI Decision Matrix: When to Use AI vs. Manual Techniques

- Use AI for: atmospheric motion, concept spots, social loops, and complex environmental plates.
- Avoid AI for: precise brand physics, typography, UI interaction, and frame-accurate character performance.

Directed Motion

Master Motion Brush techniques to isolate movement from static geometry.

Module 5: Brand Systems and Typography Control

- The Typography Firewall: Understand why text, logos, and legal marks must be handled separately from AI generation.
- Vector Integration: Use Firefly-powered text-to-vector tools in Illustrator to create brand assets that remain infinitely scalable in After Effects.
- Logo Preservation: Replace or match-move high-resolution brand logos onto AI-generated surfaces to maintain brand guidelines.

Module 6: After Effects Integration—The Professional Pipeline

- Building the 2.5D Scene: Import generated depth planes into After Effects 3D space.
- Hybrid Blending: Combine AI-generated video with traditional shape layers, particles, and 3D camera trackers.
- AI as Utility: Use AI outputs as style frames, texture passes, or displacement maps rather than only as final shots.
- Match-Moving: Stabilize and track AI clips into existing live-action or 3D environments.

Module 7: Quality Control and Final Polish

The Inspection Checklist

Detect and resolve temporal inconsistency, anatomy drift, and perspective errors before client review.

Topaz Video AI Post-Render

- Stabilization and De-blur: Correct micro-jitter in AI video outputs.
- Frame Interpolation: Convert 24 fps AI renders into fluid 60 fps video or high-speed slow motion.
- Upscaling and Dithering: Ensure 1080p AI renders meet 4K delivery standards without a plastic or over-processed look.

Final Project:

Produce a short, professional sequence, ideally including branding, that demonstrates mastery across the full course workflow. The final project should include:

- Intentional Reveal: A deliberate camera move or asset reveal that communicates a clear creative decision.
- Depth: 2.5D parallax or 3D camera tracking that adds dimensionality to the scene.
- Brand Integration: Sharp, non-AI typography and a precisely placed logo that meets brand standards.
- Finish: A polished, high-resolution render processed through AI.