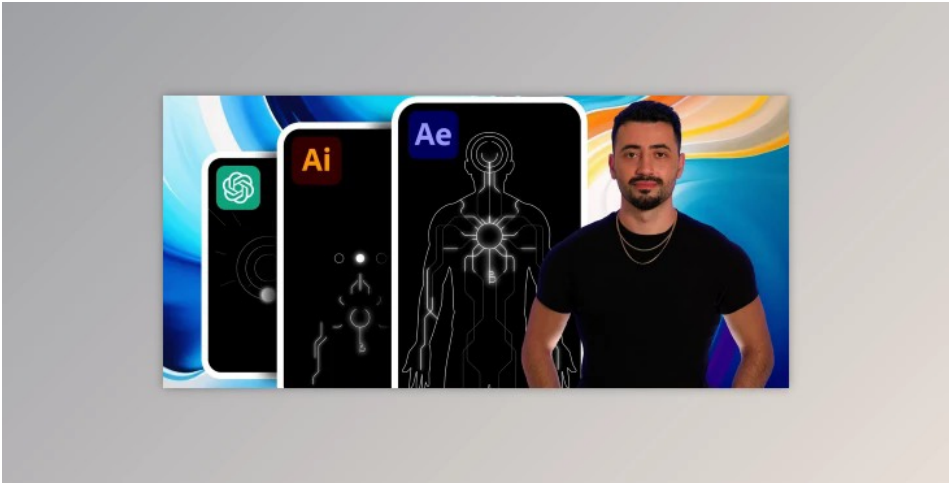# Animation for Social Media in Adobe After Effects

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Animation for Social Media in Adobe After Effects: Join me, Valeri, on an exciting journey into the world of motion graphics and animation for social media. In this course, we'll dive deep into the art of creating captivating animations that stand out from the crowd.

But let's make one thing clear: this course isn't just about following fleeting trends. It's about mastering the skills needed to tackle substantial animation projects from start to finish. Trends may come and go, but the techniques you'll learn here are timeless.

Throughout the course, you'll learn how to approach any project with confidence, even complex ones like explainer videos. By the end, you'll be equipped with the creative ideas and skills needed to craft compelling stories through animation.

We'll begin by understanding scripts from clients or creating our own using AI technology. Then, we'll explore methods for generating cool visual concepts, finding inspiration, and conducting research to enhance our projects. You'll also learn how to effectively plan your work using storyboards before moving on to creating scenes in Illustrator.

Next, we'll focus on crafting engaging voiceovers with AI assistance, making it easier to bring your animations to life. We'll then transition to After Effects, where I'll share tips on syncing animation with voiceovers and seamlessly transitioning between scenes.

You'll also discover how to incorporate captions, whether through AI or manual creation, in After Effects. Finally, we'll polish our animations with primary effects and sound to bring our projects to completion.

Don't worry if you're new to After Effects; I'll guide you through all the essential functions and concepts in a simple and easy-to-understand manner. And for those who want to delve deeper, I offer a free beginner's guide packed with detailed explanations of key After Effects topics.

To ensure an optimal learning experience, you'll receive clear notifications on when to follow along with me and when to listen. You'll also receive mid-lesson questions to reinforce your understanding and reminders to take short breaks.

Plus, this course is narrated by a professional voiceover artist in straightforward English, making it accessible to learners of all backgrounds. Get ready for a rewarding and immersive learning journey into the world of logo animation!

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