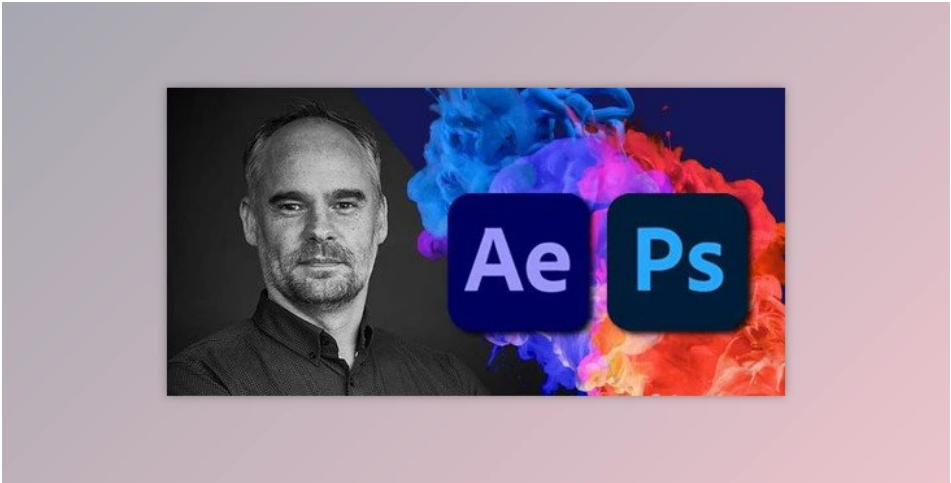




## Animated Graphics for Marketing using Adobe After Effects

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### Requirements

- This course is intended for those who are new to After Effects or those who are already familiar with the basics of the program.

### Description

It doesn't matter if you're an entrepreneur who wants to improve your social media skills or if you're a creative person within the business world. After Effects is an incredible tool for enhancing your marketing graphics videos, presentations for clients, and other content.

If you've never heard of After Effects or have a basic knowledge of the program, this course is ideal for you. The course will guide you through the basics to be able to use After Effects confidently.

Each module is specially designed to cover the subject that is frequently requested in the field of Marketing.

Create your own graphics by using After Effects, Let's get going.

## Gfx plugin details of Animated Graphics for Marketing using Adobe After Effects

The product is in the **Tutorial category**, for more information about this post you can click on the home page link in the sidebar.  
To search for similar products to Animated Graphics for Marketing using Adobe After Effects,

### In this class, we will cover:

Basic navigation and navigation in After Effects.

- Importing graphics assets.
- Keyframing.
- Parenting.
- Anchor Points.
- Shape Layers.
- Utilizing simple text effects.
- Utilizing Basic color effects
- 3D Layers and Navigating 3D space.
- After Effects camera.
- Make use of the graph editor.
- Motion Blur.
- The basics of After Effects expressions.
- Text layers
- Exporting your project

### What qualifies me to instruct you?

I'm Bryan and I'm the Senior Producer for the video production company located in Canada. I've spent the last half of a decade working alongside the marketing department as a freelance designer. I have a deep knowledge of what customers



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are seeking. For five years, I taught college-level classes on Motions Graphics, Animation, Illustrator, and Photoshop. I also have created many hours of videos for Network documentaries, films, and social media. I'm looking forward to sharing the knowledge I've gained and helping you become more effective motion designers.

Requirements

- After Effects and Photoshop will be used in this course.

files included

- 1. Introduction
- 2. Resource Downloads
- 3. Crash Course in the Absolute Basics of After Effects Beginners Don't Skip
- 4. Lower Thirds Text Graphics
- 5. Animating Social Media Ads
- 6. Presentation Animations
- 7. Parallaxing Effect with the 3D Camera in After Effects
- 8. FINAL SELF GUIDED PROJECT



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