



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Motion Graphics And Video Production For Multimedia Training

Business, Commerce and Management Studies / Marketing

Unit Standard 117700 · NQF Level 6 · 15 Credits · 12 Days

COURSE OVERVIEW

This course equips learners with the practical skills to conceptualise, design, and produce motion graphics and video content for multimedia platforms. Participants will gain proficiency in industry-standard software and techniques to create compelling visual narratives for corporate, educational, and marketing purposes.

Category	Business, Commerce and Management Studies
Subfield	Marketing
Unit Standard	117700
Accreditation	SAQA Accredited · NQF Level 6 · 15 Credits
Duration	12 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply principles of motion graphics and video production to plan and storyboard multimedia projects.
- Analyse target audience and project requirements to determine appropriate visual and audio elements.
- Evaluate and select suitable software and tools for compositing, animation, and video editing.
- Design and produce motion graphics sequences incorporating typography, shapes, and visual effects.
- Implement video production workflows including filming, editing, colour grading, and sound design.
- Demonstrate the ability to export and deliver final multimedia content in appropriate formats for various platforms.

WHO SHOULD ATTEND

- This course is ideal for multimedia designers, video editors, content creators, and marketing professionals who wish to enhance their motion graphics and video production capabilities.

COURSE OUTLINE

Day 1: Introduction to Motion Graphics and Video Production

- Course overview and unit standard requirements.
- History and evolution of motion graphics and video.
- Multimedia applications: advertising, education, entertainment.
- Production pipeline: pre-production, production, post-production.
- Software overview: Adobe After Effects, Premiere Pro, DaVinci Resolve.
- Hardware considerations: computers, cameras, storage.
- Copyright, licensing, and attribution basics.
- Portfolio development expectations.

Day 2: Principles of Design and Composition

- Elements of design: line, shape, space, texture, colour.
- Principles: balance, contrast, emphasis, movement, rhythm, unity.
- Colour theory: RGB vs CMYK, colour harmonies, mood.
- Typography: font selection, hierarchy, readability in motion.
- Composition rules: rule of thirds, golden ratio, framing.
- Case study: breaking down a motion graphic sequence.
- Practical exercise: design a static storyboard frame.

Day 3: Storyboarding and Scriptwriting

- Creative brief development: target audience, message, tone.
- Scriptwriting structure: hook, body, call to action.
- Visual storytelling techniques.
- Storyboard formats: thumbnail, detailed, animatic.
- Timing and pacing: 24fps, 30fps, duration per scene.
- Technical annotations: camera moves, effects, transitions.
- Peer review and feedback process.
- Practical: storyboard a 30-second explainer video.

Day 4: Camera Fundamentals and Video Capture

- Camera types: DSLR, mirrorless, cinema cameras.
- Exposure triangle: aperture, shutter speed, ISO.
- Frame rates and resolution: 1080p, 4K, slow motion.
- Composition for video: headroom, lead room, rule of thirds.
- Lighting: three-point lighting, natural light, colour temperature.
- Audio capture: internal vs external microphones, levels.
- Practical: shoot a short interview or b-roll.
- File management: codecs, containers, proxy workflows.

Day 5: Introduction to Adobe After Effects

- Interface overview: project panel, composition panel, timeline.
- Creating compositions: settings, duration, background.
- Importing assets: images, videos, audio, vector files.
- Layer types: text, solid, shape, adjustment layers.
- Keyframe animation: linear vs easing.
- Graph editor for fine-tuning motion.

- Presets: animation presets, effects & presets panel.
- Practical: animate a logo reveal.

Day 6: Advanced Animation Techniques

- Masking: shapes, paths, feathering.
- Track mattes: alpha, luma, invert options.
- Parenting: linking layers, null objects.
- Expressions basics: wiggle, time, loopOut.
- 3D layers: position, rotation, lights, cameras.
- Text animators: range selectors, properties.
- Shape layers: creating, merging, trim paths.
- Practical: create a kinetic typography sequence.

Day 7: Video Editing with Adobe Premiere Pro

- Interface: project panel, source monitor, timeline, effects.
- Ingest and organisation: bins, labels, proxies.
- Editing tools: selection, razor, slip, slide.
- Trimming: ripple, rolling, extend edits.
- Transitions: video and audio transitions.
- Multi-camera editing: sync, switch angles.
- Titles: essential graphics panel, templates.
- Practical: edit a short interview with b-roll.

Day 8: Audio Production and Sound Design

- Audio recording: microphone types, positioning, room treatment.
- Voiceover editing: noise reduction, punch and roll.
- Audio effects: parametric EQ, compressor, limiter.
- Syncing: waveform alignment, plural eyes.
- Sound design: Foley, ambient sounds, spot effects.
- Music: royalty-free sources, editing to picture.
- Mixing: levels, panning, stereo vs surround.
- Practical: build a sound track for a 30-second clip.

Day 9: Compositing and Visual Effects

- Green screen: lighting, keying (Keylight, Advanced Spill Suppressor).
- Colour correction: scopes, curves, colour wheels.
- Colour grading: looks, LUTs, mood.
- Motion tracking: point tracking, planar tracking.
- Stabilisation: warp stabilizer, manual.
- Particle systems: Particular, built-in.
- 3D integration: Element 3D, C4D Lite.
- Practical: composite a subject into a new background.

Day 10: Motion Graphics for Social Media and Web

- Platform specifications: Instagram, YouTube, TikTok, web.
- Aspect ratios: square, vertical, landscape.
- Export settings: H.264, MP4, frame rate, bitrate.
- Rendering with Media Encoder.

- Looping animations for GIFs and cinemagraphs.
- Accessibility: captions, contrast, audio descriptions.
- Practical: create an animated Instagram story ad.
- Template creation for repeatability.

Day 11: Project Management and Client Workflows

- Project management: scope, timeline, budget.
- Client communication: briefs, feedback, revisions.
- Tools: Trello, Asana, frame.io.
- Version control and file naming conventions.
- Portfolio development: selecting work, presentation.
- Pitching: reel, case studies, proposals.
- Legal: contracts, releases, usage rights.
- Practical: simulate a client project with milestones.

Day 12: Final Project and Assessment

- Final project brief: create a 60-second promotional video.
- Individual work time with instructor support.
- Peer review and iteration.
- Final presentation: show project, explain workflow.
- Q&A; and feedback session.
- Assessment criteria review.
- Portfolio submission guidelines.
- Course wrap-up and next steps.

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **15 NQF credits** at **NQF Level 6**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 45,100.00	R 45,100.00
1	In-House	R 58,600.00	R 58,600.00
1	On-Campus (Pretoria)	R 67,600.00	R 67,600.00

UPCOMING SESSIONS

Start	End	Method	Venue
07 Aug 2026	24 Aug 2026	On-Campus	Dubai, UAE
10 Aug 2026	25 Aug 2026	On-Campus	Abu Dhabi, UAE
11 Aug 2026	26 Aug 2026	On-Campus	Durban, South Africa
11 Aug 2026	26 Aug 2026	On-Campus	Mauritius
12 Aug 2026	27 Aug 2026	On-Campus	Cape Town, South Africa
13 Aug 2026	28 Aug 2026	On-Campus	Dubai, UAE
14 Aug 2026	31 Aug 2026	On-Campus	Pretoria, South Africa
17 Aug 2026	01 Sep 2026	On-Campus	Durban, South Africa

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 117700) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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