



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

Animation Motion Conventions and Camera Interpretation

Communication Studies and Language / Media Studies

Unit Standard 242645 · NQF Level 5 · 7 Credits · 4 Days

COURSE OVERVIEW

This course equips learners with the skills to interpret and apply motion conventions for animated elements and camera movements in digital media production. Participants will gain the ability to analyse animation sequences, understand camera language, and apply industry-standard conventions to produce coherent animated content.

Category	Communication Studies and Language
Subfield	Media Studies
Unit Standard	242645
Accreditation	SAQA Accredited · NQF Level 5 · 7 Credits
Duration	4 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Interpret motion conventions for animated elements in a given context.
- Analyse camera movements and their impact on storytelling in animation.
- Apply appropriate motion conventions to create believable animated sequences.
- Evaluate the effectiveness of camera interpretation in conveying narrative intent.
- Demonstrate the ability to synchronise animated elements with camera actions.

WHO SHOULD ATTEND

- This course is ideal for aspiring animators, multimedia designers, video editors, and content creators who need to understand motion conventions and camera interpretation in animation.

COURSE OUTLINE

Day 1: Foundations of Animation Motion

- Introduction to animation motion conventions
- The 12 principles of animation (overview)
- Squash and stretch: creating weight and flexibility
- Anticipation and follow-through: preparing and completing actions
- Timing and spacing: controlling speed and rhythm
- Arcs and secondary action: natural movement patterns
- Slow in and slow out: easing motion
- Practical exercise: animating a bouncing ball with conventions

Day 2: Camera Interpretation and Cinematic Language

- Camera basics: focal length, depth of field, and perspective
- Camera shots: wide, medium, close-up, and extreme close-up
- Camera angles: high, low, eye-level, and dutch angles
- Camera movement: pans, tilts, dolly, tracking, and crane shots
- The 180-degree rule: maintaining spatial continuity
- Shot composition: rule of thirds, leading lines, and framing
- Interpreting camera language: mood, focus, and narrative
- Practical exercise: storyboarding with camera choices

Day 3: Integrating Motion Conventions with Camera Techniques

- Staging: positioning characters and objects for clarity
- Blocking: planning character movement relative to camera
- Using camera moves to complement motion (e.g., follow-through with a pan)
- Emphasising timing with camera cuts and transitions
- Creating dynamic action scenes: combining motion and camera
- Case studies: analysing professional animation sequences
- Common pitfalls: mismatched motion and camera
- Practical exercise: animating a short scene integrating both

Day 4: Advanced Applications and Portfolio Project

- Advanced motion: overlapping action, exaggeration, and solid drawing
- Advanced camera: handheld effects, rack focus, and creative angles
- Polishing animation: refining timing and spacing
- Incorporating sound cues and lip-sync basics
- Portfolio project: plan, animate, and render a 10-15 second sequence
- Peer review and critique session
- Final adjustments and export for presentation
- Course wrap-up and certification criteria

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 **7 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 21,500.00	R 21,500.00
1	In-House	R 27,900.00	R 27,900.00
1	On-Campus (Pretoria)	R 32,300.00	R 32,300.00

UPCOMING SESSIONS

Start	End	Method	Venue
03 Aug 2026	06 Aug 2026	On-Campus	Pretoria, South Africa
03 Aug 2026	06 Aug 2026	On-Campus	Dubai, UAE
03 Aug 2026	06 Aug 2026	On-Campus	Cape Town, South Africa
03 Aug 2026	06 Aug 2026	On-Campus	Mauritius
03 Aug 2026	06 Aug 2026	On-Campus	Johannesburg, South Africa
03 Aug 2026	06 Aug 2026	On-Campus	Lagos, Nigeria
11 Aug 2026	14 Aug 2026	On-Campus	Mauritius
11 Aug 2026	14 Aug 2026	On-Campus	Cape Town, 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 242645) 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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