

Fundamentals of Audiovisual Animation

Course: **00183**

Filter: **Beginner**

Duration: **4 days**

Category:: **Communication numériques**

Price: **688,00 €**

About Course

The Audiovisual Animation training program aims to train professionals capable of creating dynamic and professional animated content for digital communication, advertising, and audiovisual media. It enables learners to master techniques for animating text, images, and graphic elements, as well as the use of animation software. Upon completion of this training, participants will be able to design and produce audiovisual animations tailored to the needs of companies, brands, and digital platforms in order to enhance the visual impact and appeal of content.

What you'll learn

- The fundamentals of audiovisual animation and its areas of application
- The principles of movement, rhythm, and visual composition
- Techniques for animating text, images, logos, and graphic elements
- Best practices for creating professional animations
- Methods for using audiovisual animation software
- Techniques for exporting and adapting animations to different digital media

Targeted audience

- This training course is aimed at content creators, communications professionals, graphic designers, entrepreneurs, marketing managers, and anyone who wants to create animated content to promote a brand, product, or service.
- It is also intended for students, professionals undergoing retraining, and anyone wishing to acquire practical skills in audiovisual animation for social media,

advertising, and digital communication.

Pre-requisites

- Have a basic knowledge of computer tools.
- Know how to use a computer and handle files.
- Have access to a computer (ideally).
- Have a good understanding of French
- Be motivated to learn and practice audiovisual animation
- Have an interest in creating video content and visual communication
- Be willing to do practical exercises in filming and video editing

Curriculum

Module 1: Key concepts in audiovisual animation

- : Definition and role of the audiovisual animator
- Different types of animation (motion design, text animation, graphic animation, etc.)
- The objectives of animation in digital communication
- The importance of animation in visual communication
- Areas of application for audiovisual animation

Module 2: Principles of visual language and movement

- Concepts of timing and rhythm
- Understanding movement and transitions
- Coordination between text, image, and sound
- Hierarchy of visual information
- Principles of visual readability

Module 3: Organizing an animation project

- Defining project objectives
- Developing a simple scenario

- Creating a storyboard
- Organizing graphic elements
- Planning the animation project

Module 4: Getting started with animation software

- Introduction to animation software
- Exploring the interface and tools
- Importing and organizing elements
- Managing layers and objects

Module 5: Animating graphic elements

- Animating text and titles
- Animating logos and visuals
- Animating images and shapes
- Using transitions and effects
- Creating dynamic movements

Module 6: Creating professional animated content

- Creating animated intros and outros
- Animating content for social media
- Creating animated promotional content
- Adapting animations to different media
- Optimizing visual quality

Module 7: Finalizing the Project

- Adding Visual Effects
- Integrating Audio
- Synchronizing Audio and Animation
- Improving Visual Quality
- Checking and Correcting the Project

Module 8: Exporting and Distribution

- Export Settings

- Formats Suitable for Social Media
- Optimization for Web and Mobile
- Preparing for Professional Distribution