OBJECTIVE:
To understand what Motion Graphics are and learn the basics of creating them.

After Effects
Adobe After Effects is a visual effects, motion graphics, and compositing application used for filmmaking, television, live performance, and motion web graphic creation. It’s like Photoshop in motion.

It is a motion graphics and effects industry standard authoring tool. The majority of creatives working in this industry know how to use it. Like a hammer for a construction worker, or a paint brush for a painter.

Motion Graphics and Video Terms:
1. **Keyframes**: Where change happens! They record a specific perimeter setting in a specific point in time. (visibility, placement, movement, rotation, etc...)
2. **Codec**: Used to compress and decompress video files. (H.264 is very common, as .jpg is a common image compression)
3. **Render**: creates an external file that can play on all computers and devices. (Like saving a .psd as a jpg for print or web.)
4. **Alpha Channel**: The fourth channel in video or still images. The four channels are: Red, Green, Blue and Alpha (transparency/opacity)
5. **Masking and Green-Screen Keying**: Like Photoshop, mask out a person in front of a green screen to put them in or superimpose them into a different environment or to add effects.
6. **Rotoscoping**: To go through frame by frame and cut out something from the background.
7. **Tracking**:
   - **Single point tracking**: the software can only look at a single point on the screen and follow it around the screen.
   - **Camera tracking**: the software analyzes the video footage and recreates a software camera.
**The After Effect Interface Quiz**

1. What is the Current Time Indicator?
2. How do you turn the visibility of a layer on and off?
3. Where are the Preview controls, and what do they do?
4. What is the Keyboard short cut to play and stop playback?
5. Where is the Tool Bar that is used to create visual elements?
6. What does a Blue Line around a panel mean?
7. Are there Blend Modes?
8. Can You move panels around?
9. Can you resize panels?
10. Can you reset the panels?

**The Six Foundations of After Effects**

*Compositions, Layers, Animation, Effects, 3D, and Rendering*

1. **Compositions** are containers that hold graphic elements and video. You can place: video, images, sound, graphics, and compositions inside of compositions.
2. **Layers** contain project elements. Layer hierarchy is just like in Photoshop. If you can’t see a layer click on it and drag it toward the top.
3. **Animation**: use the animation controls that are automatically in each layer to make any visual element move or transform in some way
4. **Effects**: From the Effect Menu or Panel add an effect to a layer. (i.e. Distort, Blur, Color Correct, etc…)
5. **3D** has two methods in After Effects:
   - 2D elements in 3D space: flat elements moving in a 3D environment.
   - Turn 3D on and off by using the little cube on the layer.
   - Actual 3D elements
6. **Rendering** creates an external file that can play on all computers and devices