

# BROADCAST

## ADVANCED PROGRAM IN MOTION GRAPHICS

### APMG

The Advanced Program in Motion Graphics & Broadcast Design equips students with technical expertise, artistic creativity and AI-driven workflows for film, advertising, UI/UX and digital content creation.

With hands-on training, industry-standard tools, real-world projects and portfolio development, this program prepares students for careers in Motion Graphics.

Designed to meet industry demands, technological advancements and evolving creative workflows, it bridges creativity and technology, ensuring mastery of design fundamentals and technical execution using cutting-edge tools.

### COURSE DURATION: 288 HRS

### TERM I

- Design Principles • Introduction to Digital Design • Video & Sound Editing
- Vector Illustration • Advanced Graphic Design • Art of Type and Visual Design
- Generative AI for Digital Creators — Imagery

### SOFTWARE\*\* COVERED

- Express • Canva • Photoshop • Illustrator • Premiere • Audition
- ChatGPT • Deepseek • Leonardo AI • Midjourney • Firefly • Canva AI Tools

### TERM II

- Principles of Motion Design • Design Thinking • Interactive Design
- Motion Graphics Essentials • Working with Plugins
- 3D Motion Graphics • Case Study: E-Learning/Film Titles/News Channel
- Online Portfolio Showcase • Generative AI for Digital Creators — Video & Audio

### SOFTWARE\*\* COVERED

- Figma • After Effects • Duik Angela • Red Giant • Cinema 4D • Sora
- Gen Ai Video generation tools- (Higgsfield/Runway ML\*\*\*) • ElevenLabs
- Suno AI • Comfy UI

### CAREER OPTIONS

- Motion Graphics Designer (2D/3D) • UI/UX Motion Designer
- Game Motion Artist • Broadcast & OTT Graphics Artist
- Corporate & Explainer Video Designer • Graphic Designer
- Brand Identity Designer • Video Editor

\*\*\* In the Era of Gen AI, AI keeps evolving, as such the tools covered are subject to upgrades and replacements