



## Visual Effects and Motion Graphics Using Adobe After Effects CC (2018)

Adobe conducted research to identify the foundational skills students need to effectively communicate using digital media tools. Based on feedback from educators, design professionals, businesses, and educational institutions around the world, the objectives cover entry-level skill expectations for interactive media communication. An individual earning this certification has approximately 150 hours of instruction and hands-on experience with the product, and is familiar with product features and capabilities, as well as relevant career concepts.

Individuals who have earned an Adobe Certified Associate certification have demonstrated mastery of the following skills:

### 1 Working in the Visual Effects and Motion Graphics Industry

*This objective covers critical concepts related to working with colleagues and clients as well as crucial legal, technical, and design-related knowledge.*

#### 1.1 Identify the purpose, audience, and audience needs for preparing visual effects and motion graphics projects.

1.1a Determine whether content is relevant to the purpose, the audience, and their need.

#### 1.2 Communicate with colleagues and clients about project plans.

1.2a Demonstrate knowledge of techniques for communicating ideas about project plans with peers and clients.

1.2b Demonstrate knowledge of basic project management concepts.

#### 1.3 Determine the type of copyright, permissions, and licensing required to use specific content.

1.3a Identify legal and ethical considerations for using third-party content.

1.3b Identify when and how to obtain permissions to use images or video of people and locations.

#### 1.4 Demonstrate an understanding of key terminology and tools related to digital audio and video.

1.4a Demonstrate knowledge of digital video terminology.

1.4b Demonstrate knowledge of color management in digital video.

1.4c Understand and use key terms related to video and audio post-production.

#### 1.5 Demonstrate knowledge of basic motion graphics, video effects (VFX), and design principles.

1.5a Communicate visually using standard compositing techniques.

1.5b Identify general design principles and guidelines for motion graphics.

1.5c Define common photographic/cinematic composition terms and principles.

1.5d Demonstrate knowledge of common animation terms and principles.

## 2 Project Setup and Interface

*This objective covers the interface setup and program settings that assist in an efficient and effective workflow, as well as knowledge about ingesting digital assets for a project.*

### 2.1 Create and edit a project with the appropriate settings for video.

- 2.1a Set appropriate project settings for video.
- 2.1b Create and modify compositions to match the project requirements.

### 2.2 Navigate, organize, and customize the application workspace.

- 2.2a Identify and manipulate elements of the After Effects interface.
- 2.2b Customize and manage workspaces.
- 2.2c Configure application preferences.

### 2.3 Use non-visible design tools in the interface to aid in video workflow.

- 2.3a Navigate a composition.
- 2.3b Use markers.
- 2.3c Use guides and grids.

### 2.4 Import assets into a project.

- 2.4a Import media from various sources.
- 2.4b Manage assets/footage in an After Effects project.

## 3 Organizing Video Projects

*This objective covers composition structure such as layers and managing composition structure for efficient workflow.*

### 3.1 Use the Timeline panel.

- 3.1a Use the Timeline panel to manage layers.
- 3.1b Manage multiple layers in a complex composition.
- 3.1c Recognize the different types of layers in the Timeline panel.

### 3.2 Modify layer visibility using opacity, blending modes, and masks.

- 3.2a Adjust a layer's visibility.
- 3.2b Create, apply, and manipulate masks.

## 4 Creating and Modifying Visual Elements

*This objective covers core tools and functionality of the application, as well as tools that affect the visual appearance of document elements.*

### 4.1 Use core tools and features to create compositions.

- 4.1a Create shapes using a variety of tools.
- 4.1b Place assets into a composition.

#### **4.2 Add, manipulate, and animate text.**

- 4.2a Create text in a composition.
- 4.2b Adjust character settings.
- 4.2c Adjust paragraph settings.
- 4.2d Animate text.

#### **4.3 Trim footage for use in compositions.**

- 4.3a Trim layers using a variety of tools.
- 4.3b Modify and refine layer trims using various methods.

#### **4.4 Modify digital media within a project.**

- 4.4a Transform visual elements in the composition.
- 4.4b Change the speed or direction of a video clip..

#### **4.5 Use basic reconstructing and editing techniques to manipulate digital audio and video.**

- 4.5a Use basic auto-correction methods and tools.
- 4.5b Modify and edit vector graphics.

#### **4.6 Add and modify effects and presets.**

- 4.6a Apply and adjust a video effect to a track.
- 4.6b Use 3D space to modify composition elements.
- 4.6c Create image composites.
- 4.6d Manipulate and animate images using advanced tools.
- 4.6e Apply and modify effects on multiple layers.

#### **4.7 Create and modify keyframes for motion graphics.**

- 4.7a Apply and adjust transformations using keyframes.
- 4.7b Animate effects using keyframes.

## **5 Publishing Digital Media**

*This objective covers saving and exporting compositions or specific assets in multiple formats.*

#### **5.1 Prepare a composition for publishing to web, screen, and other digital devices.**

- 5.1a Check a composition for errors and against specifications.

#### **5.2 Export digital video to various file formats.**

- 5.2a Save in the native file format for After Effects (.aep).
- 5.2b Export frames.
- 5.2c Export a composition.
- 5.2d Archive a project.

NOTE: All key items (Key Terms, Key Tools, Key Concepts, and Key Settings) are examples and not a comprehensive list. Changes in the industry or application may necessitate coverage of items not listed that apply to the Target Candidate description for the Adobe Certified Associate program.