

Social Media



CERTIFICATE IN

MOTION GRAPHICS

FOR ADVERTISING

MICRO-CREDENTIAL

LEVEL 5



Kia Ora,

Welcome to the **Certificate in Motion Graphics for Advertising (Micro-credential)** at Yoobee.

Nau mai ki te tiwhikete i roto nga whakairoiro nekehnaga i Yoobee.

Congratulations on taking the first step in your Motion Graphics journey! Prepare to take your social media ad campaigns to the next level and hit the mark every time!

Your journey in the exciting field of Motion Graphics starts here. Are you ready to jump in?



100% REMOTE LEARNING

Delivered live online by an experienced industry expert.



100% PRACTICAL SKILLS

You'll get hands-on experience in motion graphics and proficiency in the Adobe Creative Suite software.

NZQA APPROVED

LEVEL UP YOUR SOCIAL MEDIA AD CAMPAIGNS

WHAT IS MOTION GRAPHICS?

Motion graphics are a form of animation widely used today. Specifically, it is graphic design where elements, objects, shapes, images and text are animated or put into motion.

WHY ARE MOTION GRAPHICS AN IMPORTANT TOOL?

Motion design concepts has become a desired skill for employment. With over **80% of marketers utilising video as a marketing tool**, there is a demand for marketers and designers to be able to produce motion graphic content as part of their daily marketing activity.

There is over **3.2 billion** people using social media — so it's important for you to stand out from the crowd and get noticed. Capture your audiences attention, and you will be bringing in the customers and sales in a instant.

WHY USE MOTION GRAPHICS?

1

Grabs Viewers' Attention

Interesting motion graphics have the power to grab attention in a fast-evolving online media space. Even watching 10 seconds of a social media ad with motion graphics is enough to increase brand awareness.

2

Creates Visual Impact

Humans are visual learners and more likely to remember concepts and ideas through charts, diagrams, illustrations, graphics and more.

3

Increases Engagement

When motion graphics are used in ad campaigns, they entertain your audience - leading to higher engagement and brand awareness.

(Stats by VistaCreate, 2019)

97%

of marketers say motion graphics helped increase understanding of a product or service

76%

say it increased traffic and sales on their website

80%

of people who watched a motion graphics video were convinced to buy a product or service

80%

say motion graphics increase the amount of time customers spend on website

(Stats by Motion Arts Media, 2022)

GO FURTHER WITH MOTION GRAPHICS

We recommend studying our Digital Marketing Micro-credential and E-Commerce Micro-credential to combine your motion graphics skills with powerful marketing strategies. Together, you will have the foundation knowledge to hit the mark with your content and reach your target audience with ease. **You are on the road to success!**

DIGITAL MARKETING

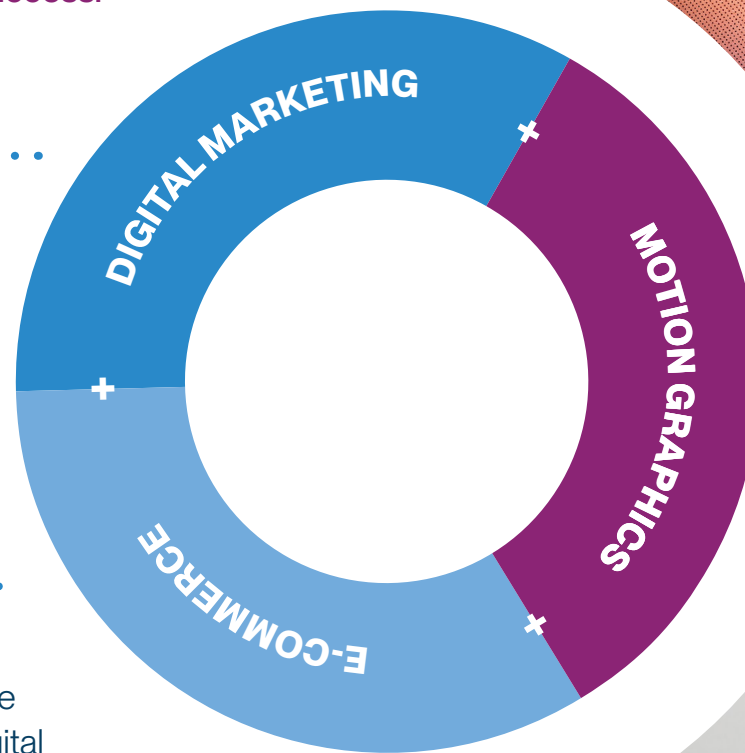
(DIGITAL MARKETING MICRO-CREDENTIAL)

Combine your motion graphics skills with digital marketing expertise! Learn how to implement social media motion graphic campaigns into an effective digital marketing plan to bring in rapid customers and all-round success.

E-COMMERCE

(CERTIFICATE IN E-COMMERCE)

Create an outstanding online presence with our Certificate in E-Commerce. Combined with Motion Graphics and Digital Marketing skills, you will be able to develop tools to drive online traffic to your site, and boost your business to the max!



GENERAL INFORMATION



REMOTE LEARNING

LIVE ONLINE CLASSES

Live online classes are a friendly and supportive alternative to watching video tutorials — you're able to ask questions and receive answers from an experienced industry professional.

For online learning, you will need a computer that has access to reliable internet, a web cam, and a microphone.

7

CREDITS

7

WEEKS

2

EVENINGS PER WEEK

FEES*

Domestic Students:

\$1,575.00
(incl. GST)

International Students:

\$1,575.00 tuition fee + \$447.50
registration fee (incl. GST)

**Fees subject to change*

WHAT YOU'LL LEARN



6 HOURS	TIMETABLED WITH TUTOR
4 HOURS	SELF-DIRECTED LEARNING
10 HOURS	TOTAL LEARNING PER WEEK

The aim of this micro-credential is to introduce motion design practices and software for digital online advertising and to develop practical skills working with and creating motion graphic content.

After completion, you will be able to:

- Design and produce motion graphics for social media
- Confidently Adobe After effects
- Communicate a message clearly through motion graphics
- Convert online traffic to visitors and sales

MODULE 1 / KŌWAE KOTAHI: **MOTION GRAPHICS FOR** **BRAND RECOGNITION**

Learning Hours: 40

An introduction to the creative processes behind effective motion design. Develop visual styles and apply animation techniques to create animated brand elements.

MODULE 2 / KŌWAE TUARUA: **MOTION GRAPHICS FOR** **INFORMATIVE CONTENT**

Learning Hours: 40

Develop a storyboard and AV script, and apply advanced techniques using After Effects. Get the rundown on file formats, and how to optimise motion graphics for advertising and social media platforms.

Do I need any prior experience in Motion Graphics?

You do not need any prior experience, however you are required to have some basic computer skills and an interest in Motion Graphics.

How many NZQA credits will I gain?

You will gain 7 level 5 NZQA credits, finishing with a level 5 qualification in Motion Graphics for Advertising. Yoobee is a Category 1 provider, which means you will be receiving the highest tertiary education available.

Who can enrol?

Anyone can enrol! We would love to have you on board with us. However, you must be at least 16 years of age. For further information & entry requirements, visit www.yoobee.ac.nz.

What platform is the online teaching run on?

All of our online teaching is run through Microsoft Teams, so you will need access to this which is free for guests (as well as reliable internet).

FREQUENTLY ASKED QUESTIONS

Is there homework?

There is 10 hours of learning per week. 6 of these are contact learning with your tutor, and you are expected to put in an average of 4 hours of self-directed learning per week.

How can I take this course further and advance my skills in Motion Graphics?

We recommend also studying our Digital Marketing Micro-credential and Certificate in E-Commerce. On completion of these courses, you will have a strong foundation of knowledge in Motion Graphics and Advertising and be ready to bring your practical skills to the industry!

Are there any specific computer requirements?

You'll need access to a PC or Mac of your own, with reliable internet. You'll also need an active Adobe Creative Cloud subscription for the duration of the programme (including access to After Effects, Photoshop & Illustrator). You can check out student plans and pricing [here](#).

This course requires the latest Adobe update to be installed.

FAQ'S