

# Social Media Motion Graphics — Workbook

This workbook turns the course into finished, export-ready assets. Each section pairs hands-on exercises with fill-in worksheets and pre-flight checklists so you leave with a loop, a kinetic title sequence, a branded template, and a clean delivery process. Work through it inside After Effects, CapCut, or Canva and keep your files organized as you go.

## Foundations of Short-Form Motion Design

Set up a platform-correct vertical canvas and prove your easing reads as intentional motion.

### Exercise: Build Your Safe-Zone Master Comp

Create a new 1080 by 1920 composition at 30 fps. Add a guide layer that marks the top 250 px, bottom 420 px, and right 200 px danger zones. Place a sample headline, a logo bug, and a call to action, keeping every one of them inside the central safe band. Export a single still frame and overlay it on a real screenshot of the TikTok interface to confirm nothing collides with the UI.

- Which element were you most tempted to place in a danger zone, and where did you move it?

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- How much of your frame height does your headline occupy, and is it at least one tenth?

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- Does your logo bug respect its clear-space rule while staying inside the safe band?
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### Worksheet: Project Spec Sheet

Fill in the delivery specifications for your current project before you animate anything. Lock these numbers and do not change them mid-project.

Platform(s) targeted

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Composition size (px)

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Frame rate (fps)

---

Target duration (seconds)

---

Export codec / container

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Target bitrate (Mbps)

---

Audio format / bitrate

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Safe-zone margins (top / bottom / right px)

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### Exercise: Easing Drill: Linear vs Eased

Animate one shape sliding from off-screen to centered twice. Leave the first version on default linear keyframes. On the second, apply Easy Ease with F9 and shape an ease-out in the Graph Editor, then add a small overshoot. Play them side by side and feel the difference.

- In plain words, how does the eased version feel different from the linear one?

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- How many frames of overshoot looked lively without looking broken?
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### Checklist: Canvas Setup Pre-Flight

- Composition is 1080 by 1920 at the chosen frame rate
- Safe-zone guide layer is present and visible while designing
- All text and CTAs sit inside the center safe band
- Frame rate was set first and has not changed during the project
- Target duration is defined and trimmed of dead air at start and end

## Kinetic Typography and Text Animation

Set legible type and animate it so reveals are readable and synced to the beat.

### Exercise: Mute-Test Your Type

Choose a headline font and a body font from Google Fonts and set a three-line message. Watch it on your phone with the sound off from arm's length. If any line is hard to read in a glance, increase weight, add a scrim or stroke, shorten the line to three or four words, and retest until it is effortless.

- Which font pairing did you choose, and why does the display font fit the brand feel?

- 
- What did you change to pass the mute test: weight, contrast, size, or line length?

- 
- Confirm both fonts are licensed for commercial use. Where did you verify it?
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### Exercise: Beat-Synced Word Reveal

Import a short music clip. Drop layer markers on the beat by tapping the asterisk key during playback. Build a text layer using the Animate menu with Opacity at 0 and Position Y of 30 px, then keyframe the Range Selector Start so words rise and fade in one per beat. Snap each reveal to a marker.

- Did one word per beat or one phrase per bar fit your content better?

- 
- How long did you hold each line on screen, and can it be read twice comfortably?
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### Worksheet: Kinetic Type Plan

Plan the emphasis and motion for each line of your script so movement reinforces meaning instead of distracting.

Line of copy

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Emphasis word

---

Motion that mirrors its meaning

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Beat / marker it lands on

---

Hold time on screen (seconds)

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Motion blur on / off

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### Checklist: Typography QC

- [ ] No more than two typefaces across the piece
- [ ] Headline weight survives compression (medium or bolder)
- [ ] Only one or two words emphasized per scene
- [ ] Motion blur enabled on any fast-moving text
- [ ] Reveals land on the beat and lines are readable on mute

## Loops, Transitions, and the Three-Second Hook

Produce a seamless loop, a momentum-preserving transition, and a tested scroll-stopping hook.

### Exercise: Make a Seamless Loop

Build a 4-second, 120-frame loop. Place starting keyframes at frame 0, copy them, and paste them at the final frame so start equals end. Animate the in-between motion to depart and return home, using whole cycles for any rotation. Play across the loop point at full speed and refine until you cannot spot the restart.

- What motion did you loop, and how did you guarantee the end state equals the start?

- 
- At full-speed playback, can you still see the seam? If so, what is breaking it?
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### Exercise: Momentum Transition

Cut between two scenes using a match-motion or shape-wipe transition. Send the outgoing element off in one direction, then have the incoming scene arrive from that same direction at a similar speed and easing. Keep the whole transition between 6 and 15 frames and add motion blur to the fast element.

- Which direction does motion travel across your cut, and do both scenes agree?

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- Does the transition maintain energy, or is there a dead beat in the middle?
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### Worksheet: Three-Second Hook Builder

Write and pressure-test the opening of your clip before animating it. The first frame must contain motion or bold text, never a static title card.

Hook line (the payoff promise)

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Hook pattern used (motion / bold text / pattern interrupt / curiosity gap / value-first)

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What is moving in frame one

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Payoff promised within one second (yes / no)

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Any slow build cut before three seconds (yes / no)

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Mute test verdict: would you keep scrolling?

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## Checklist: Replay and Retention QC

- [ ] Loop point is invisible at full-speed playback
- [ ] Transition preserves direction, speed, and easing across the cut
- [ ] First frame is dynamic, not a static logo card
- [ ] Payoff is promised in words within the first second
- [ ] No slow intro delays the value past three seconds

## Branded Template Systems and Delivery

Lock a brand kit, build an editable template, and ship a quality-checked master to every platform.

### Worksheet: Brand Kit Definition

Pin down the fixed ingredients every asset in your series must use so viewers recognize your content before they read the handle.

Primary color (hex)

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Secondary color (hex)

---

Accent color (hex)

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Neutral light / dark (hex)

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Headline font + weight

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Body font + weight

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Logo versions + minimum clear space

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Signature motion / sound sting

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### Exercise: Expose an Editable Template

Take a finished animation and turn it into a template. Rename layers clearly (HEADLINE, LOGO, BG COLOR). Open Window, Essential Graphics, and drag the editable text, color swatch, and any slider into the panel, grouped and labeled. Constrain the headline so a long line still fits, include two color presets, and export a Motion Graphics Template (.mogrt).

- Which controls did you expose, and which keyframes did you deliberately protect?
- Can a non-designer swap the headline and color without breaking the animation?
- Did a longer test headline still fit, or did you need to add auto-scaling?

### Exercise: Export, Phone-Check, Deliver

Render a single high-quality 1080 by 1920 H.264 master through Media Encoder at 10 to 16 Mbps with AAC audio. Watch it on an actual phone, checking text size, gradient banding, loop or ending, and audio level. Then adapt for each platform, keeping CTAs clear of the differing UI bands, and upload the master.

- What did the phone preview reveal that your desktop monitor hid?
- Which platform's UI overlay forced you to reposition a caption or CTA?

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## Checklist: Delivery Pre-Post Checklist

- [ ] Exported file is 1080 by 1920 at the correct frame rate
- [ ] Bitrate is 10 to 16 Mbps and audio is AAC 128 kbps or higher
- [ ] All text and CTAs clear each platform's safe zone
- [ ] Loop or ending plays clean at full speed
- [ ] Reviewed on a real phone before uploading the high-quality master
- [ ] Source project and a still thumbnail archived for repurposing

## Your Action Plan

1. Build and save a reusable 1080 by 1920, 30 fps master comp with a safe-zone guide layer.
2. Lock your brand kit: two fonts, three colors, logo rules, and a signature motion and sound sting.
3. Storyboard a single 15 to 30 second piece, writing the three-second hook line first.
4. Set legible type and animate a beat-synced kinetic title sequence on mute-tested fonts.
5. Produce one seamless 3 to 5 second loop with an invisible restart point.
6. Add a momentum-preserving transition between two scenes using match-motion or a shape wipe.
7. Convert your best animation into an editable template via Essential Graphics and export a .mogrt.
8. Render a high-quality H.264 master and run the delivery pre-post checklist on a real phone.
9. Publish to TikTok, Reels, and Shorts, adapting CTAs to each platform's safe zone.
10. Review completion and replay performance after a week and note one change to test on the next piece.









