



ISDM (INDEPENDENT SKILL DEVELOPMENT MISSION)

BOOK ADVANCED VIDEO EDITING TECHNIQUES – JUMP CUTS, MATCH CUTS, AND SPEED RAMPING

CHAPTER 1: UNDERSTANDING ADVANCED VIDEO EDITING TECHNIQUES

1.1 WHAT ARE ADVANCED EDITING TECHNIQUES?

ADVANCED VIDEO EDITING TECHNIQUES HELP ENHANCE STORYTELLING, CREATE VISUAL IMPACT, AND IMPROVE PACING IN VIDEOS. THESE TECHNIQUES, INCLUDING JUMP CUTS, MATCH CUTS, AND SPEED RAMPING, ALLOW EDITORS TO MANIPULATE TIME, MOTION, AND TRANSITIONS CREATIVELY.

1.2 IMPORTANCE OF ADVANCED EDITING IN FILMMAKING AND CONTENT CREATION

- ✓ ENHANCES STORYTELLING BY CONTROLLING PACE AND RHYTHM.
- ✓ MAKES VIDEOS MORE ENGAGING AND DYNAMIC.
- ✓ IMPROVES VISUAL FLOW FOR SEAMLESS SCENE TRANSITIONS.
- ✓ CREATES ARTISTIC EFFECTS THAT ADD TO THE MOOD AND TONE.

✓ OPTIMIZES CONTENT FOR DIGITAL MEDIA, INCREASING AUDIENCE RETENTION.

📌 EXAMPLE:

IN ACTION FILMS, **SPEED RAMPING** IS USED TO EMPHASIZE INTENSE MOMENTS (E.G., *THE MATRIX*'S BULLET-DODGING SCENE). IN VLOGS AND SOCIAL MEDIA CONTENT, **JUMP CUTS** KEEP THE AUDIENCE ENGAGED BY ELIMINATING UNNECESSARY PAUSES.

💡 CONCLUSION:

MASTERING ADVANCED EDITING TECHNIQUES ALLOWS EDITORS TO CRAFT COMPELLING VISUAL STORIES, MAKING THEIR CONTENT **MORE PROFESSIONAL AND ENGAGING**.

📌 CHAPTER 2: JUMP CUTS – CREATING IMPACT THROUGH FAST PACING

2.1 WHAT IS A JUMP CUT?

A **JUMP CUT** IS AN EDITING TECHNIQUE THAT REMOVES SMALL PORTIONS OF A CONTINUOUS SHOT, CREATING A NOTICEABLE “JUMP” IN TIME OR POSITIONING. IT IS OFTEN USED TO:

- ✓ SPEED UP THE ACTION BY REMOVING UNNECESSARY MOMENTS.
- ✓ CREATE A SENSE OF URGENCY OR EXCITEMENT.
- ✓ SHOW THE PASSAGE OF TIME WITHIN A SINGLE SCENE.

2.2 WHEN TO USE JUMP CUTS?

- ✓ IN VLOGS AND ONLINE CONTENT – TO REMOVE PAUSES AND MAINTAIN ENERGY.
- ✓ IN ACTION SEQUENCES – TO CREATE INTENSITY AND FAST PACING.

✓ FOR ARTISTIC OR STYLISTIC PURPOSES – TO BREAK CONTINUITY INTENTIONALLY.

📌 **EXAMPLE:**

- IN *YOUTUBE VLOGS*, JUMP CUTS ARE USED TO REMOVE "UMMS" AND PAUSES, MAKING SPEECH QUICKER AND MORE ENGAGING.
- IN *JEAN-LUC GODARD'S BREATHLESS (1960)*, JUMP CUTS ADD A RAW, DOCUMENTARY-LIKE FEEL TO THE FILM.

💡 **CONCLUSION:**

JUMP CUTS ARE POWERFUL FOR FAST-PACED STORYTELLING, MAKING THEM A STAPLE IN MODERN DIGITAL MEDIA AND FILMMAKING.

📌 **CHAPTER 3: MATCH CUTS – SEAMLESS TRANSITIONS IN STORYTELLING**

3.1 WHAT IS A MATCH CUT?

A **MATCH CUT** IS A TRANSITION WHERE TWO VISUALLY SIMILAR SHOTS ARE SEAMLESSLY CONNECTED. IT ENSURES SMOOTH MOVEMENT BETWEEN SCENES AND ENHANCES CONTINUITY.

TYPES OF MATCH CUTS:

- ✓ **GRAPHIC MATCH CUT:** MATCHES VISUAL ELEMENTS (E.G., SHAPES, COLORS, OBJECTS).
- ✓ **ACTION MATCH CUT:** MATCHES MOVEMENT OR ACTION BETWEEN TWO SCENES.
- ✓ **SOUND MATCH CUT:** USES SIMILAR SOUNDS TO TRANSITION BETWEEN SCENES.

3.2 WHEN TO USE MATCH CUTS?

- ✓ TO MAINTAIN VISUAL CONTINUITY BETWEEN SCENES.
- ✓ TO CREATE SYMBOLIC OR METAPHORICAL TRANSITIONS.
- ✓ TO MAKE SMOOTH TRANSITIONS BETWEEN DIFFERENT LOCATIONS OR TIMELINES.

📌 EXAMPLE:

- *2001: A Space Odyssey* (1968) – A BONE THROWN INTO THE AIR TRANSITIONS INTO A SPACESHIP, SYMBOLIZING TECHNOLOGICAL EVOLUTION.
- *The Dark Knight* (2008) – A MATCH CUT FROM BATMAN'S CAPE TO A CITYSCAPE EMPHASIZES THE SCALE OF GOTHAM CITY.

💡 CONCLUSION:

MATCH CUTS CREATE SEAMLESS VISUAL STORYTELLING, HELPING TRANSITIONS FEEL NATURAL WHILE ADDING SYMBOLIC DEPTH.

📌 CHAPTER 4: SPEED RAMPING – MANIPULATING TIME FOR DRAMATIC EFFECT

4.1 WHAT IS SPEED RAMPING?

SPEED RAMPING IS THE TECHNIQUE OF GRADUALLY CHANGING THE PLAYBACK SPEED OF A CLIP, EITHER SPEEDING UP OR SLOWING IT DOWN. IT IS COMMONLY USED IN ACTION FILMS, SPORTS HIGHLIGHTS, AND MUSIC VIDEOS.

- ✓ **SLOW MOTION (TIME EXPANSION):** SLOWING DOWN ACTION FOR DRAMATIC IMPACT.
- ✓ **FAST MOTION (TIME COMPRESSION):** SPEEDING UP TO SHOW RAPID PROGRESSION.

✓ **SMOOTH TRANSITIONS:** GRADUALLY SHIFTING SPEEDS FOR A SEAMLESS EFFECT.

4.2 WHEN TO USE SPEED RAMPING?

✓ **IN ACTION SEQUENCES –** TO HIGHLIGHT INTENSE MOMENTS (E.G., FIGHT SCENES).

✓ **IN SPORTS HIGHLIGHTS –** TO FOCUS ON CRUCIAL MOVEMENTS.

✓ **IN CINEMATIC STORYTELLING –** TO CONTROL EMOTIONAL BEATS.

📌 EXAMPLE:

- *THE MATRIX (1999)* – SLOW-MOTION BULLET DODGING SCENE USING SPEED RAMPING.
- *300 (2006)* – FIGHT SCENES WITH SUDDEN SLOW MOTION FOLLOWED BY RAPID ATTACKS.

💡 CONCLUSION:

SPEED RAMPING ADDS DRAMATIC TENSION AND FLUID MOTION, MAKING IT A POWERFUL TOOL FOR CINEMATIC STORYTELLING.

📌 CHAPTER 5: HANDS-ON ASSIGNMENT

◆ **TASK 1:** CREATE A 60-SECOND VIDEO INCORPORATING JUMP CUTS TO ENHANCE PACING.

◆ **TASK 2:** EDIT A MATCH CUT TRANSITION BETWEEN TWO DIFFERENT SCENES.

◆ **TASK 3:** USE SPEED RAMPING TO SLOW DOWN AND SPEED UP MOVEMENT IN AN ACTION CLIP.

🎬 **BONUS CHALLENGE:** COMBINE ALL THREE TECHNIQUES IN A SHORT 30-SECOND CINEMATIC SEQUENCE.

📌 CHAPTER 6: REVIEW QUESTIONS

- 1 **WHAT IS THE MAIN PURPOSE OF A JUMP CUT?**
 - 2 **HOW DOES A MATCH CUT IMPROVE CONTINUITY IN A VIDEO?**
 - 3 **WHEN SHOULD SPEED RAMPING BE USED IN VIDEO EDITING?**
 - 4 **NAME ONE MOVIE THAT EFFECTIVELY USES JUMP CUTS.**
 - 5 **WHAT IS THE DIFFERENCE BETWEEN AN ACTION MATCH CUT AND A GRAPHIC MATCH CUT?**
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📌 FINAL TAKEAWAYS

- JUMP CUTS ENHANCE ENERGY AND PACING.**
- MATCH CUTS CREATE SMOOTH, VISUALLY CONNECTED TRANSITIONS.**
- SPEED RAMPING CONTROLS TIME FOR DRAMATIC EFFECTS.**
- MASTERING THESE TECHNIQUES WILL IMPROVE STORYTELLING AND VIDEO ENGAGEMENT.**

COLOR CORRECTION & COLOR GRADING USING LUMETRI PANEL & DAVINCI RESOLVE

📌 **CHAPTER 1: UNDERSTANDING COLOR CORRECTION & COLOR GRADING**

1.1 WHAT IS COLOR CORRECTION?

COLOR CORRECTION IS THE PROCESS OF **ADJUSTING EXPOSURE, CONTRAST, WHITE BALANCE, AND COLOR BALANCE** TO MAKE FOOTAGE LOOK NATURAL AND CONSISTENT. THE GOAL IS TO **CORRECT COLOR INCONSISTENCIES** CAUSED BY DIFFERENT LIGHTING CONDITIONS, CAMERA SETTINGS, OR WHITE BALANCE ERRORS.

- ✓ ADJUSTS **EXPOSURE, CONTRAST, AND SATURATION** FOR A BALANCED LOOK.
- ✓ FIXES **WHITE BALANCE** ISSUES TO ENSURE ACCURATE COLORS.
- ✓ ENSURES **COLOR CONSISTENCY** ACROSS ALL SHOTS IN A SEQUENCE.

📌 **EXAMPLE:**

IF A SCENE LOOKS TOO BLUE DUE TO COLD LIGHTING, COLOR CORRECTION NEUTRALIZES IT BY ADDING WARMTH, MAKING THE COLORS LOOK MORE NATURAL.

1.2 WHAT IS COLOR GRADING?

COLOR GRADING IS THE CREATIVE ENHANCEMENT OF COLOR AND **TONE** TO SET A SPECIFIC MOOD, STYLE, OR CINEMATIC LOOK. IT

INVOLVES ADJUSTING HUES, SATURATION, CONTRAST, AND ADDING STYLIZED COLOR EFFECTS.

- ✓ CREATES A VISUAL IDENTITY (E.G., WARM TONES FOR ROMANCE, DESATURATED TONES FOR HORROR).
- ✓ ENHANCES THE EMOTIONAL IMPACT OF A SCENE.
- ✓ HELPS ESTABLISH CONTINUITY AND STORYTELLING STYLE.

📌 EXAMPLE:

- *THE MATRIX (1999)* – HAS A GREENISH TINT TO CREATE A DIGITAL, DYSTOPIAN LOOK.
- *MAD MAX: FURY ROAD (2015)* – USES HIGH-CONTRAST, ORANGE-AND-TEAL GRADING FOR A DRAMATIC EFFECT.

💡 CONCLUSION:

COLOR CORRECTION FIXES ISSUES, WHILE COLOR GRADING ENHANCES THE LOOK FOR CREATIVE STORYTELLING.

📌 CHAPTER 2: COLOR CORRECTION & COLOR GRADING IN LUMETRI PANEL (ADOBE PREMIERE PRO)

2.1 INTRODUCTION TO THE LUMETRI COLOR PANEL

THE LUMETRI COLOR PANEL IN ADOBE PREMIERE PRO IS A POWERFUL TOOL FOR COLOR CORRECTION AND COLOR GRADING. IT PROVIDES REAL-TIME ADJUSTMENTS FOR PROFESSIONAL COLOR EDITING.

- ✓ FOUND UNDER WINDOW → LUMETRI COLOR.
- ✓ OFFERS SCOPES (WAVEFORM, VECTORSCOPE, HISTOGRAM) FOR ACCURATE COLOR ANALYSIS.

- ✓ DIVIDED INTO SECTIONS: BASIC CORRECTION, CREATIVE, CURVES, COLOR WHEELS, HSL, AND VIGNETTE.
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2.2 STEP-BY-STEP COLOR CORRECTION USING LUMETRI PANEL

STEP 1: ADJUST WHITE BALANCE

- ✓ USE THE WHITE BALANCE SELECTOR (EYEDROPPER) TO CORRECT COLOR TEMPERATURE.
✓ MANUALLY ADJUST TEMPERATURE (WARM/COOL) AND TINT (GREEN/MAGENTA).

STEP 2: ADJUST EXPOSURE & CONTRAST

- ✓ USE THE BASIC CORRECTION PANEL TO ADJUST:
- EXPOSURE – CONTROLS BRIGHTNESS.
 - CONTRAST – ENHANCES SEPARATION BETWEEN LIGHT AND DARK AREAS.
 - HIGHLIGHTS & SHADOWS – BALANCES OVEREXPOSED OR UNDEREXPOSED AREAS.

STEP 3: FINE-TUNE COLORS WITH CURVES & COLOR WHEELS

- ✓ CURVES – ADJUST COLOR CHANNELS FOR PRECISION COLOR BALANCING.
✓ COLOR WHEELS – MODIFY SHADOWS, MIDTONES, AND HIGHLIGHTS SEPARATELY.

📌 EXAMPLE:

IF A SHOT IS OVEREXPOSED, REDUCE HIGHLIGHTS AND INCREASE SHADOWS FOR A BALANCED LOOK.

2.3 STEP-BY-STEP COLOR GRADING USING LUMETRI PANEL

STEP 1: APPLY LUTs (LOOK-UP TABLES)

- ✓ USE BUILT-IN CREATIVE LUTs TO GET A CINEMATIC LOOK INSTANTLY.
- ✓ IMPORT CUSTOM LUTs FOR SPECIFIC FILM STYLES.

STEP 2: ADJUST CREATIVE LOOKS

- ✓ USE THE CREATIVE TAB TO TWEAK:
 - FADED FILM – SOFTENS CONTRAST FOR A VINTAGE EFFECT.
 - VIBRANCE & SATURATION – ENHANCES OR REDUCES COLOR INTENSITY.

STEP 3: ADD FINAL TOUCHES WITH VIGNETTES & SECONDARY COLOR CORRECTION

- ✓ USE THE VIGNETTE PANEL FOR A SUBTLE DARKENING EFFECT AROUND EDGES.
- ✓ USE HSL SECONDARY TO ADJUST A SPECIFIC COLOR WITHOUT AFFECTING THE ENTIRE IMAGE.

EXAMPLE:

- TO CREATE A CINEMATIC TEAL & ORANGE LOOK, PUSH SHADOWS TOWARD BLUE AND HIGHLIGHTS TOWARD ORANGE.

CONCLUSION:

THE LUMETRI PANEL ALLOWS BOTH BASIC CORRECTION AND ADVANCED CREATIVE GRADING, MAKING IT A VERSATILE TOOL FOR PROFESSIONAL EDITING.

➡ CHAPTER 3: COLOR CORRECTION & GRADING IN DAVINCI RESOLVE

3.1 WHY USE DAVINCI RESOLVE FOR COLOR CORRECTION & GRADING?

DAVINCI RESOLVE IS A HOLLYWOOD-STANDARD COLOR GRADING SOFTWARE, KNOWN FOR ITS ADVANCED COLOR TOOLS, REAL-TIME PROCESSING, AND PROFESSIONAL-GRADE CONTROLS.

- ✓ USED IN FILMS LIKE JOKER (2019) AND AVENGERS: ENDGAME (2019).
- ✓ POWERFUL NODE-BASED WORKFLOW FOR DETAILED ADJUSTMENTS.
- ✓ BETTER PRECISION & COLOR MANAGEMENT THAN MOST EDITING SOFTWARE.

3.2 STEP-BY-STEP COLOR CORRECTION IN DAVINCI RESOLVE

STEP 1: USE SCOPES FOR ACCURACY

- ✓ OPEN WAVEFORM, VECTORSCOPE, PARADE, AND HISTOGRAM TO CHECK COLOR BALANCE.
- ✓ ADJUST WHITE BALANCE USING THE OFFSET CONTROL IN THE COLOR WHEELS PANEL.

STEP 2: ADJUST PRIMARY CORRECTIONS

- ✓ USE LIFT, GAMMA, AND GAIN TO BALANCE EXPOSURE.
- ✓ FIX CONTRAST ISSUES USING CURVES AND CONTRAST CONTROLS.
- ✓ REDUCE COLOR CAST USING THE COLOR WHEELS & OFFSET ADJUSTMENTS.

 **EXAMPLE:**

IF A VIDEO APPEARS TOO FLAT, INCREASE CONTRAST AND SATURATION TO MAKE COLORS POP.

3.3 STEP-BY-STEP COLOR GRADING IN DAVINCI RESOLVE

STEP 1: WORK WITH NODES

- ✓ NODES FUNCTION LIKE LAYERS IN PHOTOSHOP, ALLOWING MULTIPLE ADJUSTMENTS.
- ✓ USE SERIAL NODES FOR ORGANIZED COLOR GRADING.

STEP 2: APPLY LUTs & FILM LOOKS

- ✓ USE DAVINCI RESOLVE'S BUILT-IN LUTs FOR FILM-LIKE AESTHETICS.
- ✓ APPLY CUSTOM LUTs FOR UNIQUE CINEMATIC STYLES.

STEP 3: FINE-TUNE THE LOOK

- ✓ ADJUST HUE VS. SATURATION CURVES TO REFINE COLORS.
- ✓ ADD A FILM GRAIN EFFECT FOR A CLASSIC MOVIE LOOK.
- ✓ USE POWER WINDOWS TO SELECTIVELY ADJUST EXPOSURE IN PARTS OF THE FRAME.

 **EXAMPLE:**

TO CREATE A DARK, MOODY CRIME FILM LOOK, LOWER MIDTONES, INCREASE CONTRAST, AND ADD A GREEN TINT TO SHADOWS.

 **CONCLUSION:**

DAVINCI RESOLVE OFFERS PRECISE CONTROL OVER COLORS, MAKING IT IDEAL FOR PROFESSIONAL FILMMAKERS.

📌 CHAPTER 4: HANDS-ON ASSIGNMENT

- ◆ **TASK 1:** COLOR CORRECT A SHORT VIDEO CLIP USING THE LUMETRI PANEL.
- ◆ **TASK 2:** APPLY A CINEMATIC COLOR GRADE TO FOOTAGE IN DAVINCI RESOLVE.
- ◆ **TASK 3:** EXPERIMENT WITH HSL SECONDARY & POWER WINDOWS TO MODIFY SPECIFIC COLORS IN AN IMAGE.

🎬 **BONUS CHALLENGE:** MATCH THE COLOR GRADE OF YOUR VIDEO TO A FAMOUS MOVIE SCENE.

📌 CHAPTER 5: REVIEW QUESTIONS

- 1. WHAT IS THE MAIN DIFFERENCE BETWEEN COLOR CORRECTION AND COLOR GRADING?
- 2. HOW DOES THE LUMETRI PANEL HELP IN COLOR CORRECTION?
- 3. WHAT ARE LUTS, AND HOW ARE THEY USED IN COLOR GRADING?
- 4. WHAT MAKES DAVINCI RESOLVE A POWERFUL TOOL FOR COLOR GRADING?
- 5. HOW DO COLOR CURVES HELP IN FINE-TUNING COLOR ADJUSTMENTS?

📌 FINAL TAKEAWAYS

- ✓ COLOR CORRECTION FIXES ISSUES, WHILE COLOR GRADING ENHANCES THE ARTISTIC STYLE.
- ✓ THE LUMETRI PANEL IS GREAT FOR REAL-TIME ADJUSTMENTS IN ADOBE PREMIERE PRO.

- DAVINCI RESOLVE OFFERS PRECISE COLOR CONTROL USING A NODE-BASED WORKFLOW.**
- UNDERSTANDING SCOPES AND LUTs IMPROVES THE QUALITY OF COLOR ADJUSTMENTS.**

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INTRODUCTION TO MOTION GRAPHICS USING ADOBE AFTER EFFECTS

📌 CHAPTER 1: UNDERSTANDING MOTION GRAPHICS

1.1 WHAT ARE MOTION GRAPHICS?

MOTION GRAPHICS IS A FORM OF **ANIMATED DIGITAL IMAGERY** USED TO CREATE ENGAGING VISUAL CONTENT. UNLIKE TRADITIONAL ANIMATION, MOTION GRAPHICS FOCUS ON **TEXT, SHAPES, AND OBJECTS MOVING IN A VISUALLY APPEALING WAY** RATHER THAN CHARACTER-DRIVEN STORYTELLING.

1.2 IMPORTANCE OF MOTION GRAPHICS IN DIGITAL MEDIA

- ✓ ENHANCES STORYTELLING THROUGH DYNAMIC VISUALS.
- ✓ USED IN ADVERTISEMENTS, EXPLAINER VIDEOS, AND BRANDING.
- ✓ ENGAGES AUDIENCES BY COMBINING MOTION, SOUND, AND DESIGN.
- ✓ IMPROVES VIDEO PRESENTATIONS AND SOCIAL MEDIA CONTENT.
- ✓ WIDELY USED IN FILM INTROS, UI ANIMATIONS, AND PROMOTIONAL VIDEOS.



EXAMPLE:

- IN CORPORATE VIDEOS, MOTION GRAPHICS ARE USED TO EXPLAIN COMPLEX CONCEPTS WITH ANIMATED CHARTS AND INFOGRAPHICS.
- MOVIE TITLE SEQUENCES, SUCH AS IN *MARVEL* FILMS, OFTEN INCLUDE MOTION GRAPHICS TO CREATE AN ENGAGING INTRODUCTION.

CONCLUSION:

MOTION GRAPHICS BLEND DESIGN, MOVEMENT, AND STORYTELLING, MAKING THEM ESSENTIAL FOR MODERN DIGITAL CONTENT CREATION.

CHAPTER 2: INTRODUCTION TO ADOBE AFTER EFFECTS

2.1 WHAT IS ADOBE AFTER EFFECTS?

ADOBE AFTER EFFECTS (AE) IS A POWERFUL MOTION GRAPHICS AND VISUAL EFFECTS SOFTWARE USED BY PROFESSIONALS FOR ANIMATION, COMPOSITING, AND DIGITAL EFFECTS.

2.2 KEY FEATURES OF ADOBE AFTER EFFECTS

- ✓ ANIMATION & KEYFRAMING – CONTROLS MOVEMENT OVER TIME.
- ✓ COMPOSITING & LAYERING – COMBINES MULTIPLE VISUAL ELEMENTS.
- ✓ EFFECTS & PRESETS – ADDS VISUAL ENHANCEMENTS.
- ✓ 3D MOTION & CAMERA TRACKING – CREATES DEPTH AND REALISM.
- ✓ INTEGRATION WITH ADOBE SUITE – WORKS WITH PHOTOSHOP, ILLUSTRATOR, AND PREMIERE PRO.

EXAMPLE:

- EXPLAINER VIDEOS USE AE TO ANIMATE TEXT AND ICONS.
- MUSIC VIDEOS OFTEN INCORPORATE DYNAMIC TYPOGRAPHY AND VFX USING AFTER EFFECTS.

CONCLUSION:

ADOBE AFTER EFFECTS IS THE INDUSTRY-STANDARD TOOL FOR

MOTION GRAPHICS, USED IN FILM, TELEVISION, AND DIGITAL MARKETING.

📌 CHAPTER 3: BASIC WORKFLOW IN AFTER EFFECTS

3.1 UNDERSTANDING THE AFTER EFFECTS INTERFACE

- ✓ **PROJECT PANEL:** MANAGES IMPORTED ASSETS.
- ✓ **COMPOSITION PANEL:** THE MAIN PREVIEW AREA.
- ✓ **TIMELINE PANEL:** CONTROLS ANIMATIONS AND EFFECTS OVER TIME.
- ✓ **EFFECTS & PRESETS PANEL:** ADDS VISUAL ENHANCEMENTS.
- ✓ **TOOLBAR:** PROVIDES ESSENTIAL TOOLS LIKE THE SELECTION, PEN, AND SHAPE TOOLS.

3.2 CREATING YOUR FIRST MOTION GRAPHICS PROJECT

- 1 **CREATE A NEW COMPOSITION** – SET RESOLUTION AND DURATION.
- 2 **IMPORT ASSETS** – ADD IMAGES, VIDEOS, OR VECTORS.
- 3 **USE LAYERS & KEYFRAMES** – ANIMATE MOVEMENT AND EFFECTS.
- 4 **APPLY EFFECTS & TRANSITIONS** – ENHANCE VISUALS.
- 5 **RENDER & EXPORT** – SAVE IN MP4, MOV, OR GIF FORMAT.

📌 EXAMPLE:

- A **YOUTUBE INTRO ANIMATION** INVOLVES ANIMATING A LOGO WITH KEYFRAMES AND EFFECTS.
- **INSTAGRAM STORY ANIMATIONS** OFTEN USE MOTION TYPOGRAPHY CREATED IN AFTER EFFECTS.

CONCLUSION:

UNDERSTANDING THE **AE** INTERFACE AND WORKFLOW IS CRUCIAL FOR CREATING PROFESSIONAL-QUALITY ANIMATIONS.

CHAPTER 4: ANIMATION PRINCIPLES IN AFTER EFFECTS

4.1 KEYFRAME ANIMATION

- ✓ KEYFRAMES MARK THE BEGINNING AND END OF AN ANIMATION.
- ✓ EASING (EASY EASE, IN & OUT) SMOOTHENS MOVEMENT TRANSITIONS.
- ✓ GRAPH EDITOR HELPS CONTROL SPEED CURVES FOR REALISTIC MOTION.

EXAMPLE:

- BOUNCING BALL ANIMATION USES KEYFRAMES AND EASING TO CREATE NATURAL MOVEMENT.

4.2 MOTION PATHS & ANCHOR POINTS

- ✓ MOTION PATHS CONTROL OBJECT TRAJECTORIES.
- ✓ ANCHOR POINTS DEFINE THE ROTATION AND SCALING ORIGIN.

EXAMPLE:

- ROTATING A LOGO AROUND A CENTRAL POINT BY ADJUSTING THE ANCHOR POINT.

4.3 TEXT & SHAPE ANIMATION

- ✓ ANIMATING TEXT PROPERTIES LIKE OPACITY, POSITION, AND SCALE.
- ✓ USING SHAPE LAYERS FOR CREATIVE VISUAL EFFECTS.

📌 EXAMPLE:

- KINETIC TYPOGRAPHY WHERE TEXT MOVES DYNAMICALLY TO MATCH VOICE-OVER NARRATION.

💡 CONCLUSION:

MASTERING KEYFRAME ANIMATION, EASING, AND MOTION PATHS HELPS CREATE SMOOTH AND PROFESSIONAL MOTION GRAPHICS.

📌 CHAPTER 5: ADVANCED MOTION GRAPHICS TECHNIQUES

5.1 USING EFFECTS & PRESETS

- ✓ GLOW, BLUR, AND COLOR EFFECTS TO ENHANCE VISUALS.
- ✓ PARTICLE SYSTEMS FOR FIRE, SMOKE, AND EXPLOSIONS.
- ✓ MOTION BLUR FOR REALISTIC MOVEMENT.

📌 EXAMPLE:

- ANIMATED FIRE OR SMOKE EFFECTS IN A FANTASY GAME TRAILER.

5.2 3D LAYERS & CAMERA MOVEMENTS

- ✓ CREATING 3D TEXT AND OBJECTS.
- ✓ USING A VIRTUAL CAMERA FOR DEPTH AND PERSPECTIVE.

📌 EXAMPLE:

- MOVIE INTRO SEQUENCES OFTEN USE 3D TEXT WITH ANIMATED CAMERA MOVEMENT.

5.3 EXPRESSIONS & AUTOMATION

✓ EXPRESSIONS USE JAVASCRIPT TO AUTOMATE ANIMATIONS.

✓ LOOPING ANIMATIONS WITHOUT MANUAL KEYFRAMES.

 **EXAMPLE:**

- ANIMATING A CLOCK'S TICKING MOTION WITH AN EXPRESSION.

 **CONCLUSION:**

USING EFFECTS, 3D MOTION, AND AUTOMATION ENHANCES MOTION GRAPHICS QUALITY AND EFFICIENCY.

 **CHAPTER 6: HANDS-ON ASSIGNMENTS**

- ◆ **TASK 1:** CREATE AN ANIMATED LOGO REVEAL USING KEYFRAMES.
- ◆ **TASK 2:** ANIMATE TEXT IN A KINETIC TYPOGRAPHY STYLE.
- ◆ **TASK 3:** APPLY MOTION TRACKING TO INTEGRATE TEXT WITH LIVE FOOTAGE.

 **BONUS CHALLENGE:** CREATE A 10-SECOND ANIMATED PROMO VIDEO USING MULTIPLE MOTION GRAPHICS TECHNIQUES.

 **CHAPTER 7: REVIEW QUESTIONS**

1. WHAT IS THE PURPOSE OF MOTION GRAPHICS?

2. HOW DOES KEYFRAME ANIMATION WORK IN AFTER EFFECTS?

3. WHAT IS THE ROLE OF EASING IN ANIMATIONS?

4. WHAT ARE THE BENEFITS OF USING EXPRESSIONS IN AFTER EFFECTS?

5. NAME ONE REAL-WORLD APPLICATION OF 3D MOTION GRAPHICS IN AE.

📌 FINAL TAKEAWAYS

- ✓ MOTION GRAPHICS ADD ENGAGING VISUAL ELEMENTS TO DIGITAL CONTENT.
- ✓ ADOBE AFTER EFFECTS IS A POWERFUL TOOL FOR MOTION DESIGN AND ANIMATION.
- ✓ MASTERING KEYFRAMES, EFFECTS, AND EXPRESSIONS IMPROVES ANIMATION QUALITY.
- ✓ CREATIVE EXPERIMENTATION IS KEY TO BECOMING A PROFESSIONAL MOTION DESIGNER.

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KEYFRAMING, MASKING, AND BASIC COMPOSITING TECHNIQUES

📌 **CHAPTER 1: UNDERSTANDING KEYFRAMING, MASKING, AND COMPOSITING**

1.1 WHAT ARE KEYFRAMING, MASKING, AND COMPOSITING?

ADVANCED VIDEO EDITING TECHNIQUES LIKE **KEYFRAMING, MASKING, AND COMPOSITING** ALLOW EDITORS TO CREATE DYNAMIC ANIMATIONS, SEAMLESS TRANSITIONS, AND REALISTIC VISUAL EFFECTS.

- ✓ **KEYFRAMING** – THE PROCESS OF CREATING SMOOTH ANIMATIONS BY SETTING START AND END POINTS FOR MOTION OR EFFECTS.
- ✓ **MASKING** – A TECHNIQUE TO HIDE OR REVEAL PARTS OF A VIDEO BY CREATING CUSTOM SHAPES OR CUTOUTS.
- ✓ **COMPOSITING** – THE ART OF COMBINING MULTIPLE VISUAL ELEMENTS INTO A SINGLE COHESIVE SCENE.

1.2 IMPORTANCE OF THESE TECHNIQUES IN EDITING

- ✓ ENHANCES STORYTELLING WITH DYNAMIC MOTION GRAPHICS AND ANIMATIONS.
- ✓ CREATES SMOOTH TRANSITIONS AND OBJECT MOVEMENTS.
- ✓ IMPROVES VISUAL AESTHETICS WITH ADVANCED EFFECTS.
- ✓ ALLOWS SEAMLESS BLENDING OF MULTIPLE FOOTAGE LAYERS.

📌 **EXAMPLE:**

IN A SCI-FI MOVIE, **COMPOSITING** CAN PLACE ACTORS IN AN ALIEN WORLD USING **GREEN SCREEN TECHNIQUES**, WHILE **MASKING** HELPS

REFINE ELEMENTS, AND **KEYFRAMING** CONTROLS THE MOVEMENT OF VISUAL EFFECTS.

CONCLUSION:

MASTERING THESE TECHNIQUES IS ESSENTIAL FOR CREATING PROFESSIONAL-QUALITY VISUAL EFFECTS AND MOTION GRAPHICS.

CHAPTER 2: KEYFRAMING – CREATING MOTION AND ANIMATION

2.1 WHAT IS KEYFRAMING?

KEYFRAMING IS AN ANIMATION TECHNIQUE WHERE YOU SET “**KEY POINTS** (FRAMES) FOR AN OBJECT’S MOVEMENT OR EFFECT. THE SOFTWARE AUTOMATICALLY FILLS IN THE FRAMES BETWEEN THEM, CREATING A SMOOTH TRANSITION.

2.2 How KEYFRAMING WORKS

- ✓ **SET THE INITIAL POSITION OR STATE (FIRST KEYFRAME).**
- ✓ **MOVE FORWARD IN TIME AND ADJUST THE PROPERTY (SECOND KEYFRAME).**
- ✓ **THE SOFTWARE INTERPOLATES THE FRAMES IN BETWEEN.**

2.3 TYPES OF KEYFRAMING

- ✓ **POSITION KEYFRAMING:** MOVES OBJECTS ACROSS THE SCREEN.
- ✓ **SCALE KEYFRAMING:** ENLARGES OR SHRINKS OBJECTS OVER TIME.
- ✓ **OPACITY KEYFRAMING:** CREATES FADE-INS AND FADE-OUTS.
- ✓ **ROTATION KEYFRAMING:** ADDS SPINNING OR ANGULAR MOVEMENTS.
- ✓ **SPEED KEYFRAMING:** ADJUSTS ACCELERATION AND DECELERATION.

EXAMPLE:

IN AN ANIMATED LOGO REVEAL, **KEYFRAMING** CONTROLS THE MOVEMENT OF TEXT AND GRAPHICS, ENSURING THEY APPEAR SMOOTHLY ON THE SCREEN.

CONCLUSION:

KEYFRAMING IS ESSENTIAL FOR SMOOTH MOTION EFFECTS, ANIMATION, AND TRANSITIONS IN VIDEO EDITING.

CHAPTER 3: MASKING – CREATING CUTOUTS AND SPECIAL EFFECTS

3.1 WHAT IS MASKING?

MASKING IS A TECHNIQUE THAT HIDES OR REVEALS SPECIFIC AREAS OF A VIDEO CLIP. IT IS USED TO CREATE TRANSPARENCY, SPECIAL EFFECTS, AND LAYERED COMPOSITIONS.

3.2 HOW MASKING WORKS

- ✓ DRAW A SHAPE (MASK) AROUND AN OBJECT OR AREA.
- ✓ ADJUST ITS POSITION, SIZE, OR OPACITY OVER TIME.
- ✓ FEATHER THE EDGES TO CREATE SMOOTH BLENDING.

3.3 COMMON USES OF MASKING

- ✓ **OBJECT ISOLATION:** REMOVE BACKGROUNDS OR HIGHLIGHT SUBJECTS.
- ✓ **TEXT REVEALS:** CREATE ANIMATED TEXT APPEARANCES THROUGH OBJECTS.
- ✓ **CLONING EFFECTS:** DUPLICATE AND PLACE OBJECTS IN DIFFERENT PARTS OF THE SCENE.

✓ **SPLIT-SCREEN EFFECTS:** BLEND MULTIPLE VIDEOS TOGETHER SEAMLESSLY.

📌 **EXAMPLE:**

IN A MUSIC VIDEO, **MASKING** CAN BE USED TO MAKE AN ARTIST APPEAR MULTIPLE TIMES IN THE SAME SCENE BY BLENDING SEPARATE SHOTS.

💡 **CONCLUSION:**

MASKING IS A POWERFUL TOOL FOR **PRECISE CUTOUTS, EFFECTS, AND TRANSITIONS** IN VIDEO EDITING.

📌 **CHAPTER 4: BASIC COMPOSITING – LAYERING VIDEO ELEMENTS**

4.1 WHAT IS COMPOSITING?

COMPOSING IS THE PROCESS OF **COMBINING MULTIPLE VIDEO ELEMENTS INTO A SINGLE SCENE**. IT IS USED IN VFX, MOTION GRAPHICS, AND GREEN SCREEN EDITING.

4.2 How COMPOSING WORKS

- ✓ **LAYER MULTIPLE VIDEO ELEMENTS ON A TIMELINE.**
- ✓ **USE BLENDING MODES AND TRANSPARENCY TO MERGE VISUALS.**
- ✓ **APPLY EFFECTS LIKE CHROMA KEYING (GREEN SCREEN) FOR SEAMLESS INTEGRATION.**

4.3 COMMON USES OF COMPOSING

- ✓ **GREEN SCREEN REMOVAL:** REPLACE BACKGROUNDS WITH CUSTOM ENVIRONMENTS.
- ✓ **MOTION GRAPHICS:** BLEND TEXT, ANIMATIONS, AND EFFECTS

SEAMLESSLY.

✓ **SPECIAL EFFECTS:** ADD FIRE, EXPLOSIONS, AND ATMOSPHERIC EFFECTS TO SCENES.

📌 **EXAMPLE:**

IN *MARVEL MOVIES*, COMPOSING TECHNIQUES **COMBINE LIVE-ACTION FOOTAGE WITH CGI ELEMENTS** TO CREATE REALISTIC SUPERHERO BATTLES.

💡 **CONCLUSION:**

COMPOSING IS A KEY SKILL FOR CREATING **REALISTIC AND VISUALLY STUNNING VIDEO EFFECTS**.

📌 **CHAPTER 5: HANDS-ON ASSIGNMENT**

- ◆ **TASK 1:** CREATE A **TEXT ANIMATION** USING KEYFRAMING FOR POSITION AND OPACITY.
- ◆ **TASK 2:** USE **MASKING** TO REMOVE AN UNWANTED BACKGROUND FROM A VIDEO.
- ◆ **TASK 3:** APPLY **BASIC COMPOSING** BY LAYERING A GREEN SCREEN SUBJECT ONTO A NEW BACKGROUND.

🎬 **BONUS CHALLENGE:** COMBINE ALL THREE TECHNIQUES INTO A SHORT **10-SECOND MOTION GRAPHIC SEQUENCE**.

📌 **CHAPTER 6: REVIEW QUESTIONS**

WHAT IS THE PURPOSE OF KEYFRAMING IN VIDEO EDITING?

HOW DOES MASKING HELP IN VIDEO EDITING?

WHAT ARE THE KEY STEPS IN COMPOSING A GREEN SCREEN EFFECT?

4. WHAT IS THE DIFFERENCE BETWEEN KEYFRAMING AND COMPOSITING?

5. NAME ONE PRACTICAL USE OF MASKING IN A VIDEO PROJECT.

📌 FINAL TAKEAWAYS

- ✓ KEYFRAMING ENABLES SMOOTH ANIMATION AND MOTION GRAPHICS.
- ✓ MASKING IS ESSENTIAL FOR PRECISE VISUAL CUTOUTS AND SPECIAL EFFECTS.
- ✓ COMPOSING HELPS BLEND MULTIPLE VISUAL ELEMENTS INTO A SEAMLESS SCENE.
- ✓ MASTERING THESE TECHNIQUES OPENS UP ENDLESS CREATIVE POSSIBILITIES IN VIDEO EDITING.

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ADDING TEXT & LOWER THIRDS WITH MOTION GRAPHICS

CHAPTER 1: UNDERSTANDING TEXT & LOWER THIRDS IN VIDEO EDITING

1.1 WHAT IS TEXT IN VIDEO EDITING?

TEXT OVERLAYS IN VIDEO EDITING REFER TO **TITLES, SUBTITLES, CAPTIONS, AND MOTION GRAPHICS** USED TO CONVEY INFORMATION, ENHANCE STORYTELLING, AND ENGAGE VIEWERS.

- ✓ **TITLES & HEADINGS** – MAIN TEXT ELEMENTS LIKE OPENING CREDITS, CHAPTER TITLES, AND MOVIE TITLES.
- ✓ **SUBTITLES & CAPTIONS** – PROVIDE DIALOGUE OR DESCRIPTIONS FOR ACCESSIBILITY AND ENGAGEMENT.
- ✓ **LOWER THIRDS** – INFORMATIONAL TEXT APPEARING IN THE LOWER THIRD OF THE SCREEN, OFTEN USED FOR NAMES, LOCATIONS, AND DESCRIPTIONS.

1.2 IMPORTANCE OF ADDING TEXT IN VIDEOS

- ✓ **ENHANCES CLARITY & COMMUNICATION** – ADDS CONTEXT TO VISUALS.
- ✓ **INCREASES ACCESSIBILITY** – HELPS VIEWERS UNDERSTAND CONTENT, EVEN WITHOUT SOUND.
- ✓ **IMPROVES ENGAGEMENT & PROFESSIONALISM** – WELL-DESIGNED TEXT ELEMENTS MAKE VIDEOS VISUALLY APPEALING.
- ✓ **OPTIMIZES BRANDING & MARKETING** – HELPS REINFORCE BRAND IDENTITY AND MESSAGING.

EXAMPLE:

NEWS BROADCASTS USE LOWER THIRDS TO DISPLAY THE REPORTER'S NAME, LOCATION, AND KEY DETAILS WHILE AN INTERVIEW IS HAPPENING.

CONCLUSION:

TEXT OVERLAYS ARE ESSENTIAL FOR **INFORMATIVE, ENGAGING, AND PROFESSIONAL VIDEO CONTENT.**

CHAPTER 2: LOWER THIRDS – ENHANCING VISUAL INFORMATION

2.1 WHAT ARE LOWER THIRDS?

A LOWER THIRD IS A GRAPHIC ELEMENT THAT APPEARS IN THE LOWER PORTION OF THE SCREEN, OFTEN CONTAINING TEXT AND VISUAL DESIGN ELEMENTS.

- ✓ TYPICALLY INCLUDES NAME, TITLE, OR LOCATION.
- ✓ CAN FEATURE LOGOS, ANIMATIONS, OR BRAND ELEMENTS.
- ✓ SHOULD BE CLEAR, PROFESSIONAL, AND NON-DISTRACTING.

2.2 WHEN TO USE LOWER THIRDS?

- ✓ IN INTERVIEWS – TO INTRODUCE THE SPEAKER.
- ✓ IN NEWS REPORTS – TO PROVIDE LIVE UPDATES.
- ✓ IN CORPORATE VIDEOS – TO SHOW COMPANY BRANDING.
- ✓ IN TUTORIALS & DOCUMENTARIES – TO DISPLAY TOPIC NAMES.

EXAMPLE:

IN A SPORTS BROADCAST, A LOWER THIRD MIGHT DISPLAY THE PLAYER'S NAME, SCORE, AND GAME TIME, KEEPING THE AUDIENCE INFORMED.

CONCLUSION:

LOWER THIRDS IMPROVE THE VIEWER'S UNDERSTANDING OF KEY INFORMATION WITHOUT OVERWHELMING THE VISUAL CONTENT.

CHAPTER 3: DESIGN PRINCIPLES FOR TEXT & LOWER THIRDS

3.1 CHOOSING THE RIGHT FONT & COLOR

- ✓ **FONT SELECTION:** USE CLEAN, READABLE FONTS LIKE ARIAL, ROBOTO, OR MONTserrat.
- ✓ **COLOR CONTRAST:** ENSURE TEXT STANDS OUT WITHOUT CLASHING WITH THE BACKGROUND.
- ✓ **FONT SIZE & SPACING:** KEEP TEXT PROPORTIONATE AND BALANCED FOR READABILITY.

3.2 USING MOTION GRAPHICS FOR LOWER THIRDS

- ✓ **FADE-IN/FADE-OUT ANIMATIONS** – SUBTLE ENTRY AND EXIT EFFECTS.
- ✓ **SLIDING OR POPPING TEXT** – SMOOTH MOVEMENT TO GRAB ATTENTION.
- ✓ **ANIMATED SHAPES & BACKGROUNDS** – ENHANCES BRANDING AND STYLE.

EXAMPLE:

TV COMMERCIALS USE MOTION GRAPHICS LOWER THIRDS TO SHOW PRODUCT PRICES, DISCOUNTS, AND CTA (CALL-TO-ACTION) TEXT STYLISHLY.

CONCLUSION:

A WELL-DESIGNED LOWER THIRD SHOULD BE READABLE, STYLISH, AND IN HARMONY WITH THE VIDEO'S AESTHETIC.

CHAPTER 4: HOW TO CREATE TEXT & LOWER THIRDS IN EDITING SOFTWARE

4.1 CREATING TEXT IN ADOBE PREMIERE PRO

- ✓ STEP 1: GO TO THE ESSENTIAL GRAPHICS PANEL.
- ✓ STEP 2: CLICK "NEW TEXT LAYER" AND TYPE YOUR TEXT.
- ✓ STEP 3: ADJUST FONT, SIZE, COLOR, AND ALIGNMENT.
- ✓ STEP 4: USE KEYFRAMES TO ANIMATE THE TEXT.

4.2 ADDING LOWER THIRDS IN AFTER EFFECTS

- ✓ STEP 1: CREATE A NEW COMPOSITION.
- ✓ STEP 2: USE THE SHAPE TOOL TO DESIGN THE BACKGROUND.
- ✓ STEP 3: ADD TEXT LAYERS AND POSITION THEM.
- ✓ STEP 4: APPLY MOTION GRAPHICS ANIMATIONS LIKE FADE-IN OR SLIDE-IN.

EXAMPLE:

MANY YOUTUBERS USE CUSTOM ANIMATED LOWER THIRDS IN THEIR INTROS AND OUTROS TO BRAND THEIR VIDEOS.

CONCLUSION:

USING PROFESSIONAL SOFTWARE LIKE PREMIERE PRO AND AFTER EFFECTS HELPS CREATE ENGAGING, MOTION-BASED TEXT AND LOWER THIRDS.

📌 CHAPTER 5: HANDS-ON ASSIGNMENT

- ◆ **TASK 1:** CREATE A SIMPLE LOWER THIRD WITH TEXT AND BACKGROUND IN PREMIERE PRO.
- ◆ **TASK 2:** ANIMATE A LOWER THIRD USING MOTION GRAPHICS IN AFTER EFFECTS.
- ◆ **TASK 3:** ADD A CUSTOM ANIMATED TITLE AND SUBTITLE TO A SHORT VIDEO CLIP.

🎬 **BONUS CHALLENGE:** DESIGN A BRANDED LOWER THIRD USING YOUR NAME AND LOGO.

📌 CHAPTER 6: REVIEW QUESTIONS

- 1. WHAT IS THE MAIN PURPOSE OF LOWER THIRDS IN A VIDEO?
- 2. HOW DOES MOTION GRAPHICS IMPROVE TEXT OVERLAYS?
- 3. WHAT IS THE IDEAL FONT TYPE FOR PROFESSIONAL LOWER THIRDS?
- 4. NAME TWO SOFTWARE TOOLS USED FOR TEXT ANIMATION.
- 5. WHY IS COLOR CONTRAST IMPORTANT IN TEXT OVERLAYS?

📌 FINAL TAKEAWAYS

- ✓ TEXT OVERLAYS IMPROVE COMMUNICATION & ENGAGEMENT.
- ✓ LOWER THIRDS PROVIDE CLEAR, PROFESSIONAL ON-SCREEN INFORMATION.
- ✓ MOTION GRAPHICS MAKE TEXT VISUALLY DYNAMIC AND ENGAGING.

- ✓ PROPER DESIGN ENSURES READABILITY AND BRANDING CONSISTENCY.

ISDM-NxT

🎯 ✨ ASSIGNMENT 1:
🎯 CREATE A 30-SECOND MOTION GRAPHIC
INTRO FOR A YOUTUBE CHANNEL.

ISDM-NXT

📌 ⚡ ASSIGNMENT 1: CREATE A 30-SECOND MOTION GRAPHIC INTRO FOR A YOUTUBE CHANNEL

🎯 OBJECTIVE:

CREATE A PROFESSIONAL AND ENGAGING 30-SECOND MOTION GRAPHIC INTRO FOR A YOUTUBE CHANNEL USING ADOBE AFTER EFFECTS OR ANY MOTION GRAPHICS SOFTWARE. THE INTRO SHOULD INCLUDE LOGO ANIMATION, TEXT ANIMATION, TRANSITIONS, AND BACKGROUND MUSIC TO ESTABLISH THE CHANNEL'S BRANDING.

🛠 STEP-BY-STEP GUIDE TO CREATING A MOTION GRAPHIC INTRO

STEP 1: DEFINE THE CONCEPT & BRANDING

- ◆ DECIDE ON THE THEME, COLORS, FONTS, AND STYLE THAT MATCH THE CHANNEL'S IDENTITY.
- ◆ IDENTIFY THE CHANNEL'S PURPOSE (E.G., TECH REVIEWS, GAMING, EDUCATION, LIFESTYLE, BUSINESS).
- ◆ SKETCH A STORYBOARD TO VISUALIZE THE SEQUENCE OF THE INTRO (LOGO, TEXT, TRANSITIONS).

📌 EXAMPLE CONCEPT:

- **YOUTUBE CHANNEL NAME:** "TECHXPLORER" (TECH & GADGETS REVIEW CHANNEL)
- **COLOR SCHEME:** BLUE & WHITE
- **FONT STYLE:** MODERN, BOLD, AND CLEAN

- **INTRO ELEMENTS: GLOWING TECH-STYLE LOGO ANIMATION, FUTURISTIC TEXT ANIMATION, FAST TRANSITIONS**
-

STEP 2: SET UP YOUR PROJECT IN AFTER EFFECTS

- ◆ OPEN ADOBE AFTER EFFECTS (AE) AND CREATE A NEW COMPOSITION (1920X1080, 30FPS, 30 SEC).
- ◆ IMPORT YOUR ASSETS:
 - LOGO (PNG OR SVG FORMAT)
 - BACKGROUND MUSIC & SOUND EFFECTS
 - CUSTOM TEXTURES OR STOCK VIDEO CLIPS

STEP 3: DESIGN THE BACKGROUND & ANIMATION EFFECTS

- ◆ CREATE A DYNAMIC BACKGROUND USING ONE OF THE FOLLOWING METHODS:
 - ✓ USE A GRADIENT FILL FOR A SMOOTH, MODERN BACKGROUND.
 - ✓ ADD A SUBTLE PARTICLE EFFECT TO MAKE IT MORE ENGAGING (EFFECTS > CC PARTICLE WORLD).
 - ✓ USE A MOTION BLUR EFFECT TO ADD DEPTH (EFFECTS > GAUSSIAN BLUR).
-  **PRO TIP:** IF IT'S A GAMING OR TECH CHANNEL, USE GLOWING CIRCUIT ANIMATIONS IN THE BACKGROUND.
-

STEP 4: ANIMATE THE LOGO

◆ IMPORT THE LOGO INTO THE COMPOSITION AND APPLY AN ENTRANCE ANIMATION:

- ✓ **SCALE IN** (TRANSFORM > SCALE > ANIMATE FROM 0% TO 100%).
- ✓ **ROTATE & FADE IN** (OPACITY & ROTATION KEYFRAMES).
- ✓ **GLITCH EFFECT** FOR A TECHY LOOK (EFFECTS > VR DIGITAL GLITCH).

 **EXAMPLE TIMING:**

- **0S-2S:** LOGO APPEARS WITH A FADE-IN & SCALE-UP EFFECT.
- **2S-4S:** THE LOGO "GLITCHES" FOR A MODERN TECH EFFECT.

STEP 5: ADD ANIMATED TEXT ELEMENTS

◆ INTRODUCE THE YOUTUBE CHANNEL NAME & TAGLINE WITH TEXT ANIMATION:

- ✓ USE THE **TYPE TOOL (T)** TO ADD TEXT: "WELCOME TO TECHXPLORE"
- ✓ APPLY A **TYPEWRITER EFFECT** (EFFECTS > TEXT > ANIMATE > TYPEWRITER).
- ✓ USE **TRACKING ANIMATION** TO SMOOTHLY EXPAND THE TEXT (EFFECTS > TEXT > TRACKING).

 **EXAMPLE TIMING:**

- **4S-8S:** THE CHANNEL NAME APPEARS WITH A FADE & SLIDE-IN ANIMATION.
- **8S-10S:** THE TAGLINE ANIMATES IN WITH A TYPING EFFECT.

STEP 6: ADD MOTION TRANSITIONS

◆ TO KEEP THE MOTION GRAPHIC INTRO DYNAMIC, USE TRANSITIONS LIKE:

- ✓ SWIPE TRANSITIONS (EFFECTS > TRANSFORM > POSITION KEYFRAMES).
- ✓ ZOOM IN/OUT TRANSITIONS (EFFECTS > TRANSFORM > SCALE).
- ✓ GLITCH OR DISTORTION EFFECTS FOR A FUTURISTIC TOUCH (EFFECTS > VR DIGITAL GLITCH).

📌 EXAMPLE TIMING:

- **10S-15S:** SMOOTH SWIPE TRANSITION INTRODUCES SOCIAL MEDIA HANDLES (YOUTUBE, INSTAGRAM, TWITTER).

STEP 7: ADD BACKGROUND MUSIC & SOUND EFFECTS

- ◆ SELECT ROYALTY-FREE BACKGROUND MUSIC THAT MATCHES YOUR BRAND (E.G., UPBEAT FOR VLOGS, CINEMATIC FOR TECH).
- ◆ IMPORT THE MUSIC AND ADJUST VOLUME (-12dB TO -6dB FOR CLARITY).
- ◆ ADD SOUND EFFECTS (WOOSH, GLITCH, POP) TO EMPHASIZE ANIMATIONS.

📌 EXAMPLE TIMING:

- **15S-20S:** MUSIC BUILDS UP AS THE ANIMATION PROGRESSES.
- **20S-25S:** WHOOSH EFFECTS ENHANCE TEXT TRANSITIONS.
- **25S-30S:** OUTRO SOUND EFFECT AS THE VIDEO FADES OUT.

STEP 8: FINAL TOUCHES & RENDERING

- ◆ ADD A VIGNETTE EFFECT TO ENHANCE FOCUS (EFFECTS > CC VIGNETTE).
- ◆ CHECK THE TIMING & TRANSITIONS TO ENSURE SMOOTH PLAYBACK.
- ◆ EXPORT THE FINAL INTRO:
 - FORMAT: MP4
 - CODEC: H.264
 - RESOLUTION: 1920X1080P
 - FRAME RATE: 30FPS

 **FINAL STRUCTURE OF THE INTRO (EXAMPLE):**

TIME (SEC)	ACTION
0S-2S	LOGO FADE-IN ANIMATION
2S-4S	GLITCH TRANSITION ON LOGO
4S-8S	CHANNEL NAME WITH TEXT ANIMATION
8S-10S	TAGLINE APPEARS WITH A TYPEWRITER EFFECT
10S-15S	SWIPE TRANSITION INTRODUCES SOCIAL MEDIA HANDLES
15S-25S	BACKGROUND MUSIC BUILDS UP
25S-30S	OUTRO EFFECT & FADE-OUT

FINAL TAKEAWAYS

-  **USE PROFESSIONAL MOTION GRAPHICS SOFTWARE LIKE AFTER EFFECTS.**
-  **KEEP THE INTRO SHORT (15-30 SECONDS MAX) TO RETAIN AUDIENCE ATTENTION.**
-  **ENSURE SMOOTH TRANSITIONS, BACKGROUND MUSIC, AND EYE-CATCHING ANIMATIONS.**
-  **EXPORT IN HIGH QUALITY (1080P OR 4K) FOR THE BEST RESULTS.**

ISDM-Nxt

📌 ⚡ **ASSIGNMENT 2:**
⌚ COLOR GRADE A RAW VIDEO TO MATCH
A CINEMATIC STYLE.

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SOLUTION FOR ASSIGNMENT 2: COLOR GRADING A RAW VIDEO TO MATCH A CINEMATIC STYLE

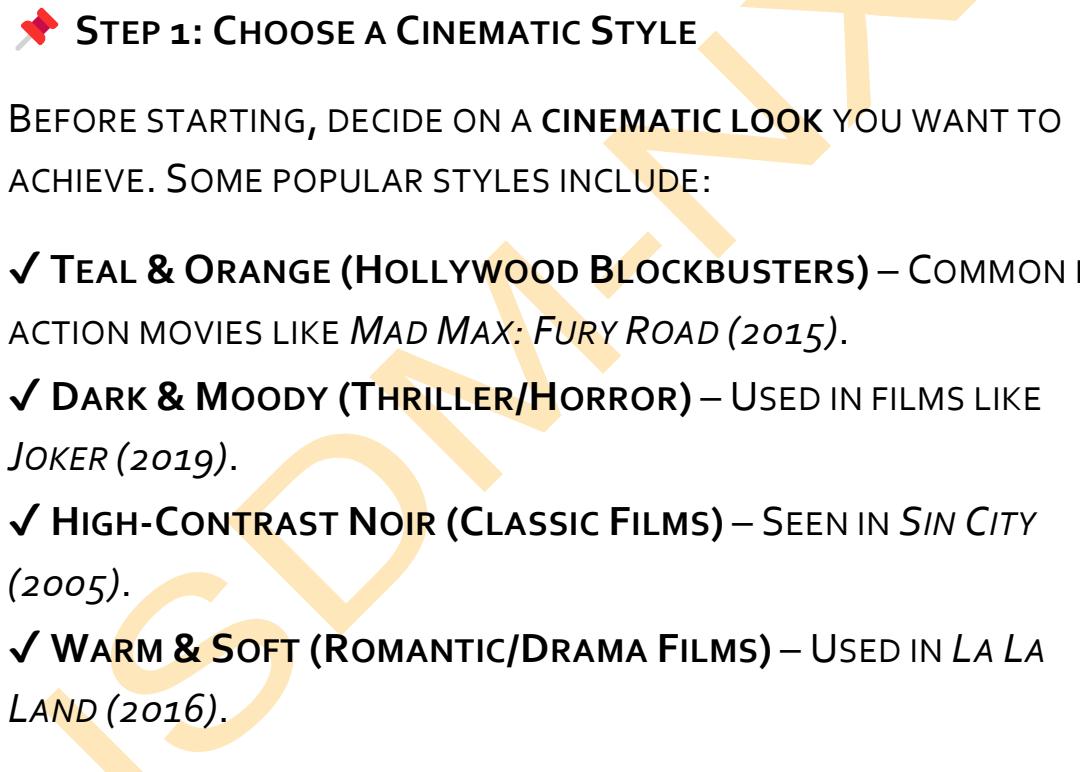
THIS STEP-BY-STEP GUIDE WILL WALK YOU THROUGH COLOR GRADING A RAW VIDEO TO MATCH A CINEMATIC STYLE USING **DAVINCI RESOLVE AND THE LUMETRI PANEL (ADOBE PREMIERE PRO)**.



STEP 1: CHOOSE A CINEMATIC STYLE

BEFORE STARTING, DECIDE ON A CINEMATIC LOOK YOU WANT TO ACHIEVE. SOME POPULAR STYLES INCLUDE:

- ✓ **TEAL & ORANGE (HOLLYWOOD BLOCKBUSTERS)** – COMMON IN ACTION MOVIES LIKE *MAD MAX: FURY ROAD* (2015).
- ✓ **DARK & MOODY (THRILLER/HORROR)** – USED IN FILMS LIKE *JOKER* (2019).
- ✓ **HIGH-CONTRAST NOIR (CLASSIC FILMS)** – SEEN IN *SIN CITY* (2005).
- ✓ **WARM & SOFT (ROMANTIC/DRAMA FILMS)** – USED IN *LA LA LAND* (2016).



✓ **EXAMPLE:** IF YOU WANT TO MATCH *THE MATRIX*'S GREENISH TINT, YOU WILL SHIFT YOUR COLOR BALANCE TOWARDS GREEN IN THE SHADOWS AND HIGHLIGHTS.



STEP 2: IMPORT & PREPARE THE VIDEO

📌 IN DAVINCI RESOLVE

- 1 OPEN DAVINCI RESOLVE AND CREATE A NEW PROJECT.
- 2 IMPORT YOUR RAW FOOTAGE INTO THE MEDIA POOL.
- 3 DRAG THE FOOTAGE TO THE TIMELINE AND GO TO THE COLOR PAGE.

📌 IN ADOBE PREMIERE PRO (LUMETRI PANEL)

- 1 OPEN PREMIERE PRO AND IMPORT YOUR RAW FOOTAGE.
- 2 DRAG IT INTO THE TIMELINE AND OPEN THE LUMETRI COLOR PANEL (WINDOW → LUMETRI COLOR).

📌 STEP 3: PERFORM BASIC COLOR CORRECTION

BEFORE GRADING, FIX EXPOSURE, WHITE BALANCE, AND CONTRAST TO CREATE A NEUTRAL STARTING POINT.

📌 IN DAVINCI RESOLVE:

- ✓ OPEN SCOPES (WAVEFORM, VECTORSCOPE, PARADE, HISTOGRAM) TO ANALYZE THE FOOTAGE.
- ✓ USE LIFT, GAMMA, AND GAIN WHEELS TO ADJUST BRIGHTNESS AND CONTRAST.
- ✓ USE TEMPERATURE & TINT CONTROLS TO FIX WHITE BALANCE.

📌 IN LUMETRI PANEL (PREMIERE PRO):

- ✓ GO TO BASIC CORRECTION AND ADJUST:
 - WHITE BALANCE – FIX UNNATURAL COLOR SHIFTS.
 - EXPOSURE & CONTRAST – BALANCE BRIGHTNESS.
 - HIGHLIGHTS & SHADOWS – ENSURE NO OVEREXPOSED OR DARK DETAILS ARE LOST.

📌 **EXAMPLE:** IF YOUR FOOTAGE LOOKS TOO BLUE, INCREASE TEMPERATURE TO ADD WARMTH.

📌 **STEP 4: APPLY A CINEMATIC LUT (LOOK-UP TABLE)**

LUTs ARE PRE-MADE COLOR GRADING FILTERS THAT HELP ACHIEVE A CINEMATIC LOOK INSTANTLY.

📌 **IN DAVINCI RESOLVE:**

- ✓ GO TO **LUTs TAB** IN THE COLOR PAGE.
- ✓ SELECT A **CINEMATIC LUT** (E.G., TEAL & ORANGE, KODAK FILM LOOK).
- ✓ APPLY IT AND REDUCE **LUT INTENSITY** TO BLEND NATURALLY.

📌 **IN LUMETRI PANEL (PREMIERE PRO):**

- ✓ OPEN **CREATIVE TAB** IN LUMETRI PANEL.
- ✓ UNDER **LOOK**, APPLY A **BUILT-IN LUT** OR IMPORT A CUSTOM LUT.
- ✓ ADJUST **INTENSITY** TO AVOID AN ARTIFICIAL LOOK.

📌 **EXAMPLE: USE A KODAK LUT FOR A VINTAGE FILM LOOK.**

📌 **STEP 5: FINE-TUNE COLORS WITH CURVES & COLOR WHEELS**

TO REFINE THE LOOK, ADJUST SHADOWS, MIDTONES, AND HIGHLIGHTS.

📌 **IN DAVINCI RESOLVE:**

- ✓ USE **CURVES PANEL** TO FINE-TUNE COLOR CONTRAST.
- ✓ ADJUST **COLOR WHEELS**:
 - PUSH **SHADOWS TOWARD BLUE** FOR A MOODY LOOK.

- BOOST HIGHLIGHTS WITH WARM TONES FOR CONTRAST.

📌 **IN LUMETRI PANEL (PREMIERE PRO):**

✓ USE **RGB CURVES** TO TWEAK CONTRAST.

✓ IN **COLOR WHEELS & MATCH**, ADJUST:

- **SHADOWS** FOR COOL TONES (BLUE/GREEN).
- **MIDTONES** FOR SKIN TONE CORRECTION.
- **HIGHLIGHTS** FOR WARMTH (ORANGE/YELLOW).

📌 **EXAMPLE:** TO ACHIEVE A **TEAL & ORANGE LOOK**, SHIFT SHADOWS TO **BLUE-GREEN** AND HIGHLIGHTS TO **ORANGE**.

📌 **STEP 6: ADD VIGNETTING & FILM GRAIN FOR A CINEMATIC LOOK**

📌 **IN DAVINCI RESOLVE:**

✓ USE **OPENFX → FILM GRAIN** FOR A CLASSIC FILM TEXTURE.

✓ USE **VIGNETTE** IN THE **COLOR PAGE** TO SUBTLY DARKEN EDGES.

📌 **IN LUMETRI PANEL (PREMIERE PRO):**

✓ USE THE **VIGNETTE TOOL** TO ADD SUBTLE DARKNESS AROUND EDGES.

✓ ADD **NOISE & GRAIN EFFECTS** FOR A FILM-LIKE TEXTURE.

📌 **EXAMPLE:** IN A DRAMA FILM, SOFT VIGNETTING KEEPS FOCUS ON CHARACTERS.

📌 **STEP 7: FINAL ADJUSTMENTS & EXPORT**

- ✓ COMPARE BEFORE & AFTER USING **BYPASS COLOR GRADING (DAVINCI)** OR **TOGGLE LUMETRI EFFECT (PREMIERE)**.
- ✓ ENSURE THE VIDEO LOOKS **CONSISTENT ACROSS MULTIPLE SHOTS**.
- ✓ EXPORT WITH A HIGH-QUALITY FORMAT (**PRORES, DNxHD, OR H.264**).

📌 **EXAMPLE:** ENSURE THAT THE GRADED FOOTAGE DOESN'T LOOK TOO ARTIFICIAL BY FINE-TUNING SATURATION.

- 📌 **FINAL RESULTS & TAKEAWAYS**
- ✓ COLOR GRADING ENHANCES MOOD AND STORYTELLING.
 - ✓ LUTs PROVIDE A QUICK CINEMATIC LOOK BUT NEED FINE-TUNING.
 - ✓ ADJUSTING CURVES AND COLOR WHEELS REFINES THE GRADING PROCESS.
 - ✓ ADDING SUBTLE VIGNETTES AND FILM GRAIN ENHANCES REALISM.