COURSE SYLLABUS

AI for Video & Motion Graphics Course Online

Use generative AI across the video pipeline, from prompting and asset generation to Adobe's built-in AI tools, automation scripts, and responsible licensing for client work.

> Group classes (Live Online) and onsite training are available for this course. For more information, email partnerships@vdci.edu or visit: https://vdci.edu/courses/ai-video-motion-graphics-course-online

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Course Outline

Section 1: Intro to Generative AI & Creative Workflows

- Topics:
  - What is Generative AI? (LLMs, diffusion, transformers, voice cloning, etc.)
  - Brief history and rise of creative AI tools
  - Ethics, authorship, copyright, and commercial use
  - Categories of tools (text, image, audio, video, 3D, automation)
- Tools Introduced:
  - ChatGPT (LLM)
  - Midjourney / Leonardo.ai (Image Gen)
  - ElevenLabs / Descript (Voice AI)
  - Runway / Pika (Video AI)

Section 2: Research + Ideation with AI

- **Workflow Step:** Research & Concept
- Topics:
  - Trend identification
  - Brainstorming strategies
  - Reverse brief generation
- Tools Introduced:
  - ChatGPT / Perplexity for research
  - Leonardo.ai / Midjourney for visual brainstorming

Section 3: Scriptwriting with AI

- **Workflow Step:** Script

- Topics:
  - Tone, length, and audience control
  - Rewriting and editing AI scripts
  - Prompting for VO/narrative structure
- Tools Introduced:
  - ChatGPT
  - ElevenLabs (free tier) for AI VO preview

Section 4: Building the 2-Column Script

- **Workflow Step:** Style Frames
- Topics:
  - Prompt engineering for visual fidelity
  - Converting roughs into moodboards
  - Editing AI output in Photoshop
- Tools Introduced:
  - ChatGPT for formatting AV
  - Boords or Google Docs

Section 5: Creating Style Frames with AI

- **Workflow Step:** Research & Concept
- Topics:
  - Trend identification
  - Brainstorming strategies
  - Reverse brief generation
- Tools Introduced:
  - Midjourney or Leonardo.ai
  - Photoshop with Generative Fill

Section 6: Storyboarding with AI

- **Workflow Step:** Storyboard
- Topics:
  - Frame-by-frame visualization
  - Combining image + script AI
  - Limitations of AI storyboards
- Tools Introduced:
  - ChatGPT (describe scenes)
  - Leonardo.ai / Midjourney (illustrate)
  - Boords (organize)

Section 7: Animatics & Rough Animation with AI

- **Workflow Step:** Animatics & Rough Timing
- Topics:
  - AI for timing + pacing

- Motion from stills (experimental)
- Audio-sync with AI

- Tools Introduced:
  - Premiere Pro auto-caption/timeline tools
  - Runway / Pika / Kaiber
  - ChatGPT for pacing logic

Section 8: Final Animation & AI-Assisted Effects

- **Workflow Step:** Final Animation
- Topics:
  - Using AI to assist — not automate — polish
  - Object removal, motion tracking, interpolation
  - Adobe Sensei in After Effects
- Tools Introduced:
  - After Effects (Roto Brush 2, Sensei tracking)
  - EbSynth (stylization)
  - Photoshop Firefly (cleanup)

Section 9: AI in Sound Design & Mix

- **Workflow Step:** Sound Mix
- Topics:
  - Music generation
  - Auto-ducking, remixing
  - Voice AI cleanup
- Tools Introduced:
  - Adobe Premiere (AI Audio Remix, Auto-duck)
  - AIVA / Beatoven / Soundraw (music)
  - Descript (voice)

Section 10: Delivery + Metadata with AI

- **Workflow Step:** Delivery
- Topics:
  - Export formatting
  - AI for metadata/captions/hashtags
  - Platform targeting
- Tools Introduced:
  - Adobe Media Encoder (auto-reframe/export)
  - ChatGPT for social tags and descriptions

Section 11: Scripting with ChatGPT – Photoshop & Illustrator

- **Workflow Step:** Research & Concept
- Topics:
  - Overview of scripting capabilities in Photoshop & Illustrator

- Prompting ChatGPT to generate JSX scripts
- Automating repetitive tasks (e.g., layer export, batch renaming)
- Running and modifying AI-generated scripts

- Tools Introduced:
  - ChatGPT
  - Adobe Photoshop + Illustrator (with scripting console)

Section 12: Scripting with ChatGPT – After Effects Automation

- **Workflow Step:** Research & Concept
- Topics:
  - Understanding AE scripting vs. expressions
  - Prompting ChatGPT to build reusable automation tools
  - Common use cases: layer timing, effect application, motion presetting
  - Basics of ScriptUI for creating AE panels
- Tools Introduced:
  - ChatGPT
  - After Effects (with scripting panel)
  - ExtendScript Toolkit or VS Code