

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 in Live Online and onsite training is available for this course. For more information, email partnerships@vdc.edu or visit: <https://vdc.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