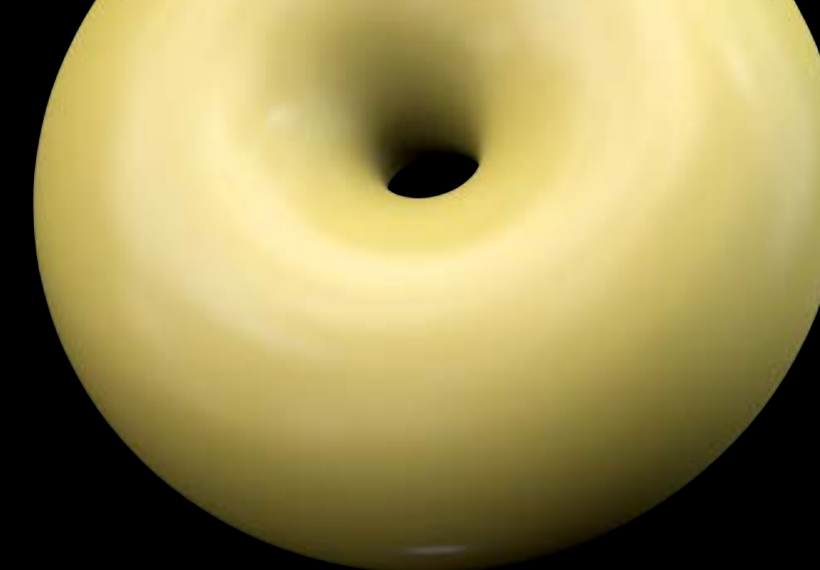
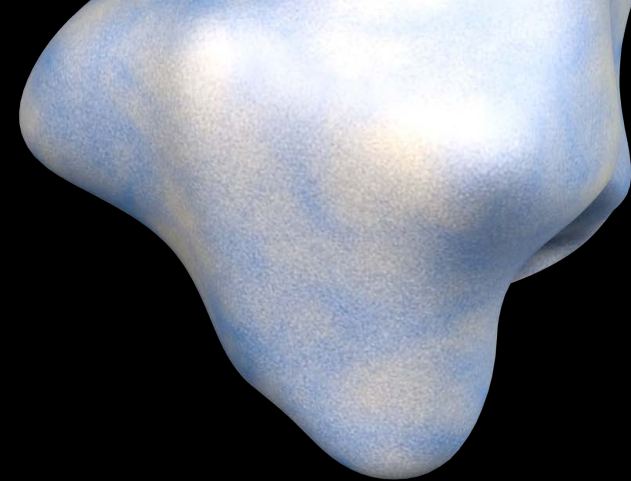
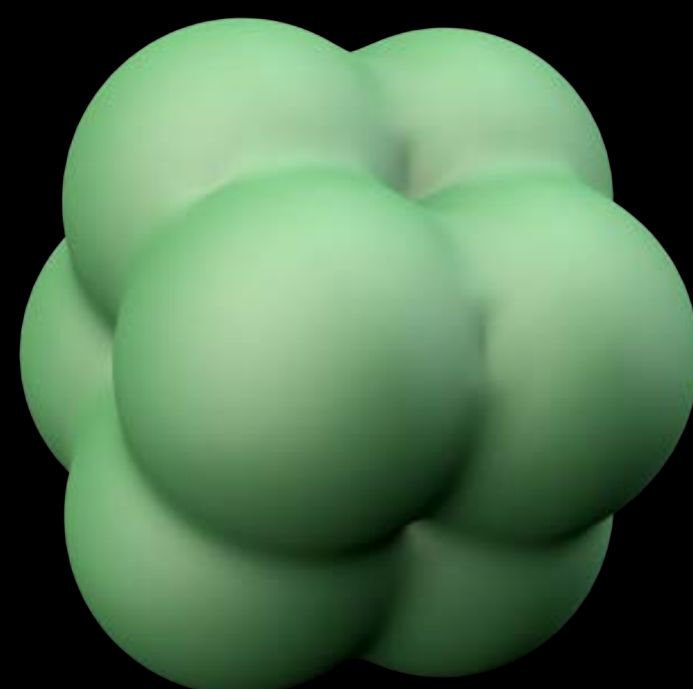




The Curriculum

MOTION DESIGN COURSE

For DESIGNERS



by DESIGNERS



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LEARN 2D & 3D MOTION DESIGN —WITHOUT THE OVERWHELM

OTHER COURSES TEACH BUTTONS. WE TEACH THE *PROCESS*, *TOOLS*, AND *MINDSET* TO MAKE WORK YOU'RE PROUD OF (AND GET PAID FOR).

Why We Made ★ This Course

In essence, we felt like the motion design courses out there were either too beginner or assumed you knew everything. We also felt that people were missing the on the job skills. What is it like to receive an incomplete brief, what tools can you use to concept, how do you present your work, what's the actual workflow to send deliverables? Most courses will show you the tools but rarely talk about how to make money. How do you apply? How do you find clients?

BY THE END OF THIS COURSE, YOU'LL HAVE:

01 *A motion poster built in After Effects*

02 *A 3D scene created in Cinema 4D Lite and composited in After Effects*

03 *A Motion Design Plan — a professional concept deck that maps out your creative process*

04 *A portfolio-ready motion project, complete with client-style deliverables*

You'll know how to prep, animate, and export files the way studios actually need them — and how to talk about your work like a motion designer.

Meet Your Instructors



Puno Course GUIDE

Puno, a.k.a. your ilovecreatives course mama and the voice you'll be hearing throughout the Motion Design Course. She's also the Executive Creative Director of ilovecreatives Studio—a design agency where motion is the standard, not the exception.

“Motion can be so intimidating. You open After Effects or Cinema 4D for the first time and it's like... nope, not today!

That's exactly why we made this course. We wanted to make motion feel clear and approachable, with real-world context, looooooots of encouragement, and a few jokes along the way. Because otherwise it's borrrrrring.

Most motion courses focus only on the tools. We wanted to go further to teach the skills that actually matter when you're trying to get a job or find clients. We even pulled in motion pros and recruiters to make sure you're learning what the industry actually wants.

Like every ilovecreatives course, we built this one with a simple goal: if you take this course, you'll actually use what you learn tomorrow.”



Dakota Hopkins Industry PRO & Course TA

“Motion design isn't just seen, it's felt. That's why I love it — and I can't wait to show you why it doesn't need to feel intimidating. It can actually be exciting once you understand how it all works.

We made this course to bridge the gap between the beginner designer who's just opening After Effects and the more advanced motion designer who wants to see how things are done at big companies like Apple, Hulu, or Google, and explore the 3D that's expected in the industry today.

We've thought carefully about what you need to learn and in what order, so everything builds on itself. You don't have to guess or piece it together from random tutorials. I'll be here giving 1:1 feedback, helping you apply what you're learning, and showing you new ways to push your ideas even further.”

Dakota has lent his talents to clients such as:



Who is this *Course* for?

I'm a Designer.

"I really want to elevate my designs and add motion to them!

My clients are already asking for this on the regular and I need to make my portfolio stronger."

I'm a Creative.

"I don't have any animation experience, but I want to make my visuals stand out.

I can use it for personal creative projects and, honestly, just for fun!"

I'm a Social Media Manager.

"I feel stuck with Canva templates!

Sometimes I have really great ideas, but I need to take it one step further and everyone says I need to learn After Effects."

I'm a Freelancer.

"I know motion design will help me charge more and book better clients.

Right now, I feel limited in what I can offer and I don't want to keep turning down work."

I'm a college student.

"We had to learn After Effects and 3D on our own and I'm worried that I didn't learn the right things.

I want to feel confident I can get a job and then do the job."

I'm a Web / Product Designer.

"Animations are game changers for interface design, and I know I can do more than static prototypes.

Teach me how to animate my web designs like the real thing!"

I'm a Video Editor.

"I've been an editor for a minute now and I've been avoiding learning Motion Design.

I know that my work can be better and I would get way more work. It's time."

I make Music Videos.

"I already make music videos, but I want to make my videos even better.

Plus, my artists need promo like Motion Flyers for social and Spotify."

I'm a Content Creator.

"I make videos all day and I feel limited because I'm only using mobile apps.

I'm ready to learn what the big kids know! Haha."

I'm a Youtuber.

"I feel like my YouTube account looks like everyone else's.

I want custom motion design that actually fits my personality and make me excited again."

I'm a Motion Designer.

"I already do motion work, but I'm not getting the work I want. I love the ilovecreatives style and I'm ready to just be more creative!

Plus, I want to learn the freelancing side."

Course Curriculum

Section ONE

After Effects

Section TWO

3D Design
and Animation

Section THREE

Motion Design
Production
Pipeline

Section FOUR

Careers &
Freelancing

INSTRUCTIONAL VIDEOS * ASSIGNMENTS FOR
SUBMISSION * INSTRUCTOR FEEDBACK

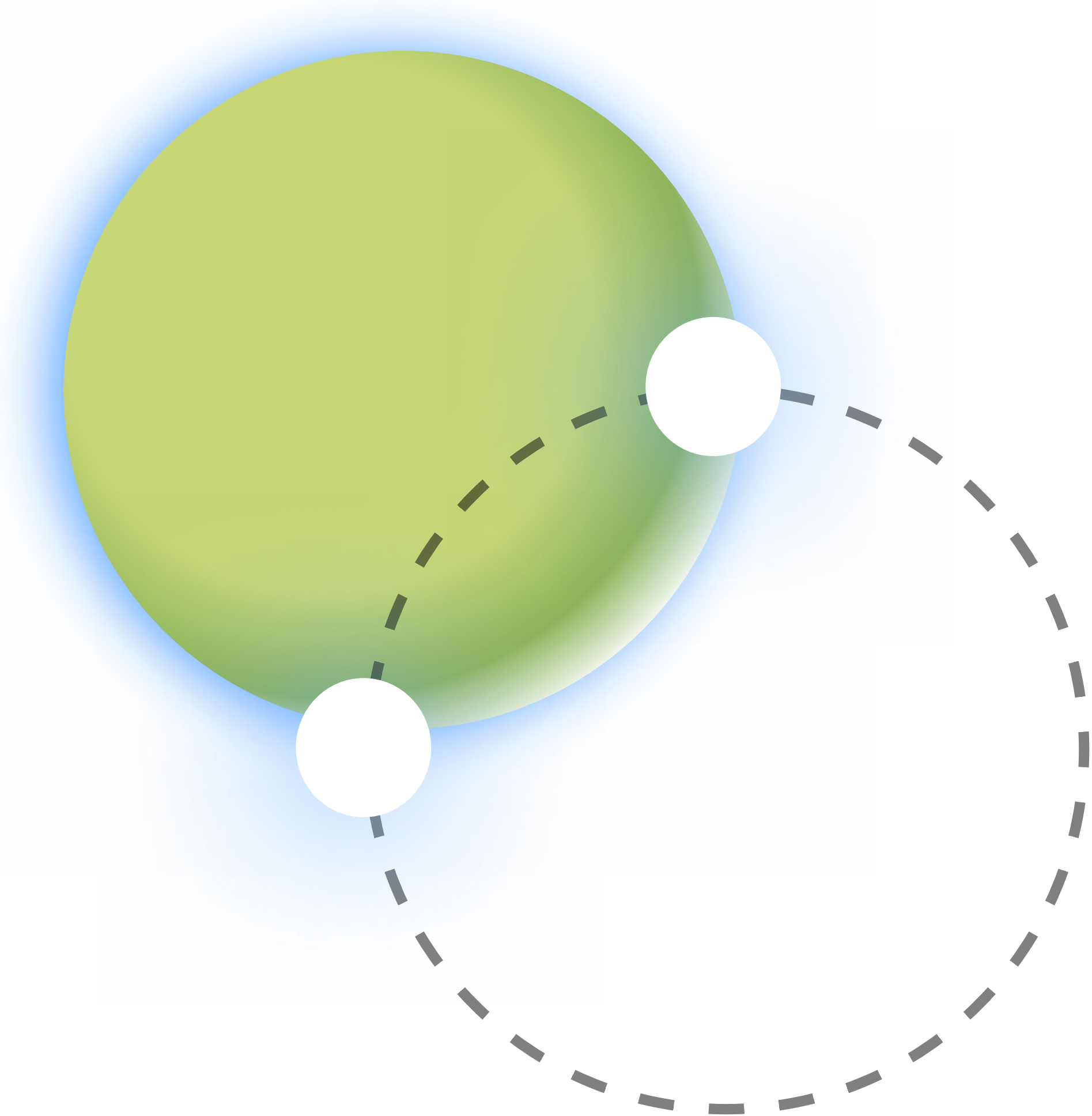
Section ONE

After Effects

INSTRUCTIONAL VIDEOS * ASSIGNMENTS FOR SUBMISSION *
INSTRUCTOR FEEDBACK

In Section 1, you'll get comfortable inside After Effects aka "home base". You'll learn how to navigate the workspace, set up projects the right way, and work efficiently from the get-go.

Following along with Puno, you'll design and animate your own motion poster using provided assets. By the end, you'll have your first finished animation and a real understanding of why After Effects is essential — this is where your static ideas start to move.

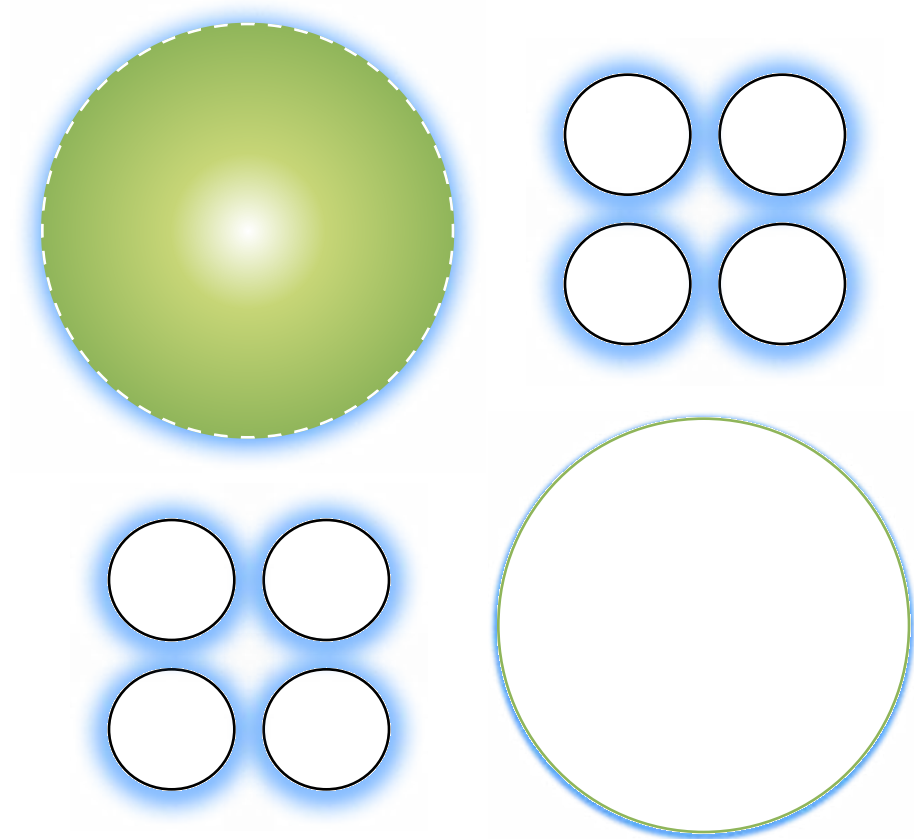


Section ONE

After Effects

LEVEL 1 →

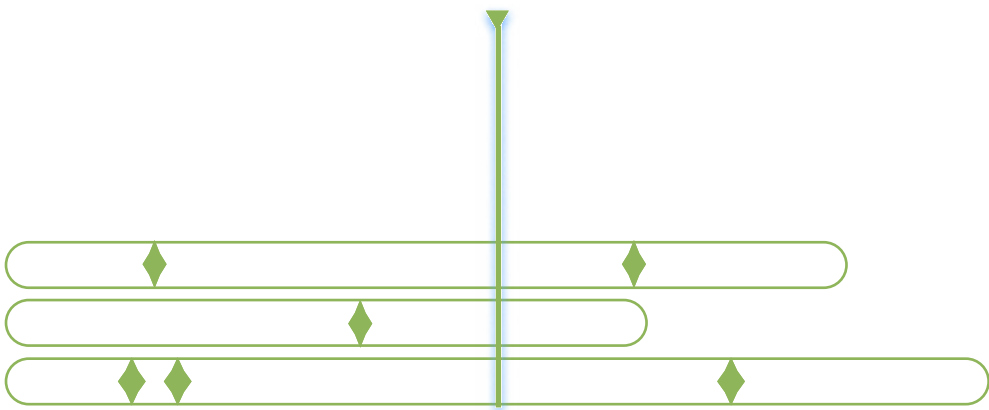
Get Familiar with After Effects



Before you animate anything, you need to get comfortable inside After Effects. That means learning where everything lives, setting up your workspace, and making sense of layer types, panels, and shortcuts. This level builds your foundation so you can design smarter.

LEVEL 2 →

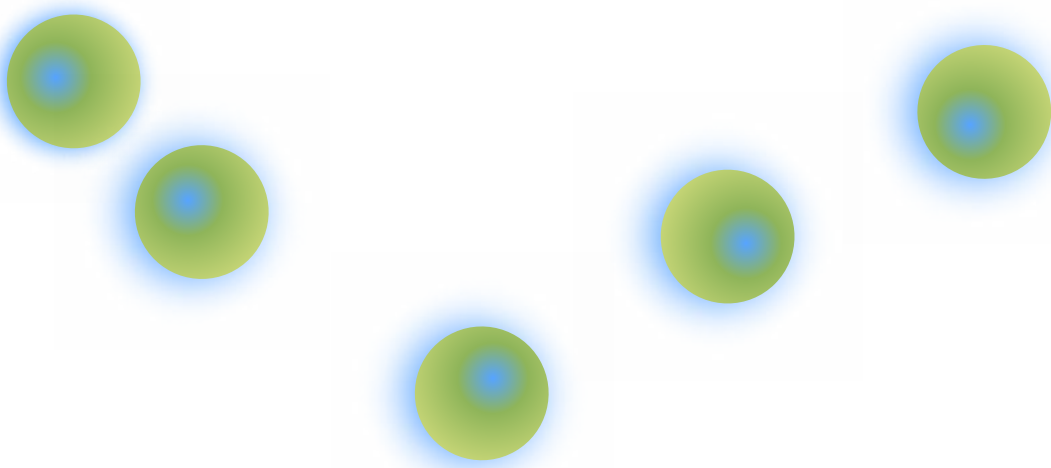
Project Set-Up



Good projects start organized. In this level, you'll learn how to bring in assets from external design tools—like Figma, Photoshop and Illustrator – keep your files clean, and prep everything so animation goes smoothly later on.

LEVEL 3 →

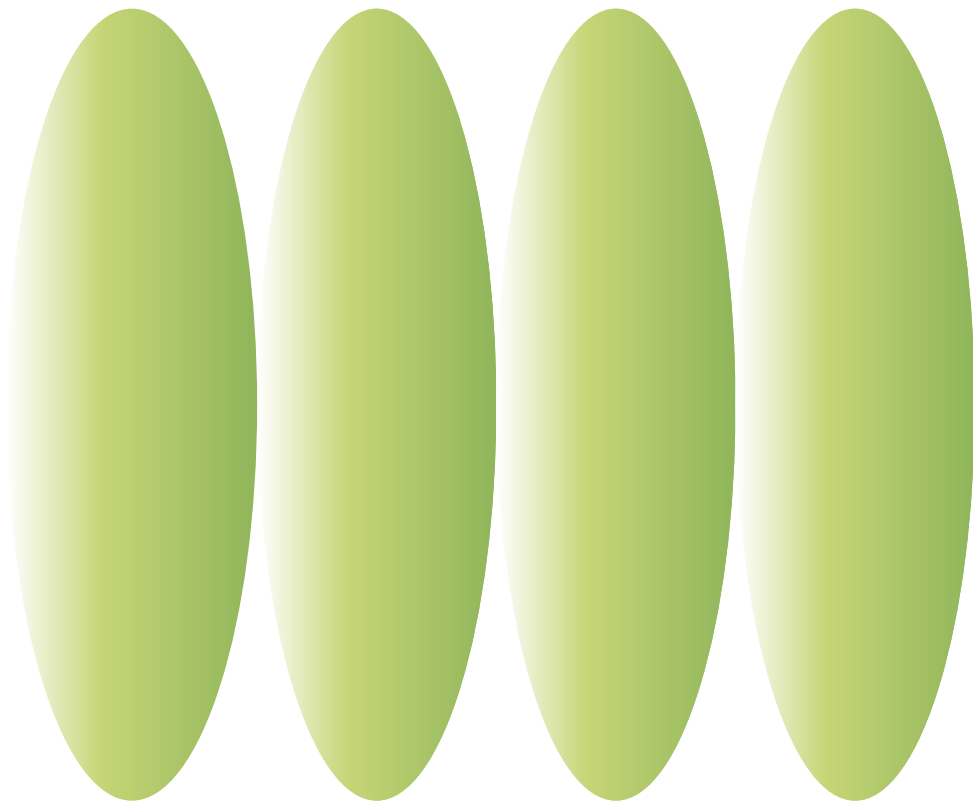
Animation Principles



Here's where your designs start to mooove & groove. You'll learn the key techniques that make animation smooth, readable, and engaging. These are the must-know principles that every motion designer leans on.

LEVEL 4 →

Exporting Your Project



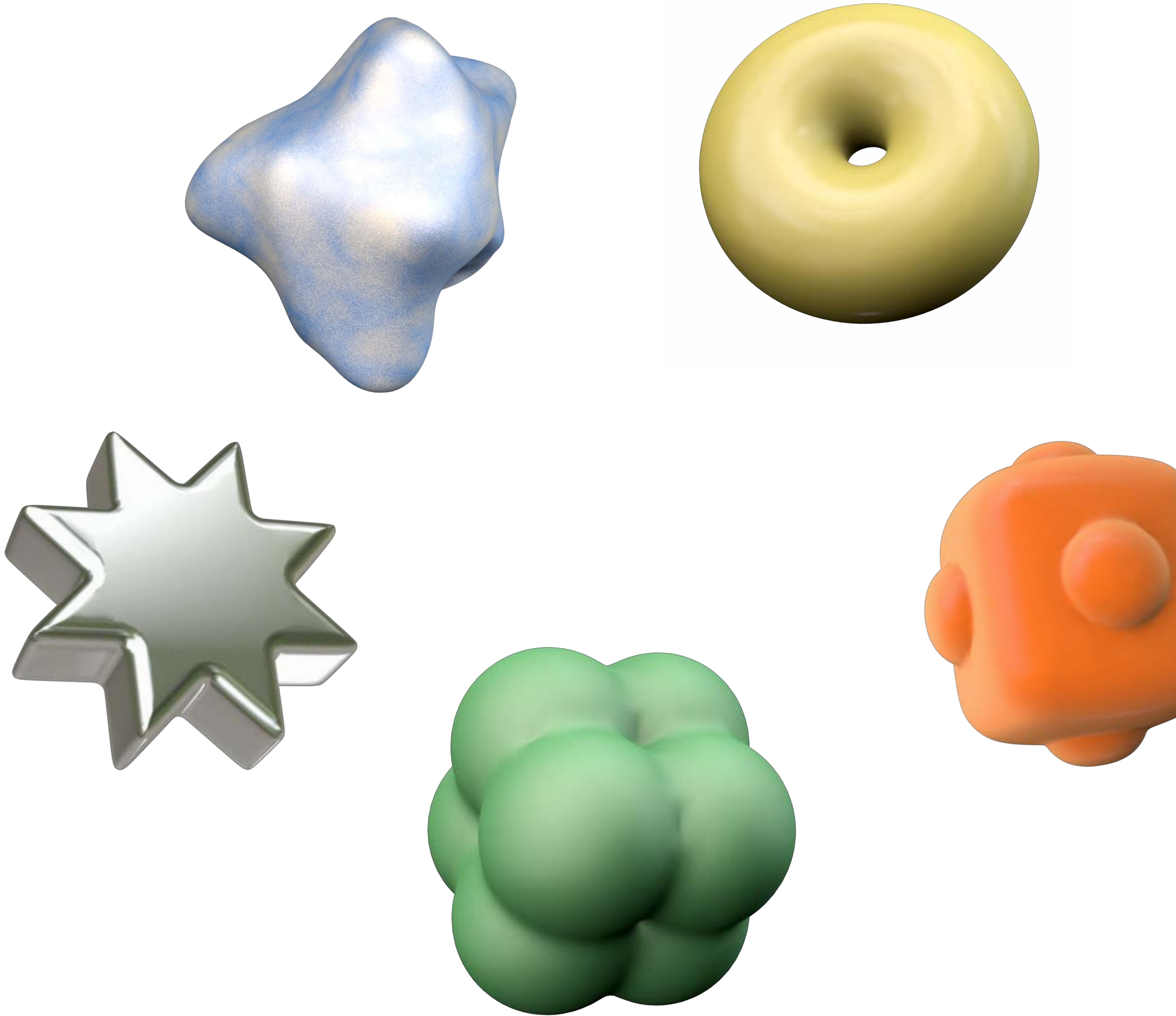
Your animation's ready to roll — now it's time to export it in a way that looks great and loads fast. This level shows you how to get clean, shareable files that look great on any screen.

Section TWO

3D Design and Animation

INSTRUCTIONAL VIDEOS * ASSIGNMENTS FOR SUBMISSION * INSTRUCTOR FEEDBACK

In Section 2, you'll dip into the world of 3D using Cinema 4D Lite, a version that comes with After Effects and gives you everything you need to start creating in 3D. You'll learn how to build simple shapes, add lighting and texture, and then bring your scene back into After Effects to tie it all together. By the end, you'll understand how 3D helps you think differently about space, depth, and lighting. You'll also see how 3D and 2D work together in real production pipelines, from rendering to delivery, so you can hand off files that clients and studios can actually use.



Section TWO

3D Design and Animation

LEVEL 1 →

Cinema 4D for Motion Design



You'll begin by learning your way around Cinema 4D's workspace and tools. Then, you'll create a variety of 3D models, from simple shapes to more complex objects, while exploring MoGraph, materials, and lighting. By the end of this level, you'll have a complete 3D scene ready for animation.

LEVEL 2 →

Compositing 3D In After Effects



Once your 3D render is complete, you'll bring it into After Effects for compositing. From here, you'll import sequences and object files, add final design touches, and work with 2.5D and 3D layers in After Effects for polished results.

LEVEL 3 →

Exporting Your Project



At this point, you're ready to prep your 3D motion design for delivery. This includes rendering in the correct formats, exporting multiple aspect ratios, and submitting your Section 2 project.



A note from
Dakota Hopkins

If you’ve ever thought, “I’m intimidated by 3D,” you’re not alone — that’s something we’ve heard from so many students. But honestly? 3D doesn’t have to feel scary or overly technical. That’s why we’re starting simple.

You’ll learn how to set up your first 3D scene (without spiraling into panic mode), figure out what makes lighting and camera moves feel cinematic, and then animate everything directly inside After Effects — so you don’t have to juggle ten different programs.

We chose these tools because they’re powerful and practical — the same ones you’ll actually use in real motion projects. By the end, you’ll have a looping 3D animation that not only looks great but gives you the confidence to keep experimenting in 3D.

3D ASSETS
MADE AND ANIMATED
BY DAKOTA HOPKINS

3D ASSETS
MADE AND ANIMATED
BY DAKOTA HOPKINS



Section THREE

Motion Design Production Pipeline

15 INSTRUCTIONAL VIDEOS * ASSIGNMENTS FOR
SUBMISSION * INSTRUCTOR FEEDBACK

In this section, you'll see how motion projects come to life. You'll follow the real-world treatment Puno and Dakota created for this course, from interpreting the brief to conceiving, pitching, and refining ideas.

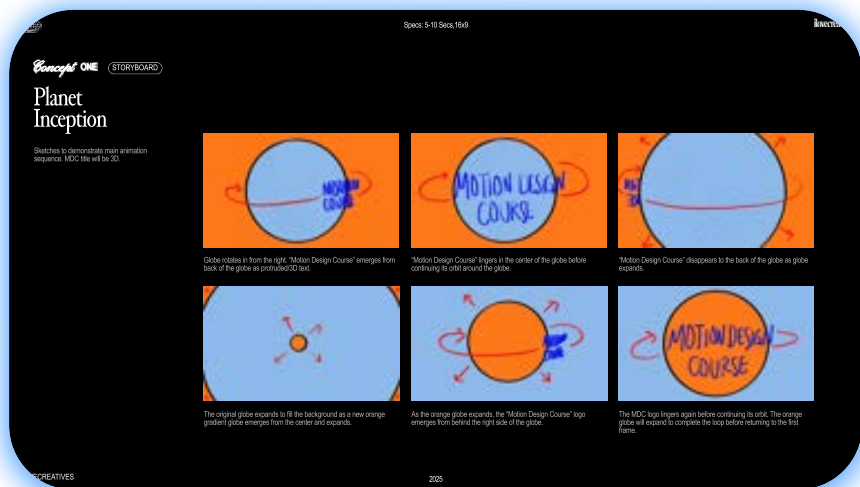
The goal is to take an idea and actually see it through. Whether it's for a client, a job, or just yourself, finishing something from start to finish is what builds real momentum. That's the whole point of this section.

You'll have the Motion Design Plan template and all the assets ready to go so you can focus on developing your idea and getting it finished, just like a real client project.

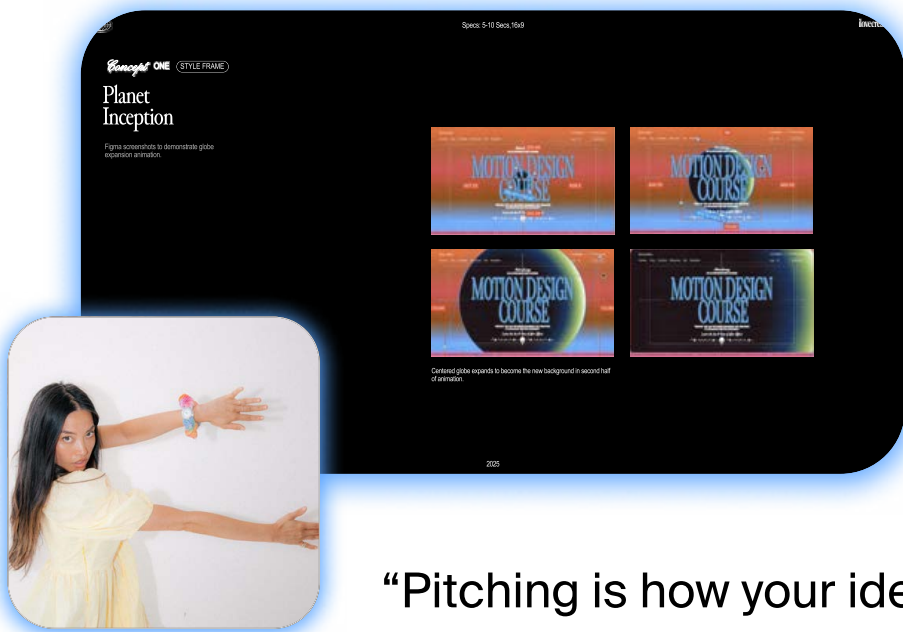
(01) The Brief



(02) Concepting

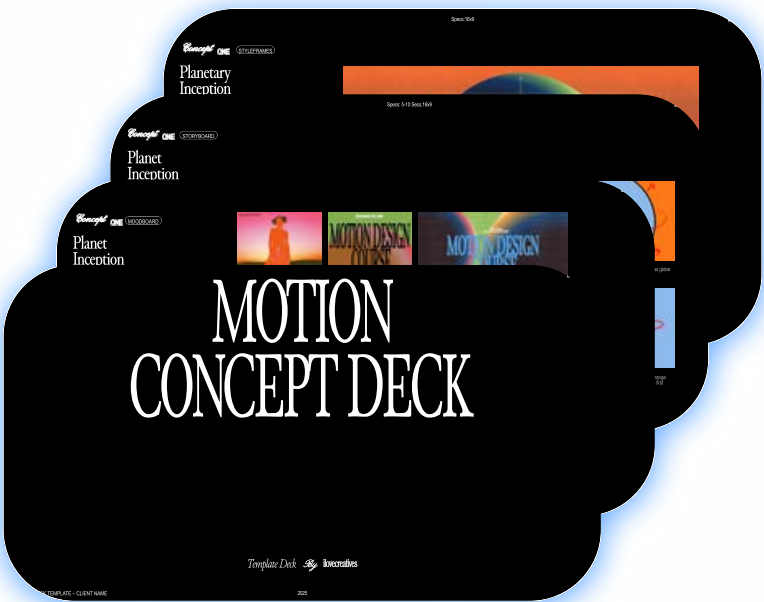


(03) Pitching



“Pitching is how your ideas find their wings. It’s what makes your work real.”
— Puno, Course Guide

(04) 1:1 Feedback

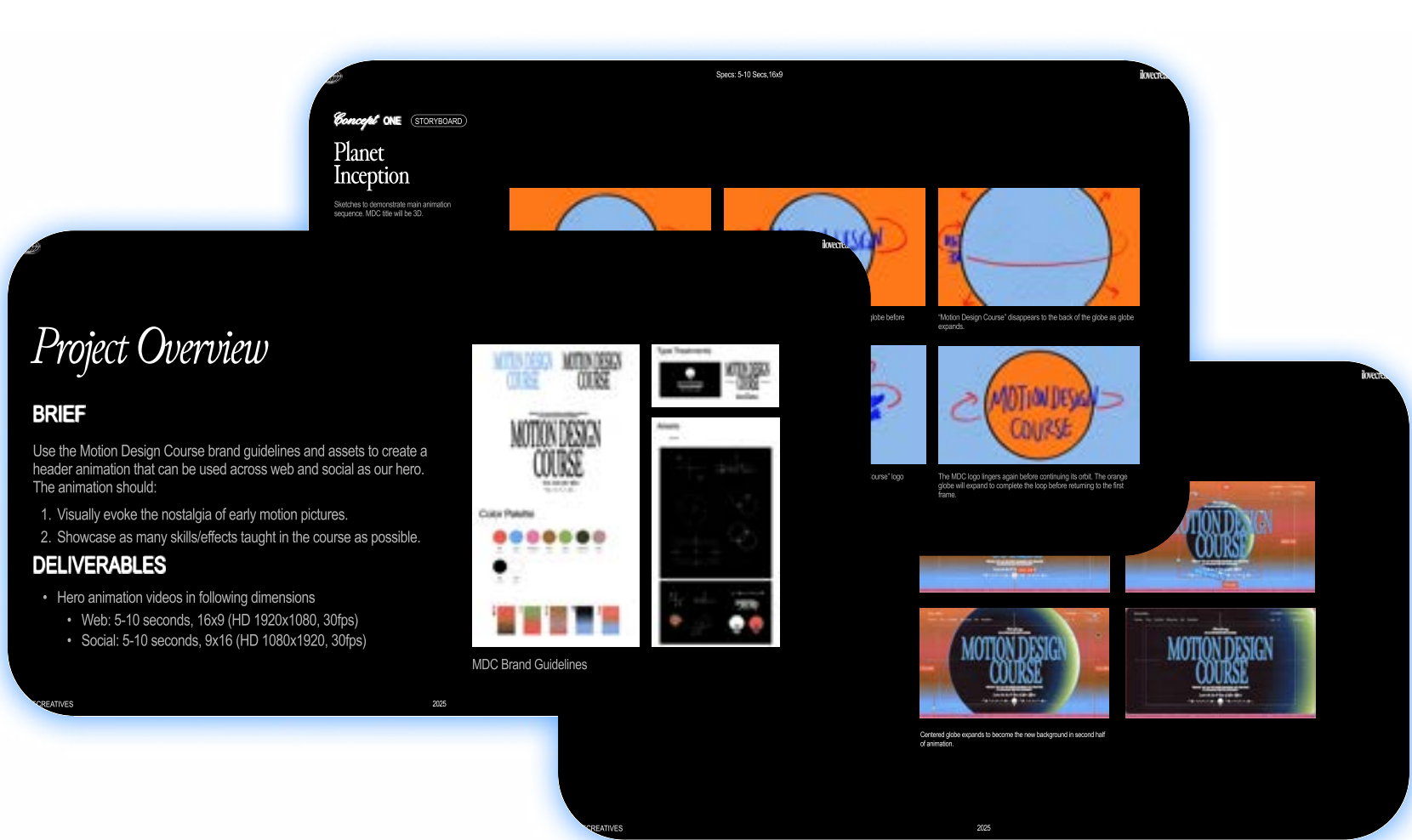


Section THREE

Motion Design Production Pipeline

LEVEL 1 →

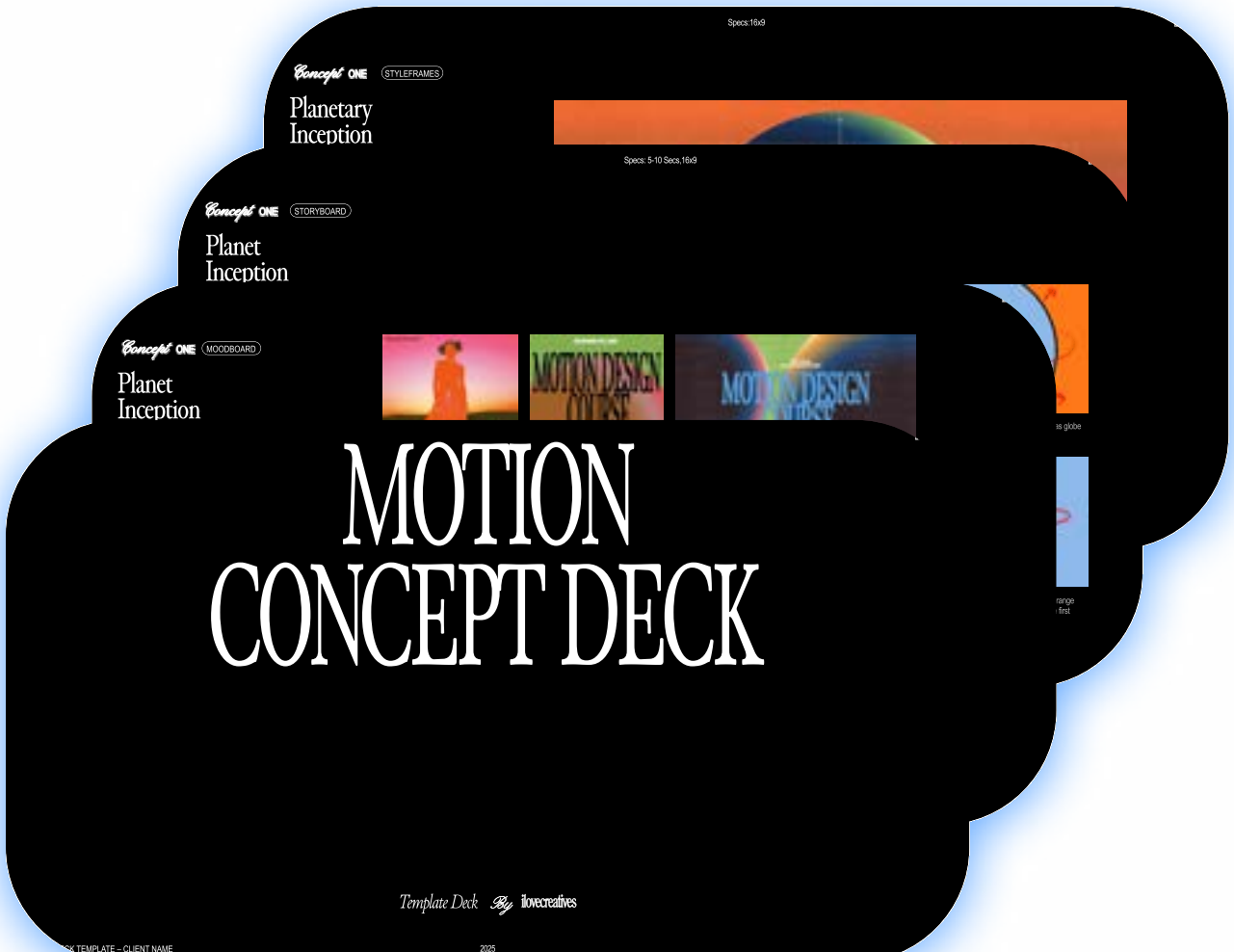
Motion Design Plan



You'll kick off Section 3 by learning how to structure motion design plans and why it's an essential step in the production pipeline. Watching Puno's demo, you'll follow the process of selecting and interpreting a brief, exploring motion identity ideas, developing distinct concepts, and preparing a strong pitch deck in Figma. This level is essentially where you draw up a clear blueprint that excites your clients and guides your own project!

LEVEL 2 →

Your Project



Now it's finally your turn. Using the provided Figma template, you'll execute your Motion Design Plan by honing in on a concept direction. You can choose from four asset options: ilovecreatives Studio Assets, Motion Design Course Assets, Section 2 3D Assets, or custom assets of your own.

Section **FOUR**

Careers & Freelancing

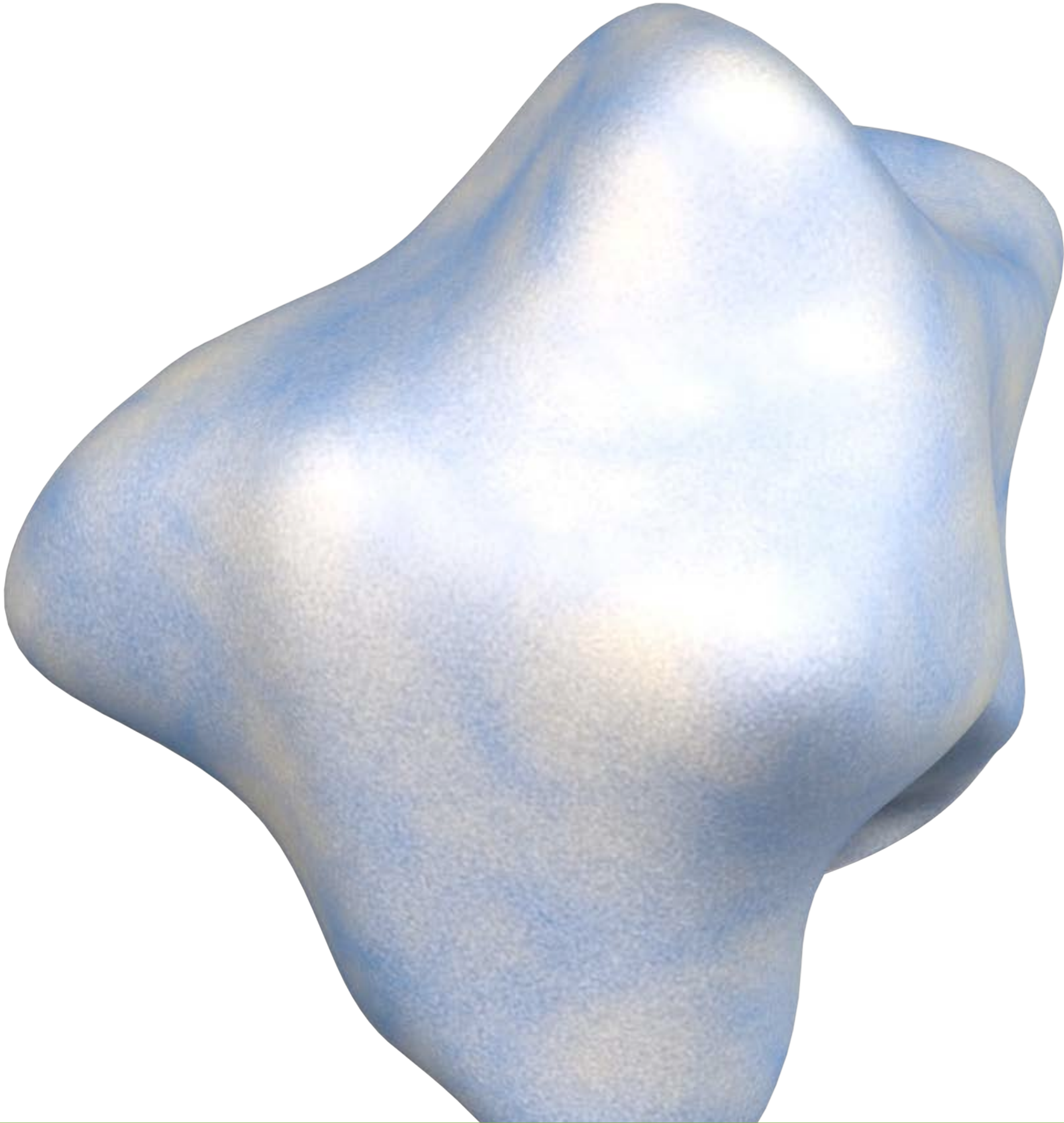
INSTRUCTIONAL VIDEOS * ASSIGNMENTS FOR SUBMISSION * INSTRUCTOR FEEDBACK

In this last section, you'll learn how to present your work in order to get the jobs you want. You'll create a focused portfolio and practice pitching your skills before clients are involved.



“Having a portfolio is a must—and having a focused portfolio is even more important. It matters more than your LinkedIn, more than your résumé. Your work is what shapes your career, one project at a time.”
— Puno, Course Guide

By the end, you'll know how to present yourself, price your work, and keep projects moving.



Section FOUR

Careers and Freelancing

LEVEL 1 →

Building your Portfolio



KEVA DINE
Creative Recruiter



DAKOTA HOPKINS
Motion Designer



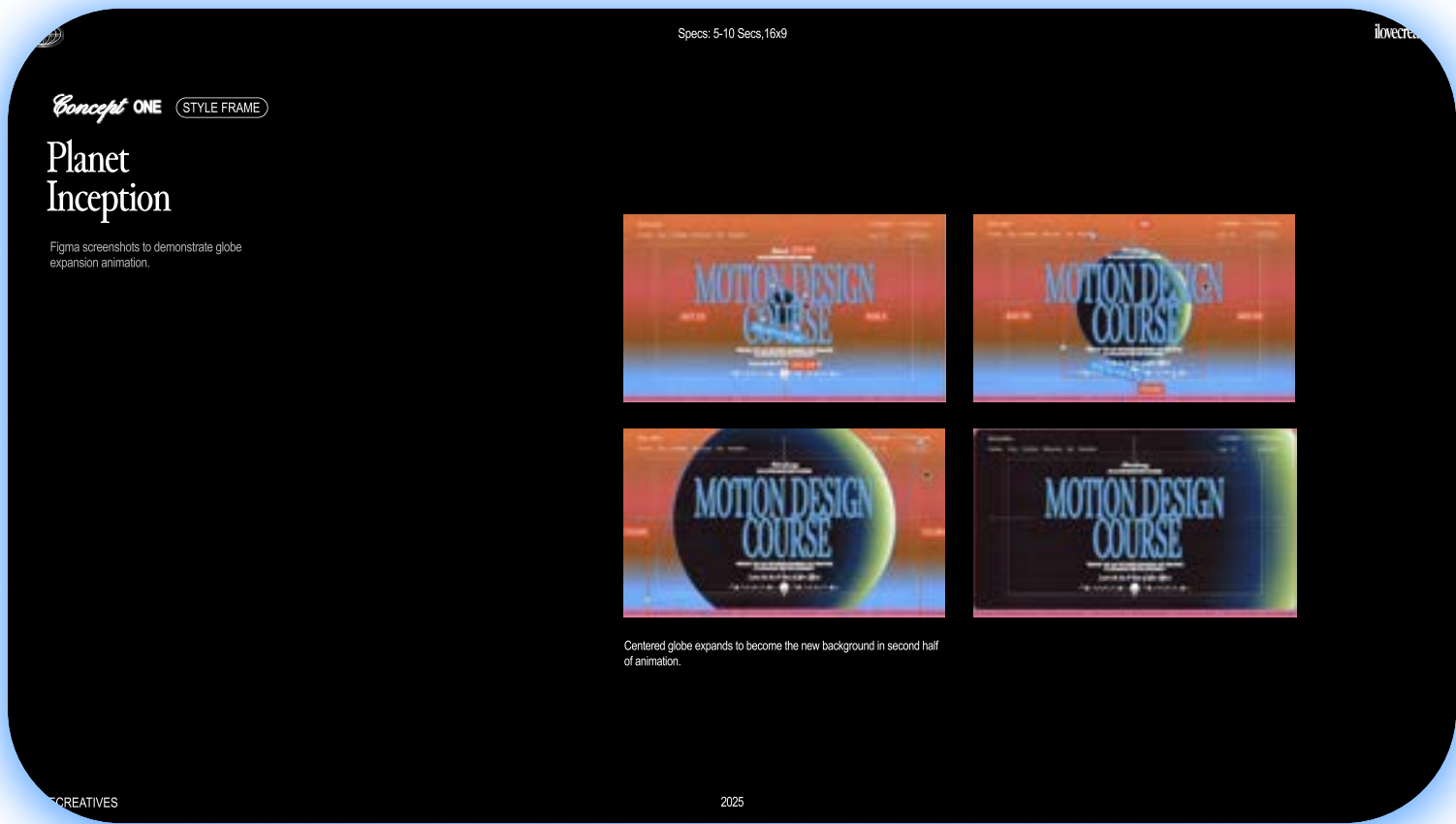
PUNO PUNO
Exec. Creative Director

A strong portfolio is a non-negotiable for securing a job. In this level, you’ll learn how to select the right projects, create spec work to fill any gaps, and present your work in a way that resonates with potential employers or clients.

“Spec work solves that ‘no experience’ problem. You get to create your own opportunities and build the kind of portfolio that attracts the work you actually want.” — Puno, Course Guide

LEVEL 2 →

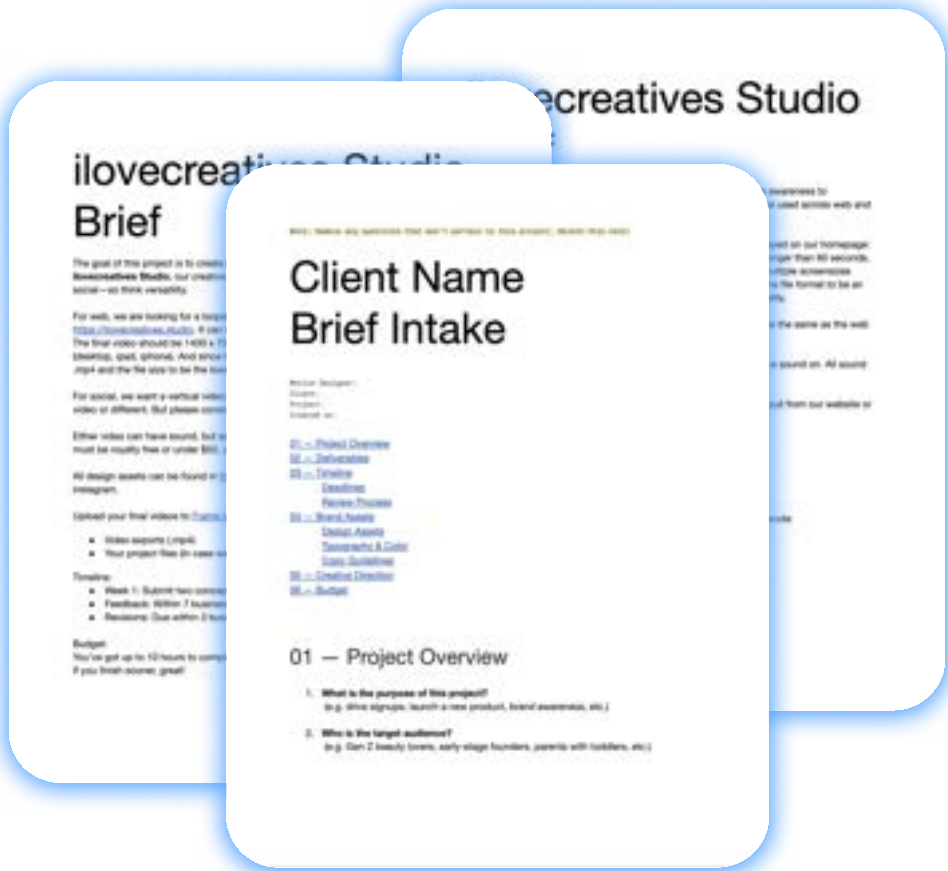
Getting Hired (In-House Or Agency)



The motion design industry offers a diverse range of career paths and specializations. Here, you’ll explore the differences between agency, studio, and in-house roles and learn how to tailor your applications to each environment.

LEVEL 3 →

Freelance Essentials



If you’re interested in freelancing, this level covers the practical skills you need to manage and grow your own business. From finding clients to pricing your work and scoping projects, you’ll learn how to set yourself up for long-term self-employed success.

MOTION DESIGN COURSE

For DESIGNERS

by DESIGNERS

By
ilovecreatives

ENROLL TODAY

at ilovecreatives.com/courses/motion-design-course

EMAIL US

at hello@ilovecreatives.com
for questions.