

MOTION DESIGN

THE FUNDAMENTALS
PART 1



TS. NORZAIDA BULAT

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This e-Book contains information provided by the writers, based upon their knowledge, experience, and competence in motion design. This book includes content sourced from other parties, with original sources cited through references. This book exclusively addresses fundamental concepts and an overview of Motion Design. Readers are encouraged to refer to additional relevant sources for a comprehensive understanding.

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Politeknik Tuanku Syed Sirajuddin
Motion Design: The Fundamentals (Part 1)
eISBN 978-629-7514-92-5

First Edition
Politeknik Tuanku Syed Sirajuddin,
Pauh Putra,
02600 Arau, Perlis.



Cataloguing-in-Publication Data

National Library of Malaysia

A catalogue record for this book is available
from the National Library of Malaysia

eISBN 978-629-7514-92-5

ABOUT THE AUTHOR

Ts. Norzaida is an experienced lecturer with 18 years of teaching experience in creative multimedia and digital media. She has been actively involved in teaching Motion Design, Motion Graphics, Visual FX & Editing, and has guided students in understanding motion graphics as a form of visual storytelling and communication.

Her teaching approach emphasizes strong foundations, practical relevance, and awareness of industry practices. Through this introductory volume, she aims to help students build confidence and clarity before progressing to more advanced motion design techniques.



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PREFACE

This e-book is developed as a structured learning guide for the Motion Design course. It combines theory, industry practice, visual communication principles, and practical activities to help learners understand how motion graphics are created, used, and applied across different media platforms.

Unlike standard lecture slides or brief notes, this e-book is designed to function as a complete learning companion suitable for classroom reference, self-study, assignment guidance, skill development, and portfolio preparation.

To enhance learning engagement and practical understanding, selected visuals in this e-book are interactive. Learners can click on designated images or animated icons to access curated video demonstrations and industry examples hosted on external platforms such as YouTube. This approach allows learners to connect static concepts with real-world motion design practices in a more contextual and applied manner.

This e-book is also developed as part of a continuous quality improvement (CQI) initiative to enhance the structure, accessibility, and consistency of teaching and learning resources for the Motion Design course.

READERS FOR THIS BOOK

- Diploma / Degree students studying Motion Graphics, Multimedia, Animation, Visual Communication
- Learners with little or no animation background
- Students preparing portfolio reels or final semester projects
- Anyone exploring motion design for advertising, branding, UI/UX or social media content

USING THIS BOOK

This book gives a short, simple, and clear description of the subject. There will be Mini Tasks and Quick Tips at the end of each lesson. In the section with pictures that is marked with an animated youtube icon, readers can touch the picture to see a video link that goes straight to the example. Here are some of the things that the marks and icons are used for.

Mini Tasks

- Practice-based exercises to reinforce learning

Quick Notes

- Fast recall about the topic



The image with this icon can be clicked on to go to the video link.

Students are encouraged to apply, not just read; motion design improves through practice, iteration and visual experimentation.

ACKNOWLEDGEMENT

This e-book was developed as part of the Motion Design course materials for Creative Multimedia / Digital Art students.

Special appreciation goes to the Department of Design & Visual Communication for its continuous support, and to all students whose creativity and enthusiasm inspired the content and examples throughout this book.

Deep gratitude is extended to the colleagues and anyone who shared valuable insights on current trends and motion design practices. Their perspectives helped shape the balance between academic learning and industry relevance in this material.

Finally, sincere thanks to everyone who contributed; directly or indirectly to the preparation of this e-book. May it continue to guide and inspire learners to think critically, design creatively, and move boldly in the world of motion graphics.

By: *Zaida*

Ts. Norzaida Bulat
Politeknik Tuanku Syed Sirajuddin
(Year: 2025)

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PART 01

OVERVIEW OF MOTION DESIGN



INTRODUCTION TO MOTION DESIGN

What is Motion Design?

A discipline that brings together graphic design, animation, and stories to make moving pictures that help people communicate and user experience.

It focusses on timing, rhythm, and visual flow to make the material more lively and easier to understand.

In today's digital world, motion design connects still images and interactive events.

Motion Design vs Motion Graphics

Motion Design is the process and concept of visual communication using movement to convey a message.

Motion Graphics is graphic elements such as text and shapes that are animated as visual output.

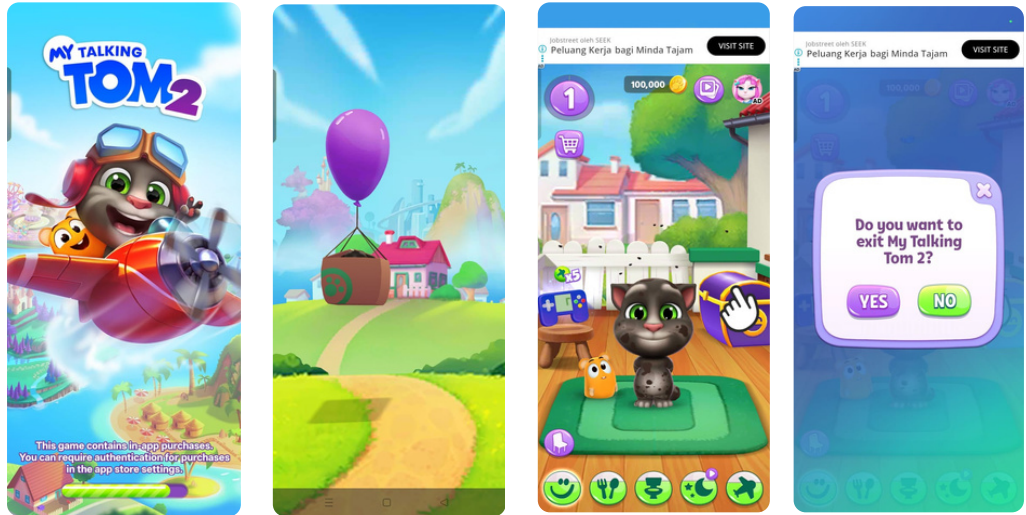
Motion graphics is a part of motion design.

Why Motion Design is Important?

- Uses visual rhythm to make information easier to understand.
- Attracts attention more quickly than static images.
- Improves storytelling and brand identity.
- Essential for digital marketing, online learning materials, and UI/UX.

Where is it used?

- Mobile App Interfaces (transitions, loaders, navigation feedback)
- Social Media Content (Reels, TikTok, YouTube Shorts)
- Advertising & Branding (intro logos, explainer videos)
- UI Micro-interactions (button hover, success/error feedback)
- Educational and Corporate Presentations (animated infographics)



My Talking Tom 2 Interface



Source: <https://www.youtube.com>
Motion Graphics | Short intro

Youtube Short



Source: <https://www.youtube.com>
Back to school infographic animation for City Centre (2018)

Educational Presentation



MINI TASK

Observation & Analysis:

- Choose 1 mobile application (example: Shopee, Grab, Duolingo, Instagram)
- Identify a minimum of 3 motion graphics used

Examples of motion:

- button animation
- loading animation
- page transition
- feedback animation (success / error)

Deliverable:

- Mobile Motion Analysis (1–2 slides / pages)
- Contains:
 - app name
 - app screenshot
 - label 3 motion graphics
 - function of each motion



Motion Graphics for Mobile Application

Motion graphics for mobile apps are micro-animations used to improve user experience (UX) and user interface (UI). Motion graphics are not long videos but small meaningful movements.

Importance:

- Create a lively & responsive app
- User guide without long sentences
- Increase usability & engagement

Types of Motion Graphics in Mobile Apps

Micro-interactions

- Button tap animation
- Toggle switch movement

Loading Animation

- Spinner
- Progress bar

Onboarding Animation

- Intro slide
- Gesture hints

Feedback Animation

- Success / error animation
- Motion notification

Application Examples

Shopee → loading & button animation

Grab → onboarding & feedback animation

Duolingo → animated icons & transitions

Basic Elements and Principles of Motion Design

There are basic elements and important principles in motion design. Elements refer to what is used in the visual, while principles refer to how those elements are moved to effectively convey a message.



Source: <https://www.youtube.com>
Bauhaus design principles in motion design

Design Principles in Motion Design

1. Typography

Typography in motion design is not just about font selection, but how text moves, appears, and interacts with other visuals. Text movement helps emphasize messages, grab attention, and improve audience comprehension.

In motion design, typography needs to:

- Be easy to read even when moving
- Be clear in terms of hierarchy (heading, subtext, info)
- Be consistent with mood and visual identity

Example:

Title text that enters with slow motion for a serious message, or fast motion for dynamic content.



Example of Typography

2. Colour

Color plays an important role in shaping the emotion and mood of a motion graphic.

In motion design, color helps to:

- Attract attention
- Differentiate information
- Strengthen brand identity

Color selection should be consistent and appropriate to the context of the content. Sudden color changes can disrupt the audience's focus if not planned well.

Example:

Bright colors for awareness campaigns, neutral colors for corporate videos.



Example of Colour

3. Shape & Composition

Shapes such as circles, squares or lines are often used as basic elements in motion design. The arrangement of these elements in screen space is known as composition.

Good composition helps:

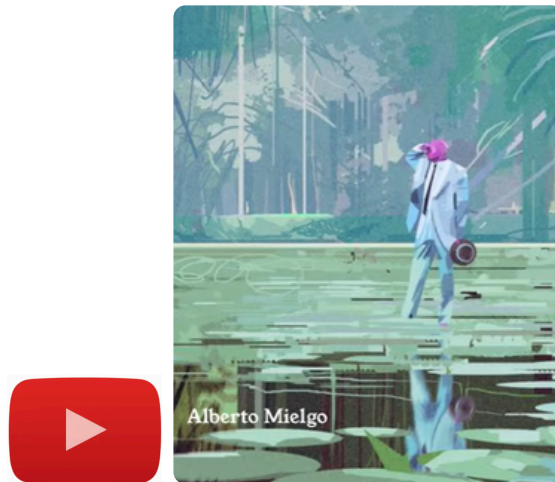
Direct the audience's eye focus

Organize information in an orderly manner

Make the visual more balanced

Example:

Using simple shapes as a background for text so that the message is clearer.



Source: <https://www.youtube.com>
Shape in Design Principles

Shape in Design Principle



Source: <https://www.youtube.com>
Beginning Graphic Design: Layout & Composition

Composition

4. Motion & Timing

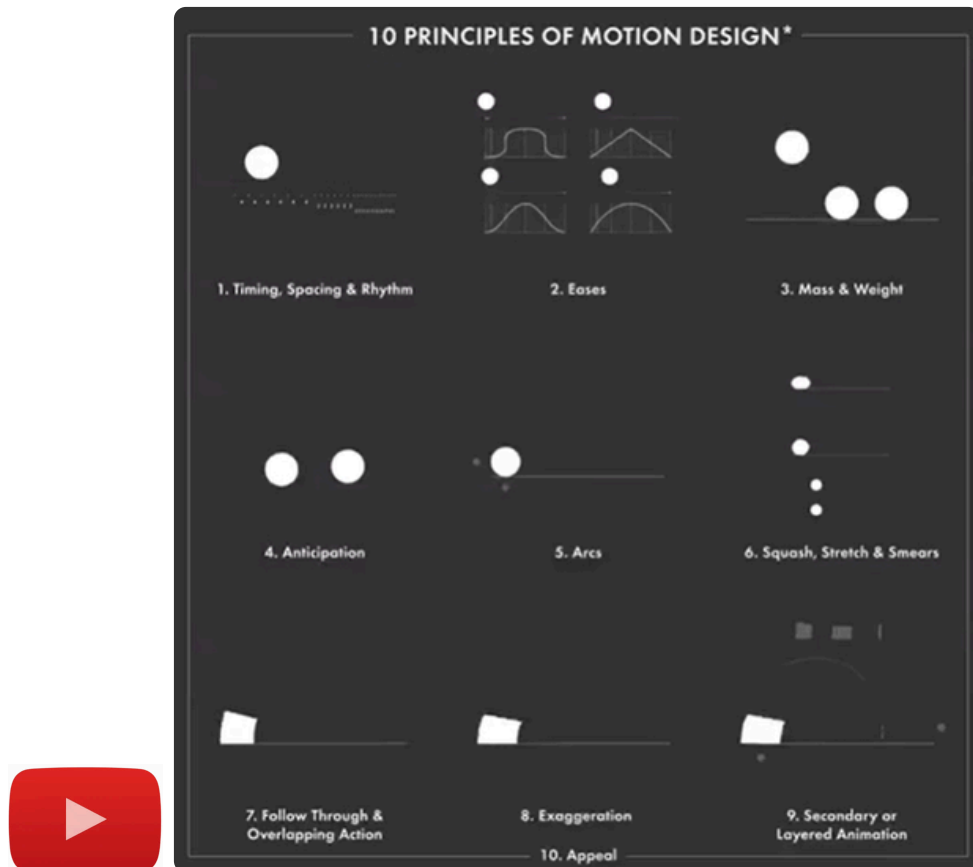
Motion refers to the movement of a visual element, while timing is the speed or duration of that movement. Motion that is too fast can be confusing, while motion that is too slow can cause the audience to lose interest.

Proper timing helps:

- Makes movement more natural
- Supports visual storytelling
- Emphasizes important information

Example:

Main text appears slower than supporting elements



Source: <https://www.youtube.com>
10 Principles Of Motion Design

Principles of Motion Design



MINI TASK

Task:

Select 1 motion graphic video and labels:

- 4 basic elements
- 3 animation principles

Deliverable:

- 1 analysis slide with bullet explanation



Motion graphics = combination graphics, movement & message clarity



Animation Principles for Motion Graphics

In motion graphics:

- We rarely animate characters
- Focus on shapes, text, icons, UI, transitions
- Same principle, different application

This principle helps:

- Movement looks natural
- Avoid animation that looks "robotic"
- Help visual communication (message reaches)

Practice Basic Animation Principles

Animation principles are the basic rules of movement that make animation look realistic, smooth and believable even if the object is just text or a shape. Originally developed by Disney, these principles apply to all motion graphics.

Why It Matters?

They bring character and weight to your design. Even simple logos look alive when principles like easing or anticipation are applied.

Essentials for beginners:

- Ease In & Ease Out
- Anticipation
- Follow Through
- Overshoot
- Squash & Stretch
- Timing
- Exaggeration
- Appeal

Main Principles (Motion Graphics–Focused)

1. Timing & Spacing

Timing is how long the animation takes. Spacing is the movement distance of each frame. Wrong timing makes the animation feel heavy / slow / weird. If the timing is right, the visuals feel professional

Example:

Text comes in too fast → hard to read

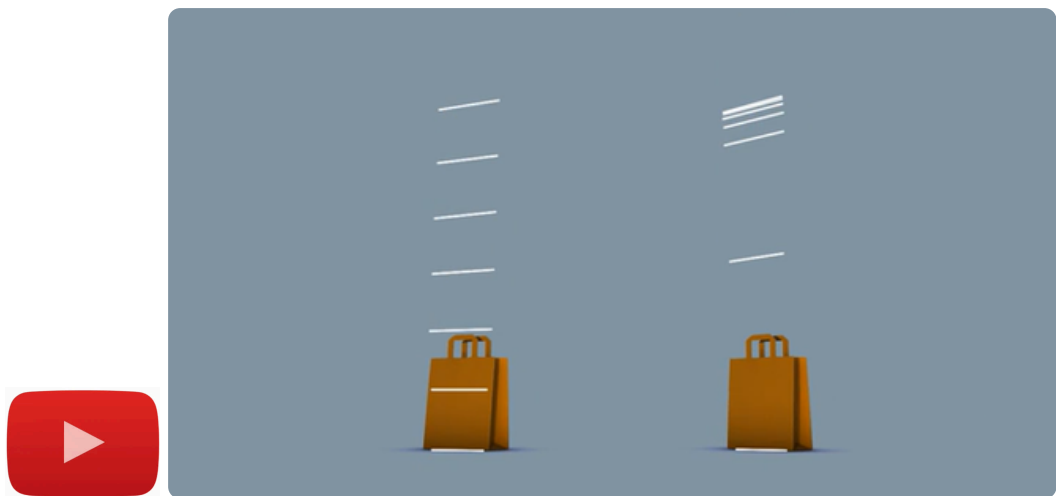
Slow animation chart → boring

Practice:

Animate square move from left to right:

Version A: linear

Version B: ease in & ease out



Source: <https://www.youtube.com>
12 Principles of Animation - 09 Timing

Timing and Spacing

2. Ease In & Ease Out

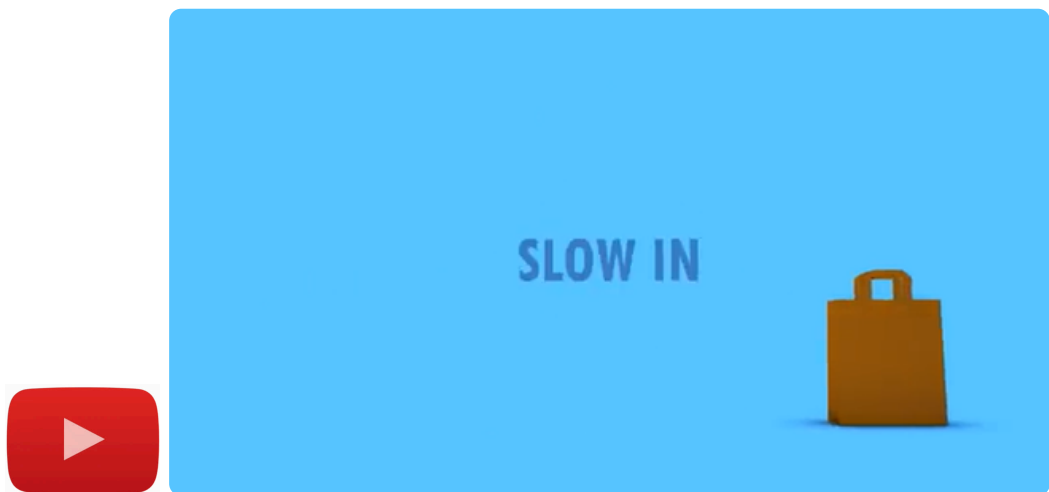
The movement starts from slow to fast and then slow again.

Why it matters?

- The real world rarely moves linearly
- Most important in text animation

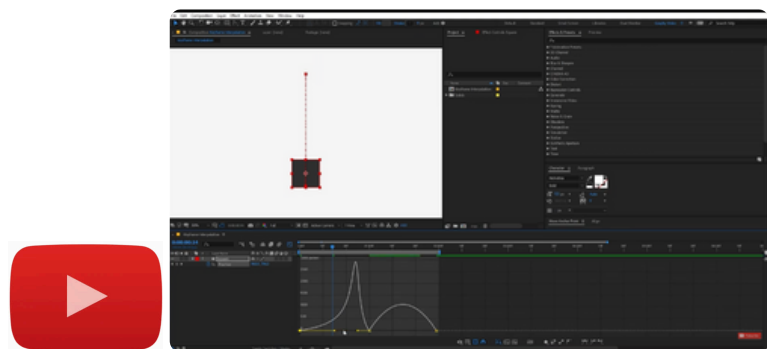
Examples:

- Title fade-in with ease
- Button UI scale on hover



Source: <https://www.youtube.com>
12 Principles of Animation - 06 Slow In Slow Out

Ease In and Ease Out



Source: <https://www.youtube.com>
Graph Editor in After Effects | Smooth Animation

Setting the Graph Editor

3. Anticipation

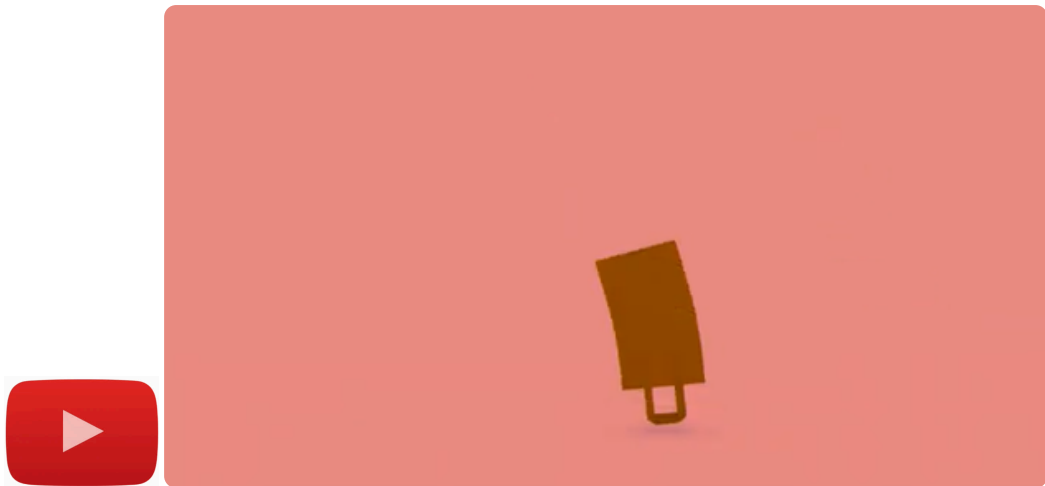
Small movements before the main movement.

Uses in motion graphics:

- Prepare the audience's eyes
- Make the movement clearer

Example:

- Small logo before zooming in
- Pull text back a little before sliding in



Source: [https://www.youtube.com/Brown Bag Films Tutorials | 12 Principles of Animation - 02 Anticipation](https://www.youtube.com/Brown%20Bag%20Films%20Tutorials%20|%2012%20Principles%20of%20Animation%20-%2002%20Anticipation)

Anticipation

4. Squash & Stretch

Change the shape of the object to give it a sense of weight & energy. In motion graphics, only be subtle, don't overdo it.

Example:

- Button bounce
- Icon pop animation



Source: [https://www.youtube.com/Brown Bag Films Tutorials | 12 Principles of Animation - 01 Squash and Stretch](https://www.youtube.com/Brown%20Bag%20Films%20Tutorials%20|%2012%20Principles%20of%20Animation%20-%2001%20Squash%20and%20Stretch)

Squash and Stretch

5. Overshoot

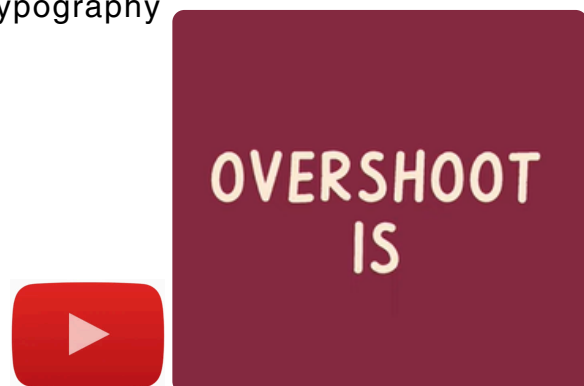
The object is a little too far from the final position before settling.

Why is it effective:

- Movement looks lively
- Often used in kinetic typography

Example:

Text scale to 105% →
settle to 100%



Source: [https://www.youtube.com/Overshoot! Animation Mini Class #shorts](https://www.youtube.com/Overshoot!%20Animation%20Mini%20Class%20#shorts)

Overshoot

6. Follow Through & Overlapping Action

Different parts move with different timings.

In motion graphics:

- Text appears one by one
- Elements enter in stages

Example:

- Title enters first then subtitle follows
- Icon first, followed by text then underline



Source: <https://www.youtube.com>
12 Principles of Animation - 05 Follow Through and Overlapping Action

Follow Through and Overlapping Action



MINI TASK

Task:

Animate 1 word (Title) uses 3 principles:

- Ease In/Out
- Overshoot
- Appropriate timing

Deliverable:

- 5–7 seconds of video (MP4)
- State the principle used (bullet)



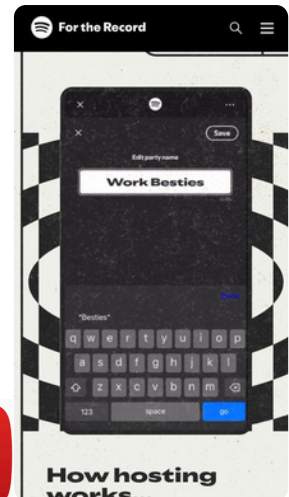
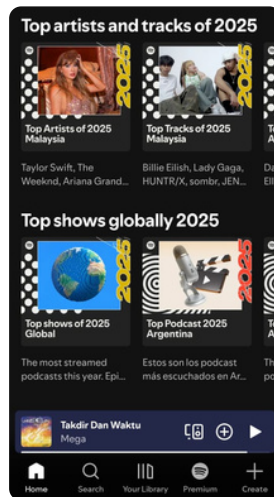
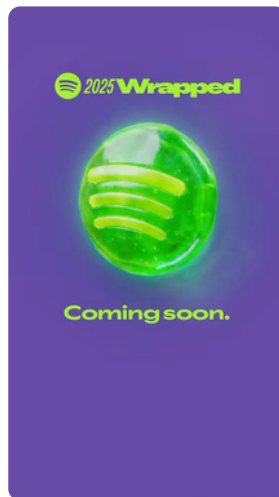
Even non-character designs need “life”. Tiny easing changes can turn a robotic motion into a natural flow.



Motion Design in Industry: Case Studies

1. Spotify Wrapped

- Use Motion Graphics for personalized statistics.
- Bold visuals, kinetic text, fast transitions, create content that users can share.



Source: Spotify Apps

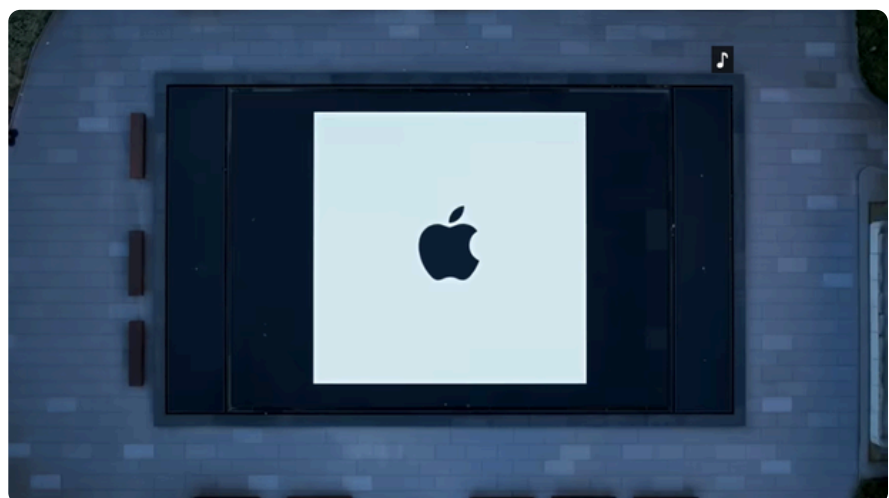
Source: <https://newsroom.spotify.com>

Spotify Interface

Spotify Wrapped

2. Apple Event Intro Videos

- Clean, minimal, vector-based.
- Communicate product features through smooth animation and typography.



Source: <https://www.youtube.com>
Design is how it works | Apple

Apple Event Intro Videos

3. Netflix Brand Identity Animation

- "Tudum" intro strong brand recall, simple shapes, become a visual identity.



Source: <https://www.netflix.com>

Netflix Brand Identity Animation

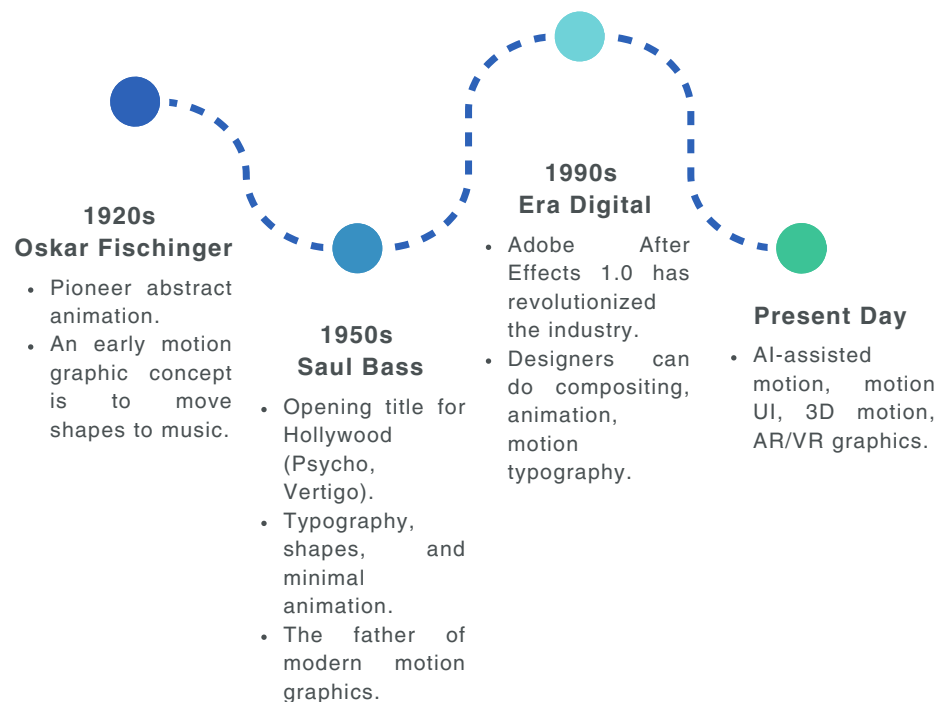
The Invention of Motion Graphics

Invention of motion graphics" refers to the evolution of animation and design technology from early 1900s film to the digital era.

Why is it important?

- Without this development, we would not have After Effects, kinetic typography, logo stings, explainer videos.
- Motion graphics emerged as a modern visual language in the media.

Background History



The History of Motion Graphic

Example of Invention Influence

- TikTok's kinetic text flow
- Logo animation for brands (Nike, Sony, Netflix)
- Explainer video (Hubspot, Google Workspace)



MINI TASK

Observation:

Find 1 Saul Bass title sequence.

List what elements are still used in motion design today.

Deliverable:

- 1 reflection paragraph (80-100 words).



Motion Graphics as a Tool for Communication

Motion graphics is a visual communication tool that uses movement and design to convey messages more clearly and easily remembered.

Why is it important?

- People have short attention spans, so motion is more interesting.
- Brand is used to tell stories and create identity.
- Marketing is used to make complicated things easier.

Where is it used?

- Education : explainer videos (Khan Academy style)
- Business : pitching, corporate profiles
- Social awareness : anti-bullying, climate change
- Apps : micro-interactions, onboarding animations
- Publish : news graphics, lower thirds

Examples

- UNICEF "Children's Rights" Explainer (strong visual storytelling)
- Shopee/Lazada Ad (kinetic typography and product highlights)
- TikTok Awareness (fast transitions, icons, bold colors)



Source: <https://www.youtube.com/watch?v=PTauzs9joMI>

Shopee Ad



Source: <https://www.youtube.com/watch?v=PTauzs9joMI>

Explainer Video



MINI TASK

Analysis:

Choose 1 awareness video. Answer 3 questions:

- What is the main message?
- What visuals help with clarity?
- What are the most effective motions (slide, scale, fade)?

Deliverable:

- 3 bullet points and screenshot.



Introduction to Motion Design Tools

Motion graphics software is a tool for producing animation, compositing, kinetic typography, 2D/3D movement, and visual storytelling.

List of Main Software & Uses



Adobe After Effects

- Industry standard
- Kinetic typography, compositing, VFX light, logo animation
- Lots of plugins (DUIK, Saber, Particular)



Adobe Premiere Pro

- Video editing, audio syncing, sequence building
- Used as "final assembly"



Blender (free)

- 3D motion graphics, simulation, abstract 3D scenes
- Node-based shading, geometry nodes



Canva / CapCut / VN

- For beginners
- Quick motion design, kinetic text, templates
- Suitable for social content & students' starting point



Cinema 4D

- Favorite for 3D motion designers
- MoGraph tools, clone, effectors, 3D typography



Figma / After Effects combo

- UI motion design
- Micro-interactions, prototype animation

Softwares

Importance

- Tools determine style, speed of workflow, complexity.
- Some are for professionals (AE, C4D).
- Available for beginner content creators (Canva, CapCut).



MINI TASK

Analysis:

Give the functions of the following software:

- Adobe After Effect
- Adobe Premiere Pro
- Blender
- Canva
- Capcut

Deliverable:

- 2 bullet points and screenshot of software icon.



Assets for Importing and Animation

Assets are ready-made visual elements used in motion graphics to speed up workflow.

Types of Assets

Vector Assets (Best for motion graphics)

- AI, SVG
- Icons, shapes, logos

Raster Assets

- PNG, JPG
- Photos, textures

Video Assets

- MP4, MOV
- Background footage

Audio Assets

- Music, sound effects

The Importance of Using Assets

- Save time
- Consistent design
- Focus on animation & storytelling

Usage Examples Assets

Awareness poster → animate icons

Video explainer → animate charts

Promo app → animate UI mockups

Sting logo → animate logo layers



MINI TASK

Task:

Use 1 icon and 1 text:

- Import assets
- Animate entry (entry animation)
- Apply at least 2 animation principles

Deliverable:

- MP4 (5–8 seconds)
- Timeline screenshot (keyframes visible)



QUICK TIPS

Choose software according to the purpose of the project
Not all projects need After Effects, but motion designers must understand AE
Assets help speed, not lazy shortcuts
Wrong anchor point = broken animation



Software & Hardware Requirement for Motion Graphics

Motion graphics software is software used to produce visual animation, including text animation, icon movement, transitions, compositing and basic visual effects.

The importance are:

- The software determines the quality of the output
- Determine workflow & difficulty level
- Choose the wrong software = work slow, the results poor

Tool follows the purpose, not the trend

Software & Usage Category

Adobe After Effects

- Kinetic typography
- Animation logo
- Explainer & awareness video
- Light compositing

Cinema 4D / Blender

- 3D motion graphics
- Product animation
- Abstract visuals

Adobe Premiere Pro

- Arrange the sequence
- Sync audio
- Export the final video

Canva

- Motion poster
- Simple animation
- Social media content

CapCut / VN

- Kinetic text
- Transitions
- TikTok / Reels animation

Examples of Software Selection

| Project Type | Appropriate software |
|--------------------------|-----------------------|
| Awareness Campaign Video | After Effects |
| Motion Poster | Canva / After Effects |
| Social Media Short Video | CapCut |
| 3D Logo Animation | Blender / Cinema 4D |

Hardware Requirement

Minimum Requirement (Student Level)

- . Processor: Intel i5 / Ryzen 5
- . RAM: 8GB (minimum)
- . Storage: SSD 256GB
- . GPU: Integrated (a bit slow)

Recommended (Smooth Motion Work)

- . Processor: i7 / Ryzen 7
- . RAM: 16GB ke atas
- . GPU: Dedicated (GTX / RTX)
- . SSD: 512GB+



MINI TASK

Task:

Match the task with the most appropriate software (give 1 reason).

- type of motion graphics
- appropriate software
- hardware requirements

Deliverable:

- 1 simple table with 3 reflection bullets



QUICK TIPS

Online tools = fast & simple
After Effects = core motion graphic skills
Mobile motion = small but important
Weak hardware makes the animation lag,
not a fault of skill



Online Tools for Creating Simple Animation

Online animation tools are web-based platforms that allow users to create simple animations without installing heavy software.

The importance:

- Easily accessible
- Suitable for beginners
- Fast results (low learning curve)

Examples of Online Tools & Functions

Canva

- Motion poster
- Animated text
- Social content

Animaker

- Explainer animation
- Character & icon animation

Renderforest

- Animation logo
- Promo video templates

Powtoon

- Presentation animation
- Educational content

LottieFiles (Web Preview)

- Preview animations for apps
- JSON-based animation



MINI TASK

Observation Task:

Choose 1 online tool and answer:

- Types of animations that can be created
- Advantages of the tool
- Limitations

Deliverable:

- 1 Canva slide



Conclusion

This book has introduced motion design as a fundamental component of visual communication in the digital media landscape. Through an overview of motion design concepts, motion graphics applications, basic visual elements, animation principles, and supporting tools, this series provides readers with a clear foundation before moving into more advanced practice.

The discussion of motion graphics in mobile applications, industry case studies, and historical development highlights how motion design has evolved from early visual experimentation into a widely used communication tool across platforms and industries. By understanding both the creative and functional roles of motion graphics, learners are better equipped to approach motion design with purpose and awareness.

This book emphasizes that effective motion design is not solely driven by software or technical skills, but by thoughtful application of visual elements, animation principles, and clear communication objectives. Tools, assets, and technology serve to support ideas, not replace them.

As a foundational reference, this series aims to prepare students and beginners with the conceptual understanding necessary to explore motion design confidently. It serves as a starting point for further learning in motion graphics, production workflows, and creative exploration in the evolving digital media environment.

YOUR FEEDBACK MATTERS

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ebook.



GIVE YOUR FEEDBACK

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MOTION DESIGN: THE FUNDAMENTALS PART 1

e ISBN 978-629-7514-92-5



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