Animation and Motion Graphics for Data Storytelling Training Course

Professional Development Training Course Outline

Category	Research and Data Analysis	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In the modern digital age, the ability to effectively communicate complex data through compelling visual stories is a must-have skill for data professionals, designers, and communicators alike. Animation and motion graphics for data storytelling Training Course blend creativity with analytics, enabling organizations and individuals to engage audiences with interactive, immersive, and easily digestible data presentations. This course empowers participants to transform raw data into powerful narratives using motion design, kinetic typography, infographics, and animated visualizations.

This hands-on, project-based training is tailored to equip learners with both technical proficiency in animation tools and the artistic sensibility needed to evoke emotion, clarity, and connection. Whether you are a data analyst, marketer, or media producer, this course provides the essential foundation and advanced strategies to leverage animated visual storytelling to influence decisions and inspire action in business, research, and advocacy settings.

Programme Curriculum

Animation and Motion Graphics for Data Storytelling Training Course

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Course Objectives

1. Master the fundamentals of motion graphics and animation.
2. Understand the principles of data-driven storytelling through visuals.
3. Create dynamic infographics using Adobe After Effects and similar tools.
4. Apply visual hierarchy to enhance data interpretation.
5. Integrate voice-over, music, and transitions for engagement.
6. Translate raw data into animated visuals.
7. Use data visualization techniques in video storytelling.
8. Build brand-focused data stories for digital marketing.
9. Explore the psychology of visual perception and cognition.
10. Develop animated dashboards and explainer videos.
11. Learn the ethics of data presentation and visual storytelling.
12. Apply accessibility best practices in animated content.
13. Complete a capstone project using real-world datasets.

Target Audiences

1. Data Analysts and Scientists
2. Marketing and Brand Professionals
3. Digital Content Creators
4. Business Intelligence Developers
5. UX/UI Designers
6. Media and Journalism Professionals
7. Educators and eLearning Designers
8. Policy Communicators and Advocates

Course Duration: 5 days

Course Modules

Module 1: Introduction to Animation for Data Storytelling

- Key concepts of animation and data visualization
- History and evolution of motion graphics
- Storyboarding and narrative structure
- Tools and software overview (After Effects, Blender, Canva)
- Typography and color psychology in motion graphics
- **Case Study:** How The New York Times used motion graphics in COVID-19 reporting

Module 2: Motion Design Principles and Tools

- Timing, spacing, and transitions in animation
- Using Adobe After Effects for kinetic data design
- Vector animation vs. raster workflows
- Composition and layer organization
- Sound design for data stories
- **Case Study:** Animated data campaign by WHO

Module 3: Data Visualization Techniques for Animation

- Types of visualizations (bar, line, scatter, choropleth)
- Transforming charts into animated graphics
- Using Tableau/Public and exporting for animation
- Coding animations with D3.js and HTML5
- Synchronizing narrative with data flows
- **Case Study:** Gapminder's animated trend lines over decades

Module 4: Narrative and Storyboarding for Data

- Building emotional arcs with data
- Writing scripts for animated infographics
- Aligning visual pacing with voice-over
- Visual metaphors and symbolism
- Constructing attention-grabbing hooks
- **Case Study:** TED-Ed data videos on climate change

Module 5: Interactive and Immersive Visual Storytelling

- Introduction to interactive animations and web embeds
- Using Lottie, Rive, and Bodymovin
- Data-driven interactivity with JavaScript
- Integrating motion into dashboards
- Gamifying data narratives
- **Case Study:** National Geographic's interactive climate report

Module 6: Brand Storytelling and Digital Marketing

- Creating branded data animations
- Data stories in social media campaigns
- Best practices for mobile-first video
- Animating logos and icons
- Optimizing animated content for SEO and analytics
- **Case Study:** Spotify Wrapped motion design campaign

Module 7: Ethical, Accessible, and Inclusive Animation

- Ensuring accuracy in animated data
- Avoiding misleading visuals
- Color contrast and text readability
- Captioning and audio descriptions
- Cultural sensitivity in global narratives
- **Case Study:** UN Women data animation on gender equality

Module 8: Capstone Project and Presentation

- Choosing a real-world dataset
- Creating storyboards and animation scripts
- Producing a 90–120 second animated data story
- Peer review and instructor feedback
- Publishing and portfolio presentation
- **Case Study:** Student project featured in a policy brief

Training Methodology

- Interactive lectures and live demos
- Hands-on tool-based exercises

- Real-world case study analysis
- Peer-to-peer learning via group critiques
- Capstone project with instructor mentorship
- Access to recorded lessons and project templates

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com