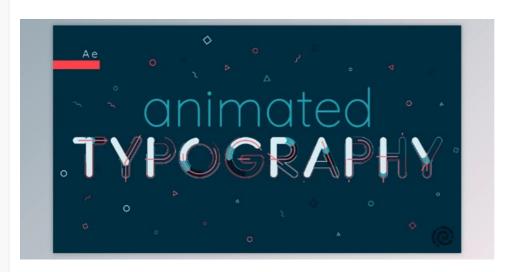# Animated Typography in After Effects: Layering Simple Effects for a Complex Look

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Learn to layer basic effects to create intricately animated typography!

There's text everywhere and in modern times, most of the text is now digital. This opens up a vast chance that very few have taken advantage of, such as making text animated. With animated typography, it is possible to make your words appear to pop off the screen either literally or metaphorically. Your message will be noticed by people and increase the impact of your message.

Gfx plugin details of Animated Typography in After Effects: Layering Simple Effects for a Complex Look

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There are many applications of animated typography like:

- explainer videos
- Videos of kinetic typography
- Music videos with lyrics
- Logos
- Lower thirds
- Title sequences
- digital greeting cards
- websites
- digital signage
- Advertising
- posts on social media
- and much more!

There are countless ways to make eye-catching animated typography that are absolutely doable. It doesn't require an expert. If you're just beginning to learn about After Effects, I'd suggest enrolling in my course on Animated Lettering within After Effects first. Once you've mastered the fundamentals taught in the course, you'll be prepared to tackle this task.

In this course, you'll be taught how to:

- Design your text in Adobe Illustrator, including how to
  - Create perfectly aligned and round letters that are perfectly aligned and rounded
  - Design ready to be animated outline and accents
- Import and animate your primary letterforms using After Effects
- Add fun, animated flourishes such as:
  - The outline
  - Accents
  - flashes of confetti
  - Dashed lines or dots
  - Multiple strokes
  - Tube strokes
- You can easily reverse your animation to draw letters

- effectively copy effects to create letters

And tons of time-saving strategies!

What you'll require:

- Adobe Illustrator and basic knowledge of the program
- Adobe After Effects and a basic understanding of the software (check my course on Animated lettering with After Effects if you are new to After Effects)
- Adobe Media Encoder (if you'd like to export a .mp4 (or .gif)

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