Important Terms for Motion Graphics
Persistence of Vision

the optical illusion where multiple images blend into a single image in the human mind

(how we perceive motion in cinema and animated films).
After Effects
(b. 1993)
industry-standard software for video compositing, motion graphics design, and animation
FPS

(FRAMES PER SECOND)

the frequency at which an imaging device displays consecutive images called frames
12 FPS = minimum number of frames needed for humans to perceive motion

24 FPS = the frame rate for FILM

29.97 FPS (sometimes rounded up to 30) =
the frame rate for NTSC Video
Aspect Ratio

the ratio of the width to the height of an image or screen.
Aspect Ratio for HD Video

16:9

1920 pixels x 1080 pixels
Today's standard widescreen aspect ratio (1.85:1)

The even-wider ratio (2.35:1) still used today but especially fashionable in the 1960s

The "Academy" ratio (1.37:1), which is narrower, almost square-like and typically used in classic Hollywood films before 1953. The bulk of The Grand Budapest Hotel is set in the 1930s, and all of those scenes were shot in this format. Coincidentally, the film’s main story begins in 1932, the same year that the Academy of Motion Picture Arts and Sciences formally established 1.37:1 as an industry standard.
Composition

A composition is a container that stores layers of video, audio, text, etc.
Keyframes
The start and end points of an animated action
Transform Keyframes

**POSITION**: the location of the layer

**SCALE**: the size of the layer

**ROTATION**: the angle of the layer

**OPACITY**: the transparency of the layer
Animate

to bring to life