

# Next-Gen



## Video Editing & Motion Graphics



AI POWERED LEARNING

OUR PHILOSOPHY

MAKE  
WORK  
SIMPLE

# ABOUT VIDEO SUPERSTARS ACADEMY

Video Superstars Academy (ViSA) is Chennai's next-generation creative education hub, built for aspiring designers, editors, and creators who want to turn raw talent into industry-ready mastery. We are not just a training institute—we are a **creative transformation ecosystem**.

At Video Superstars Academy, we believe that...

Anyone can learn tools, but only a few learn to think like creators.

That's why our philosophy is simple yet powerful: **"Make Work Simple"**.

## Part of Web D School's Proven Legacy

With world-class trainers, industry-relevant curriculum, studio-grade infrastructure, and 6,000+ success stories from the Web D School legacy, ViSA is built for one purpose:  
**To transform students into confident creators**

**11+ Years**

Industry Experience

**6000+**

Students Trained

**200+**

Hiring Partners

Every program at ViSA is shaped by our signature SPARK Framework, which trains students to develop creative vision & strategic thinking. This makes ViSA graduates stand out in an AI-driven world where creativity, clarity, and decision-making matter more than tools.

- **Harshavardhan**, SPARK Framework Founder.



# ABOUT NEXT-GEN VIDEO EDITING & MOTION GRAPHICS WITH AI

This program transforms learners into next-gen video creators who can edit faster, think deeper, and design visuals that feel modern, cinematic, and platform-ready.

## Story-First Editing Mindset

Learn how to craft emotional narratives using pacing, rhythm, sound, color, and cinematic cut techniques.

## AI-Powered Creation & Workflow Speed

Use tools like Runway, ChatGPT, Midjourney, Topaz Video AI, Descript to generate scripts, assets, captions, VFX, and speed up editing 10×.

## Visual Branding for Creators

Design thumbnails, title cards, lower thirds, and brand packs that make your videos instantly recognizable.

## Creator Economy Opportunities

Learn freelancing, client management, pricing, retainer models, and how to grow as a micro-influencer or content creator.

### Video Editing Tools



Photoshop



Illustrator



Canva



Premiere Pro



After Effects



Davinci



FCP



Firefly



MidJourney



ChatGPT



Gemini



# Career Options



## Edtech Industry

EdTech brands need editors to produce course videos, explainer content, tutorials, animation-based lessons, and marketing promos.



## Digital Marketing companies

Designers create social media ads, infographics, email templates, websites, landing pages, and other digital assets.



## Design companies

Design companies offer diverse design services, such as graphic design, UI design, web design, and fashion design.



## Big corporates

Corporate teams need editors to create brand films, training videos, event highlights, product explainers, and internal communication content.



## Publishing

Media houses require editors for video stories, interviews, documentaries, news explainers, and motion-led digital content.



## Satellite television

TV channels need editors to cut shows, create promo packages, special program titles, transitions, and visual graphics.



## Production Studios

Studios constantly need editors for music videos, web series, commercial shoots, BTS edits, and full post-production workflows.



## Advertisement Industry

Ad agencies hire editors to produce high-impact commercials, product videos, lifestyle ads, and motion-led brand storytelling.



## Youtube & Freelance

Build your own brand as a YouTube creator or freelance video editor – work with influencers, brands, agencies, and global clients from anywhere.

# CURRICULUM - WHAT YOU WILL LEARN?

## Visual Storytelling Foundations & Creative Thinking

Principles of Video Storytelling

ViSA SPARK Framework for Editing

Editing Stages (Assembly → Rough → Fine → Final)

Narrative Flow & Emotional Mapping

Camera Language (Shots, Angles, Movements)

Pre-Production Basics (Script, Shotlist, Storyboard)

Cutting Psychology & Rhythm (J-Cut, L-Cut)

Pacing, Tension & Emotional Beats



## Visual Foundation Tools (Photoshop)

Photoshop Interface & Essential Tools

Resolution, Raster Graphics & File Formats

Color Correction for Stills

Thumbnail Design Principles

Lower Thirds & Title Cards

Visual Branding for Video Creators

Typography Hierarchy

Color Psychology for CTR

## Project Workshop

Create 5 YouTube Thumbnails | Design Title Cards | Create Lower Thirds

Build a Visual Branding Kit.

Deliverable: Thumbnail + Graphics Kit.

## Core Editing Mastery (Premiere Pro)

Premiere Pro Interface & Workspaces

Assembly Editing & Story Construction

Advanced Cuts (Ripple, Roll, Slip, Slide)

Multi-Cam Editing

Nested Sequences & Timelines

Speed Ramping & Time Remapping

Keyframing & Transform Animations

Motion Effects & Text Animation & Stabilization

Lumetri Color Correction

LUTs & Matching Shots

Export Settings for YouTube, IG, TikTok



## Project Workshop

Story-Driven Short Film Edit | Edit a 60–90 sec narrative video |  
Apply Story Structure + Rhythm | Use Speed Ramping & Effects.  
Deliverable: Emotion-Driven Short Edit.



## FCP or DaVinci Resolve (Alternative Editing Platform)

FCP Magnetic Timeline / Resolve Edit Page

Project & Media Organization

Assembly & Rough Cut Workflows

Advanced Trimming Tools

Speed Change Tools

Effects, Transitions & Titles

Audio Mixing (Roles / Fairlight)



## Creator Economy & Micro-Influencer Growth

Creator Economy Opportunities

Freelancing Setup & Pricing Models

Portfolio & Showreel Positioning

Client Communication & Proposal Writing

YouTube Strategy for Editors

Thumbnail & Title Psychology

Instagram Growth for Editors

Selling Templates, LUTs, Presets

Affiliate Marketing & Brand Deals

Retainer Clients & Passive Income



### Project Workshop

Commercial/Brand Ad Edit - Edit a 30–60 sec Ad Video | Add Graphics, Text, Music & SFX | Color Correct using Lumetri.

Deliverable: Polished Commercial Video.



## AI Video Editing Tools & Workflow Acceleration

AI Tools in Premiere Pro

Speech-to-Text Editing

Runway ML for VFX & AI Video

Object Removal, Inpainting, Green Screen AI

Topaz Video AI for Upscaling & Denoising

AI Music (Soundraw, AIVA)

AI Moodboards, Scripts & Thumbnails

AI Workflow Automation

## Motion Graphics & Animation (After Effects)

After Effects Interface & Compositions

Keyframing & Animation Principles

Graph Editor & Easing

Shape Layers & Animated Icons

Logo Animation

Masking & Track Mattes

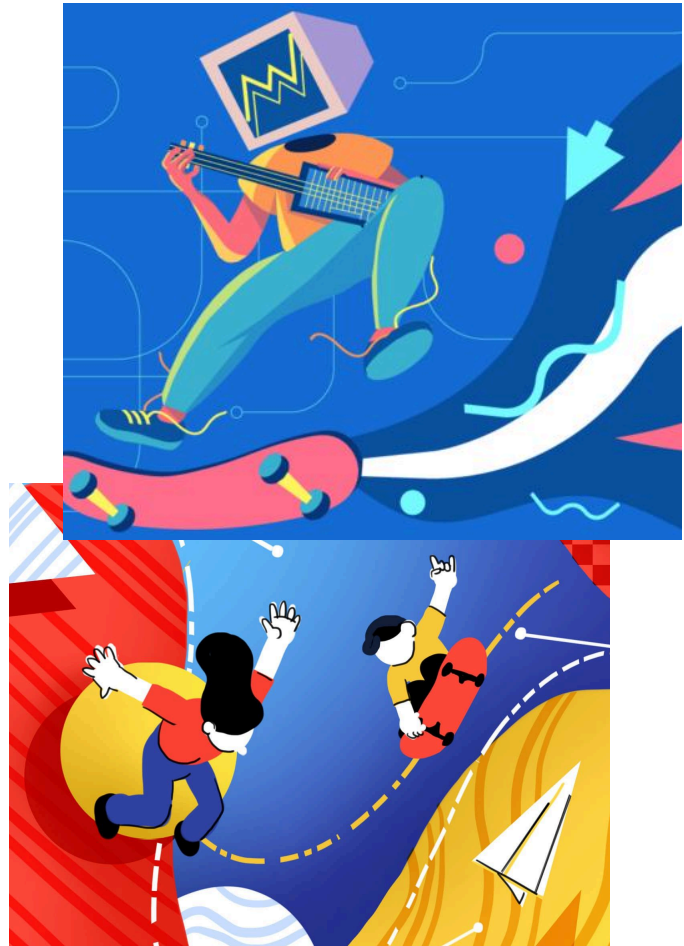
Kinetic Typography

Effects & Presets Library

Motion Tracking

3D Layers, 3D Camera & Expressions

Parallax & Spatial Animation



### Project Workshop

Logo Animation (After Effects) | Create 10–15 sec Logo Reveal | Use Shape Layers + Graph Editor.

Deliverable: Professional Logo Animation.



## Basic Color Grading (DaVinci Resolve)

Color Page Interface

Node-Based Grading

Scopes (Waveform, Parade, Vectorscope)

Exposure, White Balance, Skin Tones

Creative Looks & LUTs

Shot Matching

Genre-Based Color Styles





## Short Films

Cinematic edits that showcase storytelling, pacing, and emotion.



## YouTube Shorts & Videos

Fast, engaging videos optimized for hooks, retention, and SEO.



## Instagram Reels & Videos

Scroll-stopping Reels with trends, transitions, and catchy text.

# VIDEO EDITING PROJECTS



## AI-Based Content

Videos created using AI tools for scripts, visuals, captions, and effects.



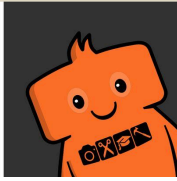
## Movie Cuts

Re-edited scenes to practice pacing, tension, timing, and mood.



## Documentary Videos

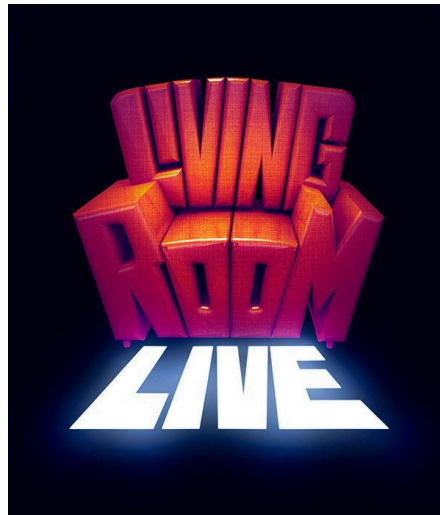
Interview-driven storytelling with strong narrative and B-roll flow.



## Logo Reveal Animation

Create a clean, dynamic logo reveal using shapes, masks, and smooth motion.

# VIDEO EDITING PROJECTS



## Kinetic Typography

### Video

Animate bold text sequences with rhythm, pacing, and expressive movement.



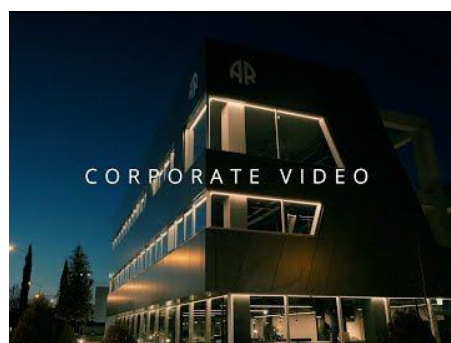
## Animated Social Media Promo

Design a 10–15 sec motion promo with transitions, icons, and brand elements.



## Character / Icon Animation

Animate simple characters or icons using keyframes, rigging, and expressions.



## Corporate Video

### Production

Learn to create video content for businesses, from planning and filming to editing and post-production.

## Motion Posters

Learn how to make movie promos using the motion graphic technique.



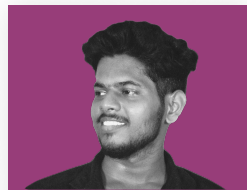
# Superstars working @ Top MNCs & Start ups



Rohith  
System Engineer  
**tcs** TATA  
CONSULTANCY  
SERVICES



Surendar  
Visual Designer  
**ZOHIO**



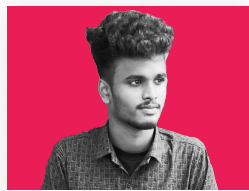
Boopathy  
Motion Graphic Artist  
**kissflow**



Akash  
Digital Marketer  
**roofandfloor.com**  
let's get you home



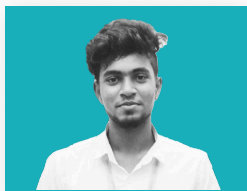
Advaita  
UX Researcher  
**xyzem**  
The Brain for Business



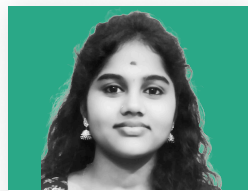
Anandh  
Graphic Designer  
**HABITAT GROUP**



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**upstream**



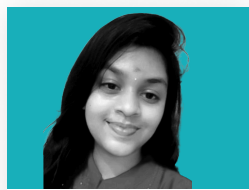
Vignesh  
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**RAPIDQUBE**  
TRANSFORMING BUSINESS PARADIGMS



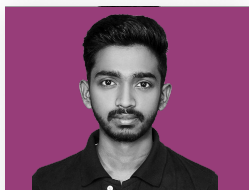
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Dakshata  
Design Engineer  
**Fanam Digital**



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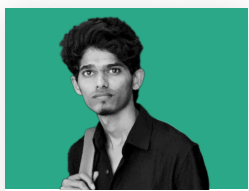
Saraswathi  
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**b3 Technologies**



Mohammed Khaleel  
WordPress Developer  
**KlickNET**  
Your Marketing Solution



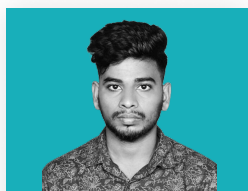
Shajini  
SEO Analyst  
**AATMIA**  
YOUR SOULMATE



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UX UI Designer  
**BTREE**



Swetha  
UX Researcher  
**Anicca Data Science Solutions**



Balasubramanian  
Front-end Developer  
**Onething**



Shyam Sundar  
Design Engineer  
**APPLIED MATERIALS**



Nirvitha  
Visual Designer  
**Duffl Digital**



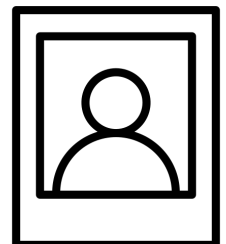
Jayan Nivas  
Visual Designer  
**TECH THULASII**  
Creating Digital Presence



Vaishnavi  
Social Media Manager  
**Le Intelligensia**



Soundarya  
Graphic Designer  
**Brain Storm**



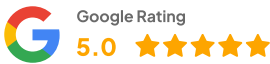
You're Next!

# Superstars working @ Top MNCs & Start up companies



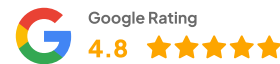
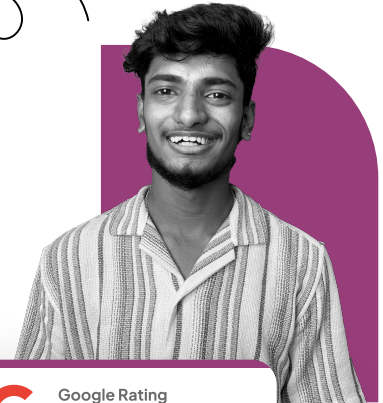
# Our Superstars

## Says...

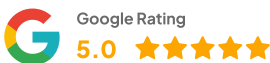


*I used to just cut clips. Now I understand storytelling, pacing, color, and audio psychology. The AI tools saved me hours on every project. My first client came even before the course ended!*

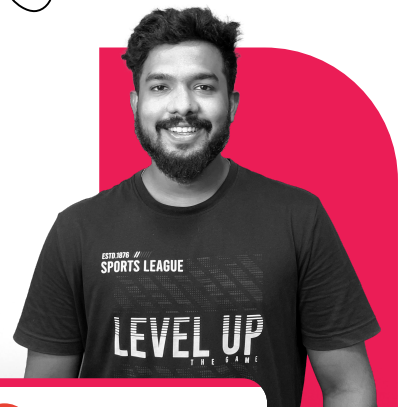
*I always thought After Effects was too complicated. But the step-by-step approach made it easy. I created my first logo animation and a full reel — something I never imagined doing this soon.*



*Runway, ChatGPT, and Topaz completely boosted my speed. Captions, scripts, VFX, everything got easier. I finished my best Instagram Reel in just a day — and it crossed 20K views!*



*From short films to brand videos to motion graphics, every project felt like real client work. The trainers pushed us creatively and technically. My portfolio looks professional now.*





# Our Course Highlights



## SPARK Framework Advantage

Learn to think creatively with clarity.



## AI-Integrated Learning

Master AI tools for 10× faster creativity.



## Comprehensive Tool Mastery

Master professional tools from basics to Pro!



## Industry-Level Projects

Every module includes real time projects.



## Portfolio-Focused Curriculum

complete design + motion + AI-powered portfolio.



## Creator Economy Training

Learn freelancing, pricing, content creation & earning opportunities.



## Expert Mentorship

We guide you with real-world workflows & feedback.



## Placement Assistance

Get support with interviews, resume building & hiring.



## Studio-Grade Learning Environment

Professional systems & a creative infrastructure.





# VIDEO SUPERSTARS

A C A D E M Y

MAKE WORK SIMPLE

## CALL US

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## VISIT US

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