Motion Design Vocabulary:

* **2D** - A style of design that features flat design elements without 3D depth. Popular styles include explainer videos, logo reveals, and cartoon Character Animation.
* **2.5D** - 2D design elements in 3D space.
* **3D** - Any design element with depth. 3D elements are usually created in 3D software like Cinema 4D.
* **Alpha Channel** - Alpha channels tell your video software how opaque (transparent) the pixels in your video should be. Alpha channels are usually used when a video or image is inserted over other video/image assets.
* **Anchor Point** - The point around which transformations will happen.
* **Aspect Ratio** - Video/Image Width vs Height. The most common aspect ratio is 16:9.
* **Asset** - A file used to help with the process of Motion Design. Common assets include textures, sound effects, and background plates.
* **AVI** - A video container/wrapper format used primarily by PCs.
* **Codec** - An algorithm used to package a video file. Codecs are typically used to reduce a video file size.
* **Graphics Card** - A device that takes information from the CPU and turns it into pictures or video.
* **Compositing** - The process of combining digital elements together to create visual unity.
* **Composition** - 1. A timeline in a Motion Graphics application.
* 2. The canvas in which After Effects projects are created.
* 3. The arrangement of design elements in a frame.
* **Lossless** - Uncompressed or perfect quality.
* **MOV** - A video container/wrapper native to Apple computers.
* **MP4** - A video container/wrapper that works on Apple and PC devices.
* **Resolution** - The width and height of your video or image. HD resolution is 1920 x 1080.