

Advanced Typography and Kinetic Typography Training Course

19 – 23 July 2027
Madrid

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Training Center

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Ref: 2113_254751 **Date:** 19 – 23 July 2027 **Location:** Madrid **Fees:** 5700 Euro

Overview

Advanced Typography and Kinetic Typography Training Course is a one-week course for graphic designers, motion designers, brand designers, art directors, and digital content professionals who leave with a Kinetic Type Production Pack. Participants build typographic systems, variable-type states, screen readability rules, storyboards, and kinetic sequences with controlled timing and transitions. The course addresses inconsistent hierarchy, decorative motion, and inaccessible text animation through design tests and production reviews. Agile Leaders Training Center delivers this course in advanced typography and kinetic typography.

Who Should Attend

- Graphic design teams responsible for hierarchy, layout, and type selection
- Motion design teams responsible for timing, transitions, and animated text
- Brand teams responsible for consistent typographic systems across channels
- Art direction teams responsible for visual concepts and production review
- Digital content teams responsible for readable campaign and interface assets

The course assumes participants already create layouts or motion assets and leaves out introductory design software instruction, typeface drawing, and coding.

Departments and Industries

The course supports departments and industries that communicate through branded static and moving text.

- Brand, advertising, and creative studios
- Media production, broadcasting, and entertainment
- Technology, product design, and digital services
- Retail, hospitality, and consumer communications
- Education, publishing, and cultural organizations

Learning Objectives

By the end of this course, participants will be able to:

- Analyze hierarchy, rhythm, spacing, and readability in type systems.
- Build responsive typographic scales and variable-type states.
- Apply storyboards, timing maps, and transition logic to text.
- Evaluate kinetic sequences for meaning, pacing, and visual continuity.
- Diagnose screen-readability and motion-accessibility problems.
- Produce and critique a finished kinetic typography sequence.

Course Agenda

Day 1: Audit the Typographic System

- Typographic Hierarchy and Attention Map
- Typeface Role and Pairing Matrix
- Baseline Grid and Vertical Rhythm Audit
- Kerning, Tracking, and Leading Diagnostic
- Screen Readability Test Sheet

Day 2: Build Responsive and Variable Type

- Responsive Typographic Scale Framework
- Variable Font Axis Exploration Grid
- Weight, Width, and Optical Size State Map
- Multiscript Composition and Alignment Checklist
- Brand Type Token Specification

Day 3: Storyboard Kinetic Meaning

- Message Beat and Emphasis Analysis
- Kinetic Typography Storyboard Template
- Text Entry, Hold, and Exit Timing Map
- Rhythm, Pause, and Acceleration Curve
- Transition Continuity Decision Matrix

Day 4: Produce Readable Motion

- Position, Scale, Rotation, and Opacity Motion Plan
- Word and Character Sequencing Method
- Audio Cue and Text Synchronization Sheet
- Motion Accessibility and Reduced-Motion Review
- Render, Version, and Quality-Control Workflow

Day 5: Practice the Kinetic Sequence

- Suggested Exercise: Repair a Weak Type Hierarchy
- Suggested Exercise: Build Variable-Type Key States
- Suggested Exercise: Convert a Script into Timing Beats
- Suggested Exercise: Test Readability and Reduced Motion
- Capstone Exercise: Complete a Kinetic Type Production Pack

Practical Exercises

The course uses suggested activities based on fictional brand, product, editorial, and cultural communication briefs.

- Suggested activity: audit a type system and revise hierarchy, spacing, scale, and screen-reading behavior.
- Suggested activity: map message beats to storyboard frames, variable-type states, timing curves, and transitions.
- Suggested activity: animate a short sequence and test pacing, continuity, readability, and reduced-motion alternatives.
- Suggested activity: present a finished sequence with its storyboard, specifications, review notes, and export checklist.

FAQs

Who suits advanced typography and kinetic typography training, and what does it assume?

Advanced typography and kinetic typography training suits professionals who already create graphic layouts, brand systems, motion assets, or digital content. It assumes working design experience and familiarity with timeline-based production.

How does kinetic typography training differ from general motion graphics training?

Kinetic typography training concentrates on how letterforms, words, hierarchy, rhythm, timing, and transitions communicate meaning. General motion graphics training covers a wider range of shapes, images, effects, and compositing techniques.

What makes a typographic system suitable for motion?

A motion-ready typographic system defines roles, scale, spacing, variable states, alignment, timing behavior, and transition rules so text remains recognizable and consistent as it changes.

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How is screen readability tested in kinetic typography?

Screen readability is tested by reviewing size, contrast, spacing, exposure time, movement, viewing context, and the ability to follow words without competing motion.

Why does kinetic typography need a reduced-motion alternative?

A reduced-motion alternative preserves the message while limiting nonessential movement for viewers who are distracted or affected by animation. It also tests whether emphasis depends on meaning rather than motion alone.

Conclusion

Participants take back a Kinetic Type Production Pack. It combines the type-system audit, variable states, storyboard, timing map, motion plan, accessibility review, finished sequence, and export checklist. The pack helps creative teams replace improvised animation with traceable design decisions, readable movement, consistent brand behavior, and a reviewable production workflow.