

Motion Graphics Cheatsheet

Your Quick-Reference Guide to AI-Powered Animations with Hera

2-3x

More Engagement

650%

Boost vs. Static

< 5 min

Creation Time

85%

Prefer Video

6 Types of Motion Graphics Every Business Needs

- **Text Animations:** Animated quotes, tips, stats
- **Logo Animations:** Branded intros/outros for video
- **Product Showcases:** Animated product reveals
- **Infographic Animations:** Data and stats with motion
- **Social Ad Creatives:** Scroll-stopping ads
- **Event Promos:** Animated announcements

Hera Quick-Start Guide

- **Step 1:** Sign up at <https://hera.cello.so/omUU7EMS1y9>
- **Step 2:** Select a template or start fresh
- **Step 3:** Upload assets (logo, images, text)
- **Step 4:** Customize colors, fonts, animations
- **Step 5:** Preview and adjust timing
- **Step 6:** Export as MP4 or GIF

Best Practices: Do's & Don'ts

DO

- ✓ Keep animations under 15 seconds
- ✓ Use brand colors consistently
- ✓ Add subtle motion for algorithm boost
- ✓ Test formats per platform
- ✓ Include a clear CTA

DON'T

- ✗ Don't overdo transitions
- ✗ Don't forget your logo
- ✗ Don't use copyrighted music
- ✗ Don't ignore size requirements
- ✗ Don't repost same animation everywhere

Platform Size Reference

Platform	Feed Video	Stories/Reels	Max Length
Instagram	1080x1080 (1:1)	1080x1920 (9:16)	90 sec (Reels)
TikTok	1080x1920 (9:16)	1080x1920 (9:16)	10 min
Facebook	1080x1080 (1:1)	1080x1920 (9:16)	240 min
LinkedIn	1920x1080 (16:9)	N/A	10 min
X / Twitter	1280x720 (16:9)	N/A	2 min 20 sec

30-Day Motion Graphics Content Ideas

- **Week 1:** Animated quote of the day (Mon-Fri)
- **Week 2:** Product/service feature highlights
- **Week 3:** Customer testimonial animations
- **Week 4:** Behind-the-scenes + event promos
- **Bonus:** Create an animated logo intro for all video content

Ready to Create Amazing Motion Graphics?

Try Hera today:

<https://hera.cello.so/omUU7EMS1y9>

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