

COURSE SYLLABUS

Division: Business and Communications

Curriculum: Graphic Design and Illustration

Course title: Multi-Media II (Introduction to Adobe Flash CS4)

Course number: DES 252

Credits: 4

Lab hours: 33

Lecture hours: 22

Type of course: Occupational preparatory

Length of course: 11 weeks

Class size: 24

Prerequisites: Successful completion of the program through preceding quarter

Course description: The purpose of this course is to continue with an introduction to the field of Web Design

Course outcomes: Upon completion of this course the students will:

- Understand the Concepts of linear animation
- Identify the role of 'Rich Media' in the world of Web Design
- Gain a basic understanding of Adobe Flash CS4
- Know when to build web sites with Flash or insert Flash content into an HTML page
- Integrate Video (.flv files) into a web project
- Demonstrate how to prepare multimedia for a variety of platforms/situations
- Understand the basics of ActionScript/Know how to talk with a web developer

Instructor: Erik Fadiman 206.356.2608 E-mail: efadiman@gmail.com

Text: Flash CS4 Digital Classroom Optional: Learn Adobe Flash CS4 by Video (Video2Brain)

You will find links to both of these on my website <http://www.erikfadiman.com/sccc>

Additional (online) reading will be assigned every week.

Methods of presentation: A combination of lecture, critique, and online resources

Small groups of students will be asked to discuss course concepts for later presentation to the class as a whole. Students will be asked to present and discuss their work in front of the class, as well as participate in class critiques.

ADA conformation: (Americans with Disabilities Act) If you need course adaptations or accommodations because of disability; if you have emergency medical information to share with me; or if need special arrangements in case the building must be evacuated; please make an appointment with me as soon as possible.

Syllabus developed by Erik Fadiman 9/2004; Modified, 9/2010

WEEKLY OUTLINE

DES 252 Winter 2010: Introduction to Adobe Flash CS4. M/T 9am-2pm

Erik Fadiman | efadiman@gmail.com | cell: 206.356.2608 | office hours: by App't

Credits: 4 | Lab hours: 22 | Lecture hours: 22 | Length of course: 11 weeks | Prerequisites: None

Course description: The purpose of this course is to continue with an introduction to the field of Web Design.

Course outcomes: Upon completion of this course the students will:

- Understand the Concepts of linear animation
- Identify the role of 'Rich Media' in the world of Web Design
- Gain a basic understanding of Adobe Flash CS4
- Know when to build web sites with Flash or insert Flash content into an HTML page
- Integrate Video (.flv files) into a web project
- Demonstrate how to prepare multimedia for a variety of platforms/situations
- Understand the basics of ActionScript/ Know how to talk with a web developer

Text: Flash CS4 Digital Classroom *or* Learn Adobe Flash CS4 by Video (Video2Brain)

You will find links to both of these on my website <http://www.erikfadiman.com/sccc>

Additional (online) reading will be assigned every week.

Weekly Topical Outline. This weekly outline is subject to change at any time.

Week 1: Jan. 4/5

Project 1: Linear Animation

Create a 30+/- second animation. This can be anything you want, but it must have a sense of narrative, it must tell a story.

Requirements: 640 x 360 pixels Maximum file size 1 MB. No exceptions

Possibilities include: an advertisement, a music video, typography in motion, public service announcement, etc

Key Concepts: Flash workspace, Flash tool kit, Frame rate, Keyframes, Mastering the timeline,

Reading: Chap 1,2

Week 2: Jan. 11/12

What's Due: Project 1, first draft

Key Concepts: Symbols and the Library, Motion tweens, Motion paths, Onion skinning, Shape tweens, Classic tweens.

Reading: Chap 3,4

Week 3: Jan. 18/19

What's Due: Project 1, second draft

Key Concepts: Flash color tools, The 3-D tools, the Bone tool, the motion editor, motion presets

Reading: Chap 5,6

Week 4: Jan. 25/26

What's Due: Project 1, final draft. Posted on your website and a copy emailed to me

Begin Project 2: Interactive Product Demo or Infographic

Requirements 500 x 500 pixels; 500k maximum file size. No exceptions.

Pick a product or concept: Determine it's key features and unique selling points. Write (or copy + paste) six paragraphs about it.

Create and interactive product demo which showcases these features. A good product demo will increase sales. A good Infographic

will clarify complex information or prove a point of view. Key Concepts: UI/UX design, usability, button symbols

Reading: Chap 7

Week 5: Feb. 1/2

What's Due: Project 2, first draft

Key Concepts: Flash type tool, Controlling multiple timelines, creating masks, working with Photoshop and Illustrator files

Reading: Chap 8

Week 6: Feb. 8/9

What's Due: Project 2, second draft

Key Concepts: Dynamic text, buttons talking to movieClips, loading external swf files

Reading: Chap 9

Week 7: Feb.15/16

What's Due: Project 2, final draft

Begin Project 3: Flash Website

Key Concepts: An overview of ActionScript 2.0, instance names, basic timeline syntax

Reading: Chap 10

Week 8: Feb. 22/23

What's Due: Project 2, first draft

Key Concepts: An overview ActionScript 3.0, and how it differs from AS2

Reading: Chap 11

Week 9: Mar 1/2

What's Due: Project 2, second draft

Key Concepts: loading external content with Flash and XML

Reading: Chap 12

Week 10: Mar 8/9

What's Due: Project 2, third draft

Key Concepts: Flash Video, then importance of the .flv format, The Adobe Media Encoder

Reading: Chap 13,14

Week 11: Mar 15/16

What's Due: Project 2, almost final draft

Working with Students one on one.

Finals Week (TBA)

What's Due? FINAL Project

Grading and Attendance:

Critique begins at 9:00 am. This means your work is viewable on the web, ready to go, at 9:00 AM.

Three absences in one class will result in a 0.0 final grade. An absence will be recorded for every two tardies in a class. Students doing other work in a class, unless approved by the instructor, will be considered absent from the class. Students who spend excessive time on Facebook, email, texting, etc will be considered absent from class. Participation, professional attitude, performance and attendance are all factors that determine your grade. Assignments are due at the date and time specified. I will not accept late assignments and they will earn a score of "ZERO". I will grant an extension if you notify me before it is due. Assignments late for critique will not be included in the discussion.

Status reports and comments on your work will arrive by e-mail, approximately every 2 weeks.

THE POP QUIZ: 10 POINTS (somewhere in week 6, 7, or 8)

PROJECT 1 20 POINTS

PROJECT 2 30 POINTS

PROJECT 3 40 POINTS