

# Flash Final Project

## February 2010

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|--------|---------|-----------|----------|--------|----------|
| 31     | 1      | 2       | 3         | 4        | 5      | 6        |
| 7      | 8      | 9       | 10        | 11       | 12     | 13       |
| 14     | 15     | 16      | 17        | 18       | 19     | 20       |
| 21     | 22     | 23      | 24        | 25       | 26     | 27       |

week 1

| Sunday                  | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|-------------------------|--------|---------|-----------|----------|--------|----------|
| 28<br><b>March 2010</b> | 1      | 2       | 3         | 4        | 5      | 6        |
| 7                       | 8      | 9       | 10        | 11       | 12     | 13       |
| 14                      | 15     | 16      | 17        | 18       | 19     | 20       |
| 21                      | 22     | 23      | 24        | 25       | 26     | 27       |
| 28                      | 29     | 30      | 31        | 1        | 2      | 3        |

week 2

week 3

week 4

# Option #1

Create a website for the restaurant whose identity you are creating in Tom's class.

Advantage:

You have all the branding, identity, etc already completed

Advantage:

You need to know one line of actionScript to finish.

```
on (release) {  
    box.loadMovie("myfile.swf");  
  
}
```

Degree of Difficulty: Easy

## Option #2

Create a portfolio website for a photographer or artist using Flash and XML. This is a great warmup before building your own portfolio website.

What is XML? The eXtensible Markup Language. It looks a lot like HTML and you open the XML file in Dreamweaver. The Flash file reads the XML file and displays the images/data dynamically.

When the client wants to add/edit images to the website, they edit the XML and don't need to open Flash. It's a great solution for non technical people.

Can you create your own portfolio website? NO

Degree of Difficulty: Medium

## Option #3 (can be a team of two)

Create an online learning tool to teach the principles of typography to SCCC first year students. You may use animation, video, audio, etc. Ideally, you are creating a legacy too which is so good that Jill's classes will use them for years.

Advantage: Design firms love this stuff

## Requirements

- Anatomy of letterforms; stem, bowl, descender, x-height, etc
- Type Classification (Humanist, Transitional, Modern, Egyptian/slab, Sans serif,
- Font identification Quiz with 20 fonts
- Kerning and tracking and showing an animation of proper spacing for different type samples
- How different type houses interpret and produce fonts that people think are standard: like Garamond and all its variations
- Show the difference between lining vs. non-lining figures note: this is not finalized
- Real italics vs. faux italics (same goes for bold and faux bold)
- How to set centered text. Where to break lines optimally, using a before and after animation
- How to group like information together...headings, sub-headings and text

## Additional Requirements

Refer to Jennifer or Jill regarding all things typographic

Conduct user testing by visiting Jill's class, demo-ing the tool, gathering feedback

5 page .pdf of notes, sketches, process, documentation

**Degree of Difficulty: Hard**

# Option #4 (can be a team of two)

Create an online magazine which is at the forefront of digital storytelling. See [flypmedia.com](http://flypmedia.com) or [nytimes.com/pages/t-magazine](http://nytimes.com/pages/t-magazine) or [salon.com](http://salon.com) or [slate.com](http://slate.com) and create a prototype for a competing product called Vantage. This is an opportunity to reinvent the concept of a magazine; what will magazines look like 5 years from now? Flash/HTML hybrid; use any web technology you like. FYI, print is dead.

Vantage is an Arts/Culture/Politics magazine similar to Vanity Fair. It's readers are affluent, educated, urban professionals. Vantage does not exist in the print world, it aims to be the 'best in class' the emerging world of online magazines. Hip, fresh, sophisticated. The layouts should have all the nuance of print, without any of the limitations of html. Each article should have options to 'go deeper' or 'learn more' by playing audio, video, slideshow, etc. The articles can be about any contemporary issue. You may copy and paste the content from some similar source (ie. the Newyorker)

## Requirements:

Create a table of contents page with approximately 20 stories/features

Create 2 or 3 feature stories with a layout quality which rivals print magazines (10 pages)

Must contain 1.audio, 2.video, 3. animated infographic, and 4. a slideshow

Create a consistent navigation system

Implement a system for advertisements which is not annoying

Conduct some sort of usability testing

5 page .pdf of notes, sketches, process, documentation

**Degree of Difficulty: Hard**