

MAT 150

FLASH 1: ANIMATION AND INTERACTIVITY

COURSE DESCRIPTION

Students approach web site design, multimedia design and animation using the latest techniques: vector, raster, and step and motion tween animation technologies as well as visual and audio feedback to provide a rich, interactive user experience. Repurposing content from print and hard media delivery platforms is also covered. Successful interface integration and appropriateness of animation are stressed.

STUDENT LEARNING OUTCOMES

The MiraCosta faculty believe that students who complete one or more certificates or degrees are systematic, critical, creative thinkers and clear communicators who are intellectually curious, technically proficient, professional, and aesthetically literate. To that end, the faculty has identified seven Student Learning Outcomes (SLO's) that apply directly to the high-level skills you are expected to possess in the workforce: Technical Skills, Application of Discipline Skills, Critical Thinking and Problem Solving, Communication, Professional Behavior, Aesthetic Literacy and Appreciation, and Global Awareness and Responsible Citizenship.

To achieve this goal, you are expected to achieve competency in the following course-level Student Learning Outcomes, each of which help you achieve one or more of the above outcomes:

1. Conceptualize, design, and produce Flash animations for screen output or web delivery.
2. Design and develop rich user interface and/or experiences that integrate media, animation, and interactivity.
3. Examine, analyze, and evaluate interactive media products and processes.

COURSE OBJECTIVES

Students will learn principles and practices of animation, motion graphics, and designing for interactivity using Adobe Flash for multimedia applications and the web. The course will provide "hands on" experience with the tools and techniques used by designers to create effective animations, interfaces, and sophisticated interactive web and multimedia products. Students will learn to:

1. Examine, analyze, and critique multimedia products and processes, and develop and apply concepts for new media.
2. Assess and identify appropriate media delivery techniques for various information types.
3. Conceptualize and storyboard animation sequences for screen output or web delivery.
4. Develop and produce Flash animations for interface design and web display.
5. Create and optimize graphics, audio, and video for multimedia applications and the Web.
6. Implement design principles into user interface designs.
7. Develop rich user experiences, including integrating animation, text, graphics, audio, and video.
8. Design for interactivity.
9. Implement appropriate file management and server practices.
10. Define and apply project programming techniques.

Fall 2010
MiraCosta College

Section: #2183
Time: THURS, 1:30 P.M. – 5:15 P.M.
Room: OC4610

Instructor: Karl Cleveland
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Office Hours (OC4623):
TUES, 3:30 P.M. – 5:30 P.M.
Or by Appointment

Website: <http://karlcleveland.com/150>

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Design skills, design process, personal expression, content development, project management and trends in visual communication as they relate to interactive media will be emphasized along with the learning of tools and techniques.

Software to be used in the class includes: Flash, Photoshop, Dreamweaver, and others as needed. Students will explore basic programming using Actionscript.

READING

Recommended Reading

- *Learning Flash CS4 Professional: H.O.T. by Rich Shupe*

Optional Reading

- *Adobe Flash CS5 Professional Classroom in a Book by Adobe*
- *Learning Actionscript 3.0: A Beginner's Guide by Rich Shupe*
- *Essential Actionscript 3.0 by Colin Moock*
- *Processing: A Programming Handbook for Visual Designers and Artists by Casey Reas and Ben Fry*
- *Experience Design by Nathan Shedroff*
- *Understanding Comics: The Invisible Art by Scott McCloud*
- *MTIV: Process, Inspiration and Practice for the New Media Designer by Hillman Curtis*
- *Hillman Curtis on Creating Short Films for the Web by Hillman Curtis*
- *Cyber_Reader: Critical writings for the digital era Edited by Neil Spiller*
- *Information Arts by Steven Wilson*
- *Photoshop for Windows and Macintosh: Visual Quickstart Guide by Weinmann and Lourekas*
- *Dreamweaver: Hands-On-Training by Garrick Chow*

The instructor can suggest other books and reference material.

CLASS MATERIALS

- USB Flash Memory Drive/Key
- A sketchbook or notebook

GRADING AND EVALUATION

Your final grade is based on your performance on exercises, projects, explorations (blog postings and presentation) and class participation.

Total Possible Points = 1,000

Exercises: 200 points (20%)

Project 1: 200 points (20%)

Project 2: 200 points (20%)

Final Project: 200 points (20%)

Explorations & The Blog: 100 points (10%)

Class Participation and Attendance: 100 points (10%)

EXERCISES

In-class exercises will be assigned to support course lectures and demonstrations, and you should be able to complete these exercises during in-class lab time.

PROJECTS

You will conceive, design, and produce (using Flash) two mini-projects and one robust interactive multimedia final project that will require substantive production time. Each project must include imagery, animation, sound, and interactivity; you are encouraged to use text, video, and/or other media elements as appropriate to your concept.

For the final project, you will conceive and design a new interactive multimedia project around a new theme/idea of your choice or extend one of the first two projects to create a robust and refined final project. A list of possible projects and specific project requirements will be presented.

Percentage	Points	Grade
90 – 100%	900 – 1000	A
80 – 89%	800 – 899	B
70 – 79%	700 – 799	C
60 – 69%	600 – 699	D
00 – 59%	0 – 599	F

Grading Guidelines

A – Outstanding achievement; available only for the highest accomplishment.

B – Praiseworthy performance; definitely above average.

C – Average; awarded for satisfactory performance; the most common undergraduate grade.

D – Minimally passing; less than average achievement for undergraduate students.

F – Failing.

An incomplete grade will only be granted for extenuating circumstances.

Lab Hours

Computer lab hours are available to students in the Library and Information Hub. The library is generally open:
Mon – Thurs, from 8 a.m. – 9:30 p.m.
Friday from 8:00 a.m. – 3:00 p.m.
Saturday from 10:00 a.m. – 5:00 p.m.

Attendance and Participation

Attendance and participation in class will be considered as part of your course grade. Students are expected to attend and be on time to every class. If you decide to withdraw from the course, you must file the appropriate paperwork or risk receiving an "F" in the class.

Due Dates

All work is expected to be completed by the due dates. Unless otherwise specified, work is due at the beginning of the class period. Late work may be lowered by one letter grade for each class meeting that it is late.

Prerequisites/Advisories

None. MAT 120, 125, 135 and considerable computer and desktop experience (and/or CIS 100 and 102) are recommended.

Classroom Rules

All students are expected to follow the rules of the computer lab. No food or drinks are allowed in the classroom. Cell phones, iPods, and electronic devices should be turned off while in the classroom. No browsing the Internet, instant messaging, playing computer games, or writing e-mail during active classroom time.

Full project details, descriptions, and requirements will be available online at <http://karlcleveland.com/150>.

Project grades are based on the quality of your work in the following areas: content/concept, form, function, and technique.

For information on the specific grading considerations related to each of these areas, see <http://karlcleveland.com/150/grading.htm>.

EXPLORATIONS & THE BLOG

In this class you will survey, research, and explore compelling and cutting-edge examples of interactive media art and design, the studios and artists involved in the production of such work, and other issues related to the design of interactive multimedia products and/or experiences. A collaborative class blog will provide an opportunity to share and discuss your findings. Your research will focus on three of four possible areas of exploration:

- 1) *Studio/Artist Exploration*: An in-depth look into a design studio or individual multimedia artist and their work.
- 2) *Design Exploration*: An in-depth exploration of interactive media design and animation, reviewing design principles/techniques and how they operate and/or are put into action to create effective interactive multimedia products or experiences.
- 3) *New Media Exploration*: An exploration of issues and practices related to interactive media arts, such as technology use; creative, developmental and business processes; and critical/theoretical analysis.
- 4) *Resources Exploration*: An exploration of resources available online (such as tools, stock media assets, articles, instructional tutorials, and/or sites of inspiration) that are of value to the Flash designer or developer.

Your research will culminate in three blog postings to the class blog and one oral presentation/demonstration of your findings to the class.

Conduct

All students are expected to follow the administrative rules and standards of conduct detailed in the University catalog. In particular, plagiarism may result in a failing grade and other consequences. Students are expected to produce original work. A student may not use or copy by any means another's work (or portions of it) and represent it as his/her own. Quotations, photographs, or other artwork used by a student should be given appropriate credit or reference.

Disability Accommodations

Students with a disability may be entitled to appropriate accommodations and are encouraged to contact the Disabled Students Programs & Services (DSPS) office at 795-6658.

Administrative Dates

9/4 is the "Add" deadline. 9/4 is the "Drop" deadline (without a "W" recorded). 11/18 is the "Withdraw" deadline (with a "W" recorded).