SYLLABUS

SCHEDULE

ASSIGNMENTS

Department of Art + Architecture
University of San Francisco

Design Media Lab II
Current Course Number: VA 275–06 and 07
One laboratory class session per week,
2 hours 45 minutes per class
Prerequisite: Typography
XARTS Lab 006
VA 275–06 Friday 9:00–11:45 a.m.
VA 275–07 Friday 1:15–4:00 p.m.

Stacy Asher
Telephone: (415) 312–7810
Email: sjasher@usfca.edu
Office Hours:
by appointment.

Course Rationale

The course will serve as the sophomore-level preparatory lab for the newly expanded interdisciplinary Design curriculum. This curriculum will offer students a comprehensive design education by providing them fluency with Design Process, Design Research, Digital Literacy, Design Production, Design History, Design Theory/Critical Thinking, and Design Leadership. Design Media Lab II will serve as the second of three courses that concentrate on Digital Literacy, and will serve as a prerequisite for the Digital Literacy course.

The core skill set for Design Media Lab II will focus on web and interactive tools using Dreamweaver, CSS, and Flash. Students in Design Media Lab I focused on print based work using Photoshop, Illustrator, and InDesign. These programs should be continued to be used and incorporated into the curriculum in the context of creating work for the web. Students in Design Media Lab II should gain a strong understanding in how to create and publish files for the web, basic web coding in HTML and CSS, creating images for the web, using timelines and interactivity in Flash, and be able to create and maintain their own web portfolio on the XARTS server.

Course Description

This course will build upon Design Media Lab I to introduce students to advanced use of the computer as a tool for design process and production. Course work will focus on guided demonstrations and independent project work, with an emphasis on advancing students' basic technical and conceptual fluency with digital media. To successfully complete this course, students will be expected to demonstrate mastery of web-based publishing, basic video production and advanced understanding of the Adobe applications that design-ers use to create animations, games and inter activity (*Flash CS4, Acrobat*), video manipulation and processing (*Final Cut Pro, DVD Studio Pro*), web-based animation and image manipulation (*InDesign CS4*, *Photoshop CS4, Illustrator CS4* and *Fireworks CS4*), and advanced Internet-based projects (*Dreamweaver CS4*).

This class will challenge students to question and revise their expectations about how new media imagery functions and how meanings are communicated. Technical issues, problem solving strategies and production techniques will be explored through rigorous study with a variety of tools and media.

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A central goal for this class is to question choices in digital media and its appropriateness and integrity to different perspectives of content. Students are encouraged to move among various modes of form and content utilizing research and experimentation. Principles of time-based media [sound and time as design elements] are introduced as an interpretation of the students understanding of design methodologies and established 2D design skills.

Learning Outcomes

1. Demonstrate mastery of *Dreamweaver CS4* through successful completion of individual project exercises, longer term project work, and successful publishing of an independent web site.

2. Demonstrate functional fluency with the *Acrobat, Photoshop CS4, Illustrator CS4* and *Fireworks CS4* applications –with an emphasis on advanced image manipulation, web-based file formats, advanced gif animation and production, and basic interaction –through successful completion of individual project exercises, longer term project work, and successful publishing of an independent web site.

3. Demonstrate functional fluency with the *Flash CS4* application, with an emphasis on animation practice and methodology, animation file formats, animation production and basic interaction, through successful completion of individual project exercises, longer term project work, and successful publishing of an independent web site.

4. Exemplify advanced practice with all of the aforementioned, combining the use of all skills learned to translate complex artwork and data into a final, independent project.

Readings

Because this is a laboratory course, thre are no required readings for this course.

Grading

In each course within the expanded Design Program, an average amount of work, participation and progress at the level expected of a college student will earn a "C" grade. "A" and "B" grades will be awarded to those students whose effort or improvement reaches levels above average. Semester grades will incorporate a variety of factors, notably technical development, engagement with design process, quality of presentation, attendance, effort and level of interest, and participation in class.

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There will be 12 assignments during the semester. Each assignment is worth 20 points and require that students devote class time to accomplishing the objectives. Assignments will be graded on the basis of technical ability as described in the assignment description as well as effective use of laboratory time. Students will also create and maintain their own web portfolio on the XARTS server. The site itself will be evaluated and is worth 60 points. [total for class is 300 points] In order to complete the assignments in a timely manner, students are required to arrive on time and to work productively with a positive attitude until *the end of the scheduled lab time.*

Each assignment will be turned in for grading following the review. Comprehensive digital files for each assignment in its final form, with all linked image files, must be submitted on CD or DVD on May 07, the final day of class. Any assignment that receives a grade below "D" must be reworked. No student will be able to pass the course with an "F" grade for any project, and no student will be able to achieve prerequisite status with a "D" or an "F" grade for the course.

Attendance

Each student will be allowed one absence. Two absences will lower a student's grade by one entire grade level and three absences will result in an unconditional failing grade for the course. Students will be counted as late if they appear in class more than ten minutes after class has begun; two such late arrivals will equal one absence. Students arriving more than ten minutes late for any assign-ment review or tutorial will be asked to leave their work and will be given an absence for that day.

Academic Integrity

Students will observe and respect the university's policy regarding plagiarism as noted in the College's Academic Honesty Policy. As this policy stipulates, all writing submitted for this course, whether in draft or final form, must not represent the words or ideas of another person without reference or citation. All writing assignments for this course, including research and project text must be submitted to the Turnitin web site as requested by the professor. Any student who violates plagiarism standards or any other Academic Integrity Standards can expect to receive a failing grade for the project and the course.

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Classroom Standards

Students should plan to spend the entire class time working on assignments or research for this class only.

Any student found working on project work for another course, or concentrating on personal, extracurricular interests, including Internet use, will be asked to leave class and will be given an absence for the period.

Text and e-mail messaging will not be allowed during class time.

Students should not spend class time using the library or any other research facility on campus without the professor's consent.

Resources

Every application explored in this course has a user-friendly "help" window. The manuals for all of the applications we will cover are available through the XARTS server space. In addition, there are countless web sites with useful information that will help you with learning the media design software.* The USF library has many resources that are available through their Safari Books Online System. Most of the software manuals are instantly available at your desktop and are an invaluable resource.

Recommended Publications

PeachPit Press Visual Quick Start Guides:
Dreamweaver CS4 by Tom Negrino, Dori Smith
Flash CS4 Professional by Katherine Ulrich
Developing with Web Standards by John Allsopp
The Non-Designers Web Book by Robin Williams and John Tollett

Robert Bringhurst
The Elements of Typographic Style for the Web
http://www.webtypography.net/

*applicable web link resources will be provided with each assignment

Supply List

storyboard templates
drawing tools, pens, pencils, markers
scissors, tape and Xacto
external storage device [4GB minimum]
DVDs
digital camera

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Student Commitment

Course Structure + General Policies

Having read the Course Structure + General Policies statement, you are now aware of the importance of responsible attendance, class preparation, etc. Please complete the information on the following page and sign, acknowledging that you fully understand what you have read.

Signature _____

Date   _____ 2010

Name_____

Tel _____

email_____

What do you expect to achieve from this course?

What are your design strengths? Please list applications you are knowledgeable in, ie. InDesign, Dreamweaver, Flash, etc.

What are your personal strengths? [outside of the field of art/design]

SCHEDULE +

ASSIGNMENTS

Week 01
Friday, January 29

Introduction to course structure, syllabus, schedule, systems and lab policies.

Basic Computing Skills for Mac OS

Review file set up on XARTS computers
File management (folders, saving, naming, backing up)
File formats (psd, ai, indd, pdf, jpg, tiff, gif, eps)
Resolution sizes for web vs. print
Vectors vs. pixels (how and when you would use each)
RGB vs. CMYK
How resolution sizes for web vs. print differ and why.
Reading and interpreting menus in the Adobe Creative Suite
How to find answers to things you don't know how to do
(help menu & online resources)
What can you build with the tools learned in this lab?

Review the following sites
http://www.brandonballog.com/rollzine/index.html
http://creativegrowth.org
http://www.sagmeister.com
http://www.appetiteengineers.com/
http://madxs.com/projects/fuelicide/index.html
http:/agentsdelfuturo.com
http://co.native-instruments.com
http://nicotraut.com

Assignment 01 Basic Computing Skills for Mac OS Part 01
Consider what do you would like to build with the design media skills you will
be learning. Assignments completed in this lab will provide you with the skills
to build a SIMPLE web site.

The assignments in this class will guide you to create and maintain your own
web portfolio on the XARTS server.

In 3-5 paragraphs, describe why the site you want to build is needed. Discuss
what you want it to do and how you want it to "look." How do you imagine the
site to be?

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Assignment 01 Part 02
List elements you want to include [previous projects from other classes, photographs, links, video, animations.]

Define the following and explain why the particular formats are used:
File formats (psd, ai, indd, pdf, jpg, tiff, gif, eps)

Consider this as you prepare your files for your site. Answer the following:
What is the difference between vectors vs. pixels? How and when you would use each? What is the difference between RBG vs. CMYK? How and when you would use each?

Assignment 01 Part 03
Prepare 3 - 5 sketches of layouts for your site.
Use the provided sketch templates.

These are to be rough or working files and will serve as a map or guide as you develop the contents of the site.

Assignment 01 Part 04
Begin to collect assets or visual elements for your site. Bring at least 5 files to work with for class next week.

All parts of Assignment 01 will turned in on 02/05 for evaluation. Make certain you have your name on each component you turn in.

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Sample Layout

Site Name
A tag line about the site

navigation 01   navigation 02   navigation 03   navigation 04

Description of your site:
this can serve as an simple description for
the project and will inform the viewer of what
your site is bout.

home   contact   navigation 01   navigation 02   navigation 03   navigation 04   copyright ®

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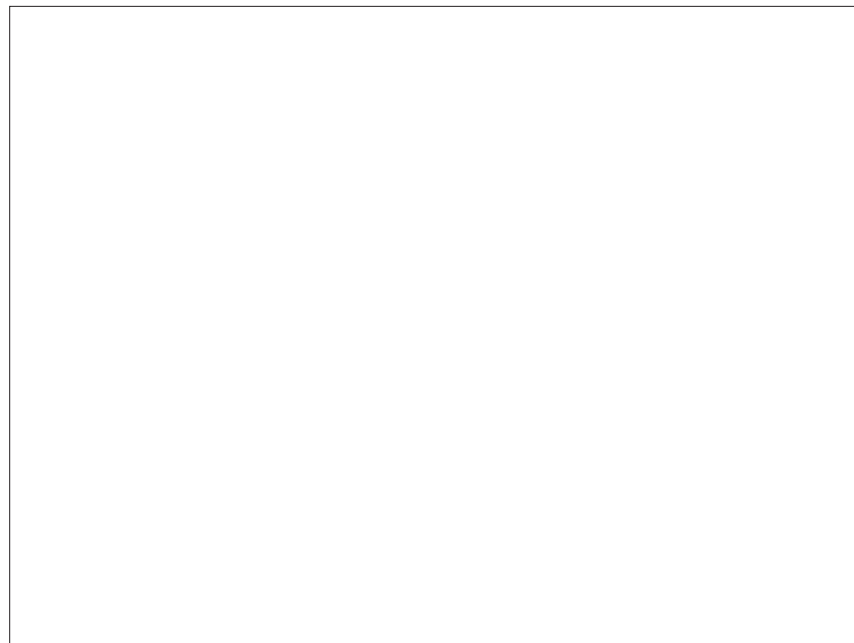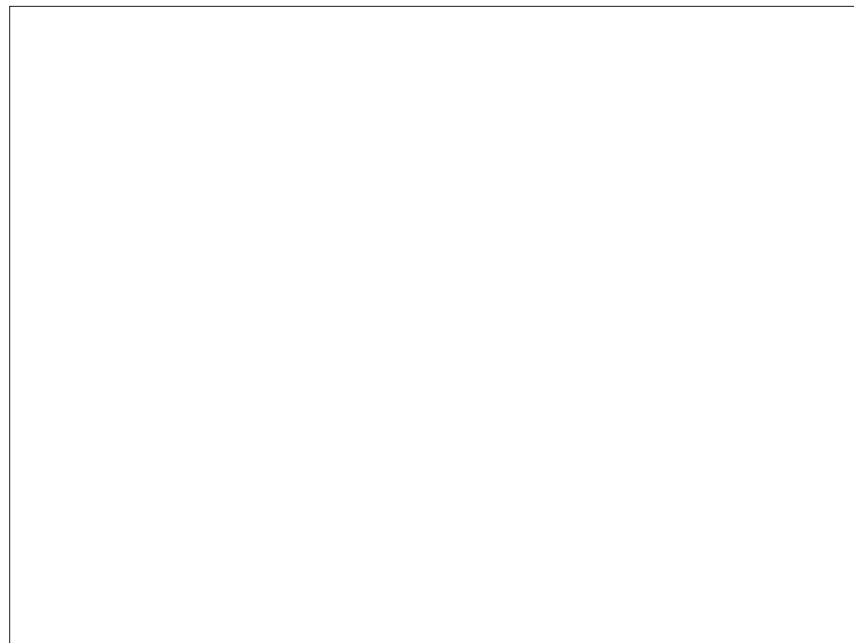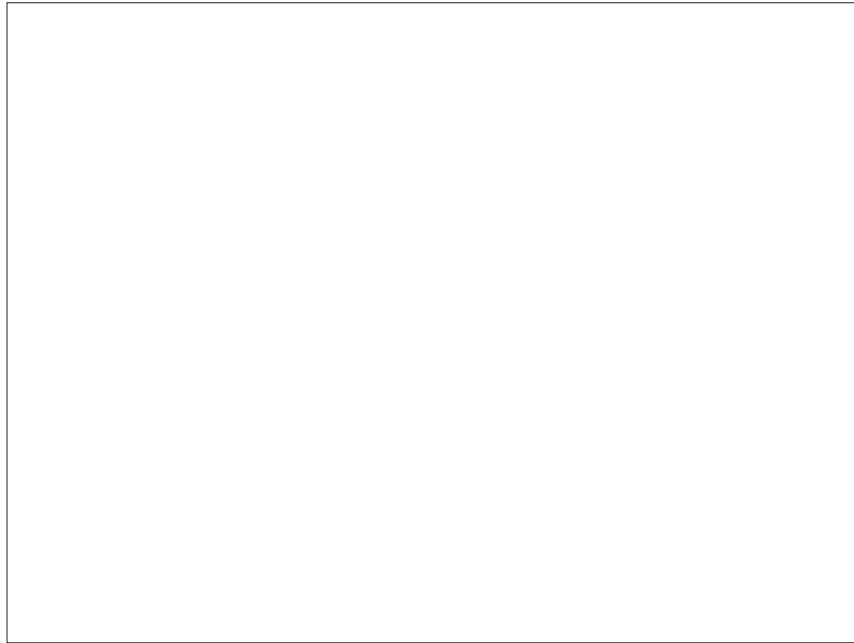
Week 02
Friday, February 05

Review **Assignment 01**
Basic Web Skills

File management for the web (local and remote copies, in real life
and on XARTS)
File formats (jpg, png, gif, html, css fla vs swf, fcp vs mov, etc)
Site maps/ web site planning tools
Uploading on the XARTS server / Uploading to other servers (Fetch, FTP)
Standard screen sizes for web work / Differences in Browsers
Index page / View Source / Favicon [http://www.favicongenerator.com/]
Proper image resolution/ size for web / Images with transparent backgrounds (gif)
HTML, XHTML and XML, PHP

Resources

http://xarts.usfca.edu/~rbegenhoefer/DreamweaverUpload.pdf

Supplemental Tutorials

http://help.adobe.com/en_US/Photoshop/11.0/WSfd1234e1c4b69f30ea53e41001
031ab64-7713a.html

Assignment 02 Basic Web Skills Part 01
Set up folders for your Design Media II projects. Include folders for images,
documents, pdfs, or other assets. Capture the screen from the file finder to
illustrate your file management method and place in my drop box. Transfer your
files folders [organizational system] to the XARTS server using Fetch, FTP

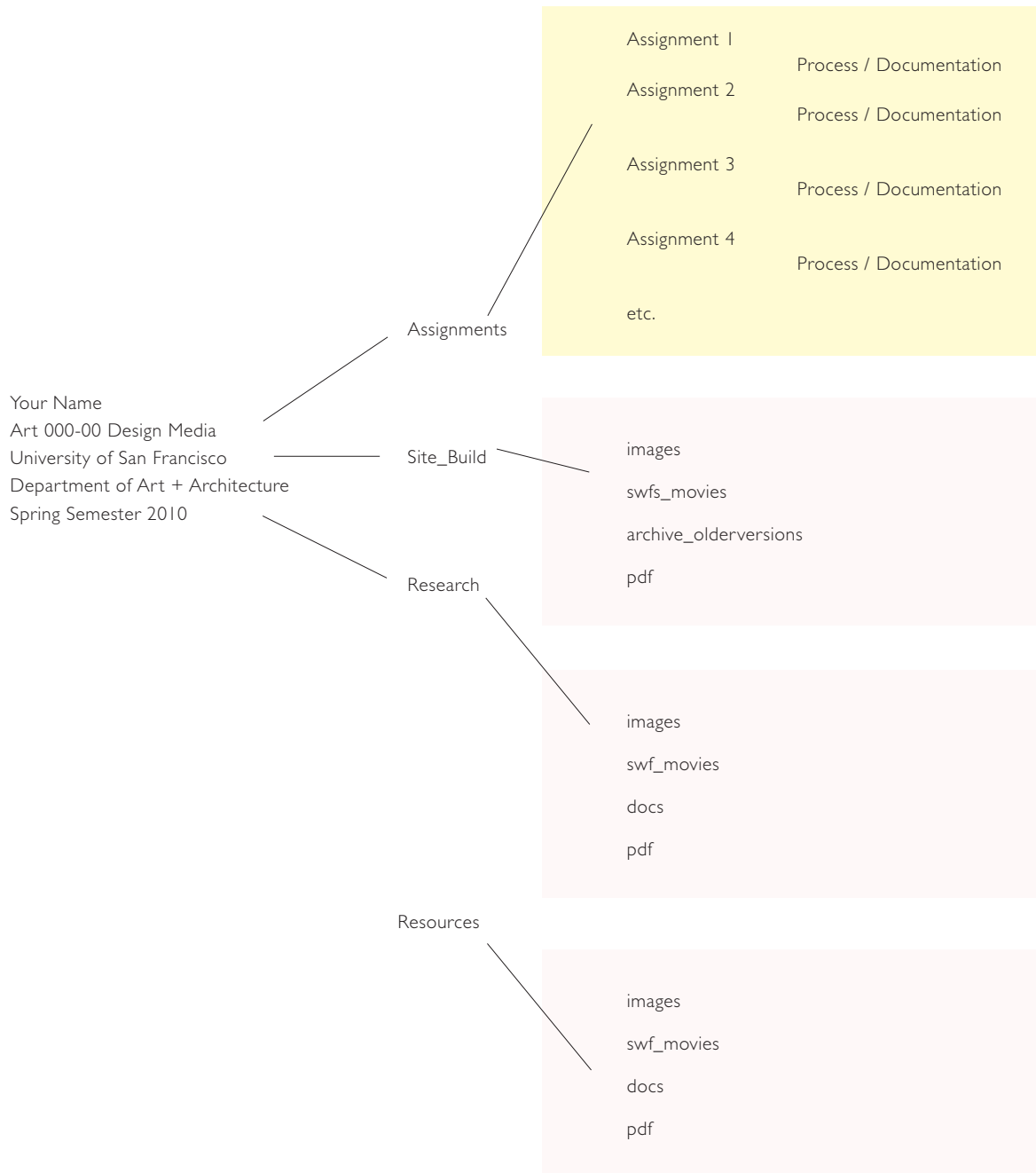**Assignment 02 Basic Web Skills** Part 02
Find the same 2 web sites in Safari, Firefox. and IE Compare and contrast the
typography and over all design of the sites. Write two paragraphs describing
the differences and similarities. Review more web sites and determine what
are some standard web sizes used for the following: web pages, tables, headers,
footers. What do some of the elements [favicon, titles, tags, headers] look like?

Assignment 02 Site Map Part 03
Produce 3-5 complex sketches and or maps of layouts for your web site.
Include dimensions and indicate what the components are, ie. swf file, table,
buttons, scrolling window, etc. Map out what you need to build for the site.
Include: flash animation: animated header, interactivity with site elements, tables,
buttons: roll over, roll over with movie clips, footer

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Assignment 1

Process / Documentation

Assignment 2

Process / Documentation

Assignment 3

Process / Documentation

Assignment 4

Process / Documentation

etc.

Assignments

Your Name
Art 000-00 Design Media
University of San Francisco
Department of Art + Architecture
Spring Semester 2010

Site_Build

images

swfs_movies

archive_olderversions

pdf

Research

images

swf_movies

docs

pdf

Resources

images

swf_movies

docs

pdf

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Web Page Layout Size
The graphic safe area dimensions for printing layouts and for page layouts designed
to use the maximum width of 800 x 600 screens are shown below:

Graphic "safe area" dimensions for layouts designed to print well:
Maximum width = 560 pixels
Maximum height = 410 pixels (visible without scrolling)

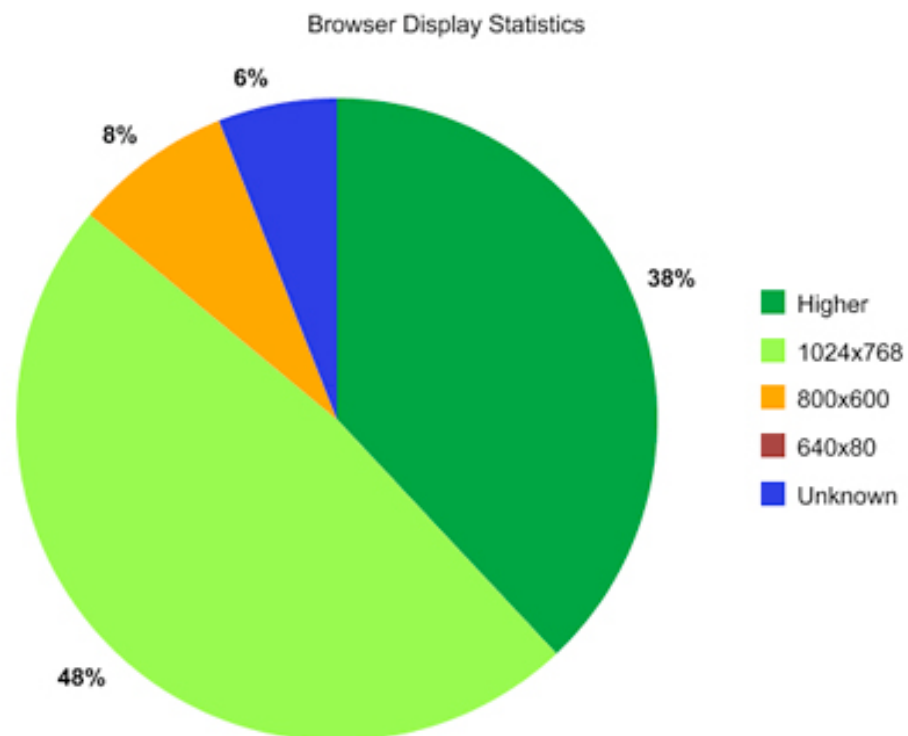Graphic "safe area" dimensions for layouts designed for 800 x 600 screens:
Maximum width = 760 pixels
Maximum height = 410 pixels (visible without scrolling)

http://webstyleguide.com/page/dimensions.html
http://www.dibbern.com/build-a-website/web-definition-page-length.htm

Browser Display Statistics

http://www.w3schools.com/browsers/browsers_display.asp

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Publication Design Web Site

Project 01

Assignment 1

Process / Documentation

Assignment 2

Process / Documentation

Assignment 3

Process / Documentation

Project 01

Your Name
Art 000-00 Publication Design
University of San Francisco
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Spring Semester 2010

Project 02

Project 02

Assignment 1

Process / Documentation

Assignment 2

Process / Documentation

Assignment 3

Process / Documentation

Project 03

Credits

Project 03

Assignment 1

Process / Documentation

Assignment 2

Process / Documentation

Blog

Facebook

Twitter

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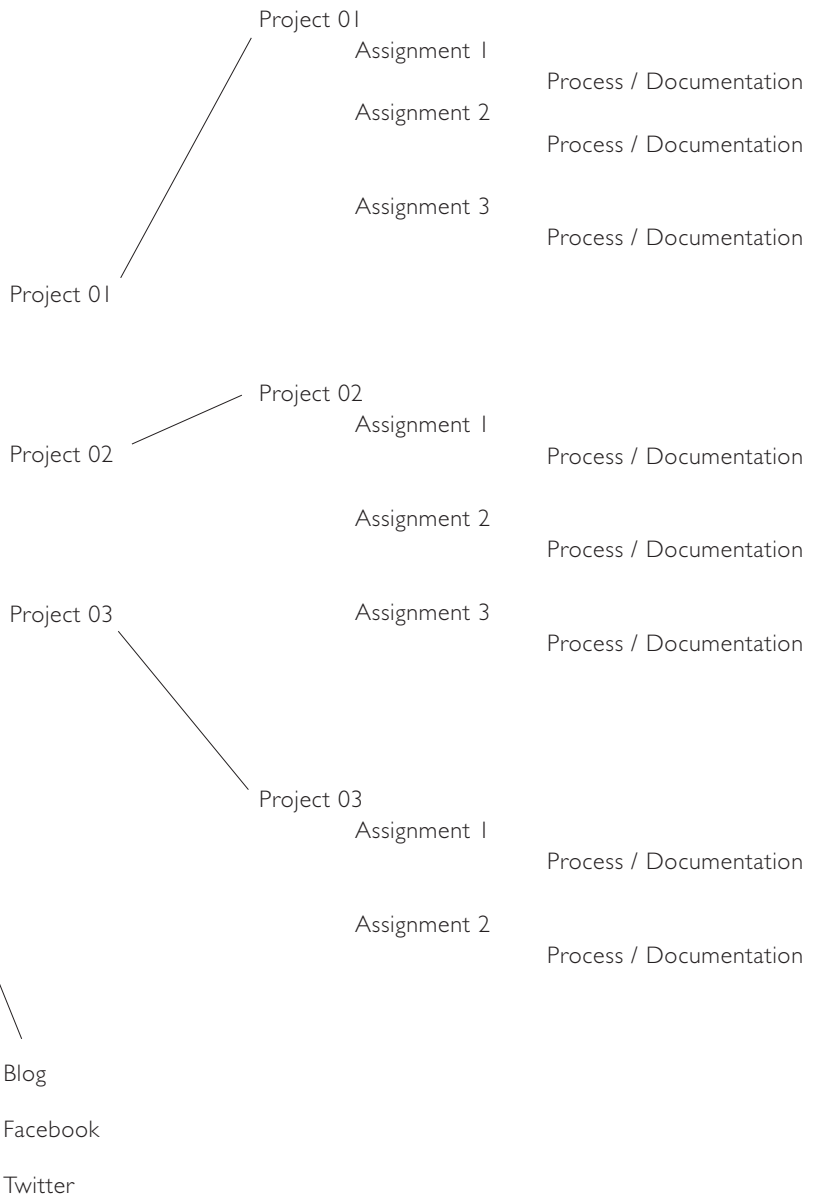
Week 03
Friday, February 12

Review **Assignment 02**
Basic HTML Skills

Create a simple site using TextEdit and raw coding
Tags, open and close tags. Include copy that is descriptive of your site.

Include the following:
<HTML>
<HEAD>
<BODY> (and variations of)
<TITLE>
<P>
<FONT> (and variations of)
<A HREF= " ">
<IMG SRC= " ">

 vs <P>

Supplemental Tutorials
http://www.w3schools.com/html/html_primary.asp
http://www.w3.org/MarkUp/Guide/
http://www.w3schools.com/html/html_intro.asp
http://www.w3schools.com/html/html_getstarted.asp

Assignment 03 Basic HTML Skills
After the in class demonstration, create a simple site using TextEdit
and raw coding.
Use 2-3 images/graphics from the collection of elements for your site.
Create a brief description of your site [1 paragraph]
Create captions or descriptive bodies of text for the photos.
Using FTP upload the pages to your XARTS server space.

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Week 04
Friday, February 19

Review **Assignment 03**
Dreamweaver Basic Skills

>Making a basic page (title, body, background color)
>How to make a link, mail link, image link, rollover link
>How to insert images and rollovers
>Tables/ div tags/ layout
>Changing background color and background pattern
>Text (size, color, style, web fonts)
>Defining a Site
>Using "Manage Sites" to manage files and upload files to the server
>Web Hosting Basics / Securing a domain

Resources

http://xarts.usfca.edu/~rbegenhoefer/DreamweaverUpload.pdf

Supplemental Tutorials

http://www.adobe.com/support/dreamweaver/manage/site_remote/site_re-mote03.html

http://www.adobe.com/support/dreamweaver/tutorial_index.html

http://tv.adobe.com/watch/learn-dreamweaver-cs4/defining-a-site/

http://tv.adobe.com/watch/learn-dreamweaver-cs4/getting-started-03-rapidly-building-layouts/

http://tv.adobe.com/watch/learn-dreamweaver-cs4/getting-started-04-adding-text-and-images/

http://tv.adobe.com/watch/learn-dreamweaver-cs4/getting-started-08-managing-and-uploading-sites/

http://www.w3schools.com/hosting/host_providers.asp

Assignment 04 Dreamweaver Basic Skills

After the in class demonstration, build a simple home page [typographic image only] that will serve as a place holder and will function to announce the development of your site or introduce what is to come.

For example: "Site Coming Soon", "Under Construction," Simple description of the site in progress. example: http://sonderbydesign.com/

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The following are table attributes you can change on the top row of the Properties Palette:

Rows: The total number of rows in the table

Cols: The total number of Columns in the table
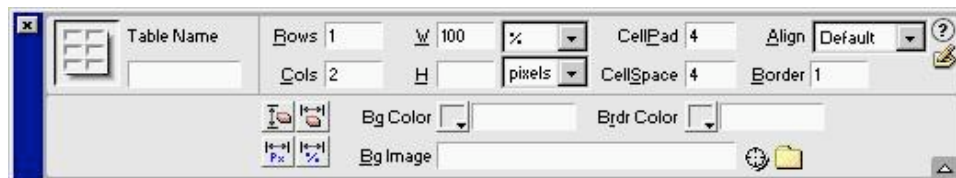
W: Table width, in pixels or %

H: Table height, in pixels or %

CellPad: Cell padding for the table. Cell padding is the space between each cell wall and the cells contents

CellSpace: Cell Spacing for the table. Cell Spacing is the space in pixels between each cell.

Align: The tables alignment relative to the page.

Border: The table border in pixels.

Week 05
Friday, February 26

Review **Assignment 04**
Dreamweaver Basic Skills [review]
Dreamweaver Layout + Navigation

      General Web Design Themes
      Creating a consistent look across an entire site
      Navigation (what you click on to go where)
      Menus (hierarchy in information)

Supplemental Tutorials

http://tv.adobe.com/watch/learn-dreamweaver-cs4/getting-started-05-styling-text/
http://tv.adobe.com/watch/learn-dreamweaver-cs4/styling-text-in-the-css-property-inspector/
http://tv.adobe.com/watch/learn-dreamweaver-cs4/getting-started-03-rapidly-building-layouts/

Assignment 05 Dreamweaver Layout + Navigation
After the in class demonstration, develop multiple pages (minimum of 3) and
navigation for your site.

Include the following:

      menus
      buttons for navigation
      consistent styles from page to page.
      header
      footer
      favicon
      tables
      div tags

Week 06

Friday, March 05

Review **Assignment 05**

Photoshop/ Fireworks: Imaging for the Web Skills
>How to set up a document (size and resolution for the web)
>Vectors vs. Pixels
>JPG, GIF, PNG files types (differences between them and what to use when)
>Creating GIF animations in Photoshop

Supplemental Tutorials
http://www.adobe.com/devnet/fireworks/?view=gettingstarted
http://www.adobe.com/devnet/fireworks/articles/fwcs4_howto.html

Supplemental Reading
Designing for mobile devices using Fireworks CS4
http://www.adobe.com/devnet/fireworks/articles/design_mobile_devices.html
http://www.adobe.com/devnet/fireworks/articles/atv_fwcs4_css-export_demos.html

Assignment 05 Photoshop/ Fireworks: Imaging for the Web Skills Part 01
After the in class demonstration, prepare images for use in your site:
png's with 150 dpi, 640 X 480
gif's with 250 dpi, 900 X ?, 1 animated gif from the 5 gif's
transparent gif for animation [requires clipping path]
jpg's with 72 dpi, 1024 X 768 [to be used as background images]
jpg's with 300 dpi, 640 X 480 [for swf's and slideshows]

Assignment 05 Photoshop/ Fireworks: Imaging for the Web Skills Part 02
Include a minimum of 5 images, one animated gif, transparent gif and jpg's in your
page layouts. Consider which format is best for typographic images,
photographic image, vector graphics or animation.

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Week 07
Friday, March 12

Review **Assignment 05**
Dreamweaver CSS Skills
> Basic CSS for font styles on a page
> Attaching a separate CSS style sheet to an entire site
> Basic CSS for layouts
> Creating a CSS template
> Editing existing CSS templates to apply font styles

Resources
http://www.tagindex.net/
http://www.w3schools.com/CSS/CSS_reference.asp

Supplemental Tutorials
http://www.csstutorial.net/
http://www.w3.org/Style/Examples/011/firstcss
http://www.w3.org/Style/CSS/learning
http://www.w3.org/Style/styling-XML
http://www.adobe.com/devnet/dreamweaver/articles/bk_getting_start-ed_css.html#whycss
http://www.adobe.com/devnet/dreamweaver/articles/bk_getting_start-ed_css.html

Suggested Reading
http://www.nytimes.com/2010/01/11/arts/11iht-design11.html?emc=eta1

Assignment 06 Dreamweaver CSS Skills
After the in class demonstration, consider how you would like to develop various typographic styles with CSS for your site.

Develop CSS for the layout of the pages of your site. Consider consistency of pages and navigation.

SPRING BREAK
Friday, March 19

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EM TYPOGRAPHY AND WEB DESIGN

http://jontangerine.com/log/2007/09/the-incredible-em-and-elastic-layouts-with-css
http://typophile.com/node/27742

Typography and Web Design   THE EM?
A. "An em is a unit of measurement in the field of typography. The unit is
defined in the terms of a specific typeface, and thus varies in length."

B. "The em is a sliding measure. One em is a distance equal to the type size. In
6 point type, an em is 6 points; in 12 point type an em is 12 points and in 60
point type an em is 60 points." well okay(Bringhurst), but that's both "The em,
one em, & an em" in one definition.

C. "An em is the width of the cap height." Ellen Lupton

RELATED LINKS / TUTORIAL RESOURCES
Mechanics
http://www.alistapart.com/articles/quickcssmockupswithphotoshop
http://csscreator.com/version1/index.php
http://csscreator.com/tools
http://css.maxdesign.com.au/index.htm

Theory & Practice
http://www.alistapart.com/topics/userscience/usability/http://www.alistapart.com/
topics/design/typography/
http://www.alistapart.com/topics/design/graphicdesign/
http://www.alistapart.com/topics/design/layout/
http://www.alistapart.com/topics/design
http://www.alistapart.com/topics/culture
http://www.alistapart.com/topics/process
http://www.alistapart.com/topics/userscience/accessibility/

Info Design
http://www.dynamicdiagrams.com/index.php
http://www.mcquilleninteractive.com/

Some articles, for quick review -or slower when you have time:
http://www.alistapart.com/articles/understandingwebdesign
http://www.alistapart.com/articles/designingforflow
http://www.alistapart.com/articles/learntowrite
http://www.alistapart.com/articles/narrative
http://www.alistapart.com/articles/curse
http://www.alistapart.com/articles/smil

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Week 08
Friday, March 26

Review **Assignment 07**
Dreamweaver CSS Skills [review]
> Basic CSS for font styles on a page
> Attaching a separate CSS style sheet to an entire site
> Basic CSS for layouts
> Creating a CSS template
> Editing existing CSS templates to apply font styles

Dreamweaver Media Skills
> Publishing a .swf File
> How to make a swf. without Flash
> How to insert a Flash movie
> Scripts and the Scripts folder
> Inserting QuickTime movies
> Making it play / transport bar options
> File management review

Supplemental Tutorials
http://help.adobe.com/en_US/Dreamweaver/10.0_Using/WSc78c5058ca
073340dcda9110b1f693f21-7c91a.html
http://www.youtube.com/watch?v=vSJT7Wf6A04

Assignment 08 Dreamweaver Media Skills
After the in class demonstration, develop a Quick Time movie or simple
.swf from Photoshop, QuickTime and InDesign and place it into your
site.

Create an animated .swf for a header for your site. Consider the cell
size, padding, borders, background color.

Create a table for another quicktime or .swf to exist and consider how
the asset functions in your site.

EASTER RECESS
Friday, April 02

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Week 09
Friday, April 09

Review **Assignment 08**
Dreamweaver CSS Skills [review]
Dreamweaver Media Skills [review]
Flash Skills
      Stage, Library, Timeline, Properties, Actions, Toolbar
      Importing images from Photoshop, Illustrator, etc
      Animated
      Drawing with Flash
      Adding Sound

Resources
http://www.adobe.com/support/flash/

Free Sounds
http://findsounds.com/
http://www.a1freesoundeffects.com/noflash.htm
http://www.soundsnap.com/

Supplemental Tutorials
http://www.adobe.com/devnet/flash/articles/flash_cs4_createfla.html
http://tv.adobe.com/show/learn-flash-professional-cs4/
http://www.adobe.com/devnet/flash/learning_guide/animation/part02.html

Assignment 09 Flash Skills I
After the in class demonstration, develop a simple Flash animation for the
header of your site.

Determine the cell size the animation will be placed in. Consider how it will
function and how it will play. Will it be a looping animation or play once and
stop? How does sound affect its meaning?

Include the following components: typography, 3 - 5 images, elements drawn
with Flash. This may be abstract or nonobjective. Keep it simple.

Export the document as a .swf file and integrate it in your site.

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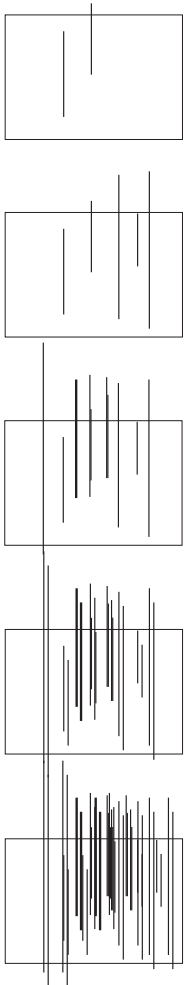
Week 10
Friday, April 16

Review Assignment 09
Flash Skills
> Basic timeline animation
> What is a narrative?
> Basics of storyboarding
> Shape tween vs. motion tween
> Motion Paths
> Movie Clips vs. Graphic vs. Buttons
> Nesting movie clips
> Type in Motion

Supplemental Tutorials
http://tv.adobe.com/show/learn-flash-professional-cs4/
http://www.adobe.com/devnet/flash/articles/animation_intro.html
http://www.adobe.com/devnet/flash/learning_guide/animation/part05.html
http://www.adobe.com/devnet/flash/learning_guide/animation/part07.html
http://www.adobe.com/devnet/flash/articles/creating_animation_as3.html
http://tv.adobe.com/watch/learn-flash-professional-cs4/getting-started-11-under-standing-tweens/
http://tv.adobe.com/watch/learn-flash-professional-cs4/creating-motion-tweens-part-1/

Assignment 10 Flash Skills II Part 01
A storyboard will help you to plan your animations and organize your assets for production. Produce several [minimum 3] studies on the storyboards provided. Present your storyboards for approval before you begin to build it in Flash.

Assignment 10 Flash Skills II Part 02
After the in class demonstration, develop a simple animation for your site.

The animation must be in narrative form and include a beginning, middle or end. Examples: animate a logo, title graphics, or some other use of flash to engage the viewer.

Week 11

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Friday, April 23

Review Assignment 10
Flash Skills
        Button controls
        Adding sounds to animations and buttons
        Using multiple swf movies in 1 flash movie
        Basic action scripting
        Creating simple presentations / navigational slideshows
        Creating action script / roll over buttons

Resources
http://www.flashkit.com/
http://www.actionscript.org/

Supplemental Tutorials
http://tv.adobe.com/show/learn-flash-professional-cs4/
http://tv.adobe.com/watch/learn-flash-professional-cs4/getting-started-07-under-standing-symbols/
http://tv.adobe.com/watch/learn-flash-professional-cs4/getting-started-09-work-ing-with-sound/
http://tv.adobe.com/watch/learn-flash-professional-cs4/getting-started-19-creat-ing-a-flash-web-movie/
http://tv.adobe.com/watch/learn-flash-professional-cs4/getting-started-17-action-script-30/

Assignment 11 Flash Skills III
After the in class demonstration, build a SIMPLE interactive document to display [graphics] images and movies on your site.

Suggestion: Develop a simple Flash presentation to display images or elements for your site. Examples: An interactive slideshow or portfolio, a game or tool to showcase a series of graphic elements. Include the following components: shape and motion tweens, sounds and buttons. Include roll overs with movie clips and nesting movie clips within your animation to engage the viewer.

Week 12

Friday, April 30

Review **Assignment 11**
Dreamweaver CSS Skills [review]
Dreamweaver Media Skills[review]
Flash Skills [review]
Exporting for the web
Putting SWF into a web page, uploading it, and having it work on the server.
Testing site in various browsers
Trouble Shooting

Assignment 12 Publishing Your Site
Continue to work on your site for presentation on May 07. Review terminology and methodologies for the final presentation.

Week 13
Friday, May 07

Review **Assignment 12**
Dreamweaver CSS Skills [review]
Dreamweaver Media Skills [review]
Flash Skills [review]
Final Review

Assignment 01
Basic Computing Skills for Mac OS   [20 points]

punctuality & time commitment   0 1 2 3 4 5

effective concentrated effort   0 1 2 3 4 5

technical proficiency   0 1 2 3 4 5

level of interest and attitude   0 1 2 3 4 5

total   _____

Assignment 02
Basic Web Skills   [20 points]

punctuality & time commitment   0 1 2 3 4 5

effective concentrated effort   0 1 2 3 4 5

technical proficiency   0 1 2 3 4 5

level of interest and attitude   0 1 2 3 4 5

total   _____

Assignment 03
Basic HTML Skills   [20 points]

punctuality & time commitment   0 1 2 3 4 5

effective concentrated effort   0 1 2 3 4 5

technical proficiency   0 1 2 3 4 5

level of interest and attitude   0 1 2 3 4 5

total   _____

Assignment 04
Dreamweaver Basic Skills   [20 points]

punctuality & time commitment   0 1 2 3 4 5

effective concentrated effort   0 1 2 3 4 5

technical proficiency   0 1 2 3 4 5

level of interest and attitude   0 1 2 3 4 5

total   _____

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Assignment 05
Fireworks / Photoshop: Imaging for Web [20 points]

punctuality & time commitment   0 1 2 3 4 5

effective concentrated effort   0 1 2 3 4 5

technical proficiency   0 1 2 3 4 5

level of interest and attitude   0 1 2 3 4 5

total   _____

Assignment 06
Dreamweaver Layout + Navigation   [20 points]

punctuality & time commitment   0 1 2 3 4 5

effective concentrated effort   0 1 2 3 4 5

technical proficiency   0 1 2 3 4 5

level of interest and attitude   0 1 2 3 4 5

total   _____

Assignment 07
Dreamweaver CSS Skills   [20 points]

punctuality & time commitment   0 1 2 3 4 5

effective concentrated effort   0 1 2 3 4 5

technical proficiency   0 1 2 3 4 5

level of interest and attitude   0 1 2 3 4 5

total   _____

Assignment 08
Dreamweaver Media Skills   [20 points]

punctuality & time commitment   0 1 2 3 4 5

effective concentrated effort   0 1 2 3 4 5

technical proficiency   0 1 2 3 4 5

level of interest and attitude   0 1 2 3 4 5

total   _____

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Assignment 09
Flash Skills I   [20 points]

punctuality & time commitment   0 1 2 3 4 5

effective concentrated effort   0 1 2 3 4 5

technical proficiency   0 1 2 3 4 5

level of interest and attitude   0 1 2 3 4 5

                                    total   _____

Assignment 10
Flash Skills II   [20 points]

punctuality & time commitment   0 1 2 3 4 5

effective concentrated effort   0 1 2 3 4 5

technical proficiency   0 1 2 3 4 5

level of interest and attitude   0 1 2 3 4 5

                                    total   _____

Assignment 11
Flash Skills III   [20 points]

punctuality & time commitment   0 1 2 3 4 5

effective concentrated effort   0 1 2 3 4 5

technical proficiency   0 1 2 3 4 5

level of interest and attitude   0 1 2 3 4 5

                                    total   _____

Assignment 12
Publishing Final Site   [20 points]

punctuality & time commitment   0 1 2 3 4 5

effective concentrated effort   0 1 2 3 4 5

technical proficiency   0 1 2 3 4 5

level of interest and attitude   0 1 2 3 4 5

                                    total   _____

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Grading Structure

Assigments   total   _____/ 240

General Attitude
and Time Management   _____/ 60

Final Grade

                                           _____ / 300

Letter Grade   _____

Comments

Department of Art + Architecture
University of San Francisco

Stacy Asher
Telephone: (415) 312–7810
Email: sjasher@usfca.edu
Office Hours:
by appointment.