

DESIGN MEDIA LAB II

Spring 2009

SYLLABUS

SCHEDULE

ASSIGNMENTS

Design Media Lab II

Current Course Number: VA 390–05 and 06

Proposed Course Number: VA 275–06 and 07

One laboratory class session per week,

2 hours 45 minutes per class

Prerequisite: Typography

XARTS Lab 006

Fridays 9:00–11:45 a.m. and 1:15–4:00 p.m.

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Office Hours:

Tuesday / Thursday 12:00–2:00 p.m.,

by appointment.



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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.

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 designers use to create animations, games and inter activity (*Flash CS3, Acrobat*), video manipulation and processing (*Final Cut Pro, DVD Studio Pro*), web-based animation and image manipulation (*InDesign CS3, Photoshop CS3, Illustrator CS3 and Fireworks CS3*), and advanced Internet-based projects (*Dreamweaver CS3*).

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.

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.



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Learning Outcomes

1. Demonstrate mastery of *Dreamweaver CS3* 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 CS3*, *Illustrator CS3* and *Fireworks CS3* 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 *Final Cut Pro*, *After Effects CS3*, *DVD Studio Pro* applications –with an emphasis on data importing and exporting, file formats, basic editing, sound collage, and DVD authoring – through successful completion of individual project exercises and longer term project work.
4. Demonstrate functional fluency with the *Flash CS3* 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.
5. 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, there 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 10 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 introduction and description as well as effective use of laboratory time. This requires students 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 final review, and assignments cannot be returned until grading is completed. One high-resolution digital file of each assignment in its final form, with all linked image files, must be submitted to the professor on CD or DVD at end of the semester. 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 assignment 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.



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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.

*Flash CS3
Visual Quick Start Guide
Peachpit Press*

*Dreamweaver CS3
Visual Quick Start Guide
Peachpit Press*

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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SCHEDULE

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Week 01

Friday, January 30

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

Assignment 01

What is Video? What is Animation? What is a slide show? / Time and Sound as Elements of Design / Still-Frame Sequencing / Maintaining Consistent Point of View / What is Narrative? / Linear vs. Non-Linear / Creating Seamless Transitions / Digital Recording / Audio for the Web / How to Enhance a Photographic Narrative with Audio / Principles of File Management

Applications

Adobe Acrobat, Photoshop CS3, Illustrator CS3, iPhoto, Garage Band, iMovie, Preview, QuickTime

Week 02

Friday, February 06

Getting Started with Design Media

Adding Audio Tracks / File Management for Motion Graphics / Craft: Audio and Video / *Adobe Acrobat: Advanced Editing Tools / Adding Video / Audio and Inter Activity / Compression Techniques for Easy File Uploading.*

Week 03

Friday, February 13

Assignment 02

Simple Stop Motion Animation Techniques

*iPhoto: Stop-Motion Animation / The Successive Frame / Exporting and Settings
Dreamweaver CS3: An Introduction / Designing a Simple Web Place Holder and Posting It To Your USF Server Space / Story Boarding*

Week 04

Friday, February 20

Assignment 03

*Flash CS3: Creating Animation / Symbols / Motion Tween / Working with Audio / .swf vs. .mov / File Management / Building an Image Library / Story Boarding
Fireworks CS3: File Compression for Optimal Web Viewing
Dreamweaver CS3: Adding Animation and Links to your web site.*



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SCHEDULE

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Week 05

Friday, February 27

Assignment 04

Flash CS3: Creating Simple Animations / Action Script: Inter Activity with Buttons /
Creating Simple Web Sites with Seamless Navigation

Fireworks CS3: File Compression and Image Manipulation for Optimal Web Viewing

Dreamweaver CS3: Design and Web Navigation Fundamentals

Week 06

Friday, March 06

Assignment 05

Flash CS3: More about Animations / Navigation and Interactivity / Roll-Overs with Movie
and Audio Clips / Creating a Map-Based Interface

Fireworks CS3: File Compression for Optimal Web Viewing

Week 07

Friday, March 13

Assignment 05

Dreamweaver CS3: Design and Web Navigation Fundamentals: Creating A Simple Web
Site With Seamless Navigation / Posting a .swf

Week 08

Friday, March 20

Assignment 06

Dreamweaver CS3: Continue Designing a Simple Site /

Introduction to CSS based design / More Interactivity

Flash CS3: More Action Scripting / Creating a Slide Show / File Management

SPRING BREAK

Friday, March 27

Week 09

Friday, April 03

Assignment 07

Final Cut Pro: Basics of Video Editing / Working with Audio / Transitions /
Video Compression Techniques

Dreamweaver CS3: Adding Content To Your Site

EASTER RECESS

Friday, April 10



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SCHEDULE

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Week 10

Friday, April 17

Assignment 07

Final Cut Pro: Making Image Adjustments / Filters and Effects / More Video Compression Techniques / Creating Title Graphics and Sub-Titles / Type in Motion

Build a short video narrative [30 sec.] using the basic techniques of video editing discussed in class. Compress video for web streaming AND high resolution for DVD presentation.

Dreamweaver CS3: Adding Content To Your Site

Week 11

Friday, April 24

Assignment 08

Adobe After Effects CS3: More Type and Motion / Working with Placing Layers in *Photoshop*, *Illustrator* and *InDesign* on a Time Line / Adding Sound / Creating Masks / Creating Title Graphics and Sub-Titles

Dreamweaver CS3: Adding Content To Your Site

Week 12

Friday, May 01

Assignment 09

DVD Studio Pro: Basics of DVD Authoring / How To Build A Simple Interactive DVD Menu Encoding, Formatting and Building DVDs / Creating Chapters

Dreamweaver CS3: Adding Content To Your Site / Linking / More Interactivity

Week 13

Friday, May 08

Assignment 10

Dreamweaver CS3: Adding Content To Your Site / Linking / More Interactivity

Making It Run. Review Production Techniques.

How to Troubleshoot: Resources and Support Systems.



DESIGN MEDIA LAB II ASSIGNMENTS

Spring 2009 week 01 / 02

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Week 01

Friday, January 30

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

Week 02

Friday, February 06

Assignment 01

The Web as a Storytelling Platform / Present and Future Delivery Mechanisms /
The Role of Photography in Contemporary Culture / Narrative and Social
Networking Environments

Applications

Adobe Acrobat, Photoshop CS3, iPhoto, Garage Band, iMovie, Preview, QuickTime

Study Topics

What is Video? / Still-Frame Sequencing / Maintaining Consistent Point of View /
What is Narrative? / Linear / Non-Linear / Creating Seamless Transitions /
Digital Recording / Audio for the Web / How to Enhance a Photographic Narrative
with Audio / Principles of File Management

Learning Outcomes

Demonstrate functional fluency with the *Adobe Acrobat, Photoshop CS3, iPhoto, iMovie, Garage Band* and *Fireworks CS3* 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.

Assignment 01: Part 01

Select an element of design [line, shape, value, color, texture, scale, etc.] as a subject for formal documentation. Produce a 5-second photo essay of one of the elements mentioned above. [Bring 20 - 50 images with you to class on 02/06]

Build a short video / audio movie. Compress your compositions using the formats discussed for web streaming. Publish them at various web environments [MySpace, Facebook, Blog, YouTube, etc.]

Assignment 01

Work Flow / Order of Events

References

http://www.w3schools.com/html/html_intro.asp

<http://www.findsounds.com/>

Every application covered in this assignment has an excellent HELP section.

Process

Gather Images / Import to *iPhoto*

Organize & Edit images in *iPhoto*

What you want to use to create your 5 - 10 second photo "story" or composition.

Use the storyboard template and contact sheet exports from *iPhoto* to help you sketch or map out the timing of your sequence. Keep it simple and consider the transitions, timing, pacing, and rhythm of your sequence.

Adjust images, make clipping paths, add filters / effects in *Photoshop*.

Remember to save native files. Export them as jpegs and re import them back into *iPhoto*.

Use *iPhoto's QuickTime* export settings to create a 5 - 10 second composition.

Use *GarageBand* to make an audio track to enhance the visual language of your composition. Export as .mov and .mp4

Use Adobe Acrobat to make a pdf with your movie embedded. Experiment with transitions, export and compression settings

Arrange pages and design the sequencing and the image to text relationship in *InDesign* and make a pdf with your movie embedded. Experiment with the successive frame and the "cut and paste in place" short cuts. Experiment with export and compression settings.

Post your compositions. Make them public with Flickr, Picassa, YouTube, MySpace, etc.



Assignment 01

Suggested Nomenclature / Filing System

folder-

yourlastname_assign_01

folder-

supports

photos

native

graphics

native

text

native

sound

native

video

native

folder-

build

garage_band

yourlastname_assign_01_v01.aiff
yourlastname_assign_01_v01.mp4

iphoto

yourlastname_assign_01_v01.psd
yourlastname_assign_01_v01.jpg

acrobat

yourlastname_assign_01_v01.pdf

photoshop

yourlastname_assign_01_v01.psd
yourlastname_assign_01_v01.jpg

imovie

yourlastname_assign_01_v01.mov
yourlastname_assign_01_v02.mov

folder-

exports

pdfs

movies

images



Week 03

Friday, February 13

Assignment 02

Simple Stop Motion Animation Techniques

Learning Outcomes

1. Become introduced to the basics of *Dreamweaver CS3* through successful completion of individual project exercises and successful publishing of an independent web site place holder.
2. Demonstrate functional fluency with the *Illustrator CS3*, *Photoshop CS3*, *Dreamweaver CS3* and *Fireworks CS3* 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 place holder.
3. Demonstrate functional fluency with the *iMovie* application – with an emphasis on data importing and exporting, file formats, basic editing and sound collage – through successful completion of individual project exercises.
4. Demonstrate functional fluency with the *iPhoto* application, with an emphasis on stop motion animation practice and methodology, animation file formats, animation production and basic interaction, through successful completion of individual project exercises and successful publishing of an independent web site place holder.

Study Topics

What is Animation? / Time, Space, Sound / Storyboarding / File Management for Motion Graphics / Working with a Time Line + Frame Rate / Simple Animation Techniques: Stop Motion, Motion Tween, Still Frame Sequencing / Defining Characters and Setting / What is Narrative? / Creating Seamless Transitions / Adding Audio Tracks / Compression & File Size / Hosting + Posting Web Site Place Holders

Applications: *Illustrator CS3*, *Adobe Photoshop CS3*, *iPhoto*, *Garage Band*, *iMovie*, *Dreamweaver CS3*.

Resources

http://www.w3schools.com/html/html_intro.asp

<http://websitehelpers.com/video/>

<http://multimedia.journalism.berkeley.edu/tutorials/reporting/starttofinish/storyboarding/>

<http://www.stopmotionanimation.com/handbook/2.htmPart 01>



Week 03

Friday, February 13

Assignment 02

Character / Figurine / Action / Setting / Story

Learning Simple Animation Techniques

Materials

Digital Camera, a tripod or method to have consistent frame shots, a character to animate and a simple background

Consider what you want this character to do. Keep it very simple. Sketch it out on your storyboard templates. Remember that the motion will be at 12 frames per second.

Why Do a Storyboard? A storyboard is a sketch of how to organize a story and a list of its contents. A storyboard helps you:

- * Define the parameters of a story within available resources and time
- * Organize and focus a story
- * Figure out what medium to use for each part of the story

Create a simple stage or setting for your character. Use your desk, the hallway, outside by a tree, etc. Keep this very simple and do not spend more than 10 minutes deciding on the site and preparing it for your photo shoot. Map out any transitions or changes in point of view with your storyboard process. Consider the zoom, pan, fade up from black, fade out to black,

Part 02

Working with 12 frames per second create a 10-20 second movie or animation. Pose the character, move it slightly, take another picture, etc. This does not need to be an innovative and overly creative action, keep it simple! For example: have the character roll across and spin around, then walk back across. The main goal is to try to make the action smooth, or appear as if it has been "tweened". What does it require to create smooth action and seamless transitions for the animation?

It is important to keep the camera very steady [perhaps use a tripod] and in place for the series of photographs. Do not shift the perspective of the frame and consider the shots from the same point of view for the 10 second narrative. Does the point of view change?

Export the animation to a *QuickTime* for web streaming, animation quality.



Assignment 02

Applications

Illustrator CS3, Photoshop CS, Photoshop CS3, InDesign CS3, iPhoto, Garage Band, iMovie, QuickTime, Acrobat, Dreamweaver CS3, Fetch [FTP]

Illustrator CS3

the successive frame / sequencing
working with layers / clipping paths
essential keyboard shortcuts
import / export settings

Photoshop CS3

file types / image resolution
working with layers / clipping paths
filters / effects / essential keyboard shortcuts
import / export settings

iPhoto

image organization and editing
sketches and storyboards from contact sheets
sequences / transitions
import / export settings

iMovie

basic editing / adding audio
filters and effects
adding titling sequence
import / export settings

InDesign CS3 / Acrobat?

the successive frame / sequencing
titling and presenting your animation
typography: interactivity with the animation
adding audio / video / links
import / export settings

Dreamweaver CS3

web hosting & accessing XARTS server space / establishing a home
page place holder / introduction to HTML, CSS, XHTML, FTP

Nomenclature / File Management



Part 03

Review

Dreamweaver CS3 Tutorials / Review Introduction / Explore Workspace and Interface <http://websitehelpers.com/video/>

Read page 07 of the XARTS lab manual about FTP access and your XARTS server space. Upload your interactive document to your home page as a place holder for your web site.

Looking Ahead

Flash CS3 Tutorials / Review Introduction / Explore Workspace and Interface

<http://www.flashfridge.com/tutorial.asp?ID=111>

<http://www.flashfridge.com/tutorial.asp?ID=90>

http://www.adobe.com/devnet/flash/samples/drawing_4/index.html

http://www.adobe.com/designcenter/video_workshop/

<http://www.adobe.com/support/documentation/en/flash/>

<http://www.benjamingoldman.com>



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Week 04

Friday, February 20

Assignment 03

Learning Simple Animation Techniques in *Flash CS3*

Flash CS3: Creating Animation / Symbols / Motion Tween / Working with Audio
.swf vs. .mov / File Management / Building an Image Library / Story Boarding
Fireworks CS3: File Compression for Optimal Web Viewing
Dreamweaver CS3: Adding Animation [.swf files] and Links to your web site

The following exercises will introduce you to the *Flash CS3* work space. You will be designing or drawing simple compositions using one basic form, the dot. The knowledge of the principles of design you have acquired from your 2D or print training will be challenged further as you add the elements of time and sound.

Learning Outcome

Demonstrate functional fluency with the *Flash CS3* 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.

Exercise A

Using a single dot [form] as a character, create a 3-second composition [36 frames].

Animate the dot by making it complete one action. For example, the dot creeps across the bottom of the page. Begin exercise with storyboard sketching.

Introduce a sound the form may encounter, produce or respond to. For example, imagine the dot "crunching" as it creeps across the bottom of the page.

Create your actions with a motion / shape tween.

Exercise B

Using a single dot [form] as a character, create a 5 second composition [60 frames].

Animate the form by making it complete one action; however, have the dot change in scale and viewpoint. For example, the dot creeps across the bottom of the page while expanding and contracting. Begin exercise with storyboard sketching.

Introduce a sound the form may encounter, produce or respond to.

Create your actions with a motion / shape tween.

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Exercise C

Importing .swf Files to the Timeline

Pair up with someone next to you and import each other's .swf file into your own timeline. How do your dots perform when placed on the same stage together? What can you have them do together? How do they react to each other?

Using dots as symbols, create a 15-20 second composition. Use variation in scale as well as principles of grouping to tell a story about the relationship between the forms.

Begin each exercise with storyboard sketching.

Export *Flash* document as a .swf file for posting to your web site.

Export *Flash* document as a *QuickTime* movie for looping presentation.

Exercise D

Dreamweaver CS3 - Inserting swf files / File Management

Place your swf file into your web place holder document.

Week 05

Friday, February 27

Assignment 04

More Animation Skills in *Flash CS3* + Publishing *Flash* Files to Your Site with *Dreamweaver CS3*

Flash CS3 Creating Simple Presentations / Introduction to Interactivity
Creating Action Script / Roll Over Buttons / Working with Movie Clips

Dreamweaver CS3 - Web Navigation Fundamentals / Publishing a .swf File / File Management / Making it Run

The following exercises will continue to explore the *Flash CS3* and *Dreamweaver CS3* work spaces. You will be designing very simple presentations using the *QuickTime* movies and .swf animations built so far:

Learning Outcomes

Develop functional fluency with the *Flash CS3* application, with an emphasis on basic interaction, using action script through – successful completion of individual project exercises and successful publishing of an independent web site.

Develop knowledge of *Dreamweaver CS3* through – successful completion of individual project exercises and successful publishing of a *Flash CS3* interactive presentation to your web site.

Exercise A

Using a basic grid, sketch out a simple layout for a web based portfolio that will include the following:

- 2 *QuickTime* movie from your *IPhoto* studies
- 2 Animations from your initial *Flash CS3* studies

Exercise B

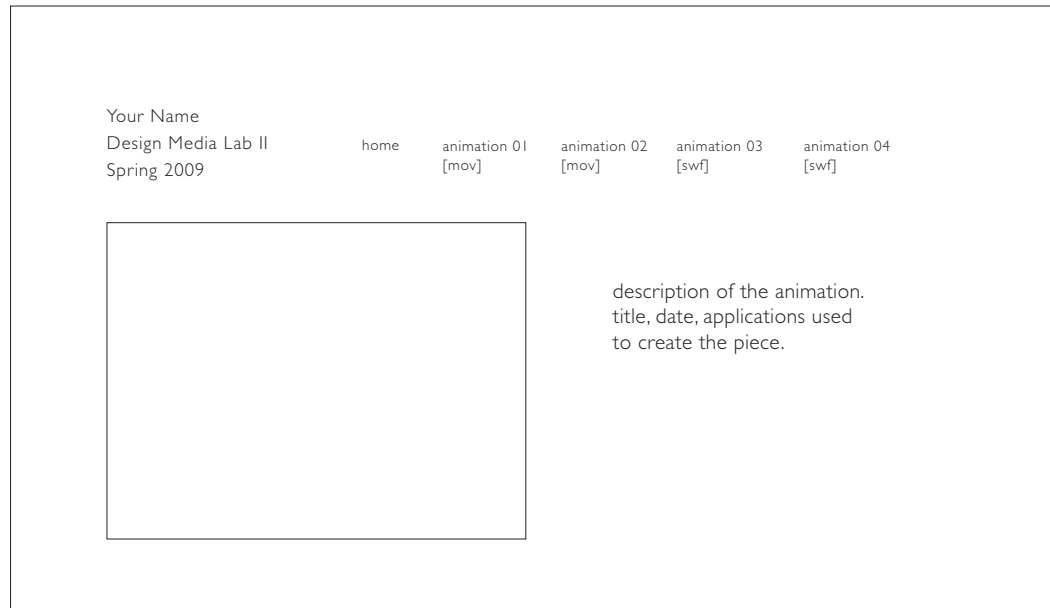
After viewing the demonstrations and completing the *Flash CS3* tutorials on creating simple action script and adding interactivity and navigation with buttons, build an interactive document to display the animations and movies you have created in previous assignments. Export the document as a .swf file.

Exercise C

Post your .swf file to your web site using *Dreamweaver CS3*.



sample layout



Web Page Layout Size

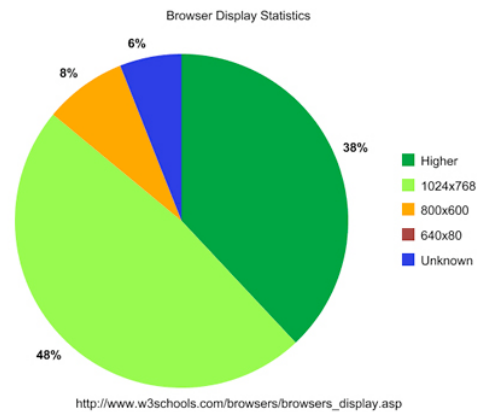
The graphic safe area dimensions for printing layouts and for page layouts designed to use the maximum width of 800 x 600 screens are shown below:

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>

Week 06

Friday, March 06

Assignment 05

More Animation Skills in *Flash CS3* + Publishing *Flash* Files to Your Site with *Dreamweaver CS3*, Part II

Flash CS3: More about Animation and Action Script 1.0 / Navigation and Interactivity / Roll-Overs with Movie and Audio Clips / File Management / Publishing a .swf

Dreamweaver CS3 - Web Navigation Fundamentals / Publishing a .swf File / File Management / Making it Run

You will continue to explore the *Flash CS3* and *Dreamweaver CS3* work spaces. You develop the skills necessary to design and publish the *Flash CS3* presentation that you began in Assignment 04.

You will be adding additional interactivity with Action Script 1.0. An introduction to Action Script 3.0 will also be reviewed.

Learning Outcomes

Develop functional fluency with the *Flash CS3* application, with an emphasis on basic interaction, using action script through – successful completion of individual project exercises and successful publishing of an independent web site.

Develop knowledge of *Dreamweaver CS3* through – successful completion of individual project exercises and successful publishing of a *Flash CS3* interactive presentation to your web site.



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Week 07

Friday, March 13

Assignment 05

Learning the Skills to Build Simple Web Sites in *Dreamweaver CS3, Part I*

Dreamweaver CS3: Design and Web Navigation Fundamentals: Creating a Simple Web Site With Seamless Navigation / Creating a Loading Window / Uploading a .pdf document / Working with Tables

Week 08

Friday, March 20

Assignment 06

Learning the Skills to Build Simple Web Sites in *Dreamweaver CS3, Part I*

Dreamweaver CS3: Continue Designing a Simple Site / Posting a .swf / More Interactivity Flash CS3: More Action Scripting / Creating a Slide Show / File Management

SPRING BREAK

Friday, March 27

Week 09

Friday, April 03

Assignment 07

Developing Video Editing Skills in *Final Cut Pro, Part I*

Final Cut Pro: Basics of Video Editing / Video Time Line / Frame Rate / Frame Size / Live Image Area / Working with Audio / Transitions / Video Compression Techniques

EASTER RECESS

Friday, April 10

Week 10

Friday, April 17

Assignment 06

Review the Help Section in Dreamweaver about *Tables* and *Layout Mode*.

Design another page on your web site that includes tables. This can be a process page for one of your assignments or introduce another page with other work you would like to present. Create tables to arrange the assets on the web page. Use a simple grid for your layout. This assignment will serve as an opportunity for you to make a study of what you would like your final web site to look like. Explore the Spry Collapsible Panel and Menu Bar options for menus and other listings.



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Assignment 07

Design a home page and other new pages with navigation to your existing web pages. Web Site may be redesigned according to the content. Include work from other classes.

Draw a site map before you begin. *This site map must be approved before you begin with the production.*

Resize all of your images in Fireworkds to occupy the cell spaces accordingly.

Week 11

Friday, April 24

Assignment 08 / Part 01

Supplies: mini DV tape, DVD-R [3], external hard drive space [4 gig minimum]

Before you can begin editing, you will need video footage to work with. You will form groups of 4 - 5. Each group will be assigned one video camera to work with. *1 mini DV tape for each group.*

Document your group on a small "adventure." Include a beginning a middle and an end. Keep this very simple. Include shots of each other and as a group.

Use storyboards to help plan the shots you want to make. [in camera editing]

Capture footage to your external hard drive.

Assignment 08 / Part 02

Build a short video narrative [30 seconds] using the basic techniques of video editing discussed in class. Compress video for web streaming AND high resolution for DVD construction in Assignment 09. Post your video at YouTube.com.

Final Cut Pro: Final Cut Pro: Basics of Video Editing / Video Time Line / Frame Rate / Frame Size / Live Image Area / Working with Audio / Transitions / Video Compression Techniques / Making Image Adjustments / Filters and Effects / Creating Title Graphics and Sub-Titles / Type in Motion

Week 12

Friday, May 01

Assignment 09

Developing DVD Authoring Skills

DVD Studio Pro: Basics of DVD Authoring / How To Build A Simple Interactive DVD Menu Encoding, Formatting and Building DVDs / Creating Chapters

Dreamweaver CS3: Adding Content To Your Site / Linking / More Interactivity

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Week 13

Friday, May 08

Assignment 10

Adding Video and Motion Graphics to Your Site and Making Your Site Run

*Dreamweaver CS3: Adding Content To Your Site / Linking / More Interactivity
Making It Run. Review Production Techniques.*

How to Troubleshoot: Resources and Support Systems.

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Department of Art + Architecture
University of San Francisco

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EVALUATION

p01

Name _____

Assignment 01 [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 [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 [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 [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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p02

Assignment 05 [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 [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 [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 [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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p03

Assignment 09 [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 [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	_____					

Assignments total _____ / 200

Final Grade _____

Comments



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Tuesday/Thursday 12:00 p.m. – 2:00 p.m.,
by appointment.

