

fashion institute of design and merchandising digi 2620/flash design and animation thu 300p-545p, 600-845p

instructor: joe bautista

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office hours: fri 1115a – 1200p + thu 545p-600p

course description:

This course examines the process of designing and creating animated content for delivery on the Internet. Students develop an in-depth understanding of Adobe's Flash software and the techniques employed in effective development of 2-D design and animation. In addition to learning about delivery of web accessible animation, this course contributes to the students' overall knowledge of the animation process. Topics and techniques include storyboards, design, and animation. Students also learn to simulate real life motion using animation techniques.

student learning outcomes:

1. Exhibit an understanding of the process of designing and creating animated content for digital delivery
2. Demonstrate in-depth knowledge of the Flash software and interface by developing 2D design and animation for projects and assignments
3. Apply understanding of the animation process in course projects
4. Work with storyboards as they apply to animation intended for internet delivery and distribution

program learning outcomes:

1. Apply problem solving in the development of a creative concept of solution.
2. Execute the idea and conduct a final presentation to the client for evaluation.
3. Exhibit high level of design and technical skills in creative and visual messages.
4. Use effective written and oral communication skills through class assignments and discussions.

prerequisites:

none

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materials:

Lynda.com Online Training Library®. Carpinteria, CA: Lynda.com. 2011

Adobe Creative Team. Adobe Flash Professional CS5 Classroom in a book. Adobe Press, 2010
Storage devices (USB Flash Drives, Portable Hard Drive)

the computer:

As you already may be aware, the Mac and its software are the main tools for the execution of graphic design. Students are recommended to use the computer lab outside of class or your own computer at home. Lab-time is not regulated, but it is up to you to get as much experience using the computer. The majority of the work in this class will be completed on the computer, but be aware that the computer is just a tool and that fundamentals and concepts are what we are emphasizing in this course. "There is nothing worse than a sharp image of a fuzzy concept". It is your responsibility to always keep your files backed up

and organized.

Lab hours are posted on the front door of every lab. Please make yourself aware of which labs are available to you.

attendance:

Studio/Lab courses, such as this, strongly take into consideration the entire learning and work habit process as well as required assignments.

Lectures, directions, demonstrations and critiques will not be repeated. Each student is expected to stay the full length of the class from beginning to the end. Do not miss class on days that projects are due because of unfinished projects. It is important you still receive information on those days. It is your responsibility to get missed information due to absences or tardiness.

NO LATE WORK IS ACCEPTED. IF YOU ARE NOT HERE WHEN WORK IS DUE, YOU WILL RECEIVE ZERO POINTS.

evaluation:

Students will be evaluated on the basis of:

- Projects
- Class participation, interaction, and discussion.
- Evidence of initiative, creative and imaginative responses.
- Attendance
- Lynda.com Training Modules

Feel free to ask me about your grades and attendance totals at any time.

There is a possibility of additional quizzes and writing assignments during the semester. Extra credit assignments and projects might be developed as well.

Grading Scale:

93-100%	A
90-92.9	A-
87-89.9	B+
83-86.9	B
80-82.9	B-
77-79.9	C+
73-76.9	C
70-72.9	C-
67-69.9	D+
63-66.9	D
60-62.9	D-
59.9 – Below	F

late projects:

DO NOT TURN IN LATE PROJECTS. The design profession is based on deadlines. If you choose to turn in a final stage of a project late, you will receive zero credit. Turn it what you can the day that it is due.

Project improvements can be made, but not to improve your grade. What you turn in the day it is due is

what will be graded. This is a senior level class and there are no exceptions.

miscellaneous:

I. Don't be shy about experimentation. I will be looking for ideas and projects that push the limits.

II. Always talk to me if there are any issues that deal with the projects. I will give you feedback, explanations, suggestions, etc. Do not be afraid to run any concept or idea by me. I want to encourage creativity and experimentation as long as you understand the fundamentals.

III. This class is intended to serve your needs. Learning requires active participation. If you have personal suggestions or requests, please do not hesitate to address them.

IV. Do not to use the computers, scanners, and printers for other class projects or work on any other projects during class time other than our own.

V. Food and drink are prohibited in computer labs.

VI. Show respect and be helpful to your fellow students. Have your work done and be present when we view the class work. Help each other in the lab. Remember, the person you help today might return the favor in the working world. Start creating your contacts now.

VII. Participate in AIGA (American Institute of Graphic Arts) Los Angeles Chapter events. Begin to immerse yourself in the industry. It will help you greatly.

projects:

There will be 1 comprehensive project and a series of exercises in the course. **Please send me an email where I can communicate with you on a moments notice. When not in class this will be our primary form of communication.**

proposed schedule:

CLASS 1	Introduction of Flash and its Role in Web Design
CLASS 2	Working with Graphics and Drawing Tools / Layout and Design Basics
CLASS 3	Animating Graphics / Using Typography
CLASS 4	Creating practical applications and publishing for web
CLASS 5	Interactive Flash elements / Working Sound and Video
CLASS 6	Final Flash project assigned. Quiz 1
CLASS 7	<i>Interactive Flash elements / Working Sound and Video</i>
CLASS 8	HTML/CSS Box model and website "front end" development
CLASS 9	Final Lab. Flash Project Final review. Placing Flash in DW
CLASS 10	Present final project. Quiz 2

disabilities services accommodations:

If you qualify for accommodations due to learning, physical, medical, or emotional disability, please meet privately with your instructor to discuss the accommodations you may require in the course.