

Description: This class is a continuation VCD P273- Computer Art and Design I. Emphasis will be placed developing interactivity with two-dimensional graphic software, web design, 2-D animation, and ActionScripting. Studio 3, Cr. 3

Class meeting time: Tuesday and Thursday: 9am – 11:45am

Lectures and software demonstrations will begin at 9:15am. Attendance and promptness for lectures and critiques **is mandatory and attendance will be taken.**

Communication with Professor:

Benita Brewer

Assistant Professor, Visual Communication and Design

Visual Arts Building, Room 223

Email: brewerb@ipfw.edu – best method of making an appointment.

Office Phone: 260 - 481- 6943

Office hours: Wednesday: 10:00 am – 12:00pm and 2:00pm – 4:00pm.

Additional times are available by appointment.

Please let me know if you are having any problems such as seeing or hearing in class, if you need considerations during tests such as proctor assistance or large-print tests, or if you are struggling with the material or assignments.

Objectives:

- Develop understanding of “information and interaction design” goals, procedures, and vocabulary.
- Develop understanding of the concepts of 2-D animation and interactive scripting and gain proficiency with an associated software package (Macromedia Flash).
- Gain knowledge concerning color formats, image resolutions, and file formats associated with images developed for web use and animation.
- Be able to efficiently make “back-ups” of work.
- Gain experience with discussing your own artwork and effectively critiquing the work of others.

Upon completion, Students will be able to:

- Possess a basic understanding of concepts and vocabulary associated with 2-D animation and web design
- Design, develop, and upload a series of webpages, including linked graphics and animations
- Design and develop a flash animation complete with storyline, characters, backgrounds, and sound

Materials needed for this class:

1. Binder or notebook for organizing class notes
2. CD-Rom, DVD, USB drive or external hard-drive for backing up and saving your work. (You need to have a copy of your work separate from the VCD computers and/or VCD server.)
3. Earphones for editing sound
4. E-mail address for communication
5. We will be using the Adobe Design Suite CS4 software (Photoshop, Illustrator, Flash, Dreamweaver). This software is available in the VCD labs. It is also available through the IPFW bookstore for purchase.

Reference reading: I will be using information from the following books and do recommend them as good reference sources.

Adobe Flash CS4 Professional On Demand by Steve Johnson, Perspection, Inc, 2009

Adobe Dreamweaver CS4 On Demand by Steve Johnson, Perspection, Inc, 2009

The Animator's Survival Kit by Richard Williams, 2001

Grading Scale

A+ = 100-98% A=97-94% A-=93-90%

B+ = 89-87% B=86-83% B-=82-80%

C+ = 79-77% C=76-73% C-=72-70%

D+ = 69-67% D=66-63% C-=62-60%

F= below 59%

Assignments = 80%, Attendance & Participation = 10%, Critique Participation = 10%.

1. Assignments:

- There are eight (8) assignments. Each are worth 10% of the final grade
- Evaluation of the assignments will be based on presentation, technical skills, originality and creativity.
- You must have your files turned in by 1:35pm of the critique date. ("Turned in" means, given to me on CD-Rom, DVD, or loaded onto the VCD server.) You may not work on your assignment during critique. If your assignment is incomplete on the date and time of critique, your final grade on the assignment will drop 10 points each class meeting date pass the deadline.

2. Overall attendance and Civility: 10% of total grade

- Each lecture covers technology or information pertinent to the class and the assignments and will begin at 9:15am. You need to be present and ready for the lecture at that time. I will try to cover the material in an efficient manner. Please ask questions if you do not understand something in the lecture. I will post notes and assignment requirements on www.benitabrewer.com. However, if you miss class, you need to obtain the information pertaining to that class from a classmate.

- If you are struggling, ask questions during the demonstrations, ask for help during work time, and/or make an appointment with me for help outside of class time. If you think I'm going "too fast" during a demonstration, please speak up and ask me to slow down.
- **Distracting behavior:** Any actions that distract from the focus of the lecture are forbidden. These actions include sleeping, emailing, web surfing, working on other class assignments, editing your project, gaming, using any communication devices (PDA's, MP3 players, cell phones, network "chat" systems), and/or sustaining lengthy conversations on subjects not concerning the lecture. Because these actions are so distracting and disrespectful you will be given one warning and then I will subtract points from your grade without further disrupting the class.
- I do encourage you to participate during software demonstrations. In this lab unfortunately that means students must turn their back to the screen and instructor at times. Participating in software demonstrations means following along using the appropriate software. It does not mean working on assignments, surfing the web, texting, playing music, or chatting with your classmates.
- During 'work-time' you may listen to music using earphones. However, please take any cell-phone conversations out of the lab. Breaks during 'work-time' are at your discretion.

3. **Participation in critiques:** 10% of total grade

- Students are expected to present their work both visually and verbally and demonstrate how it meets the criteria of the assignment. Be proud of your work! After you present your work, the class will offer constructive criticism. This is your chance to listen.
- Students are expected to actively and respectfully participate in the review of classmates' work. Students should give opinions of how the assignment meets the criteria and offer suggestions for improvement.
- Students are expected to arrive at 9:00am on critique days. If your assignment is not complete, your overall grade will be lowered. However, you are still expected to be present and participate in the critique.
- **Distracting behavior:** Any actions that distract from the focus of the critique are forbidden. Monitors may be turned off for the duration of the critique. Personal laptops and communication devices (PDA's, MP3 players, cell phones, network "chat" systems) are not to be used during the duration of the critique. You are not to be finishing or making revisions to your own project during critique.

Saving Computer Files:

- Graphic software has a tendency to "freeze" or "crash". Get in the habit of saving your work every 10 minutes.
- You should always have 3 copies of your files.

Email: brewerb@ipfw.edu

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Spring, 2010

The Lab:

- Always leave the lab in better shape than you found it. Dispose of your trash before leaving.
- Do not steal. Turn in any equipment (cameras, USB drives, DVD's) that you find to the VCD office.
- As students you are not allowed to move or disconnect peripheral equipment from machines (speakers, scanners, etc). You are also not to use the projectors for entertainment purposes.
- No food is to be consumed in the computer labs
- No cell phone use in lab –please, take your conversation outside to the hallway.

Class cancellation procedures: In case of the cancellation of a class session

- I will modify the courses syllabus to cover relevant topics.
- I will try to send an email to students through OASIS. Please update your email in OASIS, you may have this address forwarded to another email address.
- The VCD office will be notified and a sign will be hung on the class door

IPFW and VCD information:

- **University policies and ethical guidelines:** I will adhere to all University policies and ethical guidelines for computer users. Students are expected to be familiar with and adhere to these policies. You must have a signed copy of the *University Policies and Ethical Guidelines* in your file in the VCD office to use the labs.
- **Diversity and nondiscrimination:** Statement from the IPFW Student Handbook: “IPFW is committed to maintaining a community that recognizes and values the inherent worth and dignity of every person; fosters tolerance, sensitivity, understanding, and mutual respect among its members; and encourages each individual to strive to reach his or her own potential. In pursuit of its goal of academic excellence, the university seeks to develop and nurture diversity. The university believes that diversity among its many members strengthens the institution, stimulates creativity, promotes the exchange of ideas, and enriches campus life. IPFW prohibits discrimination against any member of the university community on the basis of race, religion, color, sex, age, national origin or ancestry, marital status, parental status, sexual orientation, disability, or status as a disabled or Vietnam-era veteran.”
- **Disabilities Statement** If you have a disability and need assistance, special arrangements can be made to accommodate most needs. Contact the Director of Services for Students with Disabilities (Walb Union, Room 113, telephone number 481-6658) as soon as possible to work out the details. Once the Director has provided you with a letter attesting to your needs for modification, bring the letter to me. For more information, please visit the web site for SSD at <http://www.ipfw.edu/ssd/>.

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- **Information Technology Services Help Desk** KT 206 481-6030 www.its.ipfw.edu/helpdesk -- information on all aspects of computing at IPFW; hardware and software support (including Blackboard Vista 4); student e-mail accounts.
- **VCD Technology help:** Tim Sewell: sewetm01@ipfw.edu – help with your VCD log-in or to report problems with VCD computers.
- **Dean of Students office** Walb 111 481-6601 www.ipfw.edu/dos/ -student health insurance, mentoring, grade appeals; free short-term personal counseling and support.
- **Students called for military duty** “If you are a student in the military with the potential of being called to military service and /or training during the course of the semester, you are encouraged to contact your advisor immediately.”

Calendar for Semester:

Jan 12 <ul style="list-style-type: none">• Introductions, expectations, syllabus	Jan 14 <ul style="list-style-type: none">• Disney movie• 1st assignment given
Jan 19 <ul style="list-style-type: none">• Lecture: intro to vector & Flash drawing	Jan 21 <ul style="list-style-type: none">• Animation and Interactive DVD's
Jan 26 <ul style="list-style-type: none">• Presentation and critique of 1st assignment (characters and storyboards)	Jan 28 <ul style="list-style-type: none">• Lecture: intro to Flash animation, symbols, spacing, timing and publishing your files
Feb 2 <ul style="list-style-type: none">• Lecture: flash animation cont.	Feb 4 <ul style="list-style-type: none">• Work day
Feb 9 <ul style="list-style-type: none">• Presentation and critique on 2nd assignment (1st character moving)	Feb 11 – (College Art Association conference) <ul style="list-style-type: none">• Work day
Feb 16 <ul style="list-style-type: none">• Lecture: sound, buttons, and movie clips	Feb 18 <ul style="list-style-type: none">• Presentation and critique on 3rd assignment (characters interacting)
Feb 23 <ul style="list-style-type: none">• Lecture: flash cont. (scenes and text)	Feb 25 <ul style="list-style-type: none">• Work day

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<p>Mar 2</p> <ul style="list-style-type: none"> • Presentation and critique on 4th assignment (finished animation) 	<p>Mar 4</p> <ul style="list-style-type: none"> • Lecture: ActionScript 3.0
<p>Mar 9- no class – spring break</p>	<p>Mar 11 - no class – spring break</p>
<p>Mar 16</p> <ul style="list-style-type: none"> • Lecture: ActionScript 3.0 	<p>Mar 18</p> <ul style="list-style-type: none"> • Work day
<p>Mar 23</p> <ul style="list-style-type: none"> • Presentation and critique on 5th assignment (slide show) 	<p>Mar 25</p> <ul style="list-style-type: none"> • Lecture: HTML
<p>Mar 30</p> <ul style="list-style-type: none"> • Lecture HTML cont. 	<p>Apr 1</p> <ul style="list-style-type: none"> • Lecture: website design, graphics for websites, organization of websites

<p>Apr 6</p> <ul style="list-style-type: none"> • Assignment 6 due date: no critique (HTML resumes) • Lecture: Dreamweaver, div tags 	<p>Apr 8</p> <ul style="list-style-type: none"> • Work day
<p>Apr 13</p> <ul style="list-style-type: none"> • Presentation and critique on 7th assignment (web page mockups) 	<p>Apr 15</p> <ul style="list-style-type: none"> • Lecture: review of webpage development and Dreamweaver
<p>Apr 20</p> <ul style="list-style-type: none"> • Open work day 	<p>Apr 23</p> <ul style="list-style-type: none"> • Open work day
<p>Apr 27</p> <ul style="list-style-type: none"> • Open work day 	<p>Apr 29</p> <ul style="list-style-type: none"> • Presentation and critique on 8th assignment
<p>May 3-7 – finals week last date to submit work for this semester</p>	

List of Assignments:

Assignment #1

Using the handouts as a guide, develop a set of characters

1. Sketch at least 3 characters
 - a. These will be your development and brainstorming sketches
 - b. you may use whatever media you wish: pencil, pen, marker, etc.
2. Then pick 3 of the hand-drawn characters and re-draw them in a vector based program
 - a. Draw a front and side view
 - b. Adobe Illustrator or Adobe Flash
 - c. you may save the file in its native file format or export to a .png file.
3. Develop a short story for the characters to interact and sketch the storyboard for the animation
4. At critique, we will look at the hand-drawn characters, the vector based characters, and the storyboard.

Suggestions:

- Try choosing a theme such as horses or woodland animals and make each character a different type such as cute, goofy, or heavy.
- Try making different characters using the same type such as goofy.
- Consider using inanimate objects as characters such as a pencil or scissors
- Use the internet to find images to use as reference for your drawings. However, these characters should be original. Do not use 'clip-art'.
- Don't make the characters 'over' complicated. You will be making the characters move.
- Have fun!

Assignment #2

Bring a vector based character into Adobe Flash as a graphic symbol and make it move.

- Develop a flash animation of the character moving in a manner that is relative and true to the character. Develop the personality of the character. You may use a variety of methods to develop the character and bring it into the flash software.
- The animation should be at least 5 seconds long.
- Tips:
 - Use several symbols and layers to create the movement. For instance "breaking up" the character into body parts and putting the body parts onto different layers.
 - Develop the overall movement and then go back and tweak smaller movements with additional keyframes.
 - Think about weight and how it is distributed on the character to add in movement
 - Get up and act out the character moving
 - Don't forget about things such as eyes, nose, ears, tails, paws, feet, fur, scales, fins and/or weird hair to add personality.
 - use movie clip symbols to loop smaller and repeating movements.
 - Use rotate, squish, and stretch on key-frames to add in the movement.
- **You will turn in 3 file types: .fla, .htm, .swf**

Assignment #3

Develop an animation with at least 2 characters moving in a manner that is relative and true to the characters. Have the characters interact or react to each other in some manner. (You may use the animation developed in assignment 2 as a basis for assignment 3.)

- Develop a flash animation of the characters moving in a manner that is relative and true to the characters. Develop a personality of the character. You may use a variety of methods to develop the character and bring it into the flash software.
- The animation should be 5- 10 seconds long.
- Refer to assignment #2 for 'tips'.
- **You will turn in 3 file types: .fla, .htm, .swf**

Assignment #4

Develop an animation with at least 2 characters moving in a manner that is relative and true to the characters. Have the characters interact or react to each other in some manner. (You may use the animation developed in assignment 3 as a basis for assignment 4.) **You will need to develop a background, foreground elements and add sound. Also add titles and credits. This is the final animation.**

1. Develop a background and foreground on different layers
 - a. You can draw the background and foreground elements right on the stage on their proper layers
or
 - b. you can import the elements from another program
or
 - c. you can draw them as symbols and drag them onto the stage from the library on their proper layers
2. At least one of the characters should move through the scene or somehow interact with the foreground or background using a motion path
3. Your animation should be at least 10 seconds long
4. **You will turn in 3 file types: .fla, .htm, .swf**

Things to help:

- Determine the size of your stage first
- Think about giving each symbol a personality and decide how each one moves based on that personality
- Don't forget that if you use a "movie clip" symbol, you won't see the results until you test or publish the animation
- These are your first animations, have fun

Assignment #5

Make an interactive event using ActionScript 3.0.

- You may develop it using one of three methods;
 - slide-show using frames (no less than 5 frames)
 - OR an animation that switches to different scenes (no less than 3 scenes)
 - OR roll-over buttons showing different images (no less than 6 images)
- The animation should have a consistent visual theme and supporting visuals such as frames, backgrounds, buttons should match that theme.
- Buttons should have sound
- **You will turn in 3 file types: .fla, .htm, .swf**

Assignment #6

Produce a 1-page resume in HTML using a text program.

- The resume should utilize the following HTML tags and colors should be set using hexadecimal values:

```
<HTML>
<HEAD>
<TITLE>
<BODY>
<H1> or <H2>
<P>
<UL> or <OL> and corresponding <LI>
<FONT>
```

- Grading will be based on use of tags and visual styling.

Assignment #7

Develop three (3) visual mockups for one (1) website.

- Pick a theme or subject for the website: portfolio, business, or special interest. Develop a target audience and visually design the website to convey the purpose of the website and “talk” to the specific audience.
- Each mockup should contain an example for the homepage and an example for a secondary page.
- The mockups may be produced using a variety of software. I suggest photoshop or illustrator.
- The mockups are not ‘working’ webpages but rather visual examples of the color scheme, layout, fonts, and/or logos and images used for the webpages.
- At critique, we will discuss the audience and purpose of the website in relation to the visual design of the mock-ups.

Assignment #8

Build a website:

Website should have 4-5 pages and include:

- a home page that visually conveys who or what the site is about
- a consistent color palette and theme that gives the site a consistent look
- a navigation system that allows the user to navigate the pages without using the web browsers' back and next buttons.
- Text and layout controlled by an external CSS file (.css)

Website should follow "industry standards" meaning

- All files, images, and assets should be in one folder with subfolders (root – folder)
- The "homepage" should be named index.htm or index.html
- Images should be in a png, jpg or gif file format and be in a subfolder named "images"
- Visual design and consistency of graphics should be considered

You may also develop a flash project that uses multiple frames or scenes to mimic the web pages.

You still need to add the flash files to a web page.

Pick a theme or purpose to your website, develop a target audience and visually design the website to convey the purpose of the website and "talk" to the specific audience.

Grading will be based on visual design and consistency, level of technical expertise, and project presentation. The project should be in a 'finished' state.