

Motion Graphics and Animation: Flash (GRCP 213)

Course Syllabus

Spring 2010

Tue/Thu 8:00am-10:50am

AA4 Rm. 205

<http://www.gustorres.com/classes/clark/grcp213>

Instructor: Gus Torres

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Required Textbooks

Sams Teach Yourself Adobe® Flash® CS4 Professional in 24 Hours, by Phillip Kerman and Lynn Beighley; Sams Publishing, 2009; ISBN #0-672-33041-5.

Suggested Reading

The Flash Animator, by Sandro Corsaro; New Riders Publishing, 2002; ISBN #0-7357-12824.

Hollywood 2D Digital Animation, by Sandro Corsaro and Clifford J. Parrott; Thomson Course Technology, 2004; ISBN #1-59200-170-X.

Foundation Flash CS4 for Designers, by Tom Green and David Stiller; Friends of Ed, 2008; ISBN #978-1-43021093-1.

How to Cheat in Adobe Flash CS4: The Art of Design and Animation, by Chris Georgenes; Focal Press, 2009; ISBN #978-0-240-52131-2.

Animation Web Sites (for creative inspiration)

<http://www.jibjab.com> (for Animation)

<http://www.mondominishows.com> (for Animation)

<http://www.hallmark.com> (for eCards)

<http://www.americangreetings.com> (for eCard)

<http://www.coldhardflash.com> (for additional animation samples and links)

Required Materials

- Sketchbook or notebook, pens or pencils (for taking notes and sketching ideas)
- USB Media or Flash Drives
- CD-Rs or CD-RWs
- Required text books

Catalog Course Description

Motion graphics and 2D animation for the web. Practical hands-on use of the latest technologies designed to produce motion-based web environments and graphical interface elements. Topics include the history and principals of animation, frame-by-frame, tweening, timing, interactivity, motion, audio and visual composition, dynamic content and scripting techniques.

4 credits: 2 lectures/4 lab hours per week.

Course Prerequisites

- GRCP 101 – Introduction to Electronic Publishing and New Media (or consent of division)
- Familiarity with Macintosh or Windows operation

Methods of Instruction

- Lecture and discussion
- Media demonstrations
- Readings in texts and other assigned material
- Peer critiques
- Experiential hands-on training
- Instructor-led laboratory assignments
- Self-paced textbooks, tutorials and exercises
- Individual student projects

College-Wide Abilities

Clark College has identified six campus-wide abilities that help students apply what they learn. The core abilities are: 1) Communication, 2) Critical Thinking/Problem Solving, 3) Effective Citizenship, 4) Global/Multicultural Perspectives, 5) Information Technology, 6) Life-long Learning. In this course, aspects of these core abilities may be included, but the primary emphasis will be on *Information Technology* and *Communication*.

Student Learning Objectives

Upon completion of this course, the student will gain an understanding of:

Information Technology ability:

- The creation of shapes using Macromedia Flash's vector-based toolset
- The manipulation of graphics and shapes in Flash
- The advantages and disadvantages of using bitmap graphics in Flash presentations
- Standard animation techniques and how to implement them in Flash
- The structure of Flash files and optimization strategies
- ActionScript techniques for **simple** interaction and animation

Communication ability:

- How to assess and critique solutions for visual communications
- How to modify work and projects based on assessments by the student and others
- Delivering a message effectively with animation on the web
- Ethical behavior regarding copyrighted material and images
- Storytelling with images, animation and sound

Course Policies

Class Preparation

A tentative schedule of readings, lecture topics, lab assignments, and textbook tutorials/exercises is provided. To prepare for lecture and lab sessions, each student will complete the assigned readings prior to the class discussion, preferably by the first meeting of each week. This preparation will increase your comprehension and application of principles discussed or assigned.

Lateness and Absence and the Impact on Participation

Participation is essential for success in this course. Students are expected to attend all scheduled class meetings unless excused for a College-approved reason such as illness, family illness or death, school-approved activities or military service. Please communicate your situation prior to any planned absence. Students will be fully responsible for any work that will be missed during their absence. Not showing up for class without a College-approved reason will be considered lack of participation and students will be docked two percentage (2%) points for each day missed.

Punctuality will be tracked along with participation. I understand that sometimes you may need to arrive to class late. Keep in mind that it is a disruption to the entire class when one arrives late. Late arrivals will be treated as non-participation. Four late arrivals will be treated as one unexcused absence – and docked two percentage (2%) points.

Participation and Conduct

You are encouraged to ask questions, challenge current practices and concepts, and apply your creative, technical, and analytical thinking toward project solutions. Also, you are invited to share interesting articles, books, news products, events, topics, web links, or anything else that is applicable and of added value to this course.

Your professional conduct in handling lab equipment is expected at all times. Please observe the following rules:

- Keep food or beverages away from computers, keyboards and other input devices
- No modification of system resources
- No copying of software
- No "web surfing" or answering email during instruction
- Mute and stow all cell phones during the entire class session - and no texting!

And did I mention... Remember to BACK-UP your DATA!

Course Policies (continued)

Missed Assignments or Exams

All assignments must be completed and submitted by the designated due date (see schedule). If an assignment/project is turned in late, each day reduces your project grade by 10% points. For example, if you earn a 90%, your late project (by one day) would now receive 80%, or two days late will be reduced to 70%.

Please communicate your situation with me in case of illness or justifiable circumstances that may prompt you to turn in late projects or miss an exam.

Academic Honesty

Academic honesty is required at all times. Anyone who is caught cheating will receive an automatic failing grade for the related assignment or exam. Plagiarism and intentional copyright infringement, also forms of cheating, are unacceptable. Appropriate action will be taken for those students found cheating, plagiarizing, or violating the Computing Resource Policy or Code of Student Conduct (see current Clark college catalog) by referral to the VP of Student Services for action...

Course Audit and Withdraw Policies

Please see current Clark College Catalog or course schedule for procedures and deadlines.

Each week, we will meet for two 2 hour and 50 minute sessions. Lecture/discussion will begin the session, followed by instructor-led lab assignments or self-paced tutorials/exercises. Flash project assignments will allow students to display their mastery of skills gained in this course, and help develop their portfolio.

You will need to plan additional 4-6 hours per week in open labs to complete tutorials and project assignments.

Please see schedule of readings, lecture topics, assignments, and tutorials/projects provided.

Open Laboratory Experience and Access

Open laboratory hours are communicated by the instructor, and will be posted or provided as a handout in the open lab. Open labs usually begin operation the second week of classes, although limited hours may be available the first week. Some labs may be managed on a first come, first serve basis, with waiting lists when demand is high.

Every effort is made to provide open laboratory time and access to students, but it is not guaranteed. Multiple labs on campus may be available for your use, but keep in mind that specific software; scanners or printers may not be in every lab.

We recommend the purchase of personal computing equipment and Internet access for home by all program majors. Students who have extended access and practice in technologies significantly improve their technical skills and abilities for better-than-entry level employment through demonstrated proficiencies above and beyond those developed in the classroom.

Grading Structure and Weights

Flash Textbook tutorials	10%
Flash Take-home assignments	15%
Flash Midterm Project	25%
Flash Final Project	50%
Attendance/participation	- ? (minus % for unexcused absences)
Total Possible	100%

Grading Scale

Plus/Minus grading will be used, according to the following system:

A	93% - 100%	C	73% - 76.99%
A-	90% - 92.99%	C-	70% - 72.99%
B+	87% - 89.99%	D+	67% - 69.99%
B	83% - 87.99%	D	63% - 66.99%
B-	80% - 82.99%	D-	60% - 62.99%
C+	77% - 79.99%	F	59.99% or below

Student Support Resources and Services

Tutoring

Individual or peer group tutoring may be available for those who are less familiar with the software and computers used in this course. Contact the Tutoring Center, or let me know if you have a need for tutoring outside of class. Tutoring services are available free of charge to all registered Clark college students. Tutoring is subject to availability of qualified tutors and available funding.

ADA Accommodations

If you have emergency medical information that should be shared, or if you require assistance in case the building should be evacuated, please make an appointment to see the instructor as soon as possible during the office hours indicated in this syllabus.

Any student with a disability who may require some consideration or assistance in order to fully participate in this class should contact the Disability Support Services office or stop by their office in Gaiser Hall.

Student Logons

In order to use computers on campus, you will need to establish your own unique student logon (User Name and Password). Your instructor should have information about this process, or you may go to any open lab for assistance (i.e. Library lab).

The Academic Early Warning System

Your instructor may use the Academic Early Warning (AEW) system in this course to let you know if s/he has concerns about your academic performance early enough to give you time to improve. If your instructor uses AEW to let you know what you need to work on, a letter will be sent to your home along with a list of free campus services that can assist you. As not all instructors will use AEW, it is your responsibility to be aware of how you are progressing in your classes.

In emergencies, students should do the following:

1. Inclement weather or emergency information.

- Go to www.clark.edu or call 360-992-2000 as your first means of getting information. The College does send notices to radio and television stations, but the College's web site and switchboard are the official platforms for the most.
- "Emergency" includes for example, many scenarios: inclement weather, crisis, or power outage.

2. Immediate emergency communication alert.

- To receive immediate notice on emergencies, you can register your cell phone number to receive text pages and your email address to receive email messages. To do this, go to www.flashalert.net. Select "Subscribe" on the left, and follow the instructions. Mass communication will also be sent to all college employee phones and computers.
- Check the Web first, as the Phone System can become saturated. Outside Media are not always reliable, e.g. in 2007 "Clark College" was confused with "Lewis & Clark".
- Inform your loved ones (parents/family) how to access information – do not just drive to the college.

3. Fire Alarm

- Evacuate the building through closest exit; evacuation maps are located in the hallways. Take personal belongings only if it is safe to do so. Remain at least 50 feet from the building. Notify others of evacuation. Do not re-enter building until instructed to do so.
- FIRE ALARM MEANS IMMEDIATE EVACUATION

4. Parking Lot Identifiers

- New parking lot identifiers using colors and numbers have been assigned to all Clark parking lots. To help emergency or security personnel locate you, please refer to these identifying features.
- The Campus has a new parking lot ID system – know where you are and how to direct others.

5. Security Escort

- Security Officers are available for escorts please call 360-992-2133.
- If you feel unsafe walking to your car or around campus, please call Security for an escort.